

Shrimati Indira Gandhi College

(Nationally Accredited at 'A' Grade (3rd Cycle) by NAAC)

Tiruchirappalli-2.



Sigaria

Research Journal

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Department Of Bank Management

1. Dr.K.Sujatha, “Strategic Measurement of Service Quality Management of Select Two Wheeler Dealers in Tiruchirapalli District” Suraj Punj Journal of Multidisciplinary research www.spjmr.com , UGC CARE no: 64786, ISSN 2394-2886, Vol 9, Issue 12, Jun 2019, Pg No:294-300.

Abstract:

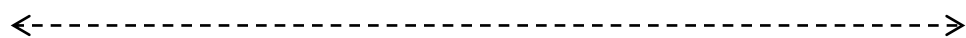
This study is to identify the strategic measurement of service quality management of select two wheeler dealers in Thiruchirappalli district. Service quality becomes the crucial issue for Two Wheeler industry and the theory of service quality has evolved over long period of time through testing and trials in service sector. The demanding customers and increased sense of customer satisfaction led to the use of the new service parameters making dealers to implement quality management as an effective aid. During the last few decades there is phenomenal change experienced in the two-wheeler and the reason being is Service Quality. Knowing that both service quality and value is difficult to measure, two wheeler industries heavily rely on customer quality perception and expectations. It could be achieved by asking customer questions related to expectations and their perceptions of the service quality through carefully designed surveys. Various studies have been carried out to consolidate the dimensions of service quality and servqual has been accepted as well constructed instrument to measure service quality. The empirical research in development of service quality theory suggests that improved service quality plays important role in overall customer satisfaction. Study would focus on various studies on Service Quality conducted by earlier researchers in an array of industries. Thus, present study is unique in the sense that it is new to two-wheeler. The paper explores the development of service quality theory and alternate scales of measuring service quality, its role in customer satisfaction and importance of Seroquel instrument.

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2. Mrs.V.Maheswari & Mrs.M.MeenaKumari “A Study of Consumer Satisfaction towards Mobile Banking Services of SBI in Tiruchirappallai Town” Muktsabd journal www.shabdbooks.com, UGC Care Group I, IF: 4.6, ISSN: 2437-3150, Vol 9, Issue 4, Page No: 4448-4456, April 2020

Abstract:

Mobile banking is the latest and most innovative service offered by the Banks. This transformation from the traditional banking to e-banking is said to be a sea change towards the future of banking industry. The evolution of e-banking started from the use of Automatic Teller Machines (ATMs) and telephone banking (tele-banking), direct bill payment, electronic fund transfer and the revolutionary online banking. The data for the survey was collected from SBI Banks in Tiruchirappalli Town. A well structured questionnaire served as the primary source. 50 samples were taken from the customers of SBI for the study with the help of random sampling method. It aims to analyze the customer response and customer satisfaction of mobile banking through these factors. Mobile banking is one of the alternatives in e-channels available to customer for quick and efficient of service at anytime of the day and from anywhere to use. Banks can also use to unable the banking for increasing the efficiency of their staff create a platform their better customer service and improve relationship with their customers. Mobile Banking services provide more personal and intimate relationships. Through this study an endeavour has been made to explore the consumer satisfaction of the new electronic payment service as mobile banking and the factors influencing the adoption of mobile banking services.



3. Dr.K.Sujatha, Mrs.V.Maheswari & Mrs.M.MeenaKumari, “Strategic Measurement of Service Quality Management of Select Two Wheeler Dealers in Tiruchirappalli District” Alochana Chakra Journal <http://www.alochanachakra.in/Current-Issue>, UGC CARE GROUP I no: 4525 Journal, ISSN:2231-3990, Vol 9, Issue 9, Page No 3535-3541, May 2020.

Abstract:

This study is to identify the strategic measurement of service quality management of select two wheeler dealers in Thiruchirappalli district. Service quality becomes the crucial issue for Two Wheeler industry and the theory of service quality has evolved over long period of time through testing and trials in service sector. The demanding customers and increased sense of customer satisfaction led to the use of the new service parameters making dealers to

implement quality management as an effective aid. During the last few decades there is phenomenal change experienced in the two-wheeler and the reason being is Service Quality. Knowing that both service quality and value is difficult to measure, two wheeler industries heavily rely on customer quality perception and expectations. It could be achieved by asking customer questions related to expectations and their perceptions of the service quality through carefully designed surveys. Various studies have been carried out to consolidate the dimensions of service quality and servqual has been accepted as well constructed instrument to measure service quality. The empirical research in development of service quality theory suggests that improved service quality plays important role in overall customer satisfaction. Study would focus on various studies on Service Quality conducted by earlier researchers in an array of industries. Thus, present study is unique in the sense that it is new to two-wheeler. The paper explores the development of service quality theory and alternate scales of measuring service quality, its role in customer satisfaction and importance of Seroquel instrument.



Department Of Bio Chemistry

1. Ms.P.Anitha et al., “Anticancer activity of ethanolic extract of Vitis vinifera L. Using MCF7 Cell lines”, International journal of life science and pharma research, <https://www.ijlpr.com>, Peer –reviewed, Web of science indexed, IF:5.576 Sp.07. (Special issues), ISSN: 2250-0480, Page No:56-62. January 2020. <https://www.ijlpr.com/cms/images/25SP-07%20FINAL.pdf.pdf>, Google Scholar, Web Of Sciences.

Abstract

In spite of good advancements for diagnosis and treatment, cancer is still abig threat to our society. In the lastfew decades, there has been an exponential growth in the field other bal medicine. The aim of the present study is to evaluate the anticancer activity of Vitis viniferaagainst MCF 7 breast cell line.100gof Vitis vinifera pulp extract was mixed with 300 ml of ethanol. Paste form of the extract obtained by filtration was subjected to pre-clinical screening. The in vitro cytotoxicand antitumor potentials of GPE was assessed by tryphan blue dye exclusion method and MTT assay method. Thecytotoxicity was estimated by LDH assay. From the result, it was observed that Grape Pulp Extract – GPE expressed goodcytotoxic and antiproliferatingactivities against MCF-7 cell lines. Therefore, it would of significanceto investigate in future about GPEwhich have a wide implication in cancer chemo preventions.

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2. Ms.A.Shanmugapriya and Dr.S.Maneemegalai, “Evaluation of synergistic potential of Tridax procumbens and Boerhavia diffusa in isoproperenol induced myocardial injury”, www.biomedicineonline.org. Biomedicine Journal, UGC, SCOPUS peer reviewed, ISSN:0970 -2067, Vol 39, Issue, 4, Page.No: 555-560, Jan 2020.

Abstract:

Introduction and Aim: Combinative action of medicinal plants has earned an important place in the herbal medicinal field. The combination therapeutics may provide higher activity against various diseases in a synergistic manner. In the present research work the ethanolic leaf extracts of Tridax procumbens and root extracts of Boerhavia diffusa were studied for the assessment of synergistic cardioprotective activity through animal model. Materials and Methods: Wistar male albino rats were treated with combinative ethanolic

extract (150+ 150 mg/kg BW) to isoproterenol-induced myocardial infarcted rats. Cardio-protection was investigated by estimating the activities of inflammatory markers like CRP, myeloperoxidase, homocysteine, xanthine oxidase and HMG CoA reductase in serum, plasma and tissue sample. Results: The activities of CRP in serum and tissue myeloperoxidase were significantly elevated in isoproterenol induced rats. Parameters like plasma homocysteine, tissue xanthine oxidase and HMG CoA reductase of isoproterenol administered rats also showed significant elevation. Combinative ethanolic leaf extract of *Tridax procumbens* and root extracts of *Boerhavia diffusa* treatment showed a marked difference in the altered parameters by preventing myocardial necrosis. Conclusion: The present study concludes that co-treatment with ethanolic extract of *Tridax procumbens* and *Boerhavia diffusa* confirmed the protective and inhibitory effect against isoproterenol induced myocardial infarction and proved to be more beneficial.

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3. V. Suganya et al., "Toxicity Evaluation of encapsulated and non-encapsulated Astaxanthin In Swiss Albinos mice, *Journal of Pharmacognosy and Phytochemistry*, www.phytojournal.com, Peer-reviewed, Indexed by Google scholar, UGC approved Journal No: 45051, I.F: 5.52 (Citations - NIL). ISSN: 2278-4136, Vol 8, Issue 4, Page No:899-908; June 2019.

<http://www.phytojournal.com/archives/?year=2019&vol=8&issue=4&ArticleId=9053>

Abstract:

Astaxanthin is a keto carotenoid found in many crustaceans and microorganism especially in *Haematococcus pluvialis*. Astaxanthin was encapsulated with liposomal substances. The objective of the study was to investigate the acute and sub-acute toxicity of encapsulated and non-encapsulated astaxanthin. The test samples in the range of 250, 500 and 1000 mg/g bw was taken. Each group consists of 5 animals. No deaths occurred and no treatment-related changes were observed in the detailed clinical observations, manipulative tests, hematology, blood chemistry, organ weight, but some changes like grip strength, motor activity, body weights, food consumption and histopathology was founded. Body color changes were also found in higher dose of both encapsulated and non-encapsulated astaxanthin. Based on this results, it was concluded that the 250 mg/kg bw has no side effect when compared to 500 and 1000 mg/kg bw in acute toxicity study. Further, in sub-acute toxicity all the dose like 20, 40 and 80 mg/kg bw shows

no adverse effect. Hence, the dosage for anticancer study can be fixed at 20 mg/kg bw respectively.

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4. Ms.V. Suganya et al., Proximate composition and in vitro antioxidant, properties of *Rhizophora mucronata* plant part extract, Asian Journal of Green Chemistry, www.ajgreenchem.com, Peer-reviewed, Google Scholar, Indexed, ISSN: 2588-4328, Vol 3, Issue 3: Page No: 345-352, September 2019. http://www.ajgreenchem.com/article_79903.html

Abstract:

Rhizophora mucronata is a species of mangrove widely distributed in Indian mangrove forest. It seems to be more tolerant of inundation than other mangrove species and often forms an evergreen fringe to mangrove areas. In present study, the methanolic extract of different parts of *Rhizophora mucronata*, their antioxidant properties along with primary, secondary metabolites and proximate composition, were tested. Better antioxidant activity was gained by methanolic extract of leaf than root and bark extract. Antioxidant potential of the extracts was analyzed as contents of total phenols and flavonoids; radical scavenging activity by the DPPH methods, NO and H₂O₂ and primary and secondary metabolites assay and the results of antioxidative activities from the *R. mucronata* plant. The total content of phenols and flavonoids in the methanol extracts of the studied species positively correlated with their antioxidant properties, confirmed their major role in antioxidant activity of these *R. mucronata*.

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5. V.Bharathi et al. and Dr.S.Shanthi, “Effect of *Macrotyloma uniflorum* on antiobesity in rats fed with high fat diet”, Saudi Journal of Biological Science, www.sciencedirect.com, Peer-reviewed, IF:3.138, SCIENCE DIRECT, SCOPUS, Pubmed indexed, ISSN: 1319-562X, Vol 26, Issue 7, Page No: 1772-1778, November 2019.

<https://www.sciencedirect.com/science/article/pii/S1319562X18301165>

Abstract:

Obesity is a universal health burden develops from an inequity between food consumption and energy disbursement which causes excessive deposition of fat in adipose tissue, liver tissue, muscle, pancreatic islets and other organs involved in metabolism results in dyslipidaemia, glucose intolerance, coronary

heart disease, diabetes, hypertension, non-alcoholic fatty liver disease and cancer (Isabelle et al., 2017). Globally, 600 million people are obese and 19 billion adults are overweight (Jian Bing et al., 2016). Fat absorption process is mediated by pancreatic lipase (PL) and militarization of fat stored in adipose tissues is mediated by triglyceride lipase (TGL) (Rudolf et al., 2012). Lifestyle modification and high energy diet have increase the incidence of obesity (Hasani et al., 2013) There are several antiobesity drugs are available, however, they have perilous side effects and hence medicinal plant including crude extracts and isolated compound from plant can be used to induce weight loss and prevent diet induced obesity (Matson and Fallon, 2012). The potential of natural products against obesity is still largely unexplored and can be an excellent alternative for the safe and effective antiobesity drugs from natural origin.

Macrotyloma uniflorum traditionally used as an antiobesity natural food supplement's in India. It belongs to the family Fabaceae and has been used in ethnomedicine for treating haemorrhoids, tumours, bronchitis, cardiopathy, nephrolithiasis, urolithiasis, splenomegaly, strangury, hiccough, ophthalmopathy, verminosis, kidney stones, inflammation, and liver-related abnormalities (Bigoniya et al., 2014). As an effort to evaluate scientifically on the ethanolic extract of *M. uniflorum* leaves (EEMUL), ethanolic extract of *M. uniflorum* seeds (EEMUS), and ethanolic extract of *M. uniflorum* seeds and leaves combination (EESLC) against obesity. The preliminary investigation was carried out on In vitro inhibitory activity of fractions against PL. The potent PL inhibitor fractions was further characterised by In vivo anti-obesity including food intake, body weight, blood serum lipid profile and hepatoprotective potential on high fat diet (HFD) induced male albino Wistar rats.

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6. MS.U.Sandhiya, A.Shanmugapriya, A.Lakshmiprabha, R.Rajendran, Ms.V.Bharathi, S.hema, "Preliminary phytochemical screening, green synthesis of silver nanoparticles and anti-bacterial activity using leaf extraction of *indigofera linifolia*", *Alochana Chakra Journal*, www.alochanachakrajournal.com, IF:6.3, UGC Care No.4525, ISSN No:2231-3990, Vol 9, Issue 5, Page no:1928-1940, May 2020.

Abstract:

Synthesis of nanomaterials by biological approach is innovative, cheaper and environmental friendly and requires less-labor. In this regard, the present study focused on the synthesis of silver nanoparticles from the extract of *indigofera linifolia*. Synthesized silver nanoparticles were well characterized

by UV-Visible Spectroscopy (UV-Vis), Fourier-Transform Infra-red Spectroscopy (FT-IR), Scanning Electron Microscope (SEM) .It was found that circular and spherical shaped nanoparticles of size 15 - 30 nm were found in SEM analysis and showed effective anti-bacterial activity against pathogens. The results showed that the silver nanoparticles have higher anti-bacterial activity against pathogen. Therefore, the present study elucidates silver nanoparticles can play a vital role in nano-based therapy in future.

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7. Ms. P.Anitha, Dr.A.Shanmugapriya, Dr.B.Varalakshmi, Ms.S.Gomathi, Dr.T.Karpagam, Ms.V.Suganya, Dr.C.Sumathy. “In Vitro Free Radical Scavenging Potential And Phytochemical Screening Of pedilanthus Tithymaloides”, Alochana Chakra Journal, www.alochanachakrajournal.com, UGC-CARE Group-1 no: 4525, ISSN: 2231-3990, Vol9(5): 7033-7041, <https://app.box.com/s/nn7hoc6wh6uilmahtbmq5chc2h35idt7>

Abstract:

The objective of the present study was designed to examine phytochemical analysis and to evaluate the free radical scavenging activity of aqueous extract of Pedilanthustithymaloides(L.) Poit. Since the latex from the leaves, stem and roots has been traditionally used to treat various pathological conditions such as toothache, emetic, and abortive. The dried leaves of Pedilanthustithymaloides were extracted with aqueous and ethanol by hot extraction process using Soxhlet apparatus. The aqueous extract of Pedilanthustithymaloides alone was predicted for antioxidant activity like DPPH and Hydrogen peroxide (H₂O₂). The phytochemical screening revealed the presence of active components like alkaloids, flavonoids, terpenoids, phenols, tannins, saponins, glycosides, sterols, amino acid, and reducing sugar. This work also revealed the significant free radical scavenging ability of the Pedilanthustithymaloides leaves which was assessed by DPPH and Hydrogen Peroxide assays. The aqueous extract of Pedilanthustithymaloides had a maximum inhibitory activity at 1000 µg/ml (63.09%). Due to strong antioxidant property of Pedilanthustithymaloides, it may be used as a possible source of new therapeutic drugs to treat various diseases.



Department Of Business Administration

1. Dr.G.Kalaichelvi “Bonded Labour System in India”, Infokara Research Journal, www.infokara.com, UGC – CARE Approved Group 2, Journal no: 15775, IF: 5.3, ISSN NO: 1021-9056, Vol 9 Issue 4, Page No 9-17, April 2020.

Abstract:

A man keeping another man in perpetual bondage for his selfish and personal designs is a kind of man's cruelty to man which is not confined to a particular country or a particular region but is found as a global phenomenon for thousands of years, right from the Biblical days to the present era. The nomenclature changed from period to period and place to place: slave, serf, and bonded labour. It is a practice in which employers give high-interest loans to workers who work at low wages to pay off the debt. The Supreme Court of India has interpreted bonded labour as the payment of wages that are below the prevailing market wages and legal minimum wages. The Constitution of India prohibits forced labour under Article 23 (Fundamental Rights)- Prohibition of traffic in human beings and forced labour. Bonded labour was historically associated with rural economies where peasants from economically disadvantaged communities were bound to work for the landlords. Bonded labour is found to exist in both rural and urban pockets unorganized industries such as brick kilns, stone quarries, coal mining, agricultural labour, domestic servitude, circus, and sexual slavery. India being a country admired for its culture and unity in diversity suffers from certain historical ideologies which are deep rooted in Indian society like Caste system. And one such offshoot of this ideology is the Bonded Labour. Though at present bonded labour practice is abolished after bringing statutory prohibition, it cannot be presumed that there has been complete eradication of this evil practice. In many places this social evil is still taking place in spite of prohibition provided by law. So, some serious actions have to be taken to prevent such activities. Bonded labour is more or less similar to slavery but here under condition of debt. As stated by National Commission on Labour, Bonded labour is the “labour which remains in bondage for a specific period for the debt incurred.” In the 24th Report, the Commissioner of Scheduled Castes and Tribes stated bonded labourers as persons who are forced to work for creditors for the loan incurred either without wage or on nominal wage. Due to the economically weaker position and improper means of livelihood they fall under exploitation

of such so called high caste exploiters. Dalit people were forced to sell or due to economic crisis they sell themselves to work for limited remuneration or no remuneration to village landlords or moneylenders. In fact, the system of bonded labour, as prevalent in Indian society, is a relic of feudal hierarchical society. A considerable interest has come to be shown in bonded labour during the past two decades by social workers, social scientists and the government because it is considered incompatible with our social ideal of egalitarianism with our commitment to human rights. The magnitude of bonded labour is just baffling as lakhs of adult males and females as well as children are condemned to suffering under its yoke.

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2. Dr.G.Kalaichelvi “A Study on Consumer Satisfaction towards Insurance Products offered by LIC in Tiruchirappalli district”, Journal of inter disciplinary cycle research (JICR), www.jicrjournal.com, UGC-CARE Approved Group – II Journal no:21259, IF: 6.2 , ISSN NO: 0022-1945, Vol 12, Issue 4, Page No 67-75, April 2020.

Abstract:

Wherever there is uncertainty, there is risk. The risk cannot be avoided as it involves multi-faceted losses. Risk is uncertainty of financial loss. You don't have any command on uncertainties. This makes it essential that we think in favour of a device that becomes instrumental in spreading the loss. It is in this context that we think about insurance which is considered to be a social device to accumulate funds to meet uncertain loss. The main function of insurance is to provide protection against the possible chances of generating losses. The life insurance was found existent in England in the 17th century. The policy of life of William Gibbons on June 18th, 1633 is the first recorded evidence. Even before this, the annuities were found common in England. The first registered life office was “hand in hand society” which was established in 1696 in USA. The life insurance could not flourish mainly due to an abnormal fluctuation in the death rate. In India, the first life insurance company was established in the Bengal presidency in 1818 which was known as “The Orient Life Insurance Company”. In the annuals of Indian insurance, the year 1870 is a landmark. Experiencing so many ups and downs, the insurance business was found in a changed shape, particularly after the attainment of independence and to be more specific, after nationalization in 1956. Further, the general insurance was established in 1971. Thus, the insurance business in India is found under the public sector which is managed by a corporation.

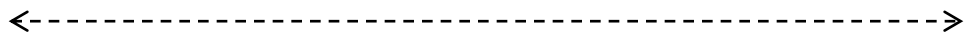
There is no doubt in it that, a number of small companies are working under the private sector but their insignificant contribution to the society right now keep them out of the purview. The public sector insurance business, of course made possible numerous changes in the functional areas of the insurance corporations but at the same time it also made ways for degeneration in the quality of services. We cannot deny the fact that after nationalization a number of steps have been taken to spread the insurance business much more widely to the rural areas and especially to the socially and economically backward regions with a view to reaching all the potential users of the services. The insurance network has gained the momentum and now even the rural masses are well aware of their contributions. The LIC has been described as a singular organization which curtails risk and substitutes certainty for uncertainty in human life. It lessens the grief of a family by providing continuous sources of livelihood and an umbrella of financial protection to the family in distress. Life insurance is a social necessity and it provides the much needed security to the individual and the family against the hazards of life, which no other form of savings can provide. Hence it becomes an essential service which was the main reason that prompted the government of India to nationalize the life insurance. Indian insurers' survival had the tough competition with foreign insurers because of the Swedish movement. But the progress was slow because of illiteracy, economic backwardness, lack of insurance consciousness, absence of trained sales force, a foreign competition. Etc. During the Second World War the progress was impressive but there was a setback in the post partition period. The government of India passed the 'Insurance Act of 1912' to regulate the working of insurance companies. With the increase of insurers and development of life insurance business, the government felt the need for exercising greater control over the management and investments of insurer. As a result 'The Insurance Act of 1938' was enacted. The aforesaid facts makes it clear that the insurance organizations in general and the public sector insurance organizations in particular need to bear the responsibility of offering the world class services to the ultimate users which need innovative marketing practices.

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3. Ms.M.Kaladevi, "Covid- 19 and it's impact on e – commerce", Alochana chakra journal, UGC Care No: 4525, IF:6.3, ISSN NO: 2231- 3990 , Volume IX, Issue VI, Page No - 5741 – 5746, June -2020.

Abstract:

The Indian retail market is greatly divided up between the unorganized sector, which includes about 13.8 million conventional family run neighborhood stores and the organized retail sector with a share less than 10%. B2B and B2C online sales of physical goods have recently experienced a surge of demand in certain products due to the COVID-19 pandemic. Initially, many businesses and consumers responded by stocking up. COVID-19 Related Challenges are Consumer Protection, Compliance with Health and Safety Regulations, The Development Dimension. The COVID-19 pandemic has made it clear that e-commerce can be an important tool/solution for consumers in times of crisis, and that it is also an economic driver, including for small businesses. However, the pandemic has highlighted not only the importance of digital technologies in general, but also several vulnerabilities across the world.



4. P.Shobana., “A Study on Work Life Balance On women Police In Tiruchirappalli City”, International Journal of Engineering Technology and Management, www.ijetm.org, Indexed by Google Scholar, EBSCO, IF: 3.49, ISSN:2394-6881, Vol 6, Issue 4, Page no,7-11, July-August 2019.

Abstract:

Women Empowerment is needed both in work and personal life. In today's life circumstance, women are deemed necessary to contribute their duties, skills talents equality both in work and personal life. Striking a balance between work and personal life is of utmost importance. Therefore, the need of a good Work-Life Balance(WLB) is gaining importance among the employees. The human element is the most vital, indispensable and inevitable aspect in every organization. Most importantly, the quality of human resource determines effective and efficient utilization of internal availability and external accessibility of resources.

- ♣ To Study the impact of women police health due to work commitment
- ♣ Effectiveness of work among the women police.
- ♣ Overall quality of life style among the women police

Finally Women police personnel to maintain a healthy relation balance between professional and their private life.

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5. Ms.P.Shobana “An Exploratory Research on Work-Life Balance (WLB) among Women Police in Tiruchirappalli”, International Journal of Research and Analytical Review (IJRAR) <http://www.ijrar.org>, UGC Approved no:10549, IF: 5.75, Scopus Indexed, (E-ISSN 2348-1269, P-ISSN-2349-5138), Vol 06, Issue - 2, Page No. 150-157, June 2019.

Abstract:

The concept of women working in Indian heritage environment has always been challenging and much more of those women working in police force. An initial study of this research covers the challenges being faced by women police in Tiruchirappalli, South India. This research will specifically address the challenges such as (i) women police family bonding, (ii) women police job position, (iii) educational qualification, and (iv) work experience. This paper covers the challenges being faced by women police in Tiruchirappalli, South India, specifically addresses the impact towards work-life balance. A survey was conducted with 100 police personnel to perform the quantitative analysis. Keywords: family bonding, educational qualification, work experience, job position.

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6. Ms.P.Shobana “A Study on Work Life Balance among Women Police in Tiruchirappalli”, Journal of Emerging Technologies and Innovative Research, (JETIR) <http://www.jetir.org>, UGC Approved journal no: 63975, IF: 5.87, ISSN No.2349-5162, Vol 6, Issue 6, page No.525-540, June 2019.

Abstract:

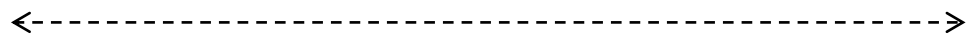
Women empowerment is needed both in work and personal life. In today's life circumstance, women are deemed necessary to contribute their duties, skills talents equally both in work and personal life. Striking a balance between work and in personal life is of utmost importance. Therefore, the need of a good Work-Life Balance (WLB) is gaining importance among the employees.

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7. Ms P.Shobana, A.Kavitha,U.Lavanya and R.Ramya “ Work-Life Balance in Women Police Tiruchirappalli” Aegaeum Journal, [http:// aegaeum.com](http://aegaeum.com), An UGC-CARE Approved Group 2 Journal no:21260, IF:6.1, ISSN NO: 0776-3808, Vol 8, Issue 4, Page No 1714-1720, April 2020, DOI:16.10089. A.J 2020.V 814.285311.3284

Abstract:

The concept of women working in Indian heritage environment has always been challenging and much more of those women working in police force. A study of this research covered the challenges being faced by women police in Tiruchirappalli, South India. This research addressed the challenges on women police family bonding, women police stress, and health. A survey is conducted with 50 police personnel to perform quantitative analysis.



8. Ms P.Shobana, “GREEN HRM“, Aegaeum Journal <http://aegaeum.com>, UGC-CARE Approved Group 2 Journal no:21260, Impact factor 6.1, ISSN NO: 0776-3808, Volume 8, Issue 4, Page No 533-544 , April 2020.

Abstract

The topic of environmental sustainability is attracting increased attention among management scholars. Despite its importance to managers, employees, customers and other stakeholders, however, there are very few research studies that consider the role of human resource management systems in organizations striving to achieve environmental sustainability. There is thus a growing need for the integration of environmental management into human resource management (HRM) – green HRM – research practice. Green HR is the use of HRM policies to promote the sustainable use of resources within business organizations and, more generally, promotes the cause of environmental sustainability. Green initiatives within HRM form part of wider programmes of corporate social responsibility. Green HR involves two essential elements: environmentally-friendly HR practices and the preservation of knowledge capital. The objective of this paper is to detail a process model of the HR processes involved in green HRM on the basis of available literature on green HR. The literature has been classified on the basis of entry-to-exit processes in HRM (from recruitment to exit), revealing the role that HR

processes play in translating green HR policy into practice. The paper also examines the nature and extent of Green HR theoretical review.

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9. Ms.P.Shobana, and U.Lavanya “Factors Affecting Work- Life Balance Women Employees” Aegaeum Journal [http:// aegaeum.com](http://aegaeum.com), UGC-CARE Approved Group 2 Journal, IF: 6.1, Volume 8, Issue 4, ISSN NO: 0776-3808, Page No 739-74, April 2020.

Abstract:

The factor analysis revealed that factors such as Job Nature, Work Load, Job Environment, stress, demographic, quality of work life, emotional intelligence, job satisfaction are the Domain are the predominant factors that influence work-life-balance of women professionals. Family work balance is a complex issue that involves financial values, gender roles, career path, time management and many other factors. Every person and couple will have their own preferences and needs. The problem of maintaining a balance between work life and family life is not a new one.

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10. Dr.R.Anitha Santhana Mary, “An Empirical study on Labour Welfare Measures in Goldenrock Railway Workshops- Tiruchirappalli.” Journal of Interdisciplinary Cycle Research Journal, <http://jicrjournal.com>, UGC CARE Approved no:21259, IF: 6.2, ISSN NO: 0022-1945, Vol 12, Issue 4, Page No. 39-45, April 2020

Abstract:

Labour welfare is an important fact of Industrial relations. These give satisfaction to the worker and ensure that proper remuneration is achieved. With the growth of Industrialization, Mechanization and Computerization, labour welfare measures has got fillip. The workers in the Industries cannot cope up with pace of modern life with minimum sustenance amenities. The workers are in need of added stimulus to keep body and together. Labour welfare, though it has been provided to contribute to efficiency in production, is expensive. Each employer provides welfare measures of varying degrees of importance for labour force. The social and economic aspects of life of the workers have direct influence on the social and economic development of nation. There is an imperative need to

take extra care of the workers to provide both statutory and non-statutory facilities to them. The welfare facilities help to motivate and retain employees. Most of the welfare facilities are matters of sanitation and hygiene which is not provided dissatisfaction among workers are motivated by providing welfare measures. This ensures employee satisfaction result in increased efficiency. Employee welfare measures may help to minimize social evils like alcoholism, gambling, drug addiction etc. The workers are likely fall into victim because of discontentment or frustration. The welfare facilities induce the workers happy, cheerful and confident with commitment. The welfare measures and schemes form an integral part of Personal and HR Management in any organization will go a long way in ensuring the desired goals. In turn this will enhance the productivity of the organization. The welfare measures are designed and systematized by the organization through statutory bodies like trade unions. The labour departments of the government insist upon minimum amenities to be implemented in any organization. This will ensure that minimum standards that are required for an employee to carry out the duties and perform functions to the extent of satisfaction. An industrial relations system is made up of certain institutions, which are popularly known as “ three factors “ of the system. In all developed and developing economics, these factors are workers (employees) and their organization (trade unions), management (employers) and their organizations (employer’s association/federations), the government. These actors jointly determine the output of the system, which largely consists of rules/regulations relating to terms and conditions of employment.

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11. Dr.R.Anitha Santhana Mary, “A study on Customer Satisfaction towards Domino’s Pizza in Tiruchirappalli District”. Infokara Research, <http://infokara.com>, UGC-CARE Approved Group 2 Journal no:15775, IF:5.3, ISSN NO: 1021-9056, Vol 9, Issue 3, Page No.859-869, March 2020.

Abstract:

This article examines about the customer satisfaction towards Domino’s Pizza outlets in Tiruchirappalli District. Dominos Pizza is an American restaurant chain and international franchise pizza delivery corporation. It reveals about the customers perception and customers preference about the domino’s products. It will explore in general the spending habit of customers and the various factors or services where Domino’s is supposed to work hard to

satisfy the customers. Thus study will be useful by offering suggestions to increase the customer satisfaction towards Domino's Pizza as well as to improve their quality and standards.

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12. Ms.A.Kavitha and R.Ramya, "Job Satisfaction" Infokara Research, <http://infokara.com>, An UGC-CARE Approved Group 2 Journal:15776, IF:5.3, ISSN NO: 1021-9056, Vol 9, Issue 4, Page No :238-243, April 2020 .

Abstract:

Job satisfaction is one of the most important issues in industrial psychology and behavioral management in organization. It decides the extent of employee motivation through environment. Job satisfaction means attitude related to the job. It is related to specific factor like wages, condition of work social relation of the job, prompt settlement of grievances and other similar Job satisfaction is related to different social-economic and personal factors such as age, sex, incentives, working, and environment education. The aim of the research is to identify different factors Chettinad Industrial in Puliur, Karur.

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13. Ms.P.Buveneswari "A study on Customer Satisfaction towards Titan Company Watches in Tiruchirappalli", Infokara Research, <http://infokara.com>, An UGC-CARE Approved Group 2 Journal no:15775, IF: 5.3, ISSN NO: 1021-9056, Vol 9, Issue 5, Page No.65-69, May 2020.

Abstract:

Today human beings work with the time. The various activities to be performed are generally prescribed on the basis of time factor. Thus time is considered to be an important factor in every walk of life. Nowadays there is no person without a wrist watch and a home without a clock. Watches and clocks are devices used to measure or indicate the passage of time. As a result, several hot selling brands are ruling the Indian watch Market. Some of them are luxury brand with big international names and at the same time, there are same domestic watch brands that offer quality of watches at affordable prices. Titan is the best brand of Indian watches and the company producing watches for men and women in different colors, dial and shapes, so as to satisfy the

customers. So this study is an attempt to analyze the customer satisfaction towards Titan Company watches in Tiruchirappalli District.

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14. Ms.P.Bhuvaneshwari, Ms.A.Kavitha “Role of SEBI In Investors Protection” Aegaeum Journal, www.aegaeum.com, UGC Care Approved Group 2 AGN.J-2867, IF:6.2, ISSN:0776-3808, Vol 8, Issue 4, Page no 191-200

Abstract:

Investor Protection is among the most talked topics in the securities market and safeguarding investor interest is one of the top priorities of the regulatory bodies. Investors protection means ensuring that the stock market and participants are fair to the investors and should not do anything which may appear deliberate attempts on their part to inflict loss to investors. Investors can seek their protection within the provisions of the Indian Companies Act 1956, the Securities Contract (Regulation) Act 1956 and various measures taken by stock exchanges. But the securities and Exchange Board of India (SEBI) has been mandated to protect the interest of investors in securities and to promote the development and regulate the securities market so as to establish a dynamic and efficient securities market contributing to Indian economy. SEBI was set up to in 1992 and issued many guidelines on areas of vital interest in the Indian stock market. With a view to protect the investors and to redress their grievances and complaints SEBI has an Investors Grievance Cell, Investor Protection Fund, Web based centralized complaint redressal system etc. These various measures of SEBI make sure that every aspect of the investor interest is secured.

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15. Dr.R.Balasaraswathi, “Developing Positive Attitude in Future Executive to Manage Turbulent Business Environment”, Suraj Punj Journal of Multidisciplinary research www.spjmr.com , UGC CARE no: 64786, IF:6.3, ISSN:2394-2686, Vol 9, Issue 12, Jun 2019, Pg. 151

Abstract:

Change and growth are only naturally in the living world. We cannot have a control over it but can product as from its evil effects by using certain strategies like facing in the weather conditions. Virtually every industry has been experiencing rapid, massive and some times devastating change over a couple of years. The result of geopolitical instability across continents with

increase of populism, terrorist attack, as well as the impact of technology advances tribulance exists and will exist in business also. Tribulance is an on going condition to be manage and not a problem to be solved. The skill and positive attitude of executive play a vital roll to manage these situations. This paper is going to deal with the concept of turbulent business environment, positive attitude, importance of positive attitude, the successful leaders of positive attitude today and the responsible of organization to train their managers (future executives) the positive attitude for restructuring their organization in order to manage the turbulent environment.

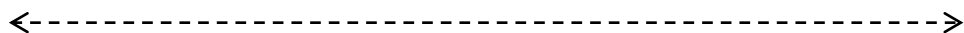


Department Of Chemistry

1. Dr. Lakshmi Prabha, Removal of Mn(II), Zn(II) & Cd(II) Ions using clay in Kulumani, Tamilnadu, India, Alochana Chakra Journal, www.alochanachakrajournal.com, UGC CARE GROUP I NO: 4525, IF:6.3, ISSN:2231-3990, Vol 9, Issue-5, Page No.3131-3139, May 2020

Abstract:

Adsorption of Mn(II), Zn(II) & Cd(II) by natural clay was evaluated by the batch mode method. The effect of pH, particle size, contact time, and temperature were experimentally certified. The outcomes discovered that the adsorption of Mn(II), Zn(II) & Cd(II) by natural clay is exothermic and also proved that the natural clay is efficient in adsorption/ ion exchange process. FTIR and SEM-EDX were carried out to confirm the adsorption / ion exchange process.



2. Dr. Lakshmi Prabha, "Removal of Mn(II), Zn(II) & Cd(II) Ions using Biosorbent in Tiruchirappalli, Tamilnadu, India", Alochana Chakra Journal, www.alochanachakrajournal.com, UGC CARE GROUP I NO: 4525, IF:6.3, ISSN:2231-3990, Vol 9, Issue-5, Page No-3737-3744, May 2020.

Abstract:

Water is the elixir of life. But sadly it is very much contaminated in today's world. In this research, the adsorptive removal of Mn(II), Zn(II) & Cd(II) ions using Curry Tree Carbon (collected from a vegetable waste in Tiruchirappalli) was carried out. The process parameters like pH of the medium, size of the adsorbent, contact time etc., were varied and their effects on the removal of Mn(II) & Zn(II) & Cd(II) ions were found out. The instrumental data (FT-IR and SEM EDX) of the adsorbent before and after the adsorption process confirm the removal of Mn(II), Zn(II) & Cd(II) ions. Desorption of the metal ions, was at its peak when 0.5N HCl solution used.



Department Of Commerce

1. Dr.A.Hemalatha, K.Poornapushkala, “Technological Changes and HRM”, Alochana Chakra Journal, www.alochanchakrajournal.org, UGC-CARE Group-1 no:4525, ISSN No: 2231-3990 Volume 9, Issue 5, Page No : 7020-7026, May-2020.

Abstract

Shaping organization is essential and required task for any management to produce a qualitative and reliable product for their customers. So, today we can easily see a concept of Human Resource Management (HRM) in every organization for internal management and efficient utilization of resource to produce a better and new technological product for their customers. HRM is an art of managing people at work in such a manner that they give best to the organization. Now, here we are offering you a concept of Electronic Human Resource Management (e-HRM) as an Implementation Support System (ISS) for HRM. For understanding the better skills, creative abilities and talents of human resources at a very quick time there must be a concept of e-HRM. Generally e-HRM is an interface through which we can directly communicate or know about the right talent through traverse some list or records in our personal database without creating any issue. E-HRM(Electronic Human Resource Management) is an advance business solution which provides a complete on-line support in the management of all processes, activities, data and information required to manage human resources in a modern company. It is an efficient, reliable, easy-to-use tool, accessible to a broad group of different users.

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2. Dr.A.Hemalatha, K.Poornapushkala “A Study on Quality of Work Life in Private Sector Industry in Tiruchirappalli” Alochana Chakra Journal, www.alochanachakrajournal.com, UGC CARE no:4525, IF:6.3, ISSN No: 2231-3990, Vol 9, Issue 5, Page No : 7015-7019, May 2020.

Abstract

This study aims to explore the level of Quality of Work Life in the industry situated in the Private sector Industry in Tiruchirappalli, Tamil Nadu. It also examines the relationships between environmental factors and job satisfaction. The result reveals that the level of Quality of Work Life of the population is high. The majority of employees have adequate

confidence regarding their skills, job characteristics, opportunity to participate in decision making, and relationships. This study also reveals that all elements of QWL, namely, work moral environment, job characteristics, wages and remuneration, workgroup, supervision style, and participation indecision making are significantly correlated with job satisfaction.

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3. Ms.N.Shanthi, Dr.R.Vani, “HR Digital Transformation”, Alochana Chakra Journal, www.alochanachakrajournal.com, UGC CARE no: 4525, IF: 6.3, ISSN No: 2231-3990 Vol 9, Issue 5, Page NO: 7027-7032, May 2020.

Abstract:

HR digital transformation is a hot topic for many HR professionals. And for good reason, since digital technology has the potential and ability to transform HR as we know it. Digital HR transformation is an entirely different thing to do it. This paper dive deeper into the phenomenon of HR digital transformation: what is it, why is it necessary and how do you go about it? HR digital transformation being just about HR, it’s a metamorphosis that involves organizations as a whole Or at least it should, in order for it to be successful. Digital Transformation may consist of business process, business model, domain, and cultural organization. It helps the organization to overhaul its processes, operations, and maintains the cordial relationship with stakeholders.

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4. Ms.N.Shanthi, Dr.R.Balasaraswathi “Students Learning during COVID -19 Lockdown”, Alochana Chakra Journal, UGC CARE no:4525, IF:6.3, ISSN No: 2231-3990, Volume IX, Issue V, Page No: 7456-7459, May-2020.

Abstract:

I earning is essential for everyone throughout their life. Systematic learning is very essential especially for students in whatever stage they are from KG to PG. The entire system of the world has been affected due to the spread of COVID-19 from the end of 2019 to till date. Students’ learning is no expectation to this. This article explains how the learning of the students is affected.

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5. Ms.N.Saraswathi, Ms.K.Kavitha “Micro Finance Interest Free Concept”, Alochana Chakra Journal, UGC CARE no:4525, IF:6.3, ISSN No: 2231-3990 Volume IX, Issue V, May-2020.

Abstract:

This paper addressed the concept of Micro Finance Operations under the Interest Free Cost, reason Being today, many Micro Finance Companies charges a higher interest percentage between 20% to 30%. Though Interest Based Micro Finance (IBMF) provides banking opportunity to many Underprivileged people, it still results in many problems.

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6. Ms.N.Saraswathi, Ms.K.Kavitha “Corporate Dressing a Current Scenario”, Alochana Chakra Journal, UGC CARE no: 4525, IF: 6.3, ISSN No: 2231-3990 , Volume IX, Issue V, May-2020.

Abstract:

Corporate dressing refers to the art of dressing formally and correctly. Corporate dressing helps an individual to dress according to his work profile and organization culture. Formal dressing, if done correctly goes a long way in shaping one’s personality. People take us seriously if we are dressed sensibly. No one likes to speak to an individual who does not know how to carry herself. Going to work in formals helps you to create an image. Dressing correctly helps to stand apart from the rest and be a role model for other.

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7. Ms.S.Vanathi, Ms.G.Anandhi, “Consumer Perception Towards Online Shopping – An Overview”, Alochana Chakra Journal, UGC CARE no:4525, IF:6.3, ISSN No: 2231-3990 Volume IX, Issue-V, Page NO: 7465-7474 , May-2020.

Abstract:

Most of the organisations have decided to enter into e-commerce business. The ability to retain customer is most important in the business. Now a day’s life style of the people is changed. The current trend of business is online shopping. Due to technology invention online shopping is very essential for different types of product. Consumer’s needs are foundation for the economic development of the country. Business is entirely depend on

consumers only for their survival and growth. People feel uncomfortable for purchasing in crowded markets and expect fair prices and discounts. Most of the International website familiar in India for online shopping. So small traders also need to increase their sales through online. It is a tough completion to them. This study examines the perception of consumers about online shopping.

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8. **Ms.G.Anandhi, Ms.G.Maheswari**, “Understanding and developing organizational culture”, Alochana Chakra Journal, UGC CARE no:4525, IF:6.3, ISSN No: 2231-3990, Volume IX, Issue-V , Page NO: 8663-8669 , May-2020.

Abstract:

This article deliberates key concepts pertaining to organization’s culture and describes general policies and HR practices that employers can use to create and endure a strong organizational culture. This article covers communications, metrics, legal technology and global issues related to organizational culture. It is essential to understand the organizational culture and to develop the organizational culture. This also describes the different dimensions of the culture. Managers and leaders are recommended to develop the strong culture in the organization to improve the overall performance of the employees and organization.

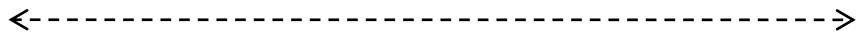
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9. **Dr.R.Balasaraswathi**, “Customer satisfaction towards paytm users in Tiruchirappalli”, Alochana Chakra Journal, www.alochanachakkara.in, UGC Care Group I No.4525, IF:6.3, ISSN No: 2231-3990 Volume IX Issue V May-2020 Page No: 7725-7731.

Abstract:

The UPI interface will alone account holders across banks to send and receive money from their smart phones using just their Aadhaar unique identity number, mobile phone no, or virtual payments address without entering bank account details. The present era is entering into a new pace in payment system by using digital wallets filled with coupens and offers, in this today’s busiest world people don’t have their time to sit and relax then how can do their personal work like to recharge their phones, to pay electricity bill, insurance or to shop etc. so to make people stress free new application has

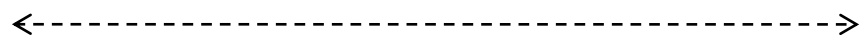
been introduce i.e. Paytm or pay you money. People are using the application in the mobile phones in higher percentage and made help them to do their works easier.



10. Ms.R.Vani, “Impact Of Factors Involved In Investor’s Investment Objectives and their Selection Behaviour Over Open-Ended Mutual Fund Schemes”, Suraj Punj Journal of Multidisciplinary research www.spjmr.com , UGC CARE no: 64786, IF:6.3, ISSN:2394-2686, Vol 9,Issue 12,Jun 2019,Pg No:283-287.

Abstract:

Mutual Fund is launched through a New Fund Offer(NFO). An open ended fund is officially launched after the NFO ends. It gives full freedom to investors to enter and exit the fund at any time. Open ended funds do not have any restrictions on the number of units they can issue. The units may depend upon quantum of money that the investors may invest in their funds. Similarly when an investor redeems their units of the funds, the mutual fund units are taken out of circulation. Investors should consider any investment in equity-oriented open-ended mutual fund schemes as a medium to long-term investment (a minimum suggested investment horizon of 3 years) as early encashment may result in the loss of capital and also create tax obligations. Please refer to the section on ‘Risks’ below to understand the risks pertaining to such mutual fund schemes. This paper analyses the impact factors involved in investors investment objectives and their selection behavior towards Open-Ended Mutual Fund Schemes.



11. R.Vani, “ Impact of Influential Investors Investment Objective and Selection Behavior Attributes Over Open Ended Mutual Fund Schemes”, Think India Journal, www.vicharnyasfoundation.org, UGC Care Approved, Scopus Indexed, IF:6.2 , ISSN- 0971-1260,Vol. 22, Issue 14, Page No 1966-1978, Dec 2019.

Abstract:

This paper study about the various influential investment objective and selection behavior over open ended mutual fund schemes. It is very difficult task for selecting a particular fund by the investors to satisfy

their financial objective. This paper concentrates on two categories of investors namely Long term and Short term investors. Asset Management Company (AMC) focused on bridging a gap between savings and investment and creating long term wealth for investors through a range of simple and relevant investment solutions. It creates long term wealth for investors through a range of investment solutions. The ignorance of investors about mutual fund coupled with aggressive selling by promising higher returns to the investors have resulted into loss of investors' confidence due to inability to provide higher return. This necessitates the Asset Management Companies (AMCs) to understand the fund/scheme selection/switching behaviour of the investors to design suitable products to meet the changing financial needs of the investors. In order to determine the factors of influencing attribute over their mutual fund investment, it is important to reduce the parameters so that there is a limited set of parameters that represent the total consideration set. The factor analysis using varimax rotated component analysis has been used for the study. This factors analysis helps to find the emerging influencing factors concerning in open ended mutual fund investment decision have been highlighted.

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12. Ms.V.Dhanabakiyalakshmi, Ms.R.Vimala, "Bancassurance", Alochana Chakra Journal, UGC CARE no: 4525, IF:6.3, ISSN No: 2231-3990, Volume IX, Issue-V, Page no: 7939-7948, May-2020 .

Abstract

Bancassurance is a term which describes mutual relationship between insurance companies and bank and it is well known as Bank Insurance Model (BIM).The insurance company aims to sell insurance related products with the help of bank sales channel by making agreement between bank and insurance company in order to get mutually benefitted. This would allow insurance company to sell their products to customer base of the bank.

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13. Ms. A.Geetha, Ms.T.C.Hema, "A Study on Factors that Influence Consumer Behavior Towards E-Ticketing", Infokara Research, UGC CARE no:15775, ISSN No: 1021-9056 Volume 9,Issue-5 May-2020.

Abstract:

Services marketing are a sub-field of marketing, which can be split into the two main areas of goods marketing and services marketing. The Indian Railways network the nation providing economic and reliable transport to Indians. While the freight traffic generates bulk of the revenue for the railways, passenger transport is the more visible face the railways as it touches directly the lives of millions who avail of the passenger transport services. Objective of the study: The researcher would like to examine the factors that influence consumer behavior in e-ticketing. Design: Descriptive in nature. The researcher has selected Tiruchirappalli Town as the universe. Sample design: Snowball sampling method was used in this study. Findings of the study: This study analyses the factors that influencing in consumer behavior based on age, gender, income level and identify the relationship between satisfaction levels of e-ticketing, usage of online service. Novelty of the study: Attempt has been made to identify the consumer's behavior with regard to the e-ticking.

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14. Ms.K.Gita, "Online Shopping – A Covid Perspective", Alochana Chakra Journal, UGC CARE no:4525, ISSN No: 2231-3990, Volume IX, Issue-V, Page No: 7975-7979, May-2020.

Abstract

Online shopping is no more a fiction. In the current arena of digitalized transactions, for anything and everything it has become much easier than ever before for the people to have their desired product delivered at door steps at affordable costs. With more startups joining hands with global pioneers in this segment it has become everybody's cup of tea. The technological development in the fields of IT/Communication has made it more possible than ever before. With the smartness of the service providers in understanding even the primitive range needs of the customer just by the number of hits one makes for a particular product or range of products they were able to showcase wider range of those products and it's allies, the demand gains momentum and so also the supply. Thus online shopping has brought in a radical shift in the shopping culture of the entire world. With this one can't sit back and relax as this system has its own set backs as any other system of the like. But no new venture is 100% effective to all the users. There are technical glitches, mistaken orders and supplies, delivery issues, product compliant addressing protocols, et al. No

doubt the near future will see a completely narrowed down conventional shopping which, none can be sure cannot be detrimental to fair shopping as the Indian shopping that has so far been built on faith and face value is shaken at its founas. This paper aims at discussing the origin various phases of development, its impact in the customer market its influence in maneuvering the purchasing habits of people, its good and bad and the foreseeable domination its likely to have globally in the subsequent years.

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15. Ms.K.Poornapushkala, Ms.M.Kaladevi, “Covid-19 and it's impact on e – commerce”, Alochana chakra journal, UGC CARE no:4525, IF:6.3, ISSN NO: 2231- 3990, Volume IX, issue VI, Page No - 5741 – 5746, June -2020.

Abstract:

The Indian retail market is greatly divided up between the unorganized sector, which includes about 13.8 million conventional family run neighborhood stores and the organized retail sector with a share less than 10%.B2B and B2C online sales of physical goods have recently experienced a surge of demand in certain products due to the COVID-19 pandemic. Initially, many businesses and consumers responded by stocking up.COVID-19 Related Challenges are Consumer Protection, Compliance with Health and Safety Regulations, The Development Dimension. The COVID-19 pandemic has made it clear that e-commerce can be an important tool/solution for consumers in times of crisis, and that it is also an economic driver, including for small businesses. However, the pandemic has highlighted not only the importance of digital technologies in general, but also several vulnerabilities across the world.

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16. Ms.N.Bhuvaneshwari, Dr.S.Umamaheshwari “A study on financial performance analysis of City Union Bank Tiruchirappalli”, Alochana chakra, UGC CARE no: 4525, IF:6.3 ISSN NO: 2231-3990, volume IX, issue VI, June 2020 .

Abstract:

Finance holds the key to all business activities. Finance is the life blood and nerve center of a business. It includes financial service and financial instruments. The concept of finance includes capital, fund, money

and amount. It provides an opportunity to analyse the financial performance of City Union Bank. Ratio of current assets to fixed assets and the current assets is more than the fixed assets. Current assets to proprietary fund are higher during the study period. It is important for City union bank to mobilize the cash effectively in short term investment. The study is made on Financial Performance of City Union Bank Benefit Fund Limited. The structure of financial position and Debtors position should also be analyzed. The underlying objectives of the study were to know financial health and more competitive, productive and profitable. To earn its d finance bank should maximize the profit and minimize cost. The bank should use the technologies to raise its productive capacity. From the above analysis the financial performance of the bank for the analyzed by using the analysis techniques and it has been found that the bank financial performance is appreciable.

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17. Ms. P.Kamalavalli, “A Study on Consumer Preference towards Samsung Mobiles in Trichirappalli”, Alochana Chakra Journal, UGC CARE no: 4525, IF:6.3, ISSN No: 2231-3990, Volume IX, Issue: V, May-2020.

Abstract:

In this business world many brand mobile phones were produced and marketed. The decision whether to buy or not depends upon the consumers buying motives. Modern marketing is consumer preference towards Samsung mobile phones and to know the buying capacity of the consumers and also to find out the factors influencing the purchase of Samsung mobile phones. This study is related to consumer preference towards SAMSUNG MOBILE PHONES in Tiruchirappalli District. Any study on consumer preference is essentially a study concerned with the behavior of the consumer. A buyer makes a particular product or a particular brand and this can be termed “ product buying motives” and the reason behind the purchase from a particular seller is known as “patronage motives”.

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18. Ms.M.Shanthi, Ms.K.Shobha, “Banking –Anti Money Laundering”, Alochana Chakra Journal, UGC CARE no: 4525, IF:6.3, ISSN No: 2231-3990 Volume IX, Issue-V, May-2020.

Abstract:

India's promising positions as a financial centre and its system of informal cross border money flows makes the country's susceptibility to money laundering. Some frequent sources of Illegitimate earnings in India are narcotics trafficking, corruption and income tax evasion etc. Combating money laundering is the most important task for the financial sector. For India, to diminish money transfer channels, it needs to fortify enforcement around the important areas-responsibility of management in Anti Money Laundering(AML) policies, scrutinizing of AML systems, adoption of appropriate "Know Your Customer" norms, transaction monitoring, staff training towards regulation compliance.

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19. Ms.N.Gomathi, R.Durga, "Talent management and its importance for today's organizations", Alochana Chakra Journal, UGC CARE no: 4525 IF:6.3, ISSN No: 2231-3990 Volume IX, Issue-V, May-2020.

Abstract:

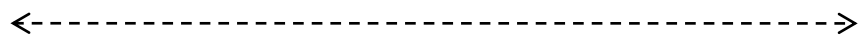
Today, in the current global world, competition and, innovation as well as creativity, are the elements which define and corporate strategies to excel and stand tall in knowledge economy. During this 21st Century, effectiveness, efficiency and total quality is what organizations strive for and can only be achieved by successfully managing and retaining and utilizing the best talents available in the labour market. Talent management is about human resource planning function where an organisation has to critically undertake a survey of the labour market, and try and identify and get the right people, who possess the right qualification for the right jobs for its present and future human resources, these has posed a great challenge for many organizations in world, because despite of people possessing the right talents there has been great mismatch between the required talents the available talents and the job market. And has in many instances led to employee's frustration and dissatisfaction making many organizations not realise their goals and objectives. Human Resource Management department has to play a role for supply of the human being who poses the required talents for the organization. This research will inform the management of talents, scope and affecting factors on talent management; talent management practices and relationship between organizational competitiveness, effectiveness and talent management.

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20. Dr.S.Karmugil, Ms.K.Manjula A Study on Recent Trends in Strategic Human Resource Management”, Alochana Chakra Journal, UGC CARE no:4525, IF:6.3, ISSN No: 2231-3990 Volume IX Issue-V, Page No: 7475-7484, May-2020.

Abstract:

The paper investigations the emerging trends in strategic Human Resource Management. There are many recent trends in strategic Human Resource Management like Talent management, Emotional Intelligence, Right Sizing, Virtual organization and HRM, Knowledge Management, Work Force Diversity, Dual care groups, HR Balance scorecard, Business process outsourcing, Competency Mapping, Employer’s brand etc. After globalization, privatization and liberalization, the importance of human resource management practices is growing day by day. New trends strategic in human resource management are adopted at various countries at local, national and global levels. Organizations has to face lot of challenges in competitive business environment that’s why HR Manager has to implement new Human Resource Management practices to deal with the effect of changing working environment. These new and recent emerging trends in strategic human resource management not only enhance the engagement, satisfaction, motivation and retention of employees in organization but also reduce the absentation and labour cost of employees. People of different background, age, gender, religion, language, geographic, orgin are working together, so there is a great responsibility of HR department to make all of them comfortable at workplace. HR Mananger has to recruit innovative, Knowledgable, creative and positive behavior people who can adjust easily in different cultural environment.



21.Dr.M.Uma Maheswari, “A Study on Employee Skill Milieu in Samsung, Tiruchirappalli”, Suraj Punj Journal of Multidisciplinary research www.spjmr.com , UGC CARE no: 64786, IF:6.3, ISSN:2394-2686, Vol 9,Issue 12,Jun 2019, Pg No:52-59.

Abstract:

Skills miliew is visual tool that identifies the keys skills needed in each department and then recongnised our teem members and their level of proviciency against these skills. A good skills miliew can start the conversation

about each person's confidence with the tasks needed. From here a training plan can be created to cross train your team members. Providing job variety and a robust team that can skill performed at the same level, even when people are available. This paper about employee skills miliew in Samsung. The respondent's answers are analysed through statistical tool such as correlation and F-Test.

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22. J.Saradha, V.P.T.Dhevika, O.T.V.Latasri, "Consumer Adoption of Mobile Wallet in Tiruchirappalli Town", Suraj Punj Journal of Multidisciplinary research www.spjmr.com , UGC CARE no: 64786, IF:6.3, ISSN:2394-2686, Vol 9, Issue 12, Jun 2019, Pg No:235-240.

Abstract:

The study is case study on "Consumer Adoption of Mobil Wallet in Tiruchirappalli Town". The objective of study are to findout the factors influencing consumer adoption of mobile wallet and to identify wheather there exist a relationship between consumer adoption of mobile wallet and personal profile. Pilot study is conducted with a sample of ten respondent. Later after making certain addition, deletion, and modification that final questioner are design and drafter. Cronbach Alpha value is found out to test the reliability and validity and it ranges between 0.6958 and 0.8123 which shows that the questionarie is reliable. Likert 5 point scale is used for construction of questionarie. Data is collected through both primary and secondary sources. Primary data is collected throught questionarie method and secondary data is collected through magazine, journal, website and text book. Sampling size consist of 50 respondent. Convenient sampling method based on the convenience of the respondent is used. SPSS – version 20 is used to analyze the data tools used are percentage analysis, chy-square test, t-test, and one-way ANOVA are used to test the hypothesis framed for the purpose of the study. The most important factor influency consumer adoption are facial conseiousneous followed privacy concern and the leaset important factor influencing consumer adoption of mobile wallet is economic value followed by Perceived security. Out of 7 hypothesis framed to hypothesis are accepted and 5 hypothesis are rejected. There is different between marital, age status, and consumer adoption of mobile wallet. But there is no different between gender, nature of the family, educational qualification, occupation, monthly income and consumer adoption of mobile wallet.

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23. Dr.O.T.V. Latasri, “Investors Perception Towards Mutual Fund Investments with Special Reference to Trichirappalli City”, Muktsabd Journal, ISSN NO.2347-3150, Volume IX, Issue IV, Page no:4324-4331, April 2020.

Abstract:

In the wide idea of administration advertising it solely focuses on the showcasing of money related administration in particular common assets. Step by step Indian budgetary market is getting to be focused and the supply of different monetary instruments should be in balance to the interest points of view of the financial specialists. The prime drive of any speculation is to get most extreme come back with a base hazard and common assets give the chance to the financial specialists. The examination gives a knowledge into the kinds of dangers which exist in a shared reserve conspire. The information was gathered from shared reserve financial specialists just as non common store speculators of this industry. The exploration centers around the connection between speculation choice and variables like liquidity, money related mindfulness, and demography. It was discovered generally safe assets and liquidity of store plot are having sway on the financial specialist's discernment for putting resources into the shared reserve. With the more extensive idea of the different elements of administration advertising, item mindfulness, mark inclinations, and financial specialist's fulfillment are the particular territories of the examination. The other showcasing capacities like item advancement advertise division, channels of showcasing; item life cycle, scale advancement methodologies and their effect of Marketing are totally discarded from the review of this examination. So also the accessibility of substitute result of common reserve units and their effect on this administration item it additionally excluded in the examination. Indeed, even in the common store financial specialists conduct additionally the scientist focus just the urban speculators and their concern for this examination work. The rural investor's views are completely excluded from the study.



**Department of Computer Science
Information Technology & Applications**

1. M.Manimekalai, S.Regha, “A Novel Authentication Method for Big Data Environment”, International Journal of Recent Technology and Engineering (IJRTE) www.ijrte.org, IF:5.92, Scopus Indexed, ISSN 2277-3878, Vol 8, Issue 3, Pg No:3614-3619, Sep 2019.

Abstract:

Security is essential for any networks. As the essential communication mode, the security mechanism for multicast isn't just the measure to guarantee verified communications, yet additionally the precondition for other security services. Attacks are one of the most significant worries for security experts. Attackers more often than not access an enormous number of computers by misusing their vulnerabilities to set up attack armed forces. This paper shows a twofold way validation mechanism which uses the usefulness of Elliptical Curve Cryptography, Kerberos System, and El Gamal algorithm. ECC algorithm used to encrypt the user information, whereas El Gamal used to encrypt the secret key itself to ensure more security in the networks.

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2. Dr.K.Meena, Dr.K.Menaka, "Impact of Biological DNA Sequence in Augmenting Cyber Security", Paper presented in the International Conference at Singapore on “Challenges and Response of Organization During Turbulent Global Business Environment” published in Suraj Punj Journal for Multidisciplinary Research, www.spjmr.com IF:6.1, UGC Approved No.64786, Google Scholar, ISSN 2394-2886 ,Vol 9, Issue 12, Pg No:25-46, June 2019.

Abstract:

In the recent times biological sequence information pattern attracts and services as a rich source of inspiration for computer security professionals. The bio-molecular sequence data such as that of DNA, RNA and proteins give the scope for their use as potential encrypts in cipher information generation. The substitution and enthrone characteristics of sequence data can be effectively used for multilevel encryption of confidential information such as military and financial scientific research data. The unique advantage of

embedding confidential data in bio-sequences clusters is that inverse mapping of such text is extremely difficult and code can't easily be deciphered except by the authenticated receiver. Being in the nascent stage, it needs in-depth theoretical analysis and experiments. This method is hoped to be efficient in computation, storage and transmission and be safer against hacking. This paper discusses the usage of biological DNA sequences in cyber security and discusses their impact in improving security in the in in the internet and also discusses the SWOT analysis on cyber security.

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3. **Dr.K.Meena, Dr.S.Rethinavalli**, “E-Commerce - A Case Study on PCOS system” International organization for standardization, www.spjmr.com, IF:6.1, UGC Approved No.64786, Google Scholar, ISSN 2394-2886, Vol 9, Issue 12, Pg No:47-51, Jun 2019.

Abstract:

We reside in an embryonic world when technology theirs. In spite of age and gender, having the general knowledge of basic technology is essential for all. We observe the need to keep up with fast-changing trends that manipulates the requirements and the needs of consumer. The speedy expansion of technology plays a vast role in the enlargement of our economy. Numerous corporations depend on the computer networks not only for conducting their commerce but also for basic endurance. The study is to focus on the medical segment and the role of e-commerce plays.

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4. **Dr.K.Meena, Dr.M.Manimekalai**, “E-Banking Issues - A Study”, Paper presented in the International Conference at Singapore on “Challenges and Response of Organization During Turbulent Global Business Environment” published in Suraj Punj Journal for Multidisciplinary Research, www.spjmr.com, IF: 6.1, UGC Approved No.64786, Google Scholar, ISSN 2394-2886, Vol 9, Issue 12, Pg No:75-79, Jun 2019.

Abstract:

Online banking also known as internet banking, has become increasingly popular over the past decade. It's a great way to take control of your financial and an easy way to make a sure you're keeping up to date with the

payments. Most than half of us now avoid queuing up in bank branches by accessing our accounts directly from our computers, tablets or smart phones. Digital Banking is the leading and largest digital banking event in the industry, covering innovations in financial services for consumer and commercial customers around mobile, digital, AI, payments, data, block chain, CX, disruption, innovation, privacy, API, Channel and technology strategies. In the paper an attempt has been made to identify the general sentiments, challenges and opportunities for the Indian Banking Industry. This article is divided in three parts. First part includes the introduction and general scenario of Indian banking industry. The second part discusses the various challenges and opportunities fences by a Indian banking industry. Third part concludes that urgent emphasis is required on the Indian banking product and marketing strategies in order to get sustainable competitive edge over the intense competition from national and global banks Opportunities faced by Indian bank industry. The major challenges that Electronic banking is facing is the security variability, lack of knowledge or end users, failure of bank transactions, user interface etc. In this paper we also conclude that what factors should be enhanced to improve Electronic banking.

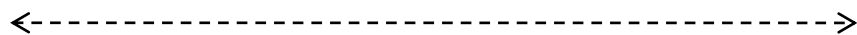
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5. **Dr.K.Meena, Dr.G.Srinaganya**, “Cyber Security Challenges and its emerging trends on Latest Technologies”, Paper presented in the International Conference at Singapore on “Challenges and Response of Organization During Turbulent Global Business Environment” published in Suraj Punj Journal for Multidisciplinary Research, www.spjmr.com, IF:6.1, "UGC Approved No.64786, Google Scholar, ISSN 2394-2886, Vol 9, Issue 12, ,Pg No:113-117, Jan 2019.

Abstract:

Internet connected technologies have used almost each and every where in the world. Cyber security specialists have progressively more dealing with widew ranging of cyber coercion in nearly real time conditions. The ability to deduct, investigate, and defend against such threats in close to real time conditions is not possible without employment of threat aptitude, big data and mechine learning techniques. In this, securing the information of the user has become a challenge one in this technology era. Cyber crimes are the most threading one in the cyber security and the crimes are mounting day by day in unusual modes. Governments and companies are taking actions to secure and prevent these cyber crimes. When a large amount of data is collected from or

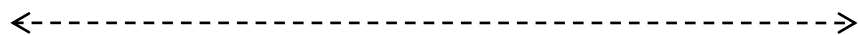
generated by different security monitoring solutions, smart and next-generations big data analytical techniques are necessary to mid interpret, and extract knowledge of these constructed/structured (big) space data. Thus, this gives a rise to cyber threat expertise and logical solutions, such as big data, artificial intelligence, and machine learning, to identify, reason, learn, and act against cyber adversary tactics, techniques, and procedure. This paper focuses on the challenges based by cyber security on the latest technologies. It also focuses most reason cyber techniques, ethics and the trends which are change the face of cyber security.



6. Dr.K.Meena & Ms.A.Gowri, “A Stable and Secure Marketing strategy scheme in business environment - A Study”, Paper presented in the International Conference at Singapore on “Challenges and Response of Organization During Turbulent Global Business Environment” published in Suraj Punj Journal for Multidisciplinary Research, www.spjmr.com, IF:6.1, UGC Approved No.64786, Google Scholar, ISSN 2394-2886, Vol 9, Issue 12, Pg No:118-120, Jun 2019.

Abstract:

Marketing strategy approach can be a well defined business plan that outlines a long-term business plan for finding customers for their business. Moreover, such a type of business techniques that engaged with the support of companies operating in all around the world which serves the consumers at some point in the world. The problem of marketing is unstable and insecure due to the tremendous growth of computerized trading in many application areas. To ensuring the marketing strategy, different types of marketing strategy schemes are evaluated to attain maximum benefit. These modern studies address marketing strategy to encourage a new scale and to demonstrate the marketing environment.



7. Dr.K.Meena & Ms.D.Meenakshi, “E-Banking opportunities and challenges in private cloud computing” Paper presented in the International Conference at Singapore on “Challenges and Response of Organization During Turbulent Global Business Environment” published in Suraj Punj Journal for Multidisciplinary Research, www.spjmr.com, IF:6.1, UGC Approved No.64786, Google Scholar, ISSN 2394-2886, Vol 9, Issue 12, Pg No:128-131, Jun 2019.

Abstract:

Digital cash with online transactions in the recent market development have a general outcomes on a e-banking as well as digital banking, E-banking comprises mostly of electronic money shift to addition to usage of online banking services. Electronic banking operation is conditional to be safe with secured, compared toward physical banking. E-banking ensures qualitative banking operations compared to conventional banking. Through, it has its individual limitations among with challenges with development in business. It provides the full scalability, reliability high performance along with one of the hottest feeble solution as compared to fanatical infrastructures. This paper presents the role to develop cloud security and how cloud computing is impacting the financial services business as well as what that management require to focus on at what time increasingly a strategy for their organization's adoption of cloud security services.

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8.Dr.K.Meena, Ms. P.Lakshmi, “Strategies involved in Password Generation in Online Accounts” Paper presented in the International Conference at Singapore on “Challenges and Response of Organization During Turbulent Global Business Environment” published in Suraj Punj Journal for Multidisciplinary Research, www.spjmr.com, IF:6.1, UGC Approved No.64786, Google Scholar, ISSN 2394-2886, Vol 9, Issue 12, Pg No:132-135, Jun 2019.

Abstract:

Due to repay in increasingly advancement occurred in information shinning and retrieval, internet popularization, E-commerce transactions, and data transferring, cyber security and essential concept. User Aunthentication is the most pre-emient aspect of cyber security. Password is the most important techniques against unauthorized access, and its therefore very typical analytics to maintain the effectiveness of this protection by severely practicing a good password management policy. This paper aims to provide strategies involved for handling and managing passwords in online accounts.

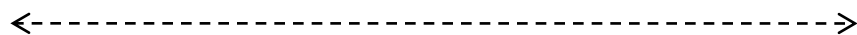
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9.Dr.K.Meena, Ms.R.Chitra, “Identifying Spam Reviews on E-Commerce Website”, Paper presented in the International Conference at Singapore on

“Challenges and Response of Organization During Turbulent Global Business Environment” published in Suraj Punj Journal for Multidisciplinary Research, www.spjmr.com, IF:6.1, "UGC Approved No.64786, Google Scholar, ISSN 2394-2886, Vol 9, Issue 12, Pg No:162-164, Jun 2019.

Abstract:

In this digital era, most of the people purchase products through online, at e-commerce sites, before ordering a product online, people tend to analyze the reviews made by other customers in order to know more about the product. So the feedbacks, ratings and reviews play a major role in whether to buy the product or not. When the reviews and ratings are positive, customer decide to buy if not, they will obviously ignore. For increasing the company profit or to degrade the reputation of the company, certain imposters are asked to write fake reviews and ratings. This could possibly deceive a customer's decision making on buying a product and also encourage fake company brands to mislead a potential customer writing spam reviews. Therefore to make e-purchase trust worthy. It is essential to identify the spam reviews and ratings and remove them; the proposed work utilized Rate Variation in detecting a fake rating to the product by a customer using threshold value. In user behavioral, the trust of a customer is used to identify spammer.

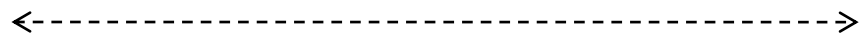


10. Dr.K.Meena, Dr.S.Hemalatha, “The Role of Cyber Security Tools in current era”, Paper presented in the International Conference at Singapore on “Challenges and Response of Organization During Turbulent Global Business Environment” published in Suraj Punj Journal for Multidisciplinary Research, www.spjmr.com, IF:6.1, UGC Approved No.64786, Google Scholar, ISSN 2394-2886, Vol 9, Issue 12, Pg No:165-167, Jun 2019.

Abstract:

Cyber security is the protection of internal-connected systems, including hardware, software and data from cyber attacks. Security comprises and physical security-both are used by enterprises to guard against unauthorized access to data centers and other computerized systems. Information security, which is planned to maintain the confidentiality, integrity and availability of data, is a subset of cyber security. Ensuring cyber security requires the coordination of efforts throughout an information system. Cyber security plays an important role in the field of information technology. Securing

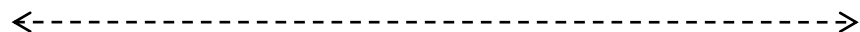
the information was become one of the major challenges in the present day. Whenever we think about other cyber security is the first thing that comes to our mind is ‘cyber crimes’ which are growing immensely day by day. Various Governments and companies are taking many measures in order to prevent these cyber crimes. Besides various events of cyber security is still a very big concern to many. This paper mainly focuses on challenges faced by cyber security on the newest technologies. It also focuses on most recent about the cyber security techniques, ethics and trends changing face of cyber security and security tools.



11.**Dr.K.Meena, Ms.V.Mathimalar**, “Green Marketing and Green Audit”, Paper presented in the International Conference at Singapore on “Challenges and Response of Organization During Turbulent Global Business Environment” published in Suraj Punj Journal for Multidisciplinary Research, www.spjmr.com, IF:6.1, UGC Approved No.64786, Google Scholar, ISSN 2394-2886,Vol 9,Issue 12, Pg No:170-287, Jun 2019.

Abstract:

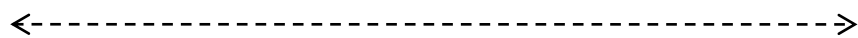
Environmental issue is a currently ongoing critical issue in each and every part of the world. Almost in all the countries, government and society have started working toward solving the environmental issues. This leads to a trend of green marketing used by the firm as one of the strategies in order to gain profit and protect the environment. This paper will be discussing the green marketing and its sustainability as well as tools of green marketing. The green consumer and branding are also discussed. The firms and consumers will be benefited once green marketing strategy is applied.



12.**Dr.K.Meena, Ms.S.Regha**, “Cyber Security Challenges and Issues in Current Technologies”, Paper presented in the International Conference at Singapore on “Challenges and Response of Organization During Turbulent Global Business Environment” published in Suraj Punj Journal for Multidisciplinary Research, www.spjmr.com, IF:6.1, UGC Approved No.64786, Google Scholar, Issn 2394-2886Vol 9,Issue 12, ,Pg No:183-186, Jun 2019.

Abstract:

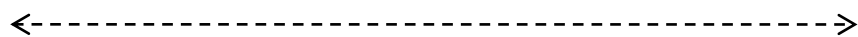
Cyber Security plays an role in the field of information technology. Securing the information have become one of the major challenges in the present day. Whenever we think about the cyber security the first thing that comes to our mind id' cyber crimes' which are growing hugely day by day. Various Governments and companies are taking many actions in order to stop these cyber crimes. Besides various events cyber security is still a very big anxiety to many. This paper mostly focuses on challenges faced by cyber security in the request technologies. It also focuses on latest about the cyber security technologies, principles and the trends changing the face of cyber security.



13. **Dr.K.Meena, Ms.T.Malathi**, “Framework for evaluating the classification techniques with proposed hybrid feature selection method for weather prediction”, Paper presented in the International Conference at Singapore on “Challenges and Response of Organization During Turbulent Global Business Environment” published in Suraj Punj Journal for Multidisciplinary Research, www.spjmr.com , IF:6.1, UGC Approved No.64786, Google Scholar, ISSN 2394-2886,Vol 9,Issue 12, Pg No:191-202, Jun 2019.

Abstract:

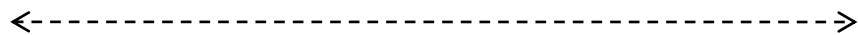
In the modern technological world of research, the term ‘Weather Data Mining’ is a kind of Data mining alarmed with detecting hidden patterns classified largely in exciting melecrological data to facilitate the reclaimed information and it can be disorted into functioning knowledge. An assorted of data mining tools and its performance are accessible abstraction of hidden prognosis data from huge databases. It is an innovative and dominant technology with high fields, where data mining can advance the efficiency of its predictors immensely by renovating their ample framework and proposed feature selection which is established to access the sorting methods like J48, ID3, and CART. Finally forwards the evaluation, information Gain feature selection method has employed to deduct the robust pertinent features in the dataset.



14. **Dr.K.Meena, Ms.V.Karthika Devi**, “Cyber Security: Problems & Disputes”, Paper presented in the International Conference at Singapore on “Challenges and Response of Organization During Turbulent Global Business Environment” published in Suraj Punj Journal for Multidisciplinary Research, www.spjmr.com, IF:6.1, UGC Approved No.64786, Google Scholar, ISSN 2394-2886, Vol 9, Issue 12, Pg No:208-211, Jan 2019.

Abstract:

Cyber attacks are more difficult task which is based on data hacking binding with business attack on various forms. Rising up the various forms of attacks which is spoiled the business are tied with this paper. Here describe the issues on cyber security, the importance of knowing about the cyber security and the necessary training what we have to take to know about the cyber security and finally created the awareness about the cyber security. Cyber security is a collection of technologies, executions and having various formations which is planned to defend on networks, devices and facts from assault, smash, or unofficial access.

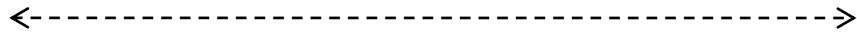


15.**Dr.K.Meena, Ms.Viji Parthasarathy**,“Edge Based Three Tier Cyber Security Architecture for Smart cities” Paper presented in the International Conference at Singapore on “Challenges and Response of Organization During Turbulent Global Business Environment” published in Suraj Punj Journal for Multidisciplinary Research, www.spjmr.com, IF:6.1, UGC Approved No.64786, Google Scholar, ISSN 2394-2886, Vol 9, Issue 12, Pg No:276, June 2019.

Abstract:

This paper analysis the merits and limitations of different communication strategies used in the construction of smart cities and introducing a novel procedure to serve the purpose in an efficient way. Smart cities are equipped a number of environmental sensors and control units to manage the city with optimum level of resource conservations. This work is targeted to introduce a power friendly high security heterogeneous communication starategy for the IPv6 protocol. Since many of the nodes in the smart city networks are embedded with sensible computational recsources, this work introduced edge technology Cyber Security Architecture with custom

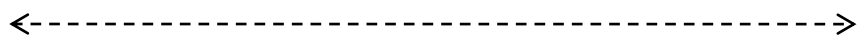
level security trigger and named as Edge bases. Three-tier Cyber Security Architecture for smart cities (ETCSAS).



16. Dr.K.Meena, Dr.S.Rethinavalli, "Framework for Detection of Sybil Attacks in Mobile AD HOC Networks Paper presented in the International Conference at Singapore on "Challenges and Response of Organization During Turbulent Global Business Environment" published in Suraj Punj Journal for Multidisciplinary Research, www.spjmr.com, IF:6.1, UGC Approved No.64786, Google Scholar, ISSN 2394-2886, Vol 9, Issue 12, Pg No:661-673, June 2019.

Abstract:

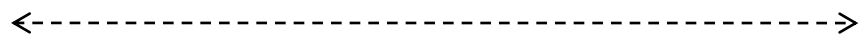
Mobile ad hoc network (MANET) is an auto-configuring network that is designed automatically by a blend of mobile nodes without the assistance of centralized administration or fixed infrastructure. However, the infrastructure-less, pervasive, and distributed nature of MANETs, renders them vulnerable to security threats. In this research paper, an efficacious framework for the detection of Sybil attack in mobile ad hoc network has proposed to detect the Sybil nodes in the MANET. This framework composed of two phases, (i) used to detect the communication based Sybil nodes in the network by using proposed cluster-based Sybil node identification method. (ii) The proposed methods increased the packet delivery ration, detection rate, classification accuracy, F-Measure, precision, and Recall and it reduces the error rates, false positive value, number of clusters formed.



17. Ms.S.S.Nachiya, Dr.M.Gomathy, "Optimization algorithm based routing protocol for mobile Adhoc Networks", Alochana Chakra Journal, www.alochanachakra.in/current-issue, IF:6.3, "UGC Approved No.4525, Google Scholar, ISSN 2394-2886, Vol 9, Issue 12, Pg No:276, June 2019.

Abstract:

Mobile Ad hoc Network (MANET) is a system that sorts out itself in the transitory network topologies, which are discretionary arbitrary by nature. Since the MANET is a system of remote nodes, every node moves freely in any direction yet with open connections inside the cluster. The remote network topology imparts the information to different nodes, other than which the way of trading the information is fast and proficient. The mobile Ad hoc network is a specific assortment of ad hoc network which can adjust its position and configuration itself. MANET is one of the mobile devices which connect different networks. Right now, firefly optimization-based calculation is utilized to upgrade the effectiveness of the routing conventions like Ad Hoc On-Demand Vector (AODV) and Dynamic Source Routing (DSR). The optimization has been done on the loss ratio and the delay to furnish the way having the least delay with the diminished loss ratio. The calculation has been contrasted and three best in class methods of utilizing throughput, delay, loss ratio, routing overhead as the parameters. The investigation has been done on the distinctive scaled network, i.e., network having an alternate.

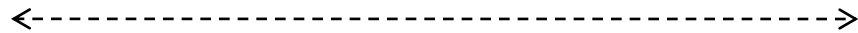


18. **Ms.Viji Parthasarathy**, “IOT Security Scheme Selector based on a Survey” Paper presented in the International Conference at Singapore on “Challenges and Response of Organization During Turbulent Global Business Environment” published in Suraj Punj Journal for Multidisciplinary Research, www.spjmr.com, IF:6.1, UGC Approved No.64786, Google Scholar, ISSN 2394-2886, Vol 9, Issue 12, Pg No:661-673, June 2019.

Abstract:

Internet-Of-Things (IOT) devices are nearing oming presents in the communication replete world. The cost-effective communication technologies used in IOT devices make it possible to use these devices in all industries such as Consumer Electronics, Environmental monitoring, Health care diligence, Industrial automations, Transportations Utilities and etc. All these domains have their own requirement in terms of communications, power conservation and security. Since IOT is a general-Purpose configurable technology, multiple combination of selecting communication and security protocols is possible

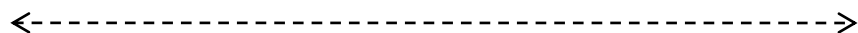
deployment. This process requires a clear knowledge about the environment in which IOT deployment has to be performed. Here the termed ‘environment’ consist of resource availability, legal licenses and security requirements, hence the security selection process is not coherent. This work is indented to take an absolved survey about existing security schemes used in IOT implementations and to create a tool to assist in selection of the security protocol with a preferable security authentication key size.



19. Ms.S.Regha, Dr.M.Manimekalai, “A Context Sensitivity based Access Control for Communication Security for the Big Data Analytics” The International journal of analytical and experimental modal analysis, www.ijaema.com, IF: 6.3, UGC Approved Group-II No.36272, Google Scholar, ISSN 0886-9367,Vol 12,Issue 3, March 2020.

Abstract:

Big data technologies have seen tremendous growth in recent years. They are widely used in both industry and academia. In spite of such exponential growth, these technologies lack adequate measures to protect data from misuse/abuse. Corporations that collect data from multiple sources are at risk of liabilities due to exposure of sensitive information. In the current implementation of Hadoop, only file-level access control is feasible. Providing users the ability to access data based on attributes in a dataset or based on their role is complicated due to the sheer volume and multiple formats (structured, unstructured, and semi-structured) of data. In this paper, we propose an access control framework, which enforces access control policies dynamically based on the sensitivity of the data. This framework enforces access control policies by harnessing the data context, usage patterns, and information sensitivity.



20. Ms.V.Vetriselvi, Ms.V.Karthikadevi, “ An Enhanced Access Control Mechanism for Mobile Computing” Alochana Chakra Journal,

www.alochanachakrajournal.com, IF:6.3, UGC Approved No. 4525,ISSN 2231-3990,Vol 9, Issue 4, April 2020.

Abstract:

Cloud computing is the emerging technology where resources are available pay as you go basis. Cloud storage technology provides a large pool of storage capacity to cloud users. Providing security to the data stored in the cloud is a primary concern. So Security can be enhanced by providing access control to the authorized users. Access control gives the authorization to the users, which gives the access privileges on data and other resources. Access control can be enabled in most computing environments, such as Peer to Peer, Grid, and Cloud. Access control is an essential measure for the protection of information and system resources to prevent illegitimate users from getting access to protected objects and legitimate users from attempting to access the objects in ways that exceed what they are allowed. The access policy determines the restriction placed on access from a subject to an object. With the rapid development of cloud computing, cloud security has increasingly become a common concern and should be dealt with severely. In this paper, an enhanced access control mechanism is proposed with a hierarchical attribute-based access control method.

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21.Ms. S. Geetha & Ms.Viji Parthasarathy, “Genetic Algorithm based Botnet Detection in Internet of Things” Alochana Chakra Journal, www.alochanachakra.in IF:6.3, UGC Approved No. 4525, ISSN NO:2231-3990, Volume IX, Issue V, Page No: 2598-2604, May/2020.

Abstract:

Presently, our company is staying in a world that is hyper-connected scores of heterogeneous devices are continuously sharing information in numerous application contexts for wellness, improving communications, digital businesses, etc. However, the larger the true wide range of devices and connections are, the greater the possibility of security threats in this scenario. To counteract against malicious behaviours and preserve essential security services, Network Intrusion Detection Systems (NIDSs) will be the most favored defence line in communications networks. Nevertheless, there's no methodology that is standard evaluate and fairly compare NIDSs. Almost all of

the proposals elude mentioning crucial steps NIDSs that is regarding validation make their comparison hard if not impossible. An optimization-based Method is proposed to detect the Botnet attack in IoT environment in this paper. Genetic Algorithm based Botnet detection is proposed for attack detection with dynamic thresholds predicated on GA.

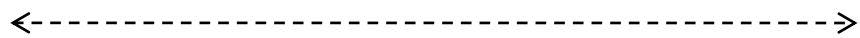
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22. **Ms.R.Indra** “Certificate Authentication Using Blockchain Technology” International journal of research and analytical reviews, www.ijrar.org , IF:7.97, Scopus Indexed, E-ISSN No:2348-1269, P-ISSN No:2349-5138, Vol:7, Issue:2, Page NO: 647-654, June 2020.

Abstract:

As education becomes more diversified, the decentralized and democratized, we still need to maintain reputation, trust in certification and proof of learning. Nowadays everyone has to show his/her document and certificate to any other person for some purpose/job. After seeing the document 3rd person cannot validate the originality of the certificate. The same thing is applied for a land registry, PAN Card, and Aadhaar Card verification. The increased focus on relevance and employability may also push us in this direction, as we also need more transparency. We can solve this problem or get trust by using blockchain technology. The digital currency Bitcoin is probably the best-known application of blockchain and everbetter known than the Blockchain technology. The blockchain is a chain of blocks and blocks are immutable in a distributed environment, it which storage devices are not all connected to a common processor. It is a data of base of records/ public ledgers of all transactions/digital events that have been perform and information shared with in participating parties. Each entry in the system is verified by common consent of the participants in the system. Once information in enter in the blockchain it cannot be erased. It could provide a system that is transparent and secure. Blocks (ordered records) are ordered to blockchain with times stands and links to a previous block. Verifying a diploma/ certificate today takes a good amount of time and requires human resources or human resources to request confirmation of the details from universities. A possible solution is Blockchain for education may be a new concept. By using this technology, no need for a central authority to validates certificates. Your college won't have to sent you a copy of your transcript and prove to any one you have your degree. We are building a platform that will be

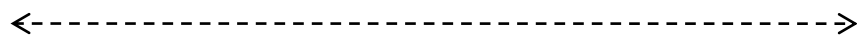
open, accessible and one piece of software at a time an student can get Blockchain-based educational certifications. Blockchain based educational certifications are digital certificate and register on the Ethereum Blockchain that will be cryptographically signed and tamper proof. Another person can view the certificate online, and no 3rd party validation is required for these digital certificates.



23.Ms.R.Indra “Big Data approach for Epidemiology and prevention of HIV/AIDs” Journal of emerging technologies and innovative research, www.jetir.org IF:5.87, ISSN No:2349-5162, Vol:6, Issue:6, Page NO:44-50 June 2019.

Abstract:

Now days, the disease is spreading and becoming noxious to the society in attentive of hospitalization that is present. Toxics diseases are the disorder by organisms, such as bacteria, viruses, fungi or parasites, which happened in a normal body. Some toxic syndromes pass from one individual to another individual, some are transferred due to animal’s bite or insects and other may happened by consuming contaminated water or food or by getting exposed to the organism which are present in the environment. AIDS becomes a rapidly spreading and turning the life to death disease. HIV spreads one individual to another individual in the populations, in many different ways that may be due to semen and blood. The study of disease is called pathology which includes the study of causes. This research work mainly focuses on the prediction of disease like HIV/AIDS using supervised learning systems.

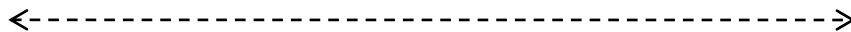


24.Ms.R.Indra “A New Machine Learning Model based on Induction of Rules for Autism Detection” Journal of emerging technologies and innovative research, www.jetir.org IF:5.87, ISSN No:2349-5162, Vol:6, Issue:6,Page NO:69-74 June 2019.

Abstract:

The number of high-dimensional data that endures and is publically accessible on the internet has very developed in the past few years. Therefore, machine learning techniques have the challenge in dealing with the significant number of input features, which is modeling an attractive issue for

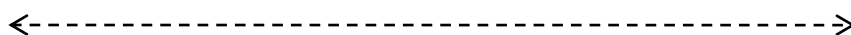
researchers. To utilize machine learning techniques efficiently, preprocessing of the data is essential. Feature selection is one of the most frequent and prominent methods in data preprocessing, and has become a necessary component of the machine learning process is also known as variable selection, attribute selection, or variable subset selection in machine learning and statistics. It is a method of removing irrelevant and detecting relevant feature, noisy data or redundant. This technique speeds up datamining algorithms, enhances comprehensibility and predictive accuracy. Unrelated features are those that give no useful information, and irrelevant features provide no more information than the currently selected features. Regarding supervised inductive learning, feature selection presents a set of candidate features using one of the three approaches. In this research work, a few feature selection techniques like information Gain, Gain Ratio, Chi-Square and Relief are used to reduce the redundant feature from the various dataset. These feature selection techniques are implemented by using MATLAB Tools. Based on the performance matrices like accuracy, Kappa Statistics and Error Rates, the best feature selection technique to be selected.



25. **Ms.V.Karthika Devi**, “SSL based cryptography data management in private cloud computing” International Journal of Computer Science and Engineering, www.jcseonline.org ISSN:2347-2693, Vol 7, Issue 2, Pg.No:1-4 2019.

Abstract:

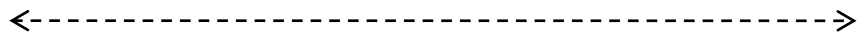
As a personal or business cloud computing user can process their accumulated information on the ‘Cloud’, via an internet connection. The main attitude following this form is for providing, processing, storing “as a service”. Technology such as cluster have all aimed at providing permission to accessing huge amount of information on entirely implicit way by combine the resources and recommending distinct site of structure network security is going – on which are modeled for preventing our data while used on the network. It was included on both the technologies of hardware as well as software. Network security technology achieve variety of its targets such as coercions and prevents them from stabbing or extending on the network in this paper SSL handled the data in private cloud computing.



26. **Ms.T.Malathi**, “Feature selection techniques for weather prediction model” Journal of the Maharaja Sayajirao university of Baroda, ISSN: 0025-0422, Vol 54, Issue 2(VI), Pg.No:178-4182, 2019.

Abstract:

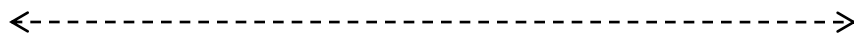
In the modern technological world of research, the term “ Weather Data Mining” is a kind of data mining alarmed with detecting the hidden patterns classified largely in existing metrological data, to facilitate the reclaimed information and it can be disorder in to functioning knowledge. Among that metrology is one of such fields, where data mining can advance the efficiency of its predictors immensely by renovating their ample, uncontrollable and liable to inexperience data in to functional portions of data. In this research article, the filter-based feature selection techniques like information Gain, Symmetrical Uncertainly, and Chi-Square is used to compare the performance analysis of the feature selection techniques in the feature engineering of the classification model.



27.**Ms.T.Malathi**,”Importance of Feature Engineering Techniques for Weather Prediction Model”, CLIO An Annual Interdisciplinary Journal of History, UGC CARE,ISSN: 0976-075X, Vol 06,Issue 2,April 2020.

Abstract:

In the modern technological world of research, the term “ Weather Data Mining” is a kind of data mining alarmed with detecting the hidden patterns classified largely in existing metrological data, to facilitate the reclaimed information and it can be disorder in to functioning knowledge. Among that metrology is one of such fields, where data mining can advance the efficiency of its predictors immensely by renovating their ample, uncontrollable and liable to inexperience data in to functional portions of data. In this research article, the filter-based feature selection techniques like information Gain, Symmetrical Uncertainly, and Chi-Square is used to compare the performance analysis of the feature selection techniques in the feature engineering of the classification model.



28. Ms. S. Regha and Dr.M.Manimekalai, “Policy-Attribute based Access Control Approach for Big Data Architecture Security”, Infokara Research Journal, www.infokara.com, UGC Approved Group II Journal No. 15775, ISSN No.1021-9056, Volume 8 Issue 12, December 2019.

Abstract:

Attribute based encryption is a promising system that accomplishes adaptable, and fine-grained data access control over encoded data, which is entirely appropriate for a secure data-sharing condition, for example, the at present well-known cloud computing. Apache Hadoop is a transcendent programming system for circulated process and capacity with the ability to deal with gigantic measures of data, ordinarily alluded to as Big Data. This data gathered from various ventures and government offices frequently incorporate private and touchy data, which should be secured from unapproved access. Be that as it may, conventional attribute-based encryption neglects to give a productive keyword-based inquiry on encoded data, which to some degree, debilitates the intensity of this encryption strategy, as search is generally the most significant way to deal with rapidly acquire data of enthusiasm from a considerable amount dataset. In this paper, Policy-Attribute based access control is proposed, which is based on the out and out key-policy attribute-based encryption scheme.



Department Of Economics

1. Ms.R.Latha et al , “Income and Expenditure of Rose Cultivation in Puliur Village in Tiruchirappalli District” Adalya Journal, www.adalyajournal.org, UGC, WEB OF SCIENCE, Google scholar, IF: 5.3, UGC approved Group-A Journal, ISSN:1301 -2746, Vol.8 , Issue10, Page No.1968-1972,October 2019. <http://www.dropbox.com/s/oqx5x4p789fgvm/208-oct-2162.pdf>.

Abstract:

Flowers have been associated with mankind since time in memorial as they have been used for New Year day celebration, Christmas, Deepavalli, Birthday function and funerals. Growing loose flowers mostly for worship, garland marking and decorations forms the back bone of India floriculture which is mostly in the hands of small and marginal farmers. Roses have been used for centuries as ornamental plants most of the cultivators are highly interested on the rose flower cultivation. So this study is an attempt to analyze the income and expenditure of rose cultivation in Puliur village in Tiruchirappalli district.

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2. Ms.R.Latha et al “The Constraints faced by the Flower Cultivators in Marketing”, Think India Journal, www.thinkindiajournal.org, IF: 6.2, UGC Care list, ISSN NO:0971 -1260, Vol.22, Issue: 4, October - December-2019, page No.4752-4759, <http://journals.eduindex.org/index.php/think-india/article/view/9713s>.

Abstract:

Indian economy is primarily based on agricultural economy. The existence of economic activities of the entire people is bound with the state and health of this sector. Agricultural marketing system is an efficient way for the farmers to get fair and reasonable price of their surplus products. The flower cultivators also can sell the flowers at a reasonable price in the marketing. The flower cultivators face many problems during the marketing like transportation, distance, price, commission, time and low demand. This study is an attempt to enlist the constraints faced by the flower cultivators in marketing their produce.

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3. S.Rengalakshmi, S.Lavanya, “A Comparative Analytical study on the Afforestation Programmers of Tamilnadu and Tiruchirappalli District from 2013 to 2018,” Alochana Chakra Journal, www.alochana_chakara.com, , UGC-CARE GROUP-1 No.4525, IF : 6.3,ISSN No:2231-3990, Vol. 9, Issue 5, Page No.5341-5346,May 2020.

Abstract

The forest sector of Tamilnadu face an identity crisis, currently it has lost much on its former meaning. It has now re-invested and re-established the new identity, rooted in the well being of the people and the potential of tropical forests as now unraveled. An attempt is made to analyze the comparison of the a forestation projects undertaken both at the level of Tamilnadu and Triuchirappalli district in the physical land area aimed and physical land area achieved. Hypothesis is framed to find the significant difference between the achievements and targets of the Government of Tamilnadu and Trichy District in the physical land areas. The study is based on secondary data for the years between 2013 and 2018.The analysis revealed that there is no much difference between physical targeted area on a forestation of forest lands in Tamilnadu and its achievements. Of all environmental problems facing by the country the problem of deforestation has received the maximum attention from the general public. But ironically, Government policies on afforestation have attracted the greatest public criticism. Therefore, more financial assistance is needed.



Department of English

1. Dr. M. Rema, “The Thematic And Technical Aspects In Anita Nair’s Ladies’ Coupe And The Better Man”, Alochana Chakra Journal, www.alochanachakrajournal.org, IF:6.3, UGC - CARE-LIST GROUP-I, Journal no:4525, ISSN NO 2231-3990, Vol 9, Issue5 , Page No:1569-1575, MAY 2020, DOI:10.01011.ACJ.2020.V9I5.00068749.01533.

Abstract:

Tamilnadu the varied India, comprising the extremes of every kind with a rich socio-cultural heritage has often being described as the miniature of the world. The fundamental theme underlying the Indian novel is Unity in Diversity. In spite of so many differences, Indians share many things in common life like customs, attitudes, religion, value systems, dress, food, ideas and so on. A novel’s theme is the main idea that the writer expresses and which forms the basis for the meaning of the story. The theme of a novel is more than its subject matter because an author’s technique can play as strong a role in developing a theme as the action of the characters do. Most of the Indian writers in English use the technique of introducing the element of a regional touch in their themes, locations, characterization or conversation. It is also achieved through word choice, sentence construction and word order. Viewing in particular Anita Nairs LADIES’ COUPE that tells the tale of a train journey traversing through Karnataka, Kerala and Tamilnadu. There are six women belonging to these states telling their life history in English. The novel is packed with the South Indian customs, rituals and practices.

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2. Ms. S. Vembu, “Experimentation Of Epistolary Method In Chitra Banerjee Divakaruni’s Sister Of My Heart And The Vine Of Desire”, Alochana Chakra Journal, www.alochanachakra.in, UGC - CARE - LIST GROUP - I, Journal no:4525, ISSN NO 2231-3990, Vol 9, Issue 5, Page No:1235-1245, MAY 2020 DOI:10.01011.ACJ.2020.V9I5.00068749.01496.

Abstract:

Literary techniques are a set of tools that authors use to enhance their writings to convey deeper and richer meaning. They are similar to the characters, plot, setting and theme that are the critical aspects of any storytelling or writing novel. It is a method used by writers to express their ideas by magnifying them in bunches of words that can convey many things in just few lines. Like figures of speech, the literary devices add more meaning to author's writing. One of the most popularly used literary techniques is Epistolary which comes from a "Greek word epistole" means letter. The main purpose of this method is to give readers an intimate view of characters' feelings and thoughts in order to develop a direct connection with the events through letters and documents.

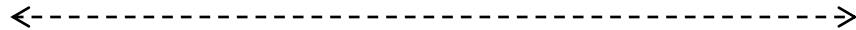
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3. Dr. M. Usha Bharathi, An Idealization Of Woman Character From Manju Kapur's *Difficult Daughters*, *Alochana Chakra Journal*, <http://www.alochanachakra.in/current-issue>, UGC-CARE- LIST GROUP – I Journal no:4525, ISSN NO 2231-3990, Vol 9, Issue 5, Page No:1688-1695, MAY 2020. DOI:10.01011.ACJ.2020.V9I5.00068749.01549.

Abstract:

In the recent decades, Indian women writers have produced ample literary output and their emphasis of writing being in gender and the role of women in society. Generally, the women mentioned are servants or subjects and it is impossible to generalize to the population at large, but it would seem that cloistering of women that is keeping them indoors in a harem; is not necessarily a universal practice. Indeed it would have been financially impossible for most persons of that time to cloister their women. One may assume that, while careful measures would be taken to guard the women from attack and from shame, they are necessarily involved in various social and commercial activities which would take them outside at home. This would be especially true in the woman protagonist, an idealized woman, *Virmati* of Manju Kapur's novel *Difficult*

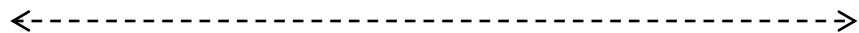
Daughters, who is constantly encouraged by the Professor and this would help her to come out of all the hurdles she faces in her life.



4. Ms.Mary Portia P.D, Evolution Of Sriram’s Character In R.K.Narayan’s Waiting For The Mahatma, Alochana Chakara Journal, www.alochanachakra.in current-issue, UGC - CARE - LIST GROUP – I Journal no:4525, VOLUME IX, ISSUE V, ISSN NO 2231-3990, Page No: 1675-1680, MAY 2020. DOI:10.01011.ACJ.2020.V9I5.00068749.01547

Abstract:

The study focuses on the Evolution of Sriram’s character in R.K. Narayan’s Waiting for the Mahatma. The novel waiting for the Mahatma published in London in 1955.This novel seeks to delineate a full length portrait of Mahatma Gandhi. It begins in the period shortly before India gained her Independence and ends with Gandhi’s assassination. It is not a political novel, though the Mahatma figures in it quite frequently. Waiting for the Mahatma is written in Narayan’s gentle comic style. An unusual feature of this novel is the participation of Gandhi as a character. R.K. Narayan analyses with keen insight, portrays the life of middle class Indian society in this Novel.

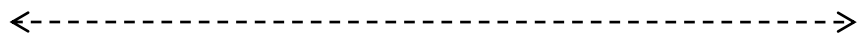


5. Ms.G.Umarani, “Expedition for individuality In Chitra Banerjee Divakaruni’s Sister Of My Heart And The Vine Of Desire” www.alochanachakra.in/current-issue, UGC-CARE - LIST GROUP – I Journal no:4525, ISSN NO 2231-3990, VOLUME-IX, ISSUE-V, Page No:1246-1254 , MAY 2020. DOI:10.01011.ACJ.2020.V9I5.00068749.01497.

Abstract:

Human beings are born with equal dignity and rights. These universally accepted rights are the birth right of every individual irrespective of ethnicity, nationality and sex. However, discrimination continues to exist due to ignorance and prejudice and deceptive doctrines try to validate inequality. These deceptive doctrines have been criticized by the diasporic writers. The

diasporic Indian novelist try to explore and interpret India significantly in its myriad aspects--- social, political economic and cultural. The women writers have moved away from traditional enduring, self-sacrificing women towards that of women in conflict in search of identity. Divakaruni's concentration on the lives of Indian women wrestling with cultural shackles, while perceiving the everyday affairs of their lives, has made her popular with women wide as well as a critical success

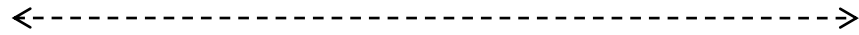


6.Ms.N.Saraswathi, "Meena Kandaswamy's The Gypsy Goddess: A Postmodern Novel Of Caste And Class Exploitation", UGC-CARE -LIST GROUP – I, Journal no:4525, Alochana Chakara Journal, www.alochanachakra.in, Vol 9, Issue 5, MAY 2020, ISSN NO 2231-3990, Page No:2058-2062, DOI:10.01011.ACJ.2020.V9I5.00068749.01598

Abstract:

Ilavenil Meena Kandasamy is a well-known author, writer, translator and activist based in Chennai, Tamil Nadu, India. Ilavenil Meena Kandasamy's debut novel *The Gypsy Goddess* isn't unique of recreation; it is erratic in style and mindful in structure. The novel is about the ugly side of caste and class exploitation. It's a quandary of Dalit agricultural labourers hard conditions handling the pitiless oppression and painful atrocities inflicted upon them by the brutal upper-caste landlords in Kilvenmani, a little village in Tanjavore then, a district in a very southern Indian state, Tamil Nadu. Specifically, this novel depicts the historical massacre of 44 landless peasants which include women and children were burnt alive on a national holiday, December 25th 1968. Behind this massacre was the egoistic, brutal and hard nature of upper class and caste landlords. Postmodernism refers to the socio-cultural and literary theory in various disciplines. Postmodernism begins in the late 1950s. Postmodernism deliberately mixes low art with high art, the past with the future or one genre with another. Dalit Literature has several characteristics of postmodernist literature. This novel is a postmodernist novel since it challenges law and defies Indian literary tradition. It believes in deconstructing truth, reason so as to indicate however the reality and reason are made by the higher caste Hindus in order to dominate over the Dalits and lower castes. In the author's fictionalized version of this tragedy she tries to bring into focus the class and caste exploitation. These paper intends to

explore the class and caste exploitation with postmodern theories so as to remember this historical massacre.

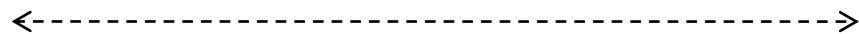


7. Ms.Kalaivani, “Double Jeopardy In Toni Morrison’s The Bluest Eye”, Alochana Chakara Journal, www.alochanachakra.in current-issue, UGC - CARE - LIST GROUP I- Journal no:4525, ISSN NO 2231-3990 Vol 9, Issue 5, Page No:3123-3130, MAY 2020.

DOI:10.01011.ACJ.2020.V9I5.00068749.01721

Abstract:

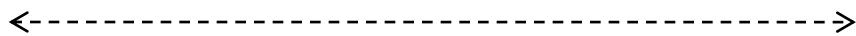
Racism, Sexism and Classism signify the traumatic conditions under which African-Americans live in white America. These are systems of societal and psychological oppression that have adversely affected the lives of blacks in general and African-American women in particular. Black Community had to face atrocities like racism and exploitation, irrespective of sex. Black Women have been victimized not only by racist, sexist and class bias, but also by scholarly neglect. Yet, over the centuries they have tried to present their case, their quest for freedom and attempts at self-assertion through literature. Race, class and gender have figured prominently as themes in black women's writing over the years. Toni Morrison is among the pioneer of those contemporary black writers who have redefined African-American writing in more ways than one. Black women in America being black, female and poor have been victimized by racism, sexism, and classism, not only from the white world, but also from their own men. These women have faced the problems of race, class and gender, which have pushed them towards a margin.



8. Ms.J.Delicea Jasmine, “The Conflict between Innocence and Immorality in the play “The Wild Duck” by Henrik Ibsen” Alochana Chakra Journal, www.alochanachakra.in current-issue, UGC - CARE - LIST GROUP –I Journal no:4525, ISSN NO 2231-3990, Vol 9, Issue 5, Page No:1681-1687, MAY 2020 DOI:10.01011.ACJ.2020.V9I5.00068749.01548.

Abstract:

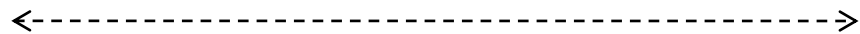
The major conflict in the play *The Wild Duck* is between Gregers and his father, Hjalmar. After a long year, Gregers returns home. He is a man who upholds and preaches the claims of the ideal whereas Rellinga Doctor who is against Gregers stakes only a matter of fact view of whole thing and refuses to accept Gregers's transcendental view. Gregers has rightly been labelled by critics as a compulsive reformer, as a moralistic meddler in other people's lives, as a missionary hero who fails entirely in his wrong headed mission, as a truth seeker who wishes to open other people's eyes to the reality of their situation without realizing the consequences of his action in do. In the play *The Wild Duck* the real conflict starts when Gregers enters into the life of Hjalmar his old friend. Ibsen portrays the conflicting ideas in three ways-Psychological, Ideological and social.



9. **Ms.V.Usha**, The Role of Background Knowledge in Understanding a Text, *Alochana Chakra Journal*, www.alochanachakra.in , UGC-CARE- LIST GROUP – I Journal no:4525, ISSN NO 2231-3990, Vol 9, Issue 5, Page No:1696-1700, MAY 2020. DOI:10.01011.ACJ.2020.V9I5.00068749.01550

Abstract:

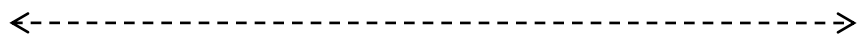
Students understand a text by clues found in it which is related to the background knowledge they have about the content of the passage. With the help of this background knowledge, they build a meaningful representation of the text. The aim of this paper is to define how much the background knowledge is important to understand any given text.



10. **Ms.N.Ramamani**, “Arms and the Man: An attack on Aristocrats”, *Alochana Chakra Journal*, www.alochanachakra.in current-issue, UGC-CARE -LIST GROUP – I Journl no: 4525, Vol 9, Issue 5, MAY 2020, Page No:1493-1497, DOI:10.01011.ACJ.2020.V9I5.00068749.01522.

Abstract:

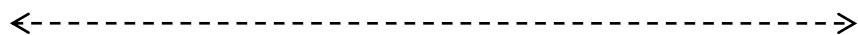
George Bernard Shaw, the popular “Problem playwright” and socialist of the late 19th century, is well known for his thought provoking plays and crispy dialogues. The significant hit of “Arms and the Man” brought him recognition as a dramatist among his contemporaries. Like all his other plays Arms and the Man too stages the social problems, particularly of war and love. There are some hidden attacks on aristocrats as well. He slams aristocrats by mocking their behaviors such as ladies beautification of themselves, men’s wish to flirt with other ladies and keeping servants as subordinate. He attacks aristocratic men and women equally in order to correct them. Shaw was a freethinker, a supporter of women’s rights and an advocate of income equality. He discreetly used his literary faculty to correct the society. Shaw believed that landlords and aristocrats had an unfair advantage over the common man. Shaw openly called for scientists to develop gasses to murder races and groups who did not want to be controlled within the Fabian utopia. This paper aims to explore the underlying attacks of Shaw on the aristocratic society of Victorian era.



11.**Dr.V.Anitha**, “Manacles of Slavery in Buchi Emecheta's The Slave” Adalya Journal, UGC,Web of science,Googel Scholar, www.adalyajournal.com, IF:5.3, ISSN 1301-2746, Vol 9,Issue 2,Feb 2020,Pg No:1116-1130

Abstract:

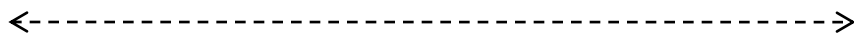
The purpose of this paper is to make a broad study of Buchi Emecheta’s The Slave Girl which deals with the cause of women and their freedom and rights, and made persistent efforts towards elevating the relegated class through Emecheta’s huge contribution of writing. She concentrated on many aspects relating to the deprivation and marginalization of the womenfolk. Her The Slave Girl pours light on such things only, where she presents the story of a slave girl whose life is nothing less than that of a slave. Under the core exploitation of the male dominated society, a woman needs to sacrifice her everything to please and satisfy her husband and the other male members of her life. In this novel, Emecheta goes as far using slavery as universal condition of women in Nigeria.



12.Ms.S.Chitra, “Raskolnikov’s Theory of Superman in Dostoevsky’s Crime and Punishment”, Alochana Chakra Journal, www.alochanachakrajournal.com, UGC Care No.4525, ISSN NO:2231-3990, Volume IX, Issue V, , Page No:8621-8624, May/2020.

Abstract:

This paper describes the theme of Raskolnikov’s theory of superman”in Dostoevsky’s novel crime and punishment. Dostoevsky clearly proves in the novel and through the character of Raskolnikov that truth itself has its shadowy other side and that untruth are valuable because it leads to truth. The life depicted in crime and punishment is no exception. Crime and punishment brought him acclaim but scant financial compensation. The protagonist Raskolnikov-whose name derives from the Russian word for “schism” or “spilt” is presented as the embodiment of spiritual nihilism. The novel depicts the harrowing confrontation between his philosophical beliefs, which prompt him to commit a murder in an attempt to prove his supposed “superiority” and his inherent morality, which condemns his actions. In Fyodor Dostoevsky’s Crime and Punishment, Raskolnikov is faced with the dilemma of confessing to two savage murders in defiance to his theory of a „superman“, a man whose superior intellect and eventual goal are reason enough to use any measure needed in the accomplishment of that goal. Determined to prove himself superior, Raskolnikov attempts to refrain from doing his immoral obligation of confessing to the crime. Therefore, Raskolnikov felt torn between his guilty conscious and his determination to prove himself superior to other men.



13.Ms. M.Vinitha Fernando, “A Journey of Protagonist in the novel the **Calcutta Chromosome** by Amita Ghosh”, Alochana Chakra Journal, <http://www.alochanachakra.in/current-issue>, IF:6.3, UGC Care Group I No.4525, "ISSN NO 2231-3990, Vol:9, Issue:5, May 2020, Page NO: 5604-5608.

Abstract:

Amitav Ghosh’s protagonist journey around the world is for sustaining his own cultural birth and culture of education operating at personal, social,

racial, cultural, and philosophic religious levels. His journey indicates globalization which shows an individual do as not belonging to a particular nation but through the world. His journey reflects the world of happiness which result in combination with search and struggle for identity. During his journey he gained a search of peace through new thoughts and ideas which gave him moral support to the characters. The woman characters are sensitive sometimes intensively, emotional, and always motives within their world. The double consciousness of the writer makes him reject and accept the dynamics power of knowledge.



Department Of Fashion Technology
&
Costume Design

1. Ms. **P.Andal, Ms. S.Annapoorani, Ms.D.Jeyapradha** “Decolorization of Triphenylmethane dyes using the bacterial cultures” Alochana Chakra Journal, www.alochanachakrajournal.org, UGC CARE-I Journal no:4525, ISSN No:2231-3990, Volume 9, Issue 5, Page No:5347, May 2020.

Abstract:

The present work deals with the study on decolorization of triphenylmethane dyes using the bacterial cultures isolated from the effluents of textile industries. Initially thirteen different cultures were isolated, among which only two isolates were found to be effective in treating triphenylmethane dyes (Bromophenol blue and Malachite green) respectively. These two isolates were used for further studies. As the triphenylmethane dyes are toxic to the living organisms, the effluents from those industries are treated. These effluent containing dyes (Bromophenol blue and Malachite green) were decolorized using bacterial isolates (*Pseudomonas* sp. and *Citrobacter* sp.). It was found that *Pseudomonas* sp. has the ability to decolorize 72.4 % of the bromophenol blue dye at the temperature of 37 C and pH of 7.4.

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2.**Ms. M.Roch Soumia**, “Developing Wound Dressing Material Finishing with Synergistic Drug Combinations, Determining its Antibacterial Efficacy against Pathogens”, International Journal of Research and Analytical Reviews (IJRAR), www.ijrar.org, UGC Ref. Journal No: 43602, IF: 5.75, E-ISSN 2348-1269, P-ISSN 2349-5138, Vol 7, Issue 1, Page No. 159-165, March 2020, <http://www.ijrar.org/IJRAR2001733.pdf>.

Abstract:

Colonization and infection of bacteria is the major factor responsible for the delay in wound healing. Antimicrobial dressings can be used on acute or chronic wounds which are critically colonised, or when local and/or systemic

infection is already compromising the wound or could compromise wound healing. Combination therapy of drugs can be used for the treatment of drug resistant bacteria. Thus, the present study focuses on developing a significant wound dressing material with significant antibacterial function. Three fabrics (Cotton Single Jersey, Cotton-Rib and Cotton-Lycra fabrics) were selected and the best among them was selected by its physical properties. Cotton-Lycra fabric showed significant Air permeability, Bursting strength, Tensile strength and Flexural rigidity values. From the two drug combinations-I (Piperacillin-Tazobactam) and II (Ciprofloxacin-Tinidazole), Piperacillin-Tazobactam combination showed higher antibacterial activity i.e 23mm and 20mm against E. coli and S. aureus. Thus Cotton-Lycra fabric and drug combination Piperacillin-Tazobactam were selected for the development of wound dressing material. EN ISO-20743 was performed to determine the antibacterial activity of the finished fabric. Drug treated fabrics showed inhibitory zones of 27mm against Escherichia coli and 25mm against Staphylococcus aureus. Thus the developed drug treated fabrics can be used as wound dressing materials to promote wound healing and to prevent the bacterial infections.



Department Of Hospital Administration

1.T.Vasuki, K.Jayalakshmi, M. Sabina Yasmin, K.Gayathri “A Study on Impact Of Digital Marketing in Customer Satisfaction and Trust, Alochana Chakra Journal, www.alochanachakrajournal.org, UGC-CARE No.4525, ISSN No:2231-3990, Vol 9, Issue 5, May 2020.

Abstract:

Digital Marketing is the Art and Science of selling products and services over digital networks, such as the internet and cellular phone networks. Online Marketing is becoming a hot topic in every business sector, gradually plays a truly important role in any company’s multi-channel marketing strategy. The pervasive nature of digital technologies requires a new approach to marketing and a new understanding of customer satisfaction. The objective of the study is to identify the factors related to Digital marketing promotion, Customer satisfaction and trust and also to understand the effect of digital marketing promotional attributes on customer satisfaction and their trust. Based on the hypothesis, customer satisfaction has a significant role of customer trust is not supported. The study concludes that the causal relationship was tested between Exogeneous and Endogeneous Constructs and it is observed that there is a significant influence of value, security and easy to use on Customer Satisfaction at 5 percent level. The accessibility has significant influence on Customer satisfaction at 5 percent level. It is also observed that Customer Satisfaction does not have any effect significantly in the test.

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2. Ms.K.Gayathri, K.Jayalakshmi, M. Sabina Yasmin, “A Study on Employee Engagement with Reference to GVN HOSPITAL, TRICHY”, Alochana Chakra Journal, www.alochanachakara.in, IF:6.3, UGC Care No.4525, ISSN NO:2231-3990, Volume IX, Issue V, May/2020.

Abstract:

Employee Engagement is a workplace approach resulting in the right conditions for all members of an organization to give their best each day.

Employee engagement is based on trust, integrity, a two-way commitment and communication between an organization and its members. It is an approach that increases the chances of business success, contributing to organizational and individual performance, productivity and well-being. From an employer's point of view, employee engagement is concerned with using new measures and initiatives to increase the positive emotional attachment felt and therefore productivity and overall business success. An engaged workforce produces better business results, does not hop jobs and more importantly, is an ambassador of the organization at all points of time.



Department Of Mathematics

1. Dr.S.Vidhyalakshmi, S.Aarthi Thangam, Dr.M.A.Gopalan “ Formulation of dio-quadruple with property $D(k^2+1)$, Journal of Interdisciplinary Cycle Research, ISSN:0022-1945, Vol:11, Issue:10, Oct 2019.

Abstract:

This paper concerns with the problem of constructing Dio-quadruple $(1,n,cs,cs+1)$ such that the product of any two members of the subtracted by their sum and added with K^2+1 is a perfect square.

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2. Dr.S.Vidhyalakshmi, M.A.Gopalan, Ms.T.Mahalakshmi “Special Pythagorean Triangle In Relation With Pronic Numbers International Journal of Mathematics Trends and Technology, www.ijmtt.org , Google, IF: 2.53, ISSN: 2231-5373, Page No:166-169, Aug 2019.

Abstract:

This paper Illustrate Phythagorean triangles, where, in each Pythagorean triangles, the ratio $\left(\frac{2 * area}{perimeter}\right)$ Perimeter is a Pronic Number.

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3. Dr. S.Vidhyalakshmi, Dr.M.A.Gopalan, Ms.T.Mahalakshmi, “Construction of Diophantine 3-Tuples Through 3D Numbers” EPRA International Journal of Multidisciplinary Research (IJMR), www.ijmr.com, Peer Reiewed, IF:5.614, ISSN No:: 2455-3622, Vol 5, Issue:9, Page No:181-190, September 2019.

Abstract:

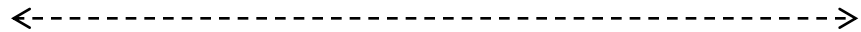
This paper deals with the construction of Diophantine 3-tuples based on two given 3^D numbers such that the product of any two elements of the set added by a polynominal with integer co-efficient is a perfect square.

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4. Dr.S.Vidhyalakshmi, Dr.M.A.Gopalan, Ms.T.Mahalakshmi “A Special Dio-Quintuple with Property D(2) Journal of Scientific Computing, www.jscglobal.org, ISSN: 1524-2560, Vol 8, Issue: 10, Sep 2019.

Abstract:

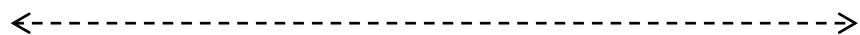
In this paper, a numerical illustration of a special Dio-Quintuple with Property D(2) is exhibited.



5. Dr.S.Vidhyalakshmi, Dr.M.A.Gopalan, S.Aarthy Thangam “Special Characterizations of Rectangle in Connection with Trimorphic Numbers” Annals of Communications in Mathematics www.technoskypub.com, Google Scholar, ISSN:2582-0818, Vol 2 Number 1(2019), Page No:17-23.

Abstract:

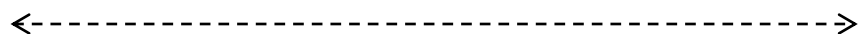
This paper consists of two sections A & B. Section A exhibits rectangles, where, in each rectangle, the area added with its semi-perimeter is a trimorphic number. Section B presents rectangles, where, in each rectangle, the area added with its semi-perimeter is a trimorphic number.



6. Dr. S.Vidhyalakshmi, Ms. T. Mahalakshmi, Dr.M.A.Gopalan “Special Pythagorean Triangle with $\frac{2 * Area}{perimeter} + Hypotenous - a leg$ as a Pronic Number” www.adalyajournal.org, UGC Peer reviewed, Scopus, IF:2.5.3, ISSN:1301.2746, Vol 8, Issue 9, September 2019.

Abstract:

This paper Illustrate Phythagorean triangles, where, in each Pythagorean triangles, the ratio $\left(\frac{2 * Area}{perimeter}\right)$ Hypotenous-a leg as a pronic number.



7. Dr. J.Shanthi, Dr.M.A. Gopalan, “On the Pair of Equations $x + y = z + w$,

$y + z = (x - w)^3$, Adalya Journal, www.adalyajournal.com ISSN No:1301-2746, IF:5.3, Vol 8, Issue 9, Sep 2019, Pg No:445-447, UGC CareGroup II Google Scholar.

Abstract:

This paper illustrate two different methods for obtaining non-zero distinct integer to the pair of equations $x + y = z + w, y + z = (x - w)^3$

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8. Dr.S.Vidhyalakshmi, Dr.M.A.Gopalan, Ms.T.Mahalakshmi, Dr.J.Shanthi “On Two Interesting Systems of Diophantine Equations” Journal of Interdisciplinary Cycle Research www.jicr.org, UGC, ISSN:0022-1945, Vol 11, Issue 11, Nov 2019.

Abstract:

A search is made for pairs of non-zero distinct integers(x, y) such that, in each pair,

- ✓ $x+y=a^2, 2x+y=b^2, x+2y=a^3$
- ✓ $x+y=a^2, 2x+y=b^2, x+2y=c^3$ correspondingly

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9. Dr.K.Meena, Dr.S.Vidhyalakshmi, Dr.M.A.Gopalan, Ms.T.Mahalakshmi “On Pairs of Rectangles and Gopa-Vidh Numbers”, International Journal of Engineering Sciences & Research Technology, www.ijesr.com, Google Scholar, Index, IF:5.164, ISSN:2277-9655, Vol 8, Dec 2019.

Abstract:

This page aims at determining pairs of rectangles such that, in each pair, the sum of their areas is represented by a Gopa-Vidh number. Also, the number of primitive and non-primitive rectangles for each Gopa-Vidh number is given.

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10. K.Meena, S.Vidhyalakshmi, M.A Gopalan, T.Mahalakshmi “On Pairs of Rectangles and Trimorphic Numbers” Infokara Research www.infokara.com

UGC-CARE Approved Group II Journal No.15775, ISSN 1021-9056, IF:5.3, Vol 8, Issue 9, 2019, Pg No:158-171

Abstract:

This paper aims at determining pairs of Rectangles such that, in each pair, the sum of their areas is represented by a Trimporhic Numbers. Also, the number of primitive and non-primitive Rectangles for each Trimporhic Numbers is given.

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11. M.A Gopalan et al, “On the System of Equations $x + y = z + w, y + z = (x + w)^3$, Infokara Research, www.infokara.com UGC-CARE Approved Group II Journal No.15775, IF:5.3, ISSN NO: 1021-9056, Vol 8, Issue 9, Page No:595-597

Abstract:

This paper concern with the problem of obtaining non-zero distinct integer solutions to the system of equations $x + y = z + w, y + z = (x + w)^3$

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12. S.Vidhyalakshmi, M.A Gopalan, S. Aarthy Thangam “On ternary biquadratic Diophantine equation $11(x^2 - y^2) + 3(x + y) = 10z^4$ ”, Notes on Number Theory and Discrete Mathematics, www.citefactor.org, ISSN 2367-8275, Vol 25, Issue 3, July 2019, Pg No:65-71.

Abstract:

We obtaining infinitely many non-zero integer triples (x,y,z) satisfying the non-homogenous bi-quadratic equation with three unknowns $11(x^2 - y^2) + 3(x + y) = 10z^4$. Various interesting properties among the values of (x,y,z) are presented. Some relations between the solutions and special numbers are exhipted.

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13. Dr.J.Shanthi, Dr.M.A.Goplan, H.Ayesha Begum “On sets of $2n$ -tuples in Arithmetic Progression” Scopus indexed, Journal of Information and Computational Science, www.joics.org, ISSN:7021-2008, Vol 9, Issue 11, Nov 2019.

Abstract:

This paper deals with the construction of sets of integers in arithmetic progression (A.P), where the members in each set satisfy certain conditions.

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14. Dr.J.Shanthi, Dr.M.A.Goplan, A.Prathiba “Special sets of $(2n+1)$ - tuples in Arithmetic Progression”, UGC, Infokara Research, ISSN:1021-9056, Vol 8, Issue 11, Nov 2019.

Abstract:

This paper is concerned with a formulation of sets of $(2n+1)$ integers in arithmetic progression, where, the members in each set satisfy certain conditions.

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15. S.Vidhyalakshmi, T.Mahalakshmi K.Sridevi “On The Ternary Biquadratic Equation $x^4 + x^3y + x^2y^2 + xy^3 + y^4 = (x + y)^2 + 1 + z^2$ ”, Journal of Interdisciplinary Cycle Research, www.jicrjournal.com UGC CARE(II) No. 21259, IF:6.2, ISSN 0022-1945, Vol. 11, Issue 11, Nov 2019, Pg. No.338-348

Abstract:

This paper deals the problem of obtaining non-zero distinct integer solutions to The Ternary Biquadratic Equation $x^4 + x^3y + x^2y^2 + xy^3 + y^4 = (x + y)^2 + 1 + z^2$. A few interesting relations among the solution are presented. Given an integer solution of the equation under consideration, integer solutions for various for various choices of hyperbola and parabolas are exhibited.

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16. Dr.S.Vidhyalakshmi, Dr. M.A Gopalan, Ms.T.Mahalakshmi “Observations on Non-homogeneous Bi-quadratic with Four unknowns

$10xy+7z^2=7w^4$ IF:6.1 UGC Care Approved Group-II, Google Scholar, ISSN 0950-0707, Vol 9, Issue 3, ,Page No:14-18, March 2020.

Abstract:

This paper concerns with the problem of determining non-trivial integral solutions of the non-homogeneous bi-quadratic equation with four unknowns given by $10xy+7z^2=7w^4$. We obtain infinitely many non-zero integer solutions of the equation by introducing the linear transformations.

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17. Dr.S.Vidhyalakshmi, Dr. M.A Gopalan, Ms.T.Mahalakshmi “Observations on the homogeneous Ternary quadratic Diophantine Equation with Three Unknowns $y^2+5x^2=21z^2$ ” ISSN 1548-7741, Vol 10, Issue 3, March 2020, Page No:822-831, IF:6.2, UGC CARE(II), Google Scholar.

Abstract:

The homogeneous ternary quadratic Diophantine equation representing the cone $y^2+5x^2=21z^2$ is analyzed for its patterns of non-zero distinct integral solutions. A few interesting properties between the solutions and special polygonal numbers are exhibited.

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18. Dr.K.Meena, Dr.V.Praba “Challenges of Organizational Domain in Business Perception”, International organization for standardization www.spjmr.com UGC Approved No.64786, Google Scholar, IF:6.1, ISSN 2394-2886, Vol 9, Issue 12, Jun 2019, Pg No:80-85

Abstract:

As the world is moving towards a borderless society driven by increased globalization, and further characterized by rapid pace of technological advancement, there has been a paradigm shift in the strategy organization adopt to stay relevant amidst competitive conditions. Business has not changed much, though the way in which it is being conducted has changed immensely impacted by the turbulence of the business and the operating environment. Organizations which are either proactive or quick enough to assess the disruptions caused by the rapid changes, reinvent themselves and

exhibit dynamism successfully to wither the challenges and remain competitive. In this paper, we discuss the purposes of the organization, structure, strategy and organizational design to adapt themselves to the demands of the turbulent environment. The challenges are multidimensional and uncertain environment often require more flexible and responsive structure, and design capabilities to withstand the shocks/turbulence. Organizations which are proactive show more resilience to rapid changes, exhibit solid structure driven by strong fundamentals to stay ahead of their competitors. The environment business firms are exposed to increased organizational complexities, market dynamism, technological changes that impact the organizations which are discussed firstly. Secondly, organization responses through increased innovation and reorientation and in the process to remain competitive, have been using various tools and techniques that include but not restricted to environmental scanning, upscale technological capabilities build business models with innovation in design and product capabilities in order to cope with challenges posed by the turbulence of global business environment. Lastly we have focused the need for effecting communication across the organization and the impact it creates to arrive at a pragmatic conclusion for the issue.

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19. Dr.V.Praba, “Three Connected Domination in a Graph” International Journal for Research in Applied Science & Engineering Technology, www.ijraset.com, IF: 7.177 , IC Value: 45.98, ISSN: 2321-9653, SJ Vol 7 Issue 7, July 2019,

Abstract:

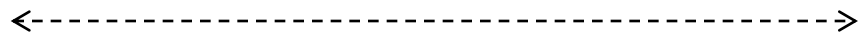
Claude Berge [1] introduced the concept of strong stable set S in a graph. These sets are independent and any vertex outside S can have at most one neighbour in S . This concept was generalized by E. Sampathkumar and L. Pushpalatha [5]. A maximal independent set is a minimal dominating set. What type of domination will result from maximal semi-strong sets? This new type of domination which we call us -Three-connected domination is initiated and studied in this paper.

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20. Dr. V.Praba, “Semi-Strong Color Partition Of Graph”, Thomson Reuters Global Journal of Engineering Science and Researches, www.gjesr.com, IF: 5.070, Peer Reviewed, ISSN : 2348- 8034, June-2019, DOI-10.5281/Zenodo.3268840

Abstract:

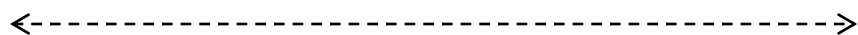
Claude Berge introduced the concept of strong stable sets in a graph. A subset S of a graph $G = (V, E)$ is a strong stable set if $|N[v] \cap S| \leq 1$ for every $v \in V(G)$. Relaxing this condition Prof.E. Sampath kumar introduced semi-strong sets in graphs as those sets for which $|N(v) \cap S| \leq 1$ for every $v \in V(G)$. Resolvability is a well-studied concept. Combining these two, resolving semi-strong color partition is defined and studied in this paper.



21. Dr.S.Vidhyalakshmi, Dr.M.A.Gopalan, Ms.T.Mahalakshmi, Ms.S.Aarthithangam - " On the Double Equations $x-yz=3w^3, xy=T^3$ ", Journal of Xi'an University of Architecture & Technology, www.xajzkjdx.in UGC, Google Scholar, ISO, IF 3.7, ISSN:1006-7930, Vol 12, Issue 2, Page No: 1357-1362, Mar 2020.

Abstract:

The system of double equations given by $x-yz=3w^3, xy=T^3$ is studied for obtaining its non-zero distinct solutions in integers.



22. Dr.S.Mallika, Ms.V.Praba, Ms.T.Mahalakshmi “Observations on Homogeneous Bi-quadratic Equation with Five unknowns $x^4 - y^4=26(z^2 - w^2)T^2$ ” Alochana Chakra Journal, www.alochanachakra.org, Journal no:4525 ISSN NO:2231-3990, Vol 9, Issue 5, page no 4421-4431, May 2020

Abstract:

This paper concerns with the problem of determining non-trivial integral solutions of the homogeneous bi-quadratic equation with five unknowns given by $x^4 - y^4=26(z^2 - w^2)T^2$, We Obtain infinitely many non-zero integer solutions of the equation by introducing the linear transformations. A few interesting properties among the values x,y,z,w,T and special numbers are also presented.

23. Dr.S.Mallika, K.Abinaya, “On the non-homogeneous ternary quadratic Diophantine equation $5x^2+2y^2=55z$ ”, Infokara Research Journal, www.infokara.com, UGC Care Journal Number-15775, ISSN.NO:1021-9056, Vol.9, Issue.3, Page No:444-450, 2020.

DOI:16.10089. IR.2020.V913.285311.3533.

Abstract:

The ternary quadratic equation given by $5x^2+2y^2=55z$ is considered and searched for its many different integer solutions. Five different choices of integer solutions of the above equations are presented. A few interesting relations between the solutions and special polygonal numbers are presented.

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24. Dr.S.Mallika, N.Abiramasundari, “Observation on the ternary quadratic Diophantine equation $7x^2+2y^2=105z$ ”, Infokara research, www.infokara.com, UGC Care Journal Number -15775, ISSN.NO: 1021-9056, Vol.9, Issue.3, PageNo.482-492,2020. DOI:16,10089. IR.2020.V913.285311.3536.

Abstract:

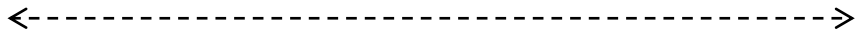
The ternary quadratic equation given by $7x^2+2y^2=105z$ is considered and searched for its many different integer solutions. Eleven different choices of integer solutions of the above equations are presented. A few interesting relations between the solutions and special polygonal numbers are presented.

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25. Dr.S. Mallika ,V.Praba, “Observation On The Homogeneous ternary Quadratic Diophantine Equation $25x^2-20xy+10y^2=7z^2$ ”, Journal of Inter disciplinary Cycle Research, An UGC-CARE approved group -II ,ISSN NO: 0022-1945 Vol 12, Issue 4, Page No: 1301-1308, April 2020,

Abstract:

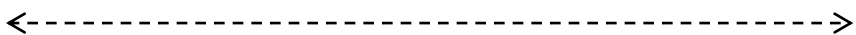
The ternary quadratic equation given by $25x^2-20xy+10y^2=7z^2$ is considered and searched for its many different integer solution. Four different choices of integer solution of the above equations are presented. A few interest ingrelations between the solutions and special polygonal numbers are presented.



26. Dr.K.Meena, Dr.V.Praba “Predicting The Effect of Randomized Clinical Trial Of A drug (Lg- 03812) For Mild Cognitive Impairment using Machine Learning, CLIO An Annual Interdisciplinary Journal of History, (UGC Care Listed Journal), ISSN: 0976-075X, Vol-06 Issue 2, April 2020.

Abstract:

Machine learning is a branch of AI which is the driving force for conducting exploratory data analytics for a variety of problems. One of the main aspects is to derive knowledge from a huge bunch of data using data mining classification algorithms. Prediction accuracy and Model explaining ability are the two most important objectives when developing machine learning algorithms to solve real-world problem. Data mining in Healthcare is useful to perform exploratory data analysis tasks and helps to interpret Treatment effectiveness, Healthcare management, Fraud & abuse, Hospital Infection Control and Smarter Treatment Techniques from the results of randomized clinical trials. This paper discusses about varieties of data mining classification algorithms and aims to analyze the variability in performance and effect of treatment of a phase 2pbrandomized clinical trial (RCT) of a new drug (LG- 03812) for a period of one year. The primary objective of the study is to evaluate the efficacy of LG-03812on slowing cognitive and functional impairment on the basis of completion of treatment. Decision Tree algorithm is an useful technique in predicting the completion of treatment and effects causing impairment. The numerical data are taken and fed to the DT algorithm to make calculation for the prediction of the same. The data sets are classified using the Waikato Environment for Knowledge Analysis(WEKA) platform by gathering and grouping the patients on the basis of attributes like age, sex, period of treatment, etc.



27. Dr.S.Vidhyalakshmi, Dr.M.A.Gopalan, Ms.T.Mahalakshmi, “On two interesting Systems of Triple Diophantine Equations with Five Unknowns” International Journal of Research and Analytical Reviews”, www.ijrar.org , UGC, IF:5.75, ISSN: 2349-5135, Vol 6, Issue 2, June 2019.

Abstract:

A Search is made for obtaining non-zero distinct integer quintuple(x,y,a,b,c) such that,

$$\Leftrightarrow x + y = a^2, 2xy + y = b^2, x + 2y = 3c^2 \text{ and}$$

$\Leftrightarrow x + y = a^2, 2xy + y = b^2, x + 2y = 2c^2$. Different sets of solutions to the considered system of triple equations are presented. A few interesting properties among the solutions are given.

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28. S.Vidhyalakshmi, B.Geetha, V.Bahavathi, M.A.Gopalan, “Integral Points On The Ternary Quadratic Diophantine Equation $5x^2 + 11y^2 = 16z^2$ ”, Mukta Shabd Journal, www.shabdbooks.com, I.F 4.6, ISSN NO : 2347-3150, Vol 9, Issue 5, page No 4322-432, 9-MAY 2020.

Abstract:

The ternary quadratic homogeneous equation representing homogeneous cone given by $5x^2 + 11y^2 = 16z^2$ is analyzed for its non-zero distinct integer points on it. Five different patterns of integer points satisfying the cone under consideration are obtained. A few interesting relations between the solutions and special number patterns namely polygonal number, Pronic number, Star number, and nasty number are presented. Also knowing an integer solution satisfying the given cone, formulas for generating sequence of solutions based on the given solution are presented.

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29. S.Vidhyalakshmi, V.Bahavathi, B.Geetha, M.A.Gopalan “On the Homogeneous Cone $36x^2 - 24xy + 9y^2 = 6z^2$ ” Journal of Scientific Computing, www.jscglobal.org, I.F :0.1, ISSN No: 1524-2560, Vol-9, Issue-5-20, Page No: 86-91, May 2020,.

Abstract:

The ternary quadratic equation given by $36x^2 - 24xy + 9y^2 = 6z^2$ is considered and searched for its different integer solutions. Three different choices of integer solution of the above equation are presented.

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30. Dr.S.Vidhyalakshmi, Ms.M.Revathi, Dr.M.A.Gopalan, S.Aarthy Thangam, Journal Of “On The Negative Pellian Equation $y^2 = 13x^2 - 12$ ”, Mukta Shabd, www.shabdbooks.com, Vide ISSN No:2347-3150, Vol-9, Issue-4, PageNo:909-920, April 2020.

Url:- <http://www.shabdbooks.com/gallery/103.%20april%202020.pdf>, ON THE DOI:09.0014.MSJ.2020.V9I4.0086781.503

Abstract:

The hyperbola $y^2 = 13x^2 - 12$ is studied for its different solutions in integers. Some remarkable relations among the solutions are given. Also, integer solutions for other choices of hyperbolas and parabolas based on a given solution of the hyperbola under consideration are exhibited.

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31. Dr.J.Shanthi, Mrs.T.Mahalakshmi, Mrs.M.Revathi and Dr.M.A Gopalan, “A Study on the Triple Equations $x + y = z^2, 2x + y = 2z^2 + w^2, x + 2y = 10p^3$ “ Journal Of Infokara Research, vide ISSN NO:1021-9056, Vol 9, Issue 4, Page No: 218-220, 2020.

URL:-<https://drive.google.com/file/d/1J2tRkycYNRdDsPpdOnVJzVxnMdipRM9H/view> , DOI:16.10089.IR.2020.V9I4.285311.3608

Abstract:

The system of triple equations with five unknowns represented by $x + y = z^2, 2x + y = 2z^2 + w^2, x + 2y = 10p^3$ analyzed for its non-zero distinct integral solutions. Different sets of solutions are presented.

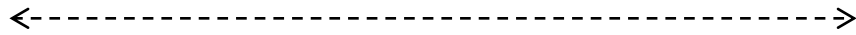
←----->

32. Dr.S.Vidhyalakshmi, Ms.D.Maheswari et al. On The Non Homogeneous Binary Quadratic Equation $4x^2 - 3y^2 = 37$ ”, Bulletin of Pure and Applied Sciences, www.bpasjournals.com, Google Scholar, ICI , IF:4.895, ISSN: 2320-3226, Vol 38E, Issue 38E, Page No: 324-328, Jun 2019.
<https://bpasjournals.com/admin/upload/dynamic2/33jun19.pdf>

Abstract:

This paper deals with the problem of obtaining non-zero distinct integer solutions to the non homogeneous binary quadratic equation represented by

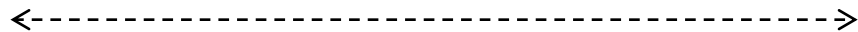
the Pell-like equation $4x^2 - 3y^2 = 37$. Different sets of integer solutions are presented. Employing the solutions of the above equation, integer solutions for other choices of hyperbolas and parabolas are obtained. A special Pythagorean triangle is also determined.



33. R.Maheswari, V.Anbuvali, M.A.Gopalan, V.Vidhya, “On The Integral Solutions Of Hyperbola $8x^2 - 3y^2 = 45$, Journal of Engineering Computing Architecture, <http://joics.org>, UGC Indexed in Google Scholar, ISSN NO: 1548-7741, Vol 10, Issue 3, Page. No: 1575- 1594, 2020.
<http://joics.org/gallery/ics-2877.pdf>

Abstract

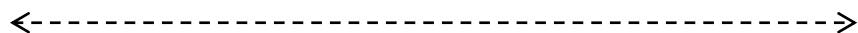
The hyperbola represented by the binary quadratic equation $8x^2 - 3y^2 = 45$ is analyzed for finding its non-zero distinct integer solutions. A few interesting relations among its solutions are presented. Also, knowing an integral solution of the given hyperbola, integer solutions for other choices of hyperbolas and parabolas are presented. The formulation of second order Ramanujan Numbers with base numbers as real integers and Gaussian integers is illustrated.



34. Dr. S. Vidhyalakshmi, Dr. M.A. Gopalan, S. Aarthy Thangam “On special sequences of Dio-quadruples with property D(-1) Journal of Information and Computational Science www.joics.org UGC CARE Group A ISSN NO 1548-7741, Vol9 ,Issue 10 Oct-2019. Pg. No 649-658

Abstract:

This paper concerns with the problem of constructing dioduple(a,b,c, ...) such that the product of any two members of the set subtracted by their sum and added with (-1) is a perfect square.



35. Dr.S.Vidhyalakshmi, Dr.J.Shanthi, Ms.T.Mahalakshmi, Dr.M.A. Gopalan “On Sequences of Diophantine 3-Tuples Generated through Euler

Polynomials” International Journal of advanced science and technology, UGC CARE Group A, ISSN NO 2005-4238, Vol 27, Issue 1, Pg. No 318-325, 2019.

Abstract:

This paper deals with the study of constructing sequences of Diophantine triples (a,b,c) such that the product of any two elements of the set added by a polynomial with integer coefficient is a perfect square.

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36. Dr. K. Meena, Dr. S. Vidhyalakshmi, Dr. J. Shanthi, Dr. M.A. Gopalan

“Observations on the homogeneous Ternary quadratic Diophantine Equation $x^2 + 4xy + 9y^2 = 21z^2$ ”. IAR Journal of Engineering and Technology, <http://www.iarconsortium.org/journal-info/IARJET> UGC CARE Group A ISSN NO 2708-5163, Vol 1 ,Issue 1, May-june 2020. Pg. No 9-14

Abstract:

The homogeneous cone represented by the ternary quadratic Diophantine equation $x^2 + 4xy + 9y^2 = 21z^2$ is studied for finding is non-zero distinct integer solutions. A few interesting properties among the solutions are also exhibited.

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37. Dr.S.Vidhyalakshmi, Dr.J.Shanthi, Ms.T.Mahalakshmi, Dr.M.A. Gopalan “A Classification of Rectangles in Connection with Fascinating Number Patterns”, International Journal of science and research methodology, www.ijstrm.humanjournals.com, UGC CARE Group A, Vol15 , Issue 2, April 2020. Pg. No 294-303.

Abstract:

There are two sections I and II Section I exhibits rectangles, where, in each rectangle, the area added with its semi-perimeter is represented by a special number. Section II presents rectangles, where, in each rectangle, the area minus its semi-perimeter is represented by a special number.

←----->

38. Dr. S. Vidhyalakshmi, S. Aarthy Thangam, Dr. M.A. Gopalan “Equality of Three Special M-Gonal Numbers” International Journal of advanced science

and technology, UGC CARE Group A ISSN NO 2005-4238, Vol 29 ,Issue 8s, 2020. Pg. No 1236-1241

Abstract:

Explicit formulas for the ranks of triangular numbers, pentagonal numbers, hexagonal numbers, heptagonal numbers and octagonal numbers satisfying the relations $t_{3,N} = t_{5,p} = t_{6,h} = t_{3,N} = t_{6,h} = t_{7,H} = t_{3,N} = t_{5,p} = t_{8,M}$ are obtained.

←----->

39. Dr.S.Vidhyalakshmi, Ms.T.Mahalakshmi, Dr.M.A.Gopalan “Fascinating Diophantee 3-Tuples from the pair of integers{u,v}”, ISSN NO 2455-3662, Vol 6 , Issue 7, July2020. Pg. No 289-292

Abstract

This paper deals with the construction of sequences of Diophantine 3-tuples (a,b,c) from the pair of integers {u,v} such that the product of any two elements of the set added by $D(\alpha + \beta)ak(S - w) + s^2 - 2sw - uv + w^2$ is a perfect square.

←----->

40. Dr.S.Vidhyalakshmi, Ms.T.Mahalakshmi, Dr.M.A.Gopalan G.Dhanalakshmi “On the Non-Homogeneous Quintic Equation with Five unknowns, $x^4 - y^4 = 13p^3(Z^2 - W^2)$ ” IAR Journal of Engineering and Technology, <http://www.iarconsortium.org/journal-info/IARJET> ISSN NO 2455-3662, Vol 6 , Issue 7, July 2020.Pg. No 289-292.

Abstract:

The Quintic Equation with Five unknowns represented by the Diophantine equation is analyzed for its patterns of non-zero distinct integral solutions. Various interesting relations between the solutions and special numbers, namely polygonal numbers, pyramidal are exhibited.

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41. Dr. S. Vidhyalakshmi, Dr. J. Shanthi, Dr. M.A. Gopalan “A search on the integer solutions of pell-like equation $ax^2 - (a - 1)y^2 = a, a > 1$ ” International journal of advanced scientific research

www.allscientificajournal.com, ISSN NO 2456-0421, Vol 5, Issue 2, 2020. Pg. No 29-34

Abstract:

This paper deals with the problem of obtaining non-zero distinct integer solutions to the non-homogeneous binary quadratic equation represented by the pell-like equation $ax^2 - (a - 1)y^2 = a, a > 1$. Different sets of integer solutions are presented for illustration the integer solutions to the above equation when $a=11$ are presented. The construction of second order ramanujan numbers is illustrated. Employing the solutions, a few relations among special polygonal numbers are obtained.

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42. Dr. J. Shanthi, Mrs. T. Mahalakshmi, Mrs.N.Umamaheswari and Dr. M. A Gopalan, A study on the Hyperbola $y^2 = 11x^2 - 50$, Alochana Chakra Journal, www.alochanachakrajournal.com, UGC Care No.4525, ISSN NO:2231-3990, Vol 9, Issue 4, Page No: 3879-3895.

Abstract:

The binary quadratic equation represented by the negative Pellian $y^2 = 11x^2 - 50$ is analyzed for its distinct integer solutions. A few interesting relations among the solutions are given. Further, employing the solutions of the above hyperbola, we have obtained solutions of other choices of hyperbola, parabola.

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43. Ms.J.Shanthi, Ms.R.Maheswri, Dr.M.A.Gopalan, V.Tamilselvi “A Peer Search on Integral Solutions to Non-Homogeneous Binary Quadratic Equation $15x^2 - 2y^2 = 78$ ”, Journal of Scientific computing, <http://jscglobal.org>, Peer Reviewed, IF:6.1, UGC Indexed in Google Scholar, ISSN NO 1524-2560, Vol 9, Issue 3, Page No.108-131, 2020.

<https://drive.google.com/file/d/1eE3qDb1pqYy-czRPtegMqSqNleUa7rnM/view>

Abstract

The hyperbola represented by the binary quadratic equation $15x^2 - 2y^2 = 78$ is analyzed for finding its non-zero distinct integer solutions. A few interesting relations among its solutions are presented. Also, knowing an

integral solution of the given hyperbola, integer solutions for other choices of hyperbolas and parabolas are presented. The formulation of second order Ramanujan Numbers with base numbers as real integers and Gaussian integers is illustrated.

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44. Ms.E.Premalatha, Dr.M.A.Gopalan, Mrs.N.Umamaheswari “On the homogeneous cubic Diophantine equation with four unknowns $3(x^3 + y^3) = 8zw^3$ ”, Alochana Chakra Journal, www.alochanchakra.org, UGC Care No.4525, ISSN NO:2231-3990, Vol 9, Issue 5, pages:285-291.

Abstract

The homogeneous cubic Diophantine equation with four unknowns represented by $3(x^3 + y^3) = 8zw^3$ is analyzed for its patterns of non-zero distinct integral solutions. A few interesting relations between the solutions and special polygonal numbers are exhibited.

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45. Dr.S.Mallika, R.Anbarasi, “Observations on the quadratic diophantine equations with three unknowns $3x^2 + 2y^2 = 21z$ ”, International Journal of Research and Analytical reviews www.ijrar.org, IF: 5.75, UGC Care No.43602, ISSN NO 2349-5138, Vol 7 ,Issue1, March 2020, Pg. No 906-915

Abstract:

The ternary quadratic Diophantine equation given by $3x^2 + 2y^2 = 21z$ is considered and searched for its many different integer solutions. Five different choices of integer solutions of the above equations are presented. A few interesting relations between the solutions and special polygonal numbers are presented.

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46. Dr.S.Mallika, A.G.Akshaya, “Observations on the ternary quadratic diophantine equations $9x^2 + 2y^2 = 27z$ ”, International Journal of Research and Analytical reviews www.ijrar.org, IF: 5.75, UGC Care No.43602, ISSN NO 2349-5138, Vol 7 , Issue1, March 2020. Pg. No 562-571

Abstract

The ternary quadratic diophantine equations $9x^2 + 2y^2 = 27z$ is considered and searched for its many different solutions. Five different choices of integer solutions the above equations are presented. A few interesting relations between the solutions and special polygonal numbers are presented.

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47. Dr.S.Mallika, Ms.D.Maheswari , T.Arthi, “Observations on the ternary quadratic diophantine equations $5x^2 + 2y^2 = 5z$, Infokara Research

<http://infokara.com/>, An UGC-CARE Approved Group 2 Journal/Scopus Indexed Till 2014, ISSN NO 2349-5138, Vol 7 , Issue 1, March 2020. Pg. No 562-571

Abstract:

The ternary quadratic diophantine equations $5x^2 + 2y^2 = 5z$ is considered and searched for its many different solutions. Five different choices of integer solutions the above equations are presented. A few interesting relations between the solutions and special polygonal numbers are presented.

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48. Dr.S.Mallika, Ms.D.Maheswari, R.Anbarasi, “Observations on the Homogeneous Ternary Quadratic Diophantine Equation $16x^2 + 8xy + 3y^2 = 11z^2$ ” , Infokara Research Journal, <http://infokara.com/>, An UGC-CARE Approved Group 2 Journal/Scopus Indexed Till 2014, ISSN NO: 1021-9056, Vol9, Issue4, 2020. Pg. No 26-31.

Abstract:

The ternary quadratic Diophantine equations $16x^2 + 8xy + 3y^2 = 11z^2$ is considered and searched for its many different integer solutions. Six different choices of integer solutions the above equations are presented. A few interesting relations between the solutions and special polygonal numbers are presented.

49. Dr.S.Mallika, T.Arthi “On the homogeneous ternary quadratic diophantine equations $9x^2 - 6xy + 6y^2 = 14z^2$ ”, International Journal of Research and Analytical reviews www.ijrar.org, IF: 5.75, UGC Care No.43602, "ISSN NO 2349-5138, Vol 7 ,Issue 1, March 2020, Pg. No 937-945

Abstract:

The ternary quadratic Diophantine equations $9x^2 - 6xy + 6y^2 = 14z^2$ is considered and searched for its many different integer solutions. Six different choices of integer solutions the above equations are presented. A few interesting relations between the solutions and special polygonal numbers are presented.

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50. J.Shanthi, T.Mahalakshmi, V.Anbuvali, M.A.Gopalan, “On Finding Integer Solutions to the Homogeneous Cone $7x^2 + 5y^2 = 432z^2$ AEGAEUM Journal, UGC-CARE APPROVED (GROUP II) Multidisciplinary journal, ISSN.NO.0776-3808. Vol 8, Issue 4, Pages NO:744-749, April 2020 .

<http://aegaeum.com/gallery/agm.j-2659.77->

Abstract:

The homogeneous cone represented by the ternary quadratic Diophantine equation is studied for finding its non - zero distinct integer solutions. $7x^2 + 5y^2 = 432z^2$

←-----→

51. Dr.S.Vidhyalakshmi, Dr.J.Shanthi, Ms.T.Mahalakshmi, Dr. M.A. Gopalan A Classification of Rectangles in Connection with Two Fascinating Number Patterns” International Journal of advanced science and technology UGC CARE Group A "ISSN NO 2005-4238, Vol29 ,Issue 8S, 2020. Pg. No 1231-1235"

Abstract:

This paper has to Sections I and II. Sec I exhibit rectangles, where, in each rectangle, the area added with its semi- perimeter is represented either by a GOPHA- VIDH number or by a GOPA SHAN number. Sec II exhibits rectangles, where, in each rectangle, the area minus its semi- perimeter is represented either by a GOPHA- VIDH number or by a GOPA SHAN number. The total number of primitive and non- primitive rectangles is also given.

Department Of Management Studies



1. Dr.J.Francis Mary, K.Radha “Introduction of Demonetizations and Changes in cashless Transaction in India”, International Journal of Competition Theory, www.jctjournal.com, Google scholar, UGC Approved, Scopus, IF:5.7, ISSN:0731-755, Vol-13, Issue 1, Jan 2020

Abstract:

An attempt has been made to study the introduction of Demonetization and the changes taken place in cashless economy. Demonetization is the act of stripping a currency unit of its status as legal tender. It is an attempt to lower the cash circulation and increase the digital payment in India. The effect of taking out of money in shorter duration will have its implications in various sectors. The sudden announcement of demonetization has affected the purchasing power. This research paper is trying to analyse the impact of demonetization on cash less economy.

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2. Dr.J.Francis Mary, K.Radha, “Housing Finance Governance Policy implication in India” International Journal of Multi-Disciplinary educational Research, www.ijmer.in, IF:6.514, Google scholar, UGC Approved, Scopus, ISSN:2277-7881,Vol-5.16, Jan 2020.

Abstract:

As far as human beings are considered, a house is a symbol of security. Therefore After toiling throughout the day, house is a place where we can learn to seek shelter. Therefore every individual dreams of a house of his own. Housing finance growth is set to slow down to 13-15 per cent this fiscal, lower than the average of the past three years, due to the lingering liquidity issues faced by non-banking lenders. The government of India had formulated many schemes for developing housing sector. Keeping in view the importance of housing finance in solving the housing problem this paper analyze the performance of this sector while identifying its problems and challenges. A look has also been given to the future prospects of this sector.

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3. Dr.J.Francis Mary, K.Radha “ Progress And Prospects Of Pmay Scheme In India” International journal of analytical and experimental modal analysis

www.ijaema.org, IF: 6.3, ISSN 0886-9367, Vol 12, Issue 1, Page No:1887-1895, Jan 2020.

Abstract:

Rich is becoming richer, the poor is becoming poorer. In order to increase the quality of living of poor, the Government of India is making many plans and introducing schemes from first five year plan. Food, clothing and shelter are the basic needs of a human being. This article discusses about the Pradhan Mantri Awas Yojana(PMAY) schemes benefits, the other schemes that are linked to PMAY, number of houses constructed and the expenditures incurred during the last ten years in developing the infrastructure facility.

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4.Dr.J.Francis Mary, Ms. K. Radha “Evaluation Of Financial Distress In Metal And Mining Industry Using Grover Model”, Journal of Xi'an University of Architecture & Technology, <http://DOI:20.19001.JAT.2020.XII.I2.20.1909>, IF: 3.7, Indexed in Scopus, ISSN 1006-7930, Vol 12, Issue 2, March 2020 ,PP. 468-475.

Abstract:

Investment is one of important coin of economy. To make investment, financial performance of the company should be known. Financial performance of the company can be easily evaluated by profitability ratio, Liquidity ratio, activity ratio and soon. Financial distress model is framed based on financial ratios. This study aim to analyse the financial performance of selected metal and mining industry listed in national stock exchange. Data are collected for period of 5 years. Grover model is used for analysing the financial distress of the companies.

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5.Dr.J.Francis Mary and Ms.K.Radha, “Assessing the Impact Of Inflation Rate On Cardamom Price In India”, Journal of Xi'an University of Architecture & Technology, <https://doi.org/10.37896/JXAT12.03/147>, IF 3.7, Indexed in Scopus, ISSN 1006-7930, Vol12, Issue 3 , PP. 1787 – 1794, March 2020.

Abstract:

This study examines the relationship between Inflation rate and Cardamom price. There are many factors that are influencing the Cardamom

price. But this study focuses Inflation rate alone. Inflation is an important macroeconomic indicator that affects many aspects in the economy such as GDP, wages and more importantly prices. The relationship between inflation and cardamom has yet to be estimated. Data sets of the period from April 2009 to March 2019 used for the study. Statistical tool used to analyze the study are correlation and regression. The results indicate that in the long run the impact of Inflation rate changes on cardamom prices is negative and statistically significant. There exist an inverse relationship between Inflation rate and Cardamom price

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6. Dr.J.Francis Mary , “Corporate Social Resonsibility in Indian Banking Sector”, Journal of Xi’an University of Architecture and Technology, Scopus indexed. E-ISSN :1006-7930,Page No 584-596, Vol 12, Issue 5.

Abstract:

Corporate Social Responsibility is a tool used by many corporate sectors to meet the people’s demand, in order to more responsible to the environment they operate in. This paper contributes in examining the role of banking sector in CSR including disaster period. India being a developing country needs support from the entire sector in its upliftment. Banking sector plays an important role in developing the economy not only by lending money, but also by practicing CSR activities. Through CSR activities, Commercial banks provide various benefits for the upliftment of the poor.

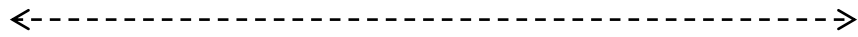
←----->

7.Dr.J.Francis Mary, “Forecasting the relationship between gold price and domestic inflation in India”, Aegaeum Journal, UGC Care Approved Group-II Journal,E-ISSN:0776-3808, PP:592-599,Vol 8, Issue 5

Abstract:

This study examines the role of Gold price against inflation rate in India. There are many factors that are influencing the Gold price. This article restricted to focus on Inflation rate alone. GDP, wages and more importantly prices are affected by inflation which is an important macroeconomic indicator in the economy. The research analysis reveals the association between inflation and Gold in India. Data sets of the period from April 2009 to March 2019 used for the study. Statistical tool used to analyze the study are correlation and

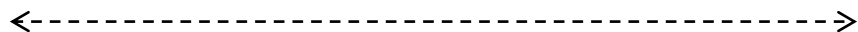
regression. The results indicate that in the long run the impact of Inflation rate on Gold is not significant.



8. Dr.K.G.Prasanna Sivagami “ Role Of Visual Merchandise Elements In A Mall Environment” International Indexed And Refereed Journal UGC, Scopus, Indexed, ISSN:0097-8043, Vol-15-Issue-8-August-2019 .

Abstract:

Visual merchandising in apparel retail stores is gaining its own importance in presentation and selling of merchandise. It influences the customer to a greater extent especially in shopping malls where people do window shopping. The main objective of the paper is to highlight various visual merchandising (VM) trends observed in shopping malls with reference to apparel retail and the related perception of the shoppers. The survey was conducted among 660 shoppers at major shopping malls in Chennai. These malls house some of the popular and modern retails store covering spectrum of category including apparels. Visual merchandising elements included in these study are store front, windows displace, mannequins, Fixtures, signage, color and lighting. The outcome of the paper bill throw light on the reason trends in visual merchandising of various product categories in apparel retail and how fare the shopper perceive their importance this paper is accompanied with the scope of understanding the relevance and importance shoppers attach to visual merchandising practices of apparel retails in malls and accordingly they can modify their strategies around the various elements of visual merchandising mix.



9.Dr.K.G.Prasanna Sivagami “Predicting Stock Price Using Artificial Neural Networks” International Indexed And Refereed Journal UGC, Scopus, Indexed, ISSN-00978043, Vol-15,Issue-8 August-2019.

Abstract:

Stock market facilities to economic activities that contribute to a nation’s growth and prosperity. This is viewed as one of the lucrative avenues for financial investment. All though the stock market is a thrilling and potential opportunity to grow one’s money, it bring along with it certain challenges,

because there is no universal rule that suggests profitable investment. Investors, corporate and advisor employee several techniques like fundamental and technical analysis, trend analysis and other analysis to suggest stocks that will give best yields but search tools are neither consistent nor at full foolproof prediction of stock prizes. But human exertions to convert the tacit knowledge in to explicit knowledge have never found any alternate. More, the uncertainties, more the efforts to know then with certainly. Digital economy with each advanced technological tools aids the pursuit of not only understanding uncertainties but also predicting the future with maximum precision. The most prominent technique in the technological realm includes the usage of artificial neural networks (ANNs) and genetic algorithms. This paper discusses the stock prizes forecasting ability of Bombay Stock Echange trend using genetically evaluate neural networks, the input being the closing price of the previous five years and output being the price of the next day. Risk (standard deviation), average return variance and price of chosen as indicators of the performance. The objective of the study is to give an overview of the application of artificial neural network in predicting stock market.

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10. Ms.S.Kanimozhi, Ms.K.G. Prasanna Sivagami, Ms.J. Saradha, Ms.A. Vidhya and N. Saratha, “Attitude of College Teachers Towards ICT Adoption During The COVID-19 Lockdown Period”, Infokara Research, www.infokara.com, research Journal.com, UGC-CARE Approved Group 1, IF:5.3, ISSN No:1021-9056,Vol 9,Issue, Page No: 398 – 405, 5, May 2020.

Abstract:

With the advent of mobile technology, introducing or teaching concepts and skills directly or indirectly, extension of concepts or skills, learning skills on how to use the technology, assessment of student performance and ongoing progress monitoring has been obvious for today’s teachers. Pandemic Covid-19 has the global impact on education and thrown all education institutions from Harvard, IITs to rural educational institutions in a loop. In the current scenario, teachers dedicate their time for handling online classes, giving assignments, evaluating them; attend live webinars, conferences, workshops, faculty development programmes, technical training, and pursuing research activities during pandemic lockdown. In these circumstances, online teaching and learning is the best possible method to impart education. This study aims to understand the attitude of teachers towards adoption of ICT especially during Covid-19 lockdown period among 40 teachers working in various

institutions in India. Data was collected using a self-administered questionnaire through Google Forms. The study results revealed that teachers show high attitude towards online teaching and learning.

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11. Dr.V.P.T.Dhevika and Ms.J.Saradha "Product awareness about organic cereals and millets", Journal of Emerging technology and Innovative Research, www.jetir.org, IF 5.87, UGC Care Approved Id : 6397, ISSN-2349-5162, Vol. 6, Issue 6, page No. 745-748.June 2019.

Abstract:

This research paper deals with product awareness about organic cereals and millets. The objectives of the study are to study the factors influencing Product awareness of organic cereals and millets and to find out the relationship between personal profile and awareness of organic cereals and millets. Data are collected through both primary and secondary sources. Primary data is collected through questionnaire method and secondary data is collected through magazine, journals, website and text books. Sampling size consist of 50 respondents. Simple Random sampling method is used. Data are analyzed through SPSS version 20 and tools like percentage analysis, chi-square test, t-test, and one way ANOVA are used to test the hypothesis framed for the purpose of the study. Out of five hypotheses framed three hypotheses are accepted and two hypotheses are rejected. Result shows that there is a significant association between nature of family, monthly income, level of awareness and Product awareness. But there is no significant association between age, domicile and Product awareness.

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12. Dr.V.P.T.Dhevika, Ms.M.Aishwarya "Functional Value of Smart Phone Users In Srirangam" <http://oldror.lbp.world/UploadedData/8963.pdf>, Indexed by IF:5.7631,UGC,ISSN 2249-894x Vol 8, Issue 8, May 2019

Abstract:

This is a research paper on functional value of smart phone users in srirangam. The main objectives of the study are to find out the factors influencing functional value and to know the relationship between personal profile and functional value. Sample size consists of 50 respondents using simple random sampling method. Results found that there is no significant

difference between age and educational qualification with respect to functional value. It is concluded that the most important factor influencing the functional value of smart phone is storage capacity' followed by voice call.

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13. Dr.V.P.T.Dhevika, Ms.M.Aishwarya “Convenience Value of Smart Phone Users in Trichy Town”, Journal of emerging Technologies and Innovative Research, www.jetir.org, IF 5.87, UGC Journal Id :63975 ISSN- 2349-5162, Vol. 6, Issue 6, page No.745-748. June 2019. <http://papers/JETIR1906E62.pdf>

Abstract:

This is a research paper on customer perceived value of smart phone users in Tiruchirappalli town. The main objectives of the study are to study the factors influencing the convenience value of smart phone users and to know the relationship between convenience value and customer satisfaction. Sample size consists of 50 respondents using convenient sampling method. It is concluded that the most important factor influencing the convenience value of smart phone is to be secure in storing personal information. Two hypotheses are framed and both are rejected. There is no significant difference between age, educational qualification and convenience value.

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14. Dr.V.P.T.Dhevika et al. “Consumer adoption of mobile wallet in Tiruchirappalli Town, Surajpunj Journal for multi-disciplinary Research, www.spjmr.com. IF 6.1, UGC Indexed No.64786 , ISSN: 2394 – 2886, Page No. 235-240, June 2019.

Abstract:

This study is a case study on consumer adoption of mobile wallet in Tiruchirappalli town. The objectives of the study are to find out the factors influencing consumer adoption of mobile wallet and to identify whether there exist a relationship between consumer adoption of mobile wallet and personal profile. Pilot study is conducted with a sample of 10 respondents. Later after making certain additions, deletions and modification that final questionnaire are designed and drafter. Cronbach Alpha Value is found out to test the reliability and validity and it ranges between 0.6958 and 0.8123 which shows that the questionnaire is reliable. Likert 5 point scale is used for construction

of questionnaire. Data is collected through both primary and secondary sources. Primary data is collected through questionnaire method and secondary data is collected through magazine journal, website and text book. Sampling size consist of 50 respondents. Convenient sampling method based on the convenience of the respondents is used. SPSS- Version 20 is used to analyze the data tools used are percentage analysis; chi-square test, t-test, and one-way ANOVA are used to test the hypothesis framed for the purposes of the study. The most important factor influencing consumer adoption are facial consciousness followed by privacy concern and the least important factor influencing consumer adoption of mobile wallet is economic value followed by Perceived security .Out of seven hypothesis framed two hypothesis are accepted and five hypothesis are rejected. There is a difference between marital, age status and consumer adoption of mobile wallet. But there is no difference between gender, nature of family, educational qualification, occupation, monthly income and consumer adoption of mobile wallet.

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15. Ms.S.Kanimozhi, “A study on Organization Citizenship Behaviour in Tulya Food Products Pvt Ltd, Siruvachur, Trichy”, www.jctjournal.com , Google Scholar, UGC Care, IF: 5.7 ISSN: 0731-6755, Vol.12, Issue 9, Page No: 1366-1374, September 2019.

Abstract:

The research study on Organization Citizenship Behaviour (OCB) assesses the OCBs of employees of Tulya Food Product Pvt. Ltd. Siruvachur, Trichy with respect to their demographic level through simple random sampling. A sample of 100 employees at middle and lower levels were selected from Tulya Food Products Pvt. Ltd. The hypotheses were drawn on specific factors and the result revealed that OCBs of employees differ across work experience of the respondents that are highly correlated with the help towards work related problems. Also, education qualification significantly differs with the orientation given for the employees. This study has discussed the key components of OCB such as organizations must give thrust in facilitating positive OCB and thus allowing optimum performance of the employees.

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16. Ms.A.Vidhya “Online Teaching – Stress or Bless ”, Infokara Research, www.infokara research.org, IF-5.3,UGC-CARE, ISSN No:1021-9056,Volume 9, Issue 5, May 2020, Page No. 395 – 397.

Abstract:

Due to the warning of COVID-19, colleges and universities are facing decisions about how to continue teaching and education. Many institutions have opted to take mandated that faculty move their online Teaching. The list of institutions of higher education making this decision has been growing each day. Given the increased institutional demands for online teaching, coupled with potentially out dated technology, limited financial resources. Faculties facing stress because lack of technology. This paper focused how to overcome those difficulties and make online teaching as a bless.

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17. Dr.J.Francis Mary , K.Radha . “Insurance Sector In India With Special Reference to Tourism Industry”, Suraj Punj Journal for Multidisciplinary Research, www.spjmr.com. IF 6.1, UGC Approved No.64786, Google Scholar, ISSN 2394-2886, Vol 9, Issue 12, Jun 2019, Pg no:283-288

Abstract:

The insurance sector in India has grown at a fast rate after post-liberalisation in 1999. Insurance is the one of the important financing service sector in India this present study discuss the innovation, challenges, and government in natives in insurance sector in India with special reference to tourism industry. Due to availability good infrastructure and relatively cheeper medical treatment on a global level, there is a strong growth rate and rapid expansion in tourism industry. Through this study, an effort has been made to find agents which directly influence the decision-Effort also made to discuss tourism industries that influence various sectors such as pilgrimages tourism, medical tourism, vocational tourism and educational tourism in India. As per world Travel and Tourism Council Report 2018, India rank 10th in contribution towards GDP by tours and travels.

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18. Ms.K.G.Prasanna Sivagami, Ms.S.Kanimozhi, Ms.J.Saradha, Ms.A.Vidhya, Ms.N.Saratha, “The influence of ‘Pester Power’ on Family Buying Behaviour”, Alochana Chakra Journal, www.alochanachakrajournal.in, IF:6.1, UGC Care No.4525, ISSN:2231-3990, Vol 9, Issue 4, April 2020.

Abstract:

This Study was conducted to measure the influence of pester power of the children on the family buying behavior and the effect of them over the parent’s decision. The sample size of the study is 200 which include both parents and children. Two different types of questionnaire were prepared, and the data were collected. Convenience sampling method was used to collect the data. It is found that the main reasons for the parents to buy the product demanded by the children are ‘quality’. ‘Usage of the product’, and their usual ‘routine’ to get products demanded by the children’. The main reasons for not choosing the product are ‘No need to buy’, ‘Affordability’ and the poor ‘poor quality’. According to the parents the product categories that are mostly influenced by the children were snacks, toys and fast food, consumer durable and snacks. Interestingly, the children don’t want their parents to advise them whole purchasing and they want them to be included in buying the process.



Department Of Microbiology

1. Dr.K. Anandhi , “Isolation and Characterization of Phosphate Solubilizing Bacteria from Rhizosphere Soil and Their Effect on Growth of Vigna mungo L”, Alochana Chakra Journal, www.alochanachakra.com, , IF 6.3, UGC-CARE No.4525, ISSN NO:2231-3990, Vol 9, Issue5, Page No.7086-7092, May 2020 .

Abstract:

Phosphate solubilization bacteria were isolated and identified from collected rhizosphere soil sample. The isolated colonies were confirmed as Bacillus subtilis and Serratia marcescens. The maximum phosphate solubilization was noted in Serratia marcescens. The effect of isolated phosphate solubilization bacteria was analyzed against Vigna mungo L. by pot culture experiment. The plant materials from the pot culture were collected for the observation of morphometric and biochemical parameters. Based on the observations Serratia marcescens was found better than Bacillus subtilis of their phosphate solubilizing activity

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2. Dr.K. Anandhi “Production and Characterization of Biosurfactant Produced by Bacillus subtilis Isolated from Hydrocarbon Contaminated Soil”, Alochana Chakra Journal, www.alochanachakra.com, IF 6.3, UGC-CARE No.4525, ISSN NO:2231-3990, Vol 9, Issue 5, Page No.6219-6225, May 2020 .

Abstract:

The present investigation deals with production of biosurfactant using Bacillus sp isolated from hydrocarbon contaminated soil sample. The bacteria were isolated using serial dilution techniques and identified by performing various biochemical tests. The isolated bacteria were identified as Bacillus subtilis. The biosurfactant was produced in laboratory condition using mineral salt medium under optimized condition. The bio surfactant was further extracted using ethyl acetate and purified using acetone. The extracted bio surfactant was confirmed by using oil spreading test and hemolysis test. The hemolytic activity of biosurfactant was also measured using blood agar plate; the RBC was lysed and zone of inhibition was measured. The compounds were further confirmed using Paper Chromatography and Thin Layer Chromatography. The Rf value was 0.72 for paper chromatography and 3.4 for thin layer chromatography.

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3. Ms.K.Chitradevi “Phyco-remediation And Bio-remediation –Combined Effects On Dairy Effluent Treatment With cyanobacteria And Pseudomonas Sp” Interdisciplinary Journal of History, www.ijh.org, UGC Care, IF:0.727, ISSN: 0976-075X, Vol-06 Issue-2 April 2020.

Abstract:

Dairy is one of the major industries causing water pollution with its large water consumption. To overcome with the problems of chemical treatment, the present study designed to find out the efficacy of Pseudomonas and cyanobacterial consortium on dairy effluent treatment. Pseudomonas species and cyanobacterial spp from dairy industrial wastewater region was isolated and maintained at mass culture. Three different cyanobacterial spp were isolated and identified as, Oscillatoria, Lyngbya and Chroococcus. Two Litre of autoclaved Dairy effluent with initial BOD/COD ratio 6 was taken in a glass tank and initially treated with cyanobacterial culture under light for two days and the BOD/COD ratio raise up to 7. This effluent was further treated with Pseudomonas sp under dark condition. Reduction of COD was estimated as 76%. The present study concludes that the phycoremediation dependent bacterial degradation was found to be effective method for effluent treatment.

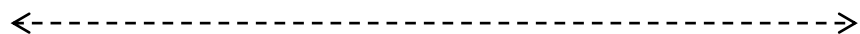
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4.Dr.B. Winny Fred Crossia, G. Subashini, K. Chitradevi, Dr.K. Sivasankari P. Praganya,” “Biocompatible Synthesis Of TiO₂ Nanoparticles Using Aloe Vera Extract And Its Application For Textile Dye Degradation” JuniKhyat, www.junikhyat.org, UGC Care Group, ISSN:2778-4632, Vol 10, Issue 5,Page No:260-275,May 6,2020.

Abstract:

Discharge of hazardous dyes from textile industries in fresh water bodies like lakes, rivers and ground water has become a serious problem, since these water bodies are major source for domestic purposes. These pollutants have complex chemical structure and therefore it is very difficult to remove by traditional water purification methods. In this study, we green synthesized Titanium dioxide (TiO₂) nanoparticles (NPs) using Aloe vera leaf extract. The synthesized nanoparticles were used for the degradation of Methylene blue (MB) dye. The synthesized TiO₂ nanoparticles have been characterized by UV-vis spectroscopy, XRD, FT-IR and SEM which revealed nanoparticles were crystalline in nature with size from 40-60nm and oval in shape. Photocatalytic

activity was carried out under UV light which enhanced the degradative ability of TiO₂ NPs. The degradative ability for further characterized by Uv-Vis spectra which confirmed the reduction of MB dye by green synthesized TiO₂ nanoparticles.



5. Ms.S.Chitra Devi, “Current Trends, Challenges And Future Scope of Green Marketing”, Paper presented in the International Conference at Singapore on “Challenges and Responses of Organisation During Turbulent Global Business Environment” and published in Suraj Punj Journal in Multidisciplinary research, IF:6.1. UGC Care No:64786, Vol No.9 Issue No.12, ISSN: 2394-2886, Pg no; 227-230

Abstract:

Massive industrialization has changed this world significantly and leaving behind a curse of nature. This study aims to give information about the current trends and the future scope of green marketing. Literature review of past studies has also been done to analysis the trends, challenges by taking various case students, students have shown that being more eco-friendly can have numerous positive effects on any type of business, from economic factors to consumer related ones. Green Marketing has emerged as an important concept in India. It is a new revolution in india in late 1990's green marketing is an attempt to charaterinze a product as being environment friendly (eco-friendly). It holds the view that marketing which is a part of business not only has to take in to account the interest of society in general. This has already helped to increase recent trends towards the “Greening” of the companies it is only since 1990's that research as started academically analyzing consumers and industry attitude towards green marketing. Most of the studies are done in developed countries. Organization and business however have seen this change in consumer attitudes and trying to again an edge in the competitive market by exploiting the potential in the green market industry. The aim of this paper is to understand the change in the attitude of the consumers and to find out the various initiatives introduced by selected companies for promoting green marketing revaluation changes that has been adopted by the consumers as well as organization with respect to green market.



Department Of Physics

1.Dr.S.Santhakumarai, Dr.R.Padmavathy, “Ultrasonic Investigation of Ion-Solvent Interactions of Drug in Non-Aqueous Medium” Journal of Advanced Scientific Research, www.jasr.org IF:6.23,UGC Care list B, ISSN:0976-9595, Issue 10(4),Page No.208-211, Nov 2019.

Abstract:

The Study of molecular interactions in the solutions and liquids are of considerable importance and has been undertaken by many researches now a days. Many physical methods are employed to study the physical properties of liquids/solutions. They are ultrasonic, thermodynamic, thermochemical, and spectroscopic methods. Ultrasonic velocity measurements are highly sensitive to molecular interactions and used to provide qualitative information about the nature and strength of the intermolecular/ inter-ionic interactions. Disease in human beings and animals may be caused by variety of microorganism. Antibiotics, antiseptic and disinfectants are prescribed as drugs. The drug-solvent interactions play an important role in the understanding of drug action. The term “Sulfanilamides” (Sulphanilamide) is also is also used to describe a family of molecules containing these functional groups. Sulphanilamide reduces vaginal burning, itching and discharge that may occur with this condition. Sulfmerazine is also a sulfonamide antibacterial agent. It is bacteriostatic in nature. Inhibition of dihydrofolic acid synthesis decreases the synthesis of bacterial nucleotides and DNA. In the present investigation, the solutions of different molalities were prepared with the samples in non-aqueous medium and the experiments were carried out from low concentration to higher concentration, at different temperatures. The measured value of density, viscosity and ultrasonic velocity were used to compute adiabatic compressibility and specific acoustic impedance. An attempt is made to identify the entry solvate into the samples and the entry of biological molecules into the solvate which supports to identify the molecular structure. From the experimental data of ultrasonic velocity, density and viscosity calculated the acoustical parameters.

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2.Dr.S.Sujatha, Dr.K Padmavathy, “Analysis of Acoustical Properties of Glycyl Peptide in Non-Aqueous Medium” Alochana Chakra Journal, www.alochanachakra.org, UGC Care No.4525, ISSN NO:2231-3990, Vol 9 Issue 5, Page No:7670- 7675, May2020

Abstract

Ultrasonic investigation of liquids/solutions yields useful information in understanding the behavior of liquid systems and solutions. Intermolecular, intramolecular association, and complex formation are related to variations in the ultrasonic velocity. Ultrasonic velocity data along with other experimental data such as density and viscosity furnish a wealth of information about the nature of the interaction between ions, dipoles, hydrogen bonding, dispersive forces and helps to calculate the various acoustical parameters. The study of peptides finds wide applications in pharmaceutical industries, biomedical research, and chemical industries. Formamide is a convenient model for the behavior of proteins in biological fluids. In the present work, the structure promoting and non-promoting nature of dipeptides in polar solvent-formamide is analyzed based on the ultrasonic technique. An attempt is made to study the acoustic properties of Glycyl dipeptide sample in form amide, from a very low temperature of 278.15K to a high temperature of 328.15K and for various molalities. The results are discussed based on ion-solvent, ion-ion, and solvent-solvent interactions

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3. Ms.D.Meenakshi, Dr.M.Padmavathy, “Hybrid Clustering Algorithm for Segmentation of Nano particles”, Alochana Chakra Journal, www.alochanachakra.org, UGC Care No.4525, ISSN NO:2231-3990, Vol 9, Issue 5, May 2020, Page No:2605- 2613.

Abstract

Machine learning, one of the top emerging sciences, has an extensive range of applications. Support Vector clustering algorithm has attracted a growing focus in recent years. In this paper, an enhanced clustering algorithm is proposed by using AntColony Optimization (ACO) for obtaining k-cluster planes and assigning each data sample to a correct cluster. This enhanced algorithm uses SVC to refine the clusters formed by ACO. The hybrid ACO-SVC algorithm is evaluated on a collected cobalt dataset in the nanotechnology field and then tested on four public datasets. The experiments of hybrid ACO-SVC

with the classical K-means and SVC algorithms have proved that the hybrid ACO-SVC clustering algorithm has prominent advantages on accuracy.

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4. Dr.A. Angelin Prema, A.Anitha Ezhil Mangaiyarkarasi, Characterization of Lead and Stannous Doped Cadmium Sulfide Thin Film Grown by Chemical Bath Deposition Technique with SEM and XRD Analysis” Alochana Chakra Journal, www.alochanachakra.com, UGC Care No.4525, ISSN NO:2231-3990, Vol 9, Issue V, Page No:7813, May2020.

Abstract

In chemical bath deposition technique, the cadmium chloride and thiourea solutions were taken in a basic medium (pH~11.8) at 920°C for 2 hours. Lead and stannous doped cadmium sulfide thin film were prepared on microscope glass slides using chemical bath deposition method with concentration increases from 0.5, 1.0, 1.5, 2.0 of NH₃. The properties of Lead and stannous doped cadmium sulfide thin film were examined using X-ray Diffraction Analysis, Scanning Electron Microscope. XRD images show that the peaks are not sharp indicating that the average crystallite size is small. The magnified microphotographs of lead and stannous doped CdS thin films reveal that the film smooth and homogeneous. It covers the entire surface area of the substrate the SEM micrograph was flower shaped nanostructures.

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5. Ms.N. Sharmila, “Crystal structure and Hirshfeld surface analysis of 1-methyl-4-(2-methyl-10H-benzo[b]thieno[2,3-e]-[1,4] diazepin-4-yl)piperazin-1-ium 2,5-dihydroxy-benzoate propan-2-ol monosolvate”, Acta Crystallographica Section E crystallographic Communication, Acta cryst(2020), e76, Page No :1168-1172 doi.org /10.1107/3205698902000818X

Abstract:

The asymmetric unit of the title salt, C₁₇H₂₁N₄S⁺⁺C₇H₅O₄-C₃H₇OH, consists of an olanzapinium cation, an independent 2,5-dihydroxybenzoate anion and a solvent isopropyl alcohol molecule. The central seven-membered heterocycle is in a boat conformation, while the piperazine ring displays a distorted chair conformation. The dihedral angle between the benzene and thiene rings flanking the diazepine ring is 52.58(19)°. In the crystal, the anions

and cations are connected by N—H...O and O—H...O hydrogen bonds, forming a three-dimensional network.

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6. Ms.A.Anitha Ezhil Mangaiyarkarasi, L.Amalraj, S.Seshadri “Optimization of substrate temperature in chemical spray pyrolysis technique to get p-type layers of SnS thin films”, Aegaeum Journal, IF:6.1,UGC, ISSN:0776-3808, Vol 8, Issue 12, 2020.

Abstract:

Tin sulfide (SnS) thin films were prepared using chemical spray pyrolysis (CSP) technique at different substrate temperatures from 250° C-375°C in steps of 25°C for optimization using the precursor solutions of stannous chloride and thiourea. Single-phase, P-type, stoichiometric, SnS film with direct band gap of 1.59 eV and having very high absorption coefficient ($>10^5/\text{cm}$) was deposited at an optimized substrate temperature of 325°C. The role of substrate temperature (250° C-375°C) in determining the optoelectronic and structural properties of SnS films was established. A comprehensive analysis of these films was done using x-ray diffraction, energy dispersive x-ray analysis, scanning electron microscopy, optical absorption and electrical measurements. Deposition temperatures required for growth of other binary sulfide phases of tin such as SnS₂, Sn₂S₃ were also determined.

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7. Ms.Anitha Ezhil Mangayarkarasi, L.Amalraj, “Effect of precursor concentration on physical properties of Nebulized spray Deposited SnSe Thin Films”, AEGAEUM Journal, <http://aegaeum.com/gallery/agm.j-2659.77-> , UGC CARE GROUP II, "ISSN: 0776-3808, Vol 8, Issue 12, 2020, Page No :45-70

Abstract:

The effect of precursor concentration on various properties nebulized spray pyrolysed SnSe thin films were studied using the precursor solutions of Tin(II) chloride and Selenourea. X-ray diffraction (XRD) pattern confirmed SnSe thin film with orthorhombic structure. The variation in grain size and energy gap by increasing precursor concentration made the samples as a promising candidate for the application of optoelectronic device such as photodiodes and

solar cells. The high transmittance and lower absorption in the visible region observed at lower concentration illustrated the good optical quality of the crystals with the low absorption or scattering losses which leads to the applications especially as an absorber layer in solar cells. The optical parameters such as direct band gap energy decreased from 1.24 to 1.12eV by increasing the concentration. The change in morphology of SnSe thin film for different precursor concentration was studied by scanning electron microscope. Energy dispersive X-ray pattern confirmed the presence of Sn and Se with the chemical stoichiometric. The Selenium percentage decreased from 48.37 to 44.59 by increasing precursor concentration from 0.025 to 0.150 M. the electrical resistivity of as-deposited SnSe thin films decreased by increasing the precursor concentration to 0.125 M and increased slightly at 0.150 M. The maximum carrier mobility of 8.1 cm²/Vs was obtained at 0.125 M. the investigation results of the SnSe thin films deposited by nebulized spray pyrolysis technique ensure the stability of the films and their employability solar cell applications.

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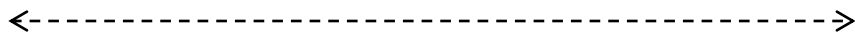
8. Dr.S.Santhakumari, “A Comparative study of Acoustical Parameters of Sulfa Drugs in Non-aqueous Medium”, Mukta shabd Journal, www.shabdbook.com UGC CARE List GROUP I, IF: 4.6, ISSN: 2347-3150, Vol 9, Issue 5, May 2020, PageNo :1013-1021

Abstract:

Measurement of ultrasonic velocity in non-aqueous electrolytic solution gives information about the behaviour of solution such as molecular association and disassociation. The attraction and repulsion between the molecules of the components involved show considerable effect upon the physical and chemical properties of a solution such as density, viscosity and ultrasonic velocity. The study of solute-solvent interaction in the present investigation is of great importance in biological chemistry, physical chemistry, environmental chemistry and geo chemistry. In the case of Liquid state study, viscometric properties provide valuable ideas for solute- solvent interactions in the solution phase. Such results can be helpful in predicting the absorption of drugs and transport of drugs across the biological (intra and extracellular) membranes. Therefore, it may be interesting to investigate the variation of their properties with concentration for understanding the mechanism of drug action. The measured values of density and ultrasonic velocity, viscosity were used to compute the acoustical parameters such as adiabatic compressibility and

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specific acoustic impedance. An attempt is made to identify the entry of solvate into the samples and entry of biological molecules into the solvate which supports to identify the molecular structure.



9. Dr.M.Padmavathy, S.Seshadri “Spectroscopic characterization and natural bond orbital analysis of 2-(Trifluoromethyl) Phenylacetonitrile based of DFT Calculations”, Indian Journal of pure & Applied physics <http://nopr.niscair.res.in/handle/123456789/47759>, ISSN: 2347-3150, Vol 57, Issue , June 2019, Page No :411-421

Abstract:

The experimental Fourier transform infrared (FT-IR) and Fourier transform Raman (FT-Raman) spectra of 2-(trifluoromethyl) phenylacetonitrile (2TFMP) have been recorded in the spectral region 4000 - 400 cm⁻¹ and 3500 - 100 cm⁻¹, respectively. Also the title molecule has been characterized by ¹³C NMR and ¹H NMR spectroscopes. The geometry optimization and frequency calculations have been performed at B3LYP/6-311+G (d,p) level. A detailed interpretation of FT-IR and FT-Raman spectra aided by the potential energy distributions (PEDs) for the calculated frequencies has been reported. Results of this study showed that there is a good correlation between the experimental and computational results. The HOMO-LUMO energy gap explains the charge transfer interactions in the molecule. NBO (natural bond orbital) computations have been utilized to evaluate the stabilities which occur from charge delocalization and inter-molecular interactions have been studied using DFT calculations.



Department Of Social Work

1. Dr.N.Hemalatha, “A Study on Absenteesism of Employees and Labour Turnover Among Omega Pvt.Ltd” International Journal Emerging Technologies and Innovative Research www.jetir.org IF:5.87,UGC, ISSN:2349-5162, Vol 6, Issue 6, June 2019.

Abstract:

Absenteeism is a major problem that uproots the economic prosperity of an organization. Turnover expressed as an annual percentage of the total workforce. C.S Chethan Kumar, (2011) the mainstream of the manufacturing industries in Indian are patent productivity problems to due to workers absenteeism. The author says that management needs to be active to control worker absenteeism, objectives of the study: to identify the reasons for absenteeism. To identify the steps required to decrease the rate of absenteeism. A research design is the planned sequence the universe office the study consists of the person who were inmates of Omega, Trichy. There were 300 inmates of the intire process involved in conducting research type is descriptive in nature and census method was used to collect the data. This study was conducted with 40 persons those who were from various department in their official meeting, after meeting person are cooperative with a researcher for data collection. Hence the census method was adopted. Suggestion is to introduced in incentives schemes to encourage employees to come to work, offer an attractive salary package.

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2. Dr.N.Hemalatha, “A Study on Employee Retentiom Techniques” International Technology, Enterprenurship, Humanities and Sustainable Value Chain in Challenging Environment”,CLIO An annual interdsiplinary journal of history, UGC CARE Approved Journal List I, IF:5.6, ISSN: 0976-075X, Vol:6, Issue:2, Page No. 246-253 ,April 2020.

Abstract:

The objective of perusing the study is to assess the level of satisfaction of employee retention techniques at GB Engineering Enterprises PVT Limited, Trichy. This study gives significance because of employee retention techniques

can be approach from various angles. It is desirable state of existence involving retention strategies generally for into 1 of 4 categories salaries, working conditions, job enrichment and education. The four elements together constitute. The structure of employee retention techniques on which it's totally is based. Addressing these issues demands a specialiesed approach in developing retention strategy, or the reality is the academic libraries may begin losing talented employees to non-library employers who can offer higher-paying jobs it better working conditions. To study the opinion of the employee about the various aspect of the company. To study about how the organization take interest and develop approaches towards the retaining employee. There is no significant association between educational qualification of the respondents and their overall retention techniques. The indicates majority 55% of the respondents felt that the retention techniques of management is high and others felt it slow.



Department Of Tamil

1. **Dr.P.Sridevi:** “rq;f ,yf;fpaq;fspy; tPu rpwg;G”> Alochana Chakra Journal, www.alochanachakra.in, UGC – CARE No.4525, ISSN NO 2231-3990, Page No:356-361, Vol 9, Issue 5, MAY 2020.

DOI:10.01011.ACJ.2020.V9I5.00068749.01386

Kd;Diu:

rq;fr;r%f kf;fs; kwg;gz;igAk; khdj;ijAk; jk; capnuf; fUjpath;fs;. ehLhSk; Nte;jd; Kjy; tPlhSk; ngz; tiu tPu czh;Tld; Nkk;gl;Lj; jpfo;e;jdh;. rq;ffhy kf;fs; Nghh; epiwe;j r%fj;ij tpUk;gpa Ngho;jpYk; NghhpYk; rpy Kiwikfisg; gpd;gw;wp mwnewpfisf; fhj;jdh;. ,jw;F ,yf;fpaq;fs; epiwar; rhd;Wfs; gfh;fpd;wd;,.rq;fj; jkpohpd; tPu tho;T xU r%fj;jpd; tPuj;ij ntspg;gLj;JfpwJ. tho;tpd; ngUkpkj; vd;gJ ehd;F tiffshfr; Rl;lg;gLfpd;wd. mitahtd fy;tp> tPuk;> Gfo;> nfhil vd;gd. fy;tpia mbg;gilahff; nfhz;l tPuk;> tPuj;jpdhy; tpise;j Gfo;> nfhil vd;w ehd;Fk; tho;f;ifiag; ngUkppj;NjhL rpwg;gilar; nra;fpwJ. gifia czUk; xt;Nthh; caphpdj;jpw;Fk; tPuk; vd;gJ kpfTk; mtrpakhd xd;whk;. tPuk; ,Ue;jhy; kl;LNk jd; Rw;wj;ijAk; ehl;ilAk; ghJfhf;f KbAk; vd;gij rq;f ,yf;fpaq;fspy; fhzKbfpwJ.

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2. **Dr. M.Thirupurasundari,** “gps;is fz;zDk; gps;is jkpOk;”> Alochana Chakra Journal, www.alochanachakra.in, UGC – CARE No.4525, ISSN NO 2231-3990, Page No:362-364, Vol 9, Issue 5, MAY 2020. DOI:10.01011.ACJ.2020.V9I5.00068749.01387

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jpUnts;siwg; gjpfk; fz;ziz gps;isf; fz;ziz gw;wpaNj ,ijj; jpUnts;siwg; ghRuj; jpUnkhop itzth;fs; md;whlk; ghbg;guTk; “epj;jpahD re;jhdj;jpy;” njhFf;fg;gl;l ngUik cilaJ> ,jypUe;Nj ,jd; rpwg;G ed;F tpsq;Fk;. ehyhapu jpt;tpa gpuge;jj;jpy; jpUnts;siwapd; rpwg;G “jpUnts;siw” jpUj;jyk; ehyhapu jpt;tpagpuge;jj;jpNyNa Kjypy; mike;j jpUj;jykhFk;. gj;Jg; ghly;fspYk; xNu jpUj;jyk; mikAkhW ghba Kjw; ngUik. “jpUnts;siw”

jpUj;jyj;jpw;Nf cz;L. mjhtJ Kjypy; mikAk; rpwg;Gila ghRuq;fisg; ghba Kjy;tuhfpa
nghpaho;thh; jpUnkhopapNyNa Kjypy; ghLk;ngUik ngw;w jpUj;jyk; jpUnts;siwahFk;.
,jpyUe;Nj ,e;jj; jpUj;jyj;jpd; Vw;wk; tpsq;Fk;.

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3. Dr.S.Nagarathinam, “njhif tifAk;”> Alochana Chakra Journal,
<http://www.alochanachakra.in>, UGC – CARE No.4525, ISSN NO 2231-3990,
Page No:365-372, 1Vol 9, Issue 5, MAY 2020.

DOI:10.01011.ACJ.2020.V9I5.00068749.01388

Kd;Diu:

njhif vd;why; njhFf;fg;gLjy;> njhf;fp tpLjy; mjhtJ kiwe;J tpLjy; vd;W ,UnghUs;
cz;L. vl;Lj;njhif vd;gjw;Fj; njhFf;fg;gl;l vl;L Ehy;fs; vd;W nghUs;; ctikj; njhif vd;W
nrhy;Yk; NghJ ctk cUG kiwe;J tUtJ vd;W nghUs;. ,q;qdk; njhif vd;w nrhy;
,UnghUs; Fwpf;Fk; xU nrhy;yhFk;. ,jpy; ,yf;fzq;fs; \$Wk;. kiwe;J tUk; njhifiaAk; mjd;
tifaAk; ,f;fl;Liu tpsf;f KaYfpd;wJ.

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4. Dr. B. Padmapriya, “fk;guhkhazj;jpy; ehlfj; jd;ikfs;”> Alochana Chakra
Journal www.alochanachakra.in, UGC – CARE No. 4525, ISSN NO 2231-3990,
Page No:373-376, 1Vol 9, Issue 5, MAY 2020,
DOI:10.01011.ACJ.2020.V9I5.00068749.01389

Kd;Diu:

kdpjd; jdJ czh;Tfis ntspg;gLj;Jtjw;F gy;NtW tpjkhd R+oy;fspy; fhuzpfshf
mikfpd;wd. mj;jifar; R+oy;fspy; ,Ue;J kdpjd; gw;gy mDgtq;fisg; ngWfpd;whd;.
,t;thW cyfpaypy; Vw;gLk; mDgtk; tho;f;ifiar; rpwg;Gwr; nra;tJNghy; ehlfq;fspy;
Mrphpadhy; Njhw;Wtpf;fg;gLk; R+oy;fs; ehlfj;jpidr; nrk;ikAwr; nra;fpd;wd.
mt;tifapy; fk;guhkhazk; rpwg;GWtjw;Ff; fk;gd; gilj;Js;s ehlf cj;jpfSk; gz;GfSk;
Vuhskhdit. Mifahy; mwpQh;fs; ,f;fhg;gpaj;ijf; “fk;gehlfk;” vd;W
Nghw;Wfpd;wdh;. vdNt ,f;fhg;gpaj;Js; fhg;gpar; R+oypy; ,Ue;J ehlf; R+oy;

NtWgLj;jpf; fhl;lg;ngWk;. jd;ik> ehlf cUtk;> ehlf; ghq;F> ehlf; Fwpg;G
Nghd;witfis vLj;jpak;Gtjhf ,f;fl;Liu mikfpd;wJ.

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5. Ms. G. Kavithavalli “jz;liyahu; rjfk; RI;Lk; gonkhops;”> Alochana Chakra
Journal, www.alochanachakra.in, UGC – CARE No.4525, ISSN NO 2231-3990,
Page No:377-379,1Vol 9, Issue 5, MAY 2020.

DOI:10.01011.ACJ.2020.V9I5.00068749.01390 [http:// /Current-Issue](http://Current-Issue)

Kd;Diu:

mwpthYk;> mDgtj;jhYk; gOj;Jg;Nghd nkhopfNs gonkhops; MFk;. fpuhkg;Gw kf;fs; jq;fs; mDgtq;fis> gonkhopsfhf cUthf;fpd;wdu;. fpuhkg; Gw kf;fs; jq;fs; Ngr;R tof;fpy; gonkhopfis ru;t rhjuzkhf gad; gLj;Jfpd;wdu;. nrhy;til> KJnkhop> goQ;nrhy; vd;gd gonkhopsfpd; NtW ngau;fshf toq;fg;gLfpd;wd.gonkhopahdJ goq;fhye; njhl;NI tof;fj;jpy; ,Ue;J te;jjw;fhd rhd;Wfs; ,yf;fpaq;fspy; gy ,lq;fspy; fhzg;gLfpd;wd. gonkhopia njhy;fhg;gpau; KJnkhop vd;W Fwpg;gpLfpd;whu;. gonkhop vd;gJ El;gk;> RUf;fk;> Mok;> nkd;ik Kjyhd jdf;Nf cupj;jhd gy rpwg;G ,ay;Gfisf; nfhz;bUf;Fk;. ,jid njhy;fhg;gpau;> Ez;ikAk; RUf;fKk; xspAilikAk;> nkd;ikAk; vd;W ,it tpsq;fj;Njhd;wp Fwpj;j nghUis Kbj;jw;F t&l;VJ KJnkhop vd;g (E) : 1433 vd;W Fwpj;Js;shu;.

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6. Ms.K. Annapoorani, “gupghlypd; gz;ghl;Lf; \$Wfs;”> Alochanachakra
journal, UGC – CARE, ISSN NO 2231-3990, ,Vol 9, Page.No 380-384, Mar
2020. DOI:10.01011. 15.00068749.01394

Kd;Diu:

rq;fj;jkpoh;fs; gz;ghl;bYk; ehfhpj;jpYk; rpwe;J tpsq;fpdh; vd;gjid rq;f,yf;fpaq;fs; vLj;Jiuf;fpd;wd. jpizepiy tho;f;if Nkw;nfhz;bUe;j rq;fj;jkpoh;fs; jj;jk; jpizapd; #oypay; kuGfSf;F Vw;wthW gy;NtW tho;tpay; epiyfspy; gz;ghl;L xw;Wik epytpaijf;

fhzKbfpd;wJ. rq;f ,yf;fpaj;jpy; ghpghlypy; mike;Js;s gz;ghl;Lf; \$Wfs; Fwpj;J ,f;fl;Liuapy; Muhag; ngWfpd;wJ.

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7. M.Devaki, “rPtfr;rpe;jhkzpapy; cUtfq;fs;” Alochana Chakra Journal, www.alochanachakra.in/Current-Issue, UGC – CARE No.4525, ISSN NO 2231-3990, Page No:385-391, Vol 9, Issue 5, MAY 2020, DOI:10.01011.ACJ.2020.V9I5.00068749.01392

Kd;Diu:

Gytu; jk; Gyikj;jpwid ntspgLj;Jk; gytif thapy;fSs; cUtfKk; xd;W. rPtfr;rpe;jhkzpapy; fw;Nghh; epidittpl;L mfyhj cUtfk; gy cz;L. jpUj;jf;fNjtupd; Gyikj;jpwid ntspgLj;Jk; mwpa cUtfk; gyu; NgRk; khe;jupd; cs;s ghq;fpid mwpe;J jpUj;jf;fNjtu; mik;j cUtfk; Njbg;GFtu;f;Fr; rPtfr;rpe;jhkzp Rlu; kzpahf fhl;rpj; jUk;.

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8. Dr. M.Kavitha, “ituKj;J ftpijfspy; Njrj;jiyth;fSk;> ftpQu;fSk;”> Alochana Chakra Journal, www.alochanachakrajournal.com, UGC – CARE No.4525, ISSN NO 2231-3990, Page No:392-398, 1Vol 9, Issue 5, MAY 2020. DOI:10.01011.ACJ.2020.V9I5.00068749.01394

Kd;Diu:

cs;s;j;jpy; cs;s;jid> ,d;g Cw;nwLg;gjid> njs;s;j; njspe;j jkpohy; njspe;Jiug;gjw;Fhpa Mw;wy; iftug;ngw;wth;fspy; jdpr;rpwg;G ngw;wth; ituKj;J Mthh;. ,e;jpa ehl;bd; kPJK; Njrj; jiyth;fs; kPJK; ftpQh;fs; kPJK; jPuhj gw;Wf;nfhz;lth;. ,e;jpa ehl;bw;Fr; Rje;jpuk; thq;fpj; je;j jiyth;fisg;gw;wpAk; jkpofj;ij Kd;Ndw;wpa jiyth;fisg;gw;wpAk; ituKj;J jkJ ftpijfspy; Gide;Js;shh;. mt;tifapy; kfhj;kh fhe;jp> [t'h;yhy; NeU> je;ij nghpahh;> mwpQh; mz;zh Nghd;wth;fs; Mw;wpa gzpfisf; Fwpj;Jk; jkJ ftpijfspy; vLj;Jiug;gijf; fhzyhk;. ,yf;fpaj;ijAk; ,e;jpa Njrj;ijAk; tho;tpj;j ftpQh;fshd fk;gh;> ghujp> ghujpjhrd; Nghd;Nwhh;fis ituKj;J rpwg;gpj;Js;shh;. ftpQh;fspd; jkpo;g; gw;Wk; ,yf;fpag; gw;Wk; ituKj;Jtpd;

kdjpy; Nt&d;wp tpUl;rkhf tsh;e;J ftpQh;fisg; ngUikgLj;Jk; tpjkhf ftpij
,aw;wpAs;sijf; fhzyhk;.

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9. Dr.A.Deivavalli, “njhy;fhg;gpa ciuahrphpah;fs;”, Alochana Chakra Journal, www.alochanachakra.in, UGC – CARE No.4525, ISSN NO 2231-3990, Page No:399-404, 1Vol 9, Issue 5, MAY 2020. DOI:10.01011.ACJ.2020.V9I5.00068749.01393

Kd;Diu:

jkpOf;Ff; fpilj;Js;s ,yf;fz E}y;fSs; kpfTk; njhd;ikahdJ njhy;fhg;gpah; ,aw;wpa
njhy;fhg;gpak; MFk;. jkpo; nkhopapd; njhd;ikiaAk;> jkpo; ,yf;fpaj;jpd; goikiaAk;
\$Wfpd;wdu;. njhy;fhg;gpak; vOj;jjpfhuk;> nrhy;yjpfhuk;> nghUsjpfhuk; vd;Dk;
%d;W mjpfhuq;fis cilaJ. Xt;nthU mjpfhuKk; xd;gJ ,ay;fisf; nfhz;LJ. 1610
E}w;ghf;fisAk; cilaJ.

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10. Ms.P.Lakshmi, “GwehD}w;wpy; nrq;Nfhd;ik”> Alochana Chakra Journal www.alochanachakra.in , UGC CARE No.4525, ISSN NO 2231-3990, Page No:405-408 , Vol 9, Issue 5, MAY 2020. DOI:10.01011.ACJ.2020.V9I5.00068749.01395

Kd;Diu:

rq;f ,yf;fpaq;fspy; GwehD}W vd;Dk; E}y; rq;f fhy kd;du;fspd; nrq;Nfhy;
Ml;rp jpwj;jpid nka;g;gpf;Fk; fhyf;fz;zhb vdyhk;. ,e;E}ypy; ghlhz;jpiz>
,ad;nkhoptho;j;J> nrtp mwpTWj;jy; Nghd;w Jiwfspd; thapyhf kd;du;fspd; rpwe;j
Ml;rp KiwiaAk; <if> tPuk;> ntw;wp> ePjp toq;Fjy;> Gytu;fis Nghw;Wjy;
mwnewpapd; thapyhf nrk;ikahd Kiwapy; nrq;Nfhy; Ml;rp Gupe;jpUf;fpd;wdu;.

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11. Ms.S.Kannammall, “Myku; ehafd;pd; mUs;nkhopfs;”> Alochana Chakra Journal, www.alochanachakra.in, UGC – CARE No.4525, ISSN NO 2231-3990, Page No:409-413 , Vol 9, Issue 5, MAY 2020.

DOI:10.01011.ACJ.2020.V9I5.00068749.01399

Kd;Diu:

cyfidj;Jk; gilj;J fhf;fpd;w cyfj;J caph;fis ca;tpf;fr; nra;gtd;> mad; khyhy; mwpa KbahNgUUthdtd.; mbahh;fSf;F vspadha; mUs; toq;Fgtd; ,q;qdkhf xg;gw;w ngUikfis cila rptngUkhd; Mykh; ehafdhfp ,Ue;J rdfhjp Kdpth;fSf;F cgNjrk; nra;fpwhh;. ,f;fl;Liu mt;TgNjrr;jpd; nghUz;ikiaj; jpUr;rhoy; top tpsf;Ftjhfp mikfpwJ.

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12. Ms. A. Sangeetha, “jpUts;Sth; fhl;Lk; tho;tpay; \$Wfs;” , Alochana Chakra Journal, www.alochanachakra.in, UGC – CARE No.4525, ISSN NO 2231-3990, 1Vol 9, Issue 5, Page No:414-418, MAY 2020. DOI:10.01011.ACJ.2020.V9I5.00068749.01399 <http://www.alochanachakra.in/Current-Issue>

Kd;Diu:

jpUts;Sth; kdpj r%fj;jpw;F je;j gz;ghl;Lf; \$whf tpsq;FtJ jpUf;Fws;. ,jpy; kdpj tho;f;if newpfs; gy fhl;lg;gLfpwJ. gz;ghl;L newpfs;> lk;Gyd; fhj;jy;> ,y;tho;f;if> tpUe;Njhk;gy;> fw;G> ,dpa nrhw;fs;> fhjy;> fy;tp> kf;fl;NgW> r%f gof;f tof;fk; vd;W jpUts;Sth; xOf;f newpfis vLj;Jf; \$wpAs;shu;.

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13. Dr.A.Sharmila, “FWe;njhifapy; nfhz;nLj;J nkhopy;”>, Alochana Chakra Journal, www.alochanachakra.in, UGC – CARE No.4525, ISSN NO 2231-3990, Page No:419-425, Vol 9, Issue 5, MAY 2020. DOI:10.01011.ACJ.2020.V9I5.00068749.01398

Kd;Diu:

fhye;NjhWk; gy;NtW tbtj;jpYk; nghUz;ikapYk; tsh;r;rp ngw;W tUk; jkpopyf;fpaq;fs; kdpj tho;f;ifapd; fUT+ykhff; fhyj;ijf; fhl;Lk; fz;zhbahfj; jpfo;fpd;wd. ,r;rpwg;Gg; nghUe;jpa rq;f ,yf;fpaj;jpy; ey;Kj;jha; mf kd czh;it xd;W \$l;ba rpe;ijaha; tpsq;FtJ “FWe;njhif” ,yf;fpakhFk;. ,t;tpyf;fpaj;jpy; ehlf cWg;ghd

“\$w;W”vd;gjpy; mikAk; “nfhz;nLj;J nkhopjy;” vDk; cj;jpiag; gw;wp tpsf;Ftjha; ,f;fl;Liu mikfpd;wJ.

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14. Ms.P.Jothi, “,yf;fpaq;fspy; tho;tpay;”> Chakra Journal, www.alochanachakra.in, UGC – CARE No.4525 , ISSN NO 2231-3990, Page No:426-432, Vol 9, Issue 5, MAY 2020.

DOI:10.01011.ACJ.2020.V9I5.00068749.0139

Kd;Diu:

ek; Kd;Ndh;fspd; tho;f;ifiaf; \$Wk; fUj;Jg;ngHushy; mike;J Kiwg;gb tho fw;Wf; nfhLg;gNj ,yf;fpak; vd;Dk; fhyf;fz;zhbahFk;. ,t;tho;f;ifapy; nfhil> mwk;> tPuk;> el;G> tpUe;Njhk;gy; Mfpa gz;GfNshL mike;j ,yf;fpaq;fspy; tho;tpaiy czu;j;Jtij ,f;fl;Liuapd; Nehf;fk; MFk;.

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15. Ms.K.Padmavathy, “capu; Nehf;fk;” > Alochana Chakra Journal, www.alochanachakra.in, UGC – CARE No.4525, ISSN No. 2231-3990, Page No:433-438, Vol 9, Issue 5, MAY 2020

DOI:10.01011.ACJ.2020.V9I5.00068749.01400

Kd;Diu:

Cyfp; gpwe;j xt;nthU capUk; mjd; Nehf;fk; vd;d? vd;W fz;Zw;W mij G+h;j;jp nra;a Ntz;bapUf;fpwJ. me;Nehf;fk; epiwNtw gy;NtW jilfisj; jhz;b gazpf;f Ntz;bajhfpwJ. ,f;fl;LiuahdJ> caph; Nehf;fj;jpw;F cUthf fUJtijAk; mj;jifa jtKk; Kw;gpwtpapy; jtKiINahUf;Nf fpl;Lk; vd;gijAk; jtepiyia mile;Njhh; Ntz;ba midj;ijAk; fpilf;fg;ngWNthuhth; vd;gJ Fwpj;Jk; jt newpahsh;fshy; kd;Dapu; midj;Jk; ca;T ngw;W mth;fisj; njhOk; vd;gijAk; jpUts;Sthpd; jtk; vd;Dk; mjpfhuj;jpd; top epd;W Muha Kw;gLfpwJ.

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16. Ms. B. Rathika, “rq;f mf ghly;fspy; myWk; mk;gYk;”> Alochana Chakra Journal, www.alochanachakra.in, UGC – CARE No.4525, ISSN NO 2231-3990, Vol 9, Issue 5, Page No: 439-444, MAY 2020.
DOI:10.01011.ACJ.2020.V9I5.00068749.0140

Kd;Diu:

,uz;lhapuk; Mz;LfSf;F Kw;gl;l fhyk; rq;f fhyk; vd Fwpf;fg;ngWfpwJ. rq;f fhyj;jpy; Njhd;wpa E}y;fis rq;f ,yf;fpaq;fs; vd;gu;.rq;f ,yf;fpaq;fis mfk;>Gwk; vdg; gpupj;Jg; ghHg;gjw;Fk; jkpo; nkhopapd; KOikahd ,yf;fzj;ij mwpe;J nfhs;tjw;Fk; njhy;fhg;gpak; Jiz epw;fpwJ. rq;f ,yf;fpak; vd;gJ jkpopy; vOjg;gl;l nrt;tpay; ,yf;fpakhFk;.

