
From the Desk of the Editor-in-Chief



Creation, dissemination and application of knowledge has always been one of the thrust areas of renowned institutions of higher learning in all parts of the world. In this backdrop, JK Lakshmipat University feels immensely pleased in announcing the release of inaugural issue of **SHODH-AMRIT: JKL University Journal of Engineering and Management**, a bi-annual peer-reviewed and refereed journal of JK Lakshmipat University (JKLU), Jaipur. SHODH-AMRIT aims to provide an essence of research to bridge the gap between theory and practice. The journal provides a platform to academia, practitioners and thought leaders in the domains of Engineering and Management to share their research findings with the larger community.

The first paper entitled '**Impact of Technology Driven Learning on Structure and Models of Higher Education**' by Sushil Kumar Sharma, Qiannong (Chan) Gu & Jeff Zhang discusses paradigm shift in education delivery modes by making use of internet technologies. The next paper '**Study of Stock Price Dynamics around Merger & Acquisition Case of Tata Motors and Jaguar Land Rover**' by Kapil Arora & Ajay Kumar Pandey attempts to study the impact of this M&A on the stock price of Acquirer Company viz. Tata Motors, so as to observe the stock price dynamics and the impact of merger process reflected through stock prices. Another paper '**Green HRM Practices & Environmental Sustainability: An Empirical Study on the IT Industry in Kerala**' by Haridas P.K, Chitra Sivasubramanian & Ganesh Dash emphasized that the Green HRM practices have a significant influence on Environmental Sustainability. Based on the findings of the study a number of recommendations are provided. Following this, there is a paper entitled '**Analysis of Arrhythmia dataset using decision tree technology with feature selection**' by Harshita Khangarot & Shilpa Sethi which discovered a solution to get rid of irrelevant attributes, reduction technique called feature selection used in preprocessing the data. In the field of medical, appropriate knowledge is needed to be obtained from data for future use. Another paper entitled '**Classification of Doctors behavior on prescribing medicines using Data Mining Techniques**' by Deepika Singh & Chitra Garg explored data mining technique in health care sector. It analyses data mining task on the database of some available doctors in Jaipur city. The database showed preference of different set of doctors who perceives and give importance to the effectiveness of drug while prescribing it to the patient. Subsequent to this '**Statistical Analysis of Surface Roughness in Hard turning of AISI 4340 Steel using the Multi-layer Coated Carbide Tool**' by Priyaranjan Sharma, Sudhansu Ranjan Das & Ashis Tripathy described the surface quality of the hard turning process using multi-layer coated carbide tool. In this paper, the machinability of AISI 4340 steel has been evaluated by considering the different levels of cutting speed, feed and depth of cut. It is followed by a case study '**ARAVALI—Holding Hands for Rural Advancement**' by Punam Mishra, Ashutosh Kumar & Mahesh Sarva which defines the role of Association for Rural Advancement through Voluntary Action and Local Involvement (ARAVALI), a supportive organization, based in Rajasthan to seek sustainable solutions to long term problems of poverty through an integrated and community based approach that reinforces civil society and respects native culture and identifies certain major challenges which had led to review their strategy for ensuring long term participation and sustainability. Lastly, a book review of the title '**Consumer Behavior**' done by Ganesh Das. This book covers the various aspects of consumer behavior and the determinants of such specific behaviors. The main objective of this book revolves around the aspect of finding a suitable marketing strategy to tap the potential consumers by studying their behaviors.

The Journal has included high quality research papers concerning contemporary issues in the areas of management and engineering. Readers will find these articles interesting and relevant to their respective interest area of research. This inaugural issue includes a collection of six papers, a book review and a case-study that are contributed by intellectual researchers and cover a diversity of topics in the vast area of engineering and management.

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