

International Research Journal of Management Science & Technology



**ISSN 2250 – 1959(Online)
2348 – 9367 (Print)**

An Internationally Indexed Peer Reviewed & Refereed Journal

www.IRJ MST.com
www.isarasolutions.com

Published by iSaRa Solutions

QUALITY CONTROL AND QUALITY ASSURANCE IN BUILDING CONSTRUCTION ..	10
Dr. J. Bhattacharjee.....	10
DARK SPOTS IN SHINING PERFORMANCE OF HARYANA STATE INDUSTRIAL AND INFRASTRUCTURE DEVELOPMENT CORPORATION	17
Jyoti Jindal	17
Dr. Smiti Jhaji	17
Building Automation System for Automatic Control of Light with Person Count using Embedded System.....	26
Sandeep Kumar	26
Sudhir Pareek	26
A Study on Service Quality of Indigo Airlines.....	34
Dr. Vanishree Sah	34
“Demand” and “Need” of Health Care Services - A case study in the Andaman Islands	40
Anita Banerjee	40
“Mobile Banking: The Revolution in Digitalization of Financial Services with Special Reference to State Bank of India”.....	49
*Anjali Devi.....	49
FUTURE OF E- COMMERCE IN INDIA.....	59
Shweta Yadav	59
Impact of Social factors on Investment Behaviour of Working Women – A case study of Hyderabad Karnataka Region.....	68
Veena. M ^[1] and Dr. Ramesh O Olekar ^[2]	68
Manuscript Preparation Guidelines for Journals.....	89
Rina Pandya	89
Bhuvan Vyas.....	89
Anasuya Lahiry lahiryanasuya@gmail.com	89
IMPACT OF CULTURAL DIMENSIONS ON HEALTH CARE SECTOR	98
Dr. Qurrat A Hamdani	98
Early Marriage and Teenage pregnancy among Chenchu Tribe	112
(A Socio Medical Study on Chenchu Tribe of Kurnool District, Andhrapradesh.)	112
Ms. A. Hampamma*	112
Prof. R. Vijaya Krishna Naidu**.....	112
A Kinetic study on Malenised Castor Oil (Ricinus Communis).....	120
Madhura Bhalerao.....	120

Nuzhat Fatema Ansari.....	120
Dr.V Y Karadbhaje	120
DIGITALIZATION OF ESIC SERVICES- A STUDY ON REACH OF ONLINE SERVICES AMONG INSURED PERSONS.....	130
D. Sasikala,	130
Dr. N. A. Krishnamurthi	130
A Study on Farmers Online Marketing of Agricultural Products with Special Reference to Agricultural Marketing Information System	136
Dr . J. Mohan Raj.....	136
S.A. Viknesh Kumar,	136
IMPACT OF DEMONETIZATION ON INDIAN ECONOMY	141
Dr.A.Myilsamy	141
MIDDLE CLASS INVESTORS AWARENESS TOWARDS BITCOIN IN COIMBATORE WITH SPECIAL REFERENCE TO MEENA ESTATE AND SOWRIPALAYAM.....	148
Dr. J. Christopher.....	148
AN INSTITUTIONAL ASSESSMENT OF SOCIO- ECONOMIC, CULTURAL AND ENVIRONMENTAL IMPACT OF INADEQUATE SANITATION ON HUMAN HEALTH: A STUDY ON ERODE DISTRICT IN TAMIL NADU.....	155
*Dr. K. KANNAN,	155
**Dr. S. PONNARASU,.....	155
A STUDY ON LEVEL OF SATISFACTION OF THE CUSTOMERS TOWARDS SERVICE RENDERED BY BANKS	168
Dr. K. RAJARAJESWARI ,	168
COMMERCE AND MANAGEMENT STUDENTS PERSPECTIVE TOWARDS IMPLEMENTING DIGITAL MEDIA AND E-LEARNING SOLUTIONS IN EDUCATION	173
Dr. K. Ravishankar	173
Dr. H. Moideen Batcha	173
Dr. B. Jeyaprabha,.....	173
7. References.....	186
ROLE OF DIGITALIZATION IN BANKING TECHNOLOGY.....	188
Dr. M. Nirmala,.....	188
P. Pavithra	188
DIGITALIZATION IN FINANCIAL SERVICES	192
Dr. P. Priya.....	192
“PRIVATE BANKING IN INDIA-WITH SPECIAL REFERENCE TO HDFC”	203

*DR. R. REENA **MS. SWETHA PARTHASARATHY	203
IMPACT OF DIGITALIZATION ON INTERNATIONAL FINANCIAL SECTOR.....	211
GOPIKA.S.S –	211
MAHILA VASANTHI THANGAM.....	211
A STUDY OF DIGITALIZATION IN THE EDUCATIONAL SECTOR WITH SPECIAL REFERENCE TO COIMBATORE CITY.....	217
JENNIFER SHRUTHI. J	217
JAYALAKSHMI	217
A study on the “Core Banking Solution as a part of Digitalization in Banking Sector”	221
Jimcy C S,	221
An Analytical Report on Cash Flow Analysis of Reliance Industries.....	226
*K. Pavithra	226
**Dr. M. Nirmala.....	226
AN OVERVIEW ON GREEN BANKING WITH SPECIAL REFERENCE TO STATE BANK OF INDIA	231
LINCY N L	231
DR.K PARIMALAKANTHI.....	231
PAPER SUBMITTED FOR THE NATIONAL CONFERENCE ON “IMPACT OF DIGITILISATION ON INDIAN ECONOMY” PROAC MEET 2018	236
Mrs. B. Sheela.....	236
Dr. M. Ramya	236
IMPACT OF DIGITALIZATION ON BUSINESS AND PROFESSION IN INDIA	242
Mrs. S. Chandra Kala,.....	242
A Sivaranjani, S Soundarya*	242
BRAND PREFERENCES AND BRAND LOYALTY OF SELECTED HERBAL COSMETICS USERS	247
Ms. S. Poornima.....	247
Dr. A. Kaboor	247
The Impact of Digital Technologies on Innovations in shopping mall Models	252
R. Sangeetha	252
Factors influencing consumers’ attitude towards online shopping in Coimbatore city.....	257
R. KANCHANA	257
DR. P. SIVAKAMI.....	257
Role of Self Help group in Urban Women	262

R. Menaka	262
Emerging Innovations in services through Digital	267
R. Sabitha,.....	267
THE ROLE OF OVER THE COUNTER MARKET IN INDIA	272
REMYA C	272
Dr. R. SATHYADEVI.....	272
INFERENCE & LEARNING OF MINING PATTERN WITH MULTI DIMENSIONAL CLUSTERS.....	277
S. KOWSALYA	277
References.....	282
“A STUDY ON CUSTOMERS PERCEPTION TOWARDS INTERNET BANKING SERVICES WITH SPECIAL REFERENCE TO, KANJIKODE”	283
Sneha John.P.,.....	283
Reena .V.,.....	283
ROLE OF INFORMATION TECHNOLOGY IN KNOWLEDGE MANAGEMENT PRACTICES FOR ORGANIZATIONAL EFFECTIVENESS	294
Atif Javed Qazi,	294
ISSUES IN WORK LIFE BALANCE AND ITS IMPACT ON EMPLOYEES: A LITERATURE REVIEW	300
Dr. Urvashi Sharma ^a , Rableen Kaur Rao ^b	300
A Neuro - Fuzzy Algorithm based Electricity Theft Identification in Distribution Systems	310
¹ S.Palaniyappan, ² I.Ilayaranimangammal.....	310
Tourist’s Satisfaction in Himachal Pradesh- a Comparative Study.....	317
Karan Thakur ¹	317
Manish Khanna ²	317
M-commerce: A new way of Commerce in India	323
*Prof. Anubhuti Sharma,	323
**Prof. Dr. Unmesh Mandloi,.....	323
Perception of School Teachers on HRD Climate and Its Impact on Organisational Effectiveness and Human Resource Management Effectiveness with Special Reference to Coimbatore City	341
Dr. K.C. Arunadevi	341
Dr. K. Sunitha	341
STUDY ON <i>Tinospora cordifolia</i> ETHNOMEDICINAL PLANTS OF VINDHYAN REGION AND THEIR BIOCHEMICAL ANALYSIS.....	355

Kiran Tiwari, Skand kumar Mishra, Rahul Rupesh Dwivedi	355
Women entrepreneurship in India – Initiatives, challenges and future prospects	365
Shanu Singh ¹ , Assistant Professor & Chandrama Singh ² , Professor	365
An Investigation Of Factors Influences Consumer Behaviour For Selected FMCG: An Empirical Study Of Rural Himachal Pradesh	371
*Jyoti Thakur & ** Satish Soni	371
Historians on the Foreign Influence of Martand Temple	382
Arif Ahmad Dar	382
Dr. Sandeep Kumar Pandey	382
Impact of Interest Rate Changes on The Profitability of Major Commercial Bank In India.....	386
Author 1: Dr. Pushparaj Kulkarni,	386
Author 2: Dr. Vivek Pimplapure,	386
Consumer Perception- A Study on Organised Vs Unorganised Retail Formats in Haryana	394
Preeti ¹ , Dr. M. K. Kulshreshtha ²	394
“Impact of Demographic Variables on Consumer Buying Behaviour”	404
Pooja Sisodiya	404
Dr. Gargi Sharma	404
Review: Revisiting Mangrove Ecology-Need for Rehabilitation and Management	411
Sourav Singh Deo ¹ and Prashant Pant ^{2*}	411
A study on Sales Progression of Smart Phones and introduction of EMI (Equated Monthly Installment) Mechanism	432
Mr. Prajeesh. P (Corresponding Author)	432
Mr. Jamsheer . C K	432
Mr. Syam Prasad K	432
E-Governance Success factors in India	439
Dr. Roopak Srivastava, Rupal Srivastava	439
IFRS in India	443
Gagandeep	443
India-Emerging Destination for Medical Tourism	453
Dr. Dilip Singh Hazari	453
A STUDY ON CUSTOMER PERCEPTION TOWARDS LIFE INSURANCE AND SERVICES	458
Dr. S. Kamaleshwar Rao	458
K. Hanumantha Rao	458
A STUDY ON SERVICE QUALITY GAP OF KSRTC USING SERVQUAL MODEL	468

Dr. Shibulal A.L,.....	468
Dr. K.S Chandrasekar,	468
Alina Hanna K,	468
Review of Corporate Governance process, Implementation-Coal India Ltd.....	475
SHAILY Rani	475
Dr V.K.Pandey.....	475
A Study on Disruptive Funding Mechanism	481
Dr. Vardah Saghir & Dr. Hareem Tariq	481
PERFORMANCE MANAGEMENT OF MIGRATORY LABOUR IN MANUFACTURING INDUSTRIES IN PUNJAB.....	493
Ms. Pooja Sharma,.....	493
Dr. Rajiv Khosla,	493
ETHICAL ISSUES IN ACCOUNTING AND FINANCE	502
DR. BIKASH KUMAR MALVIYA	502
ABSTRACT	502
ETHICAL ISSUES IN ACCOUNTING AND FINANCE	502
FUZZY ARITHMETIC DEVELOPED BY TRAPEZOIDAL FUZZY NUMBERS	507
*1. R.K. Das **2. Mukhlal Sah	507
INTEGRATED REPORTING: CHALLENGES AND OPPORTUNITIES	516
DR. ANANT KUMAR	516
ON INTUITIONISTIC CONVEX FUZZY SETS	524
R.K. Das & MukhlalSah	524
Sacred groves- A plea for revival and restoration for the green economy of Jharkhand (A Case Study of Santhal Tribe & their contribution)	532
Dr. Paras Nath Jha.....	532
ROLE OF TEACHER IN HIGHER EDUCATION	541
DR. MANISH KUMAR	541
A STUDY OF THE PROPERTIES OF GALLIUM ARSENIDE USING	548
DEEP LEVEL TRANSIENT SPECTROSCOPY, PHOTOCONDUCTIVITY,	548
PHOTOLUMINESCENCE ETC.....	548
SHIVESHWAR KUMAR*,VIJAY KUMAR DIKSHIT*	548
MENSURATION AND MATHEMATICAL MODELING IN ANCIENT INDIA	554
#1S. N. Adhikary, #2R. K. Das and #3Sanjeev Kumar	554
Studies on Water Quality of Susva river in Dehradun	560

Shashi kiran Solanki	560
SYSTEMATIC STUDIES ON WILD EDIBLE MUSHROOM <i>Boletus edulis</i> Bull ex. Fries COLLECTED FROM SHIMLA HILLS LOCATED IN NORTH WESTERN HIMALAYAS	564
Dr. Renu Rana,	564
डॉ. बी. आर. अम्बेडकर के बौद्ध धर्म ग्रहण का दलित राजनीतिक एवं सामाजिक परिवर्तन पर प्रभाव: एक राजनीतिक अध्ययन.....	570
डॉ. बृजेश स्वरूप सोनकर.....	570
End of issue.....	580

