EXECUTIVE SUMMARIES

IMPACT OF TECHNOLOGY DRIVEN LEARNING
ON STRUCTURE AND MODELS OF HIGHER EDUCATION

The present education system worldwide has been based on the needs of the industrial society of the past. The demographics and profile of today's college-going population is much different than it used to be decades ago. The rapid and explosive growth of e-learning worldwide poses a tremendous challenge to the traditional campus face-to-face delivery-based education model. The decline in enrollments and shrinking state and federal funding are raising very real questions about the sustainability of the current higher education business model. This paper discusses how e- learning, with the use of current communication and internet technologies will have an impact on the structure and model of higher education.

In an era of open courseware, university classrooms are not the only, or necessarily the best, places for learning. The above changes in education delivery modes are significantly transforming the roles of professors, students, and administrators. The role of a professor is changing from a "sage on the stage" to a "guide on the side". A professor is becoming more of a facilitator, enabler, motivator, and resource provider than a traditional classroom face-to-face teacher/preacher. The definitions and roles of classroom, student engagement, library, class interaction, and college campus are changing. In an online classroom, students may enroll from anywhere in the world and break the traditional classroom's physical boundaries. Chalkboards are getting replaced with chat or discussion boards.

STUDY OF STOCK PRICE DYNAMICS AROUND MERGER &
ACQUISITION CASES OF TATA MOTORS AND JAGUAR LAND ROVER

The Merger and Acquisition (M&A) has become a significant restructuring strategy for acquirer companies, around the globe to increase their market value and inter nationalise themselves in the process. The rationale of these M&A has always been increase in stock prices of the acquirer companies in long run signifying the synergies in the M&A process, but the fact is most of the M&A cases are not successful, while few are quite successful. The study of stock price dynamics around M&A of acquirer companies gives an insight into success or un-success of the merger strategy. The Tata Motors M&A with JLR (Jaguar Land Rover) in March 2008 worth $2.3 billion is one of the most significant Indian MNC M&A case. This paper 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.

The event analysis has indicated that Tata Motors-JLR merger is not unsuccessful and its impact is not entirely negative as there is increase in CAR for a period of six months. The post five years (2009-2014) financial position of Tata Motors also validated the outcome of one year post-merger event analysis. Even up till present time (2016-17) this Tata Motors-JLR merger is considered relatively successful as is indicated by mixed stock price dynamics through one year post-merger event analysis.

Green HRM Practices & Environmental Sustainability: An Empirical Study on the IT Industry in Kerala

In recent times, Information Technology (IT), whether it belong to engineering field, medical field, business, and commerce, science and social science fields has become an integral tool. HR managers in IT sectors now identify that the Green Human Resource Management practices in their work place will promote the social responsibility among workers and this practices will help to retain the skilled workers in their organizations.

Green HRM is a new word in the corporate world with the increase in significance. The purpose of this study was to investigate the impact of Green Human Management Practices on the Environmental Sustainability. It also finds out the awareness level of sustainability among IT professionals. The result of the regression analysis showed that the Green HRM practices have a significant influence on Environmental Sustainability. There is a necessity for green HRM practices to plant a business environment and the organizations today believe that the employees must be encouraged, motivated and environmentally conscious about the green environment activities to take green management proposals. Therefore, HR people in IT organizations should contribute the green movement in terms of green human resource practices, as well as introduce unique programs to make green initiatives.

ANALYSIS OF ARRHYTHMIA DATASET USING DECISION TREE TECHNOLOGY WITH FEATURE SELECTION

The main target of mining process from huge data is to go for the pattern discovery in the form of knowledge. But it is always challenging to handle such huge data with multiple attributes. To get rid of irrelevant attributes, reduction technique called feature selection is used in preprocessing of the data. In the field of medicine, appropriate knowledge is needed to be obtained from data for future use. Arrhythmia is a heart disease which occurs due to presence of irregular heart-rate. This paper attempts to use various feature selection techniques like PCA, factor, ANOVA and wrapper for analyzing the results. It is found that PCA has better cumulative proportion with only five components in comparison to other techniques. Mainly six attributes have 60% priority in processing data collected from ECG for arrhythmia. The subset obtained from PCA is then used for finding the accuracy using classification algorithms of decision tree. Three parameters are used for this purpose such as training/testing, cross-validation and split criteria. With training and testing, AD tree and random forest (98%) have shown highest accuracy. Using cross validation, J48 (77%) and with split (92.3%), random tree has given highest accuracies.

Classification of doctors behavior on prescribing medicines using Data Mining Techniques

The quality of the medicine prescribed by a Doctor for a particular disease is an important issue in medical sector. This plays an important role in the treatment of any patient. This paper outlines a survey of various demographic profile of the Doctors of Jaipur City who were asked to rate the effectiveness of drugs before it is prescribed to the patient. They have used the Likert scale which is divided into five parameters ranging from highly important to not at all important. The database shows preference of different set of doctors who perceives and give importance to the effectiveness of drug while prescribing it to the patient. Further, data mining tool "WEKA" is used for data analysis and hence an attempt has been made to use this tool in health sector.

Statistical Analysis of Surface Roughness in Hard turning of AISI 4340 Steel using the Multi-layer Coated Carbide Tool

The main objective of any manufacturing industry is to produce high quality product with minimal cost and time. Hence suitable corrective measures such as hard turning against cylindrical grinding need to be employed in manufacturing process. Hard turning is basically a metal cutting process of steel with hardness above 45 HRC. This technique provides multiple advantages such as reduced setup time, greater process flexibility, increased productivity, reduced power consumption, lower production costs etc. in comparison to the conventional process of cylindrical grinding. A number of researchers have suggested the hard turning process using polycrystalline cubic boron nitride (PcBN) tool, but at the same time it is essential to investigate the effect of multi-layer coated carbide tool for economical concern. This paper attempts to evaluate the machinability of AISI 4340 steel by considering the different levels of cutting speed, feed and depth of cut. The experimental design is based on L_9 orthogonal array. Further, statistical approach is applied to investigate the effect of cutting speed, feed and depth of cut on surface roughness. Main effect plot of surface roughness revealed that cutting speed of 150 m/min, feed of 0.1 mm/rev and depth of cut of 0.4 mm are the optimum setting of control parameter for minimum surface roughness. Analysis of variance (ANOVA) results of surface roughness revealed that cutting speed and feed are the most significant factor affecting the surface roughness.

Case-Study

ARAVALI—Holding Hands for Rural Advancement

ARAVALI – Association for Rural Advancement through Voluntary Action and Local Involvement - was initiated in 1994 by the Government of Rajasthan to facilitate collaboration between the government and the voluntary sector. This case study deals with the background and the approaches to various programmes towards rural advancement. ARAVALI worked broadly on aspects of participatory processes in development programmes, through promotion of development innovations and their up-scaling; networking and liaison between and among Government Organizations, Non-Government Organizations, research bodies and private sector; capacity building; promotion of collaborative initiatives; and policy and strategic research. Various positive attributes as well as challenges were discussed in detail. Before concluding, the case provides teaching notes for the benefit of instructors as well as end-users.

BOOK REVIEW

Consumer Behavior

This book is one of the mostly used and referred books in the Indian sub-continent. The author has tried to review the book from different perspectives. This book covers the various aspects of consumer behavior and the determinants of such specific behaviors. There are sixteen chapters in this book which highlight the various facets of Consumer Behavior. The book is divided into five parts. This book is highly recommended because the prospective readers and end-users can relate to modern day behavioral changes and the resultant marketing strategies. The primary target audience for the book is students of undergraduate, postgraduate (both masters and doctoral courses), and executive education levels. Other target audiences are academicians who wish to provide a more comprehensive teaching of consumer behavior can possibly take reference of the book. Hence, it can be said that the book is an excellent value addition to all kinds of target audience.

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