ISBN: 978-93-95105-04-0

Two Days Virtual National Conference on

Integrating Human Values and Ethics with Higher Education (NCIHEH - 22)

09-10, December, 2022

Organised by
Department of Humanities
PSG College of Technology
Coimbatore - 641 004, Tamil Nadu, India.

In association with
PSG Center for Academic Research and Excellence (PSG CARE)

Two Days Virtual National Conference on

INTEGRATING HUMAN VALUES AND ETHICS WITH HIGHER EDUCATION

(NCIHEH – 22)

9th – 10th DECEMBER, 2022

Editors

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Organised by

DEPARTMENT OF HUMANITIES

PSG COLLEGE OF TECHNOLOGY, COIMBATORE

KNOWLEDGE AND SERVICE

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FOREWORD

The National Conference on 'Integrating Human Values and Ethics with Higher Education' is appropriate to the current scenario of the world where nations work for the achievement of SDGs. I hope that this conference sets a stage to deliberate on various ethical issues by providing useful insights for holistic education.

The educational institutions play a vital role in inculcating a sense of integrity, responsibility and accountability among the students in order to meet the challenges the world is facing today. Emphasis on decision-making based on ethical practices and respect towards differing human perspectives must be prioritized in the teaching-learning process. A student who imbibes the basic human values and practice ethical conduct along with the required knowledge and skill sets would become an asset to the nation.

I congratulate the Department of Humanities and the Organizing Committee for their efforts in conducting this conference. My best wishes for the success of the conference in achieving its objectives.

Dr. K. Prakasan

Principal, PSG College of Technology

MESSAGE

I am glad that the Department of Humanities is organising a National Conference on 'Integrating Human Values and Ethics with Higher Education'. A conference on this theme is highly relevant in the current scenario as there are ethical issues in all spheres of life. The rise in cyber crimes, discrimination, fraudulent practices, etc., is quiet disheartening. The real solution to the problem lies in inculcating strong moral values among the people, especially the younger generation as they are the future of India. There is saying that 'character begins at home', but the role of HEIs in moulding the behaviour of the young graduates is immense.

I strongly believe that the conference will result in fostering integrity, ethical behaviour and mutual respect among the target audience. I appreciate the department for organising a conference on human values and ethics which aims to find a solution for the contemporary issues. I wish the conference a grand success.

Dr. R. Rudramoorthy

Director, PSG Center for Academic Research and Excellence

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PREFACE

Higher education has a direct link with economic development as optimum utilization of nation's wealth highly depends on the quality of human capital. However, manpower without ethics and human values leads to unbalanced socio-economic growth and further unrest in the society. Most of the problems faced by the society are due to the decisions which lack ethics and values. Values can be taught at home as 'home is the first school and parents are the best teachers for a child'. But we cannot negate the role of educational institutions to inculcate ethics and values in young minds. Hence, the National Conference on Integrating Human Values and Ethics with Higher Education aims to: (i) discuss the current issues the world is facing today due to the absence of values and ethical behaviour among the people (ii) share the efforts taken by the HEIs to impart human values and ethics among the student community (iii) deliberate on the methodology to further enhance the contribution of HEIs for providing holistic education. This conference sets a platform to share the experience and expert ideas on the values required to deal with challenges in today's dynamic global environment.

The organizing committee of the conference had invited papers on a broad spectrum of areas related to Human Values and Ethics. Participants hailing from renowned educational institutions submitted papers and the same were sent for review. The papers selected for presentation in the conference are included in this proceeding. The deliberations at the conference, we strongly believe, will go a long way in aiding the design and structure of Humanities Curricula and integrating Values and Ethics with the Higher Education.

We are very grateful to the Management, the Principal and PSG CARE for their unconditional support in successfully organizing this National Conference. We owe a deep sense of intellectual gratitude to the pioneers in the field, and are thankful to the participants who have authored the papers. Deep appreciation goes to the reviewers for their meticulous job. Our heartfelt thanks are due to our colleagues and office assistants who kept our professional life running while organizing this National Conference and bringing out this proceeding.

Editors

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GENERAL HIGHER MANAGEMENT STUDIES PRINCIPLES TO BUILD AN ORGANIC, ETHICAL & SUCCESSFUL YOUTUBE CHANNEL COMPLETELY FROM SCRATCH

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ABSTRACT

This paper is an unprecedented attempt to convey the strategies, ideas & principles supported by valuable data, analytics, and insights to help in building a successful YouTube channel completely from scratch. This paper provides hand-holding assistance to furnish mental frameworks and nuances that were not explicitly present in the research domain earlier. Backed by data, a detailed step-by-step manual is presented from the creation stage to the scalability podium via sustainability and expansion opportunities knowledge in various domains.

Our aim is to facilitate this revenue-engendering social media platform by solving the burning problem of the masses via teaching the skill of creating a YouTube channel and methods for sustaining the same. The outcome is a win-win condition for both the YouTube video creator and the subscribers, as the former is the inception of the modes of multiple revenue generation streams to earn livelihood whereas, whereas the latter is solving a complication, that wasn't successfully resolved earlier.

Also, it has tried its part to inculcate the value addition phenomenon coupled with the sense of serving the esteemed readers in making a noteworthy contribution to their knowledge factory ingrained with a stomping touch of humanity to serve the same beyond one's call of duty which may significantly help in inculcating the core human values within us with the progressive audacity of value addition, contributing significantly to the development of the nation.

Keywords: YouTube Channel, Subscribers, Management principles, Sustainability, Scalability, Google AdSense, Revenue generation methods, Marketing.

ISBN: 978-93-95105-04-0

INTRODUCTION

YouTube is one of the most widely recognized video-sharing and social media platforms launched on February 14, 2005, and is headquartered in San Bruno, California, United States. Its current ownership is under Google and is the second most visited website after Google. Since its inception, it had brought a new dawn in the field of video sharing/streaming horizons as people all over the world could be able to connect in such a holistic way which was never expected in the past, as people from various demographics, caste, creed, culture, nationality, origin, opinions, beliefs come under the common roof of sharing expressions in a video format ranging from elementary-topic videos to highly intricate massive engineering videos which brought people sharing common interests under the same umbrella despite having dissimilarities mentioned above. During its first decade, it was not much perceived as a long-term career opportunity but as a medium for knitting the globe with the thread of emotion, excitement, compassion, etc. in video format where the depth of sincerity of emotions was assimilated in the rightest way compared to a blog post or other services. When YouTube started, there was no such thing as called Monetisation policy but started in 2008 when its creators and concerned board members were bare minima satisfied with the growth statistics and profit forecasting possibilities. Since that point in time, it started possessing some gravity in the talks of people as they started generating some cents for YouTube. Still, it was not perceived as a full-fledged mode to make livelihood dependent on it and creators continued to keep this mode of earning as an uncounted source of income generation mode which was perceived as a bonus revenue mode, which they never bothered to consider in their main streamline revenue generation modes. But, in the last 7-8 years, things changed forever. YouTube started getting worldwide recognition not just as a medium to share hassle-free videos but as a full-time career opportunity too. People started creating videos not just for the purpose of enjoyment but a full professional entrepreneurial mindset with a higher purpose to cater to the masses, solving a bigger problem of the society which the virtual platform audiences seek to get the answer of, started coming into the picture. The number of YouTube channels surging like never before has been observed. It has been estimated that around 37 Lakhs of new videos are

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uploaded on YouTube every day and there are 3.8 Crores active YouTube channels with 12.20 Crores daily active users in contemporary scenarios.

Literature Review

Several papers are being read and gone through to identify the gaps present in the knowledge domain for the creation of a successful YouTube channel. Some of the papers mentioned below helped thoroughly in making this paper a success and the literature review for the same are mentioned below to justify the significance of these supported papers**.**

Dustin J Welbourne [1], tried to calculate the importance of a science communicator in a YouTube video via doing an analysis of 390 videos from 39 YouTube channels and tried to calculate the quality-wise and quantity-wise importance factors the presence of a consistent science communicator holds in the branding and popularity of a science communication YouTube channel.

Edi Irawan [2], tried to develop a YouTube channel that contains learning materials for applied statistics courses and through evaluation and experimentation proved that the channel has significantly helped students in learning the statistics course via the ADDEE model which consists of analysis, design, development, implementation, and evaluation stages and all these could be justified by YouTube channel analytics.

Muhammad Iiyas [3], examined via experimenting with 48 students from the first semester that weather the speaking skills of a student can be enhanced by using YouTube channels as a source of learning or not. It has been observed that via a YouTube channel a student can get access to the entire library of learning which includes video files, audio files, courses in video format, a positive learning environment, live doubt-clearing sessions, and experimentation resulting in a grand success to quantify the improvement of students in learning speaking skills via YouTube channel.

Widia Resti Fitriani [4], discussed the impact generated by product review videos on the loyalty factor of the audience for a particular YouTube channel. It has been experimentally established in the paper that communication styles, transparency displayed, and channel engagement affect channel loyalty but informativeness for a particular product content does not affect much when it comes to product review videos.

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Christopher cayari [5], conducted a case study portraying a teenage musician and communicating the information regarding how YouTube has affected music, consumption & creation, and its sharing to a larger domain. Data revealed how the teenage musician started a YouTube channel and gained popularity, consequently interacting with others, and promoting his music career through YouTube. This significantly places the idea that everyone who got a significant talent could be given a global stage via YouTube.

Michelle M Neumann [6], conveyed that the YouTube Kids application has over 1,00,00,000 downloads worldwide and had billions of views, and over 1,10,00,000 subscribers, and all this is because of the simple and intuitive interface design that captures the attention of children and could be accessed through any digital device like a tablet, phone, laptop, etc. via connected to the Internet.

Andrew D Maynard [7], expresses the idea that amidst a bewildering assembling of videos that claim to educate on various topics on YouTube, there are a decent amount of good videos which genuinely help for real. This paper aims to explore how time, resources, and talent-limited academicians can leverage and nurture YouTube for the holistic development of themselves and for society.

Margaret Holland [8], revealed the idea that since the inception of YouTube it has evolved from a video-sharing platform to a job opportunity domain for content creators in both the mainstream and side-line media. The paper continues the analysis and comes to the outcome that viewers prefer watching YouTube videos for a particular creator because they can relate to the authenticity of user-generated content and can feel a common bond shared between the creator and the viewer as it feels like the creator comes from the same background as that of the viewer.

Claudia gerhards [9], discussed in the paper that YouTube has become increasingly attractive not only for commercial advertisers but for product placement opportunities too, and the paper aims to explore the processes between advertisers concerning product placement queries and YouTube content creators. The paper significantly deals with product placement opportunities and how YouTube is influential in the same segment is verified by experiments.

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David topps [10], conveyed the idea that YouTube has grown significantly to share educational materials representing various educators for their knowledge factor. This paper significantly describes many innovative usages of YouTube as a video publishing platform for clinical educational materials for the benefit of students.

Statement of the problem:

PART A (The Ideal): The purpose of this paper is to develop full-fledged mainstream content available to the readers in the research domain regarding "General Management principles to build a successful YouTube channel completely from scratch" which was hard to find earlier in this explicit manner. Readers will get the nuances of building a successful YouTube channel which will consequently help them to generate a stable revenue source and consequently scale the same accordingly. Readers will be provided with all the strategies, techniques, tips & hacks in this one-stop solution which are created and curated to fit the best in contemporary scenarios. This paper will aid the reader from the basics to the advanced level in inculcating the sense of creating, sustaining, and scaling a YouTube channel and perceiving the same as a business executing outlet with scaling opportunities.

PART B (The Reality): In contemporary scenarios, online businesses and consequently digital marketing are at a surge. In the past couple of years, during the pandemic era, the world has changed like never before opening opportunities in every industry (in the online world) one can think of. Consequently, a steep increase in the number of YouTubers registered has been observed, with a vision to scale and multiply the same soon. However, it has been observed that due to misinformation, scattered knowledge, unpragmatic approaches, and unverified techniques & strategies present in the internet domain, people aren't able to get trusted and guided pathways to reach the desired outcome. Either the Youtubers fall prey to unethical techniques or unsustainable frameworks which consequently mitigate the hard work and talent they put in and are required to meet their goal. Either they stop working hard in the right direction or stop believing in the power of online earning. This paper aims to demolish these mishappenings.

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PART C (The Consequence): This paper aims to fill the gap mentioned above using suitable strategies, techniques, tips & hacks which are tried and tested using real-time data, and the results are duly attached in the paper. This paper will facilitate the reader to get detailed insights into the working of a YouTube channel and consequently YouTube as a business executing platform in contemporary scenarios. It will aid the reader to get the business aptitude developed in them which will not only help them to just scale a YouTube channel but give them sight, a vision to perceive things in a way that wasn't so explicitly perceived earlier, which will help them to start, sustain and expand other online businesses in the freelancing, affiliate marketing, digital marketing domains, etc. This paper aims at the holistic development of an individual regarding business aptitude development which will aid them in every possible sphere of life if the techniques are learned, tried, and expertise via improvisation thoroughly provided a sensible touch of common sense called general aptitude is switched on.

Understanding YouTube as a mode of stable revenue generation

Well, this is something that is highly debatable as we can get mixed answers to this statement. However, data proves that the dependency of people on YouTube as a stable source of income has increased like never before but there is a catch which is needed to be understood very critically without perceiving this statement as a whole and soul percept. This paper aims to answer the same with various strategies mentioning pros and cons in the most detailed manner to get insights into how a YouTube channel works and revenue generation takes place, in the most stable way possible. There are various ways through which one can earn money while uploading videos on YouTube including Google AdSense revenue generation which comes under advertising, affiliate marketing, sponsorships, brand management, promotions, collaboration, paid consultancies, etc. Among all these AdSense revenue generation methods contributes abare minimum percentage whereas the major portion of revenue comes from the other mentioned ways, and this is something that needs to be understood before starting a YouTube channel, that the positioning of a YouTube brand is much important for a long-term stable revenue generation program and consequently, for exponentially growing and sustaining it. It becomes very much important to decide the niche of your channel because it is the most

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important foundation on which the complete and fully grown tree of your YouTube channel and career will stand.

Let's try to understand some basic terminologies and associated concepts regarding building a YouTube channel completely from scratch:

1. Niche: Niche is defined as the topic on which a YouTube channel is based. It is the environment around which a particular YouTube channel revolves. It could be related to science, technology, engineering, health, and fitness medical care, life, and fitness, teaching, tutorials, daily Vlogs, consultancy, teaching, food & lifestyle, business, and entrepreneurship, how-to-do videos, first aid videos, etc. anything on which one can make videos depending on the knowledge domain the creator holds.
2. YouTube Channel: A YouTube channel is created by using an authentic Gmail ID in a hassle-free manner and the creator can upload videos on that YouTube channel totally for free.
3. Monetisation Policy: A monetization policy has been set up by YouTube in recent years to give opportunities to genuine creators to grow and flourish many YouTube channels started mushrooming in 2016-17 so particular criteria have been set up to give opportunities to genuine, hardworking, and talented creators and side-line vulgar, illegal &abusive contents & their creators if any.
4. Title: The title is defined as some characters describing the main purpose of the video. It basically includes the primary keyword along with the keywords on which that video is based.

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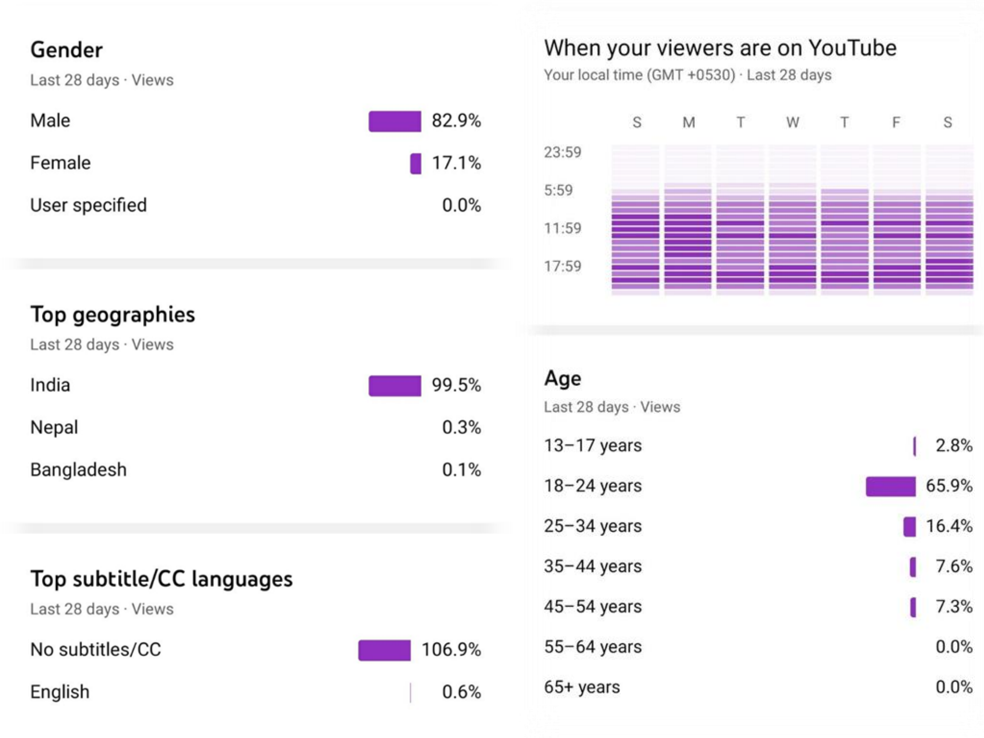
5. Description: Description is defined as a brief introduction summarising the overall content described in that video. The description box can include links to Facebook, Instagram, Twitter handle, etc.
6. Advertisements on YouTube: when a particular YouTube channel becomes eligible to monetize videos then advertisements start appearing on that channel's videos and the creator gets a share of the amount paid by the advertiser to YouTube.
7. Brand deals/Brand promotions/Paid promotion: It is one of the major revenue sources for a YouTuber because brands corresponding to the YouTube channel niche pay a handsome amount to the creator for promoting their products on the YouTube channel, videos promoting that product can be a fully dedicated video or a 30-40 second description of the product in a regular video of the creator.
8. Subscribers: It can be defined as the equivalent of followers, which represents several people who are associated with the channel on a regular basis tentatively.

Fundamental guidelines aided by proven strategies

1. Know your audience: It is one of the most fundamental grass-root level steps on which maximum market research is needed to be done. Knowing your audience and where they will be found is extremely crucial in circulating your videos to the right targeted audience. The sales funnel also plays a crucial and critical role in making you know your audience. One needs to know the age, gender, demographics, and income level of the target audience and should do a NICE analysis which is Need – Interest – Concern – Expectation analysis.

ISBN: 978-93-95105-04-0



2. Intent: A creator must emphasize three points which include what he knows, what he enjoys doing & what the market wants, and try to make videos following these three criteria for sustainable and exponential growth in the virtual video-making industry. A creator should have a clear agenda with a successful outcome in mind. A creator should focus on giving some unusual useful information aided by data in a storytelling form that will be highly absorbed by the audience. Every video should have a coherent central message providing genuine information which will be highly helpful in building long-term trust in the relationship with the audience.
3. Right way of communicating in videos: It is highly important to convey the message that a creator wants in an optimum way but not missing any detailing whatsoever. A creator should focus on conveying more content in less time, bringing high value to the lives of people, should have an optimum pitch, words per minute counts, decent fluency, and pronunciation along with optimal pauses but not missing important words.
4. Opening segment of video: How the creator conveys in the opening segment of the video is one of the most crucial parts because this will lead to answering

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whether the audience will stick for the rest of the video or not, so try to include a surprise hook element in the initial segment of the video which will bind the audience to your content, one can ask an interesting question which can be answered by the same creator at the latter part of the video or some golden statement can be conveyed at different positions of the video so that audience keeps on getting the delightful experience at every specific interval of time and if the content is supported by data, facts and statistics in the initial part of the video then it will be very helpful to prove the authenticity of the video.

5. Closing segment of the video: The closing segment of a video is of utmost importance because it conveys whether that viewer will return to the channel or not in the near future so the creator should try to summarise the entire video in 30 to 40 seconds providing a strong summary, simultaneously giving an intensive call to action, added by closing quotation, golden statement and questions asked which will engage the audience more to that channel leading to the improvement in the branding of the channel.
6. Verbal-Visual-Vocal: A healthy synchronization between verbal visual and vocal is important to create an unusual but impressive image of the creator in the mind of the audience for the long run which induces a sense of trust and confidence over the content conveyed by the creator. It shows that the creator has a stronghold on the content, words, speech, and language used. Simultaneously, the creator should also focus on the volume, pitch, tone, rate of speech, voice quality, emotion, voice modulation, etc. to express a coherent and clear message for that video.

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7. YouTube Channel is not just a channel but your personality: One needs to understand the nuances of how the online world works which express that every brand is later a market product but a personality first, so being a YouTuber if one wants to increase the brand recall value, brand authenticity, brand retention value then the creator should also focus on improving the personality of himself/herself by reading some good texts on a regular basis, inculcating healthy habits & mindset, improving the personality of himself/herself on a daily basis so that all these will get reflected on his/her YouTube videos and will consequently help to achieve the outcomes mentioned.
8. Creating an entry barrier via personality and technology: If a creator is successful in creating an entry barrier, then it will be almost impossible for other creators to beat that YouTuber in that segment. There are various ways by which an entry barrier can be created but some of the common ways include becoming highly diligent in the field on which the particular YouTube video is based, diligence will help to authenticate the information conveyed by the YouTuber which will subsequently make an entry barrier for other creators who are not that much validated, and this diligence can be achieved by learning some new skills and doing certification courses, meritorious achievement in an examination, collaborating with experts of the domain, getting word of mouth referrals testimony video, etc. All the above processes can be highly accelerated if one takes the help of technology which will consequently make the processes highly scalable in a very limited amount of time giving efficiency like never before.

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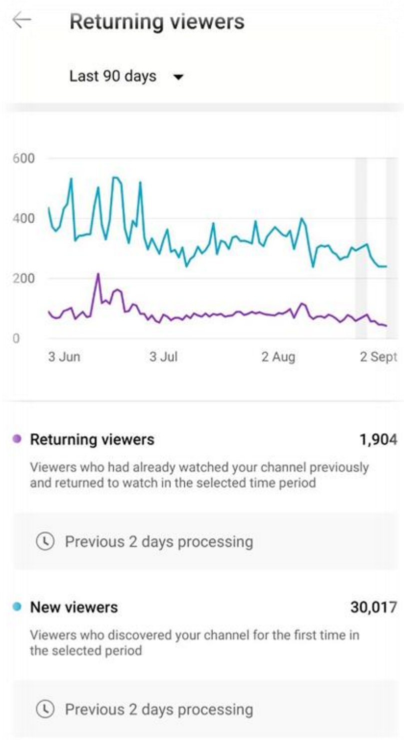
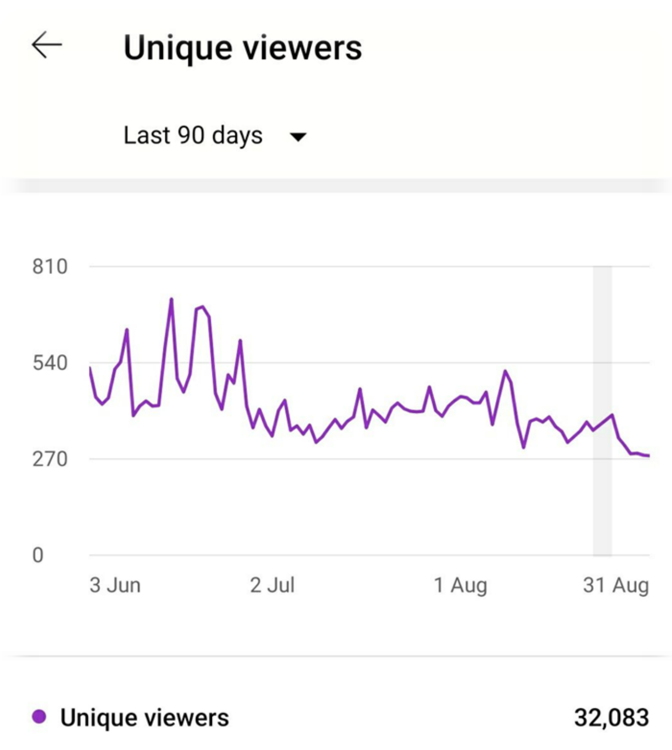
Final Lap from sustainability to scalability

1. Sustaining a YouTube Channel: In the initial phase of a YouTube channel, it isof utmost importance to get clear with the topics on which the whole channel will be based, so here comes the sustainability part where the creator has to focus on sustaining the YouTube channel and focus more on getting insights of the audience in the form of comments to get to know what the audience really want and not only what the creator wants to give, i.e., a healthy and optimum balance should be maintained and the quest to this query is achieved only in the sustaining period.





2. Solving a burning problem of the audience: Every creator should focus on solving a burning problem of the masses that people are not able to solve by themselves which can be guided by the Youtuber in the video format. This golden statement needs to be ingrained in the mind of every creator for long-term sustainable growth. This will successively help in the growth of the subscriber count.

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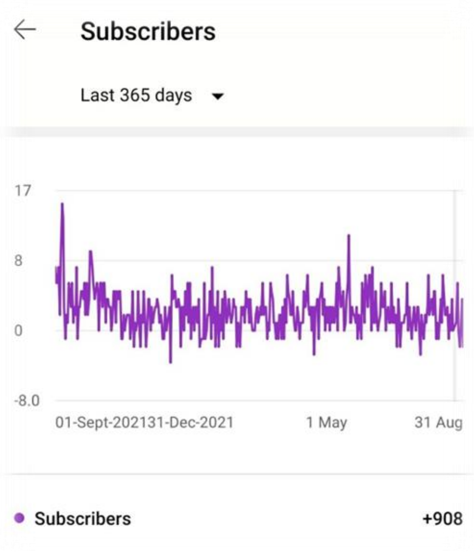

3. Fear-Urgency-Need-Demand: It is one of the most prominent ways to segregate content depending on the need of the audience, which in turn can be known by placing the content in one of these four categories mentioned over, where ‘fear’ is the most preferred category whereas demand category videos can be stocked for later. By ‘fear category’ it means, to resolve the most critical and urgent needs of the masses encircling around fear, like Covid-19 vaccination update news, natural calamity update& rescue operation at a location of national interest, etc.
4. Emotional Rapport: Building emotional rapport with the audience is one of the critical factors in determining the long-term sustainability of the channel and scalability too. Emotional rapport can be built in various ways which include live session webinars, replies to comments, meet ups, collaborations, giveaways, shout outs, public donations, etc.
5. SEO enriched and emotional touch in the title: keywords in the title play a prominent role in ranking videos for the target audience, so is very critical to choose the rightest keywords which can rank videos in the most optimum way and in a direct sense. Also, the title should have the capability to build an emotional connection with the audience which will give an initial trust to the viewer for that respective video.

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6. Keeping the room setup neat, soothing, and calmer: If a creator makes a face camera video, then keeping the setup for that video which comes in the camera frame soothing, calming, relaxing, and peaceful can help in the audience retention for that video and can make the audience calmer to get the message of that video without any external noise getting popped in the mind. The more will be audience retention, the higher will be the chances of that video getting suggested to more viewers, increasing the reach of the channel like never before.

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7. Official outfit matters a lot: Depending upon the niche of the channel, an official outfit is preferred for the YouTuber to get the initial push which includes pushing the message of that video to the respective viewer. Suppose someone is having a V-log channel then an informal & refreshing outfit will be preferred to make the message penetrate to the viewers whereas if there is something like a formal discussion then formal attire or a suit& coat is preferred. But it is not to be forgotten that the content is the primary sole basis for the establishment of the Kingdom and never be compromised for the sake of outfit selection.
8. Content is not king, but kingdom: when it comes to building a successful YouTube channel the entire notion of the content including the nuances plays the most critical role because in the 21st century and for the upcoming generations to come content is not the king but the entire Kingdom, so one needs to be very strategic, rational, optimistic, visionary but calculated risk taker in order to establish that empire which will be cherished by the entire generations to come. Sustainable videos should be created not for the sake of just views only but to solve a bigger problem which in turn, in the future will obviously bring better returns as it will be a holistic model for solving problems of people for a very long time as it was created with this mindset primarily.
9. To the point & precise content: Every creator should try to avoid redundancy in the content, that is expressing the same idea multiple times which may bring a negative image in the mind of the audience. It is highly recommended to keep the content refreshing throughout which can be achieved by making shorter but precise and to-the-point content avoiding redundancy and not neglecting the missed important information, i.e., maintaining an optimal balance between the two.
10. Taking feedback: Every Youtuber gets feedback in various forms which include messages in the YouTube comments section, emails, real-world friends and colleagues, fluctuation in views count, abrupt growth in subscriber count and watch hours, abnormality in revenue generation, irrational CPM, changes in analytics scenarios, intuition, etc. It is the responsibility of the creator to receive

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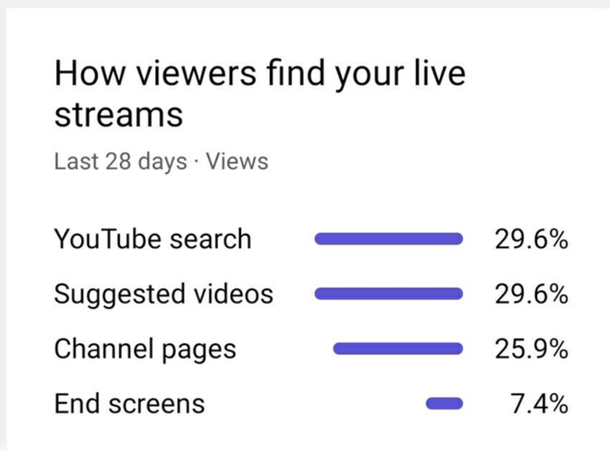
insights from these mentioned places and try to give what most of the audiences want which will be the solution to their primary burning problems of them. As it is often said that customers give signals and influential entrepreneur works on them. So, capturing them is the best thing a creator can do.

11. Usage of larger Font in a clear soothing thumbnail: Thumbnail is one of the crucial partsof the entire video creation process because it is a thumbnail only on which the audience clicks and gets into the video. So, the creation of a thumbnail should be taken place with utmost sincerity and dedication, inducing in it creativity along with calmer and soothing color patterns, supported by larger and bold size fonts, presenting a clear and direct message to the viewer. Impressions and click-through rates (CTRs) are highly dependent on thumbnail quality which in turn, is directly related to the positioning of that YouTube channel brand and in revenue generation.

12. Frequent Live sessions: when a creator does frequent life sessions, it helps him/her to get connected with the audience in the best possible way. Frequent live sessions help the creator to get to know what the audience actually needs, if there is any need to change the content topics, the way of presenting them, average video duration, call to action statement, etc. it helps the creator to get in touch with the audience and building an emotional rapport in such a way which is never possible in the already recorded video; also, from the audience side the quality and quantity of mutual trust that is built is impeccable.

ISBN: 978-93-95105-04-0



13. Updating content with time: It is rightly said that with time everything changes and change is the only constant thing. So, every creator should try his/her best to update the content every 5 to 6 months depending on what is happening in the contemporary world. Updating can be in various forms which include presenting the content idea topics, the opening, and closing statements, call to action quotes, setting up room decoration, average view duration, etc. which makes sure that the audience never gets boredom with the monotonicity.
14. Video on the most searched and viral topic under niche: It is suggested to make videos on the topic that is in very high demand in the contemporary scenario because that gives video unprecedented horizons making its reach like never before. it is suggested to make videos on viral topics that come under the niche of the YouTube channel and if done that YouTube will consequently push that video

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from its side as well making its reach even better. If a creator follows these, then people will get to know the channel and there is a high chance that if the channel already possesses some good quality content, then people will subscribe to it.

15. Improving video-making gears with time: It is suggested to the creator to improve the gadgets that he is using for making videos overtime. Suppose the creator uses his mobile phone for shooting face camera videos then it is recommended that over the stipulated amount of time when the creator has taken the channel to a sustainable level and applied all the strategies mentioned in the paper then there are high chances that the channel will get a decent amount of recognition, consequently leading to the revenue generation; so it is advisable to improve gears which means replacing the mobile phone with a DSLR camera, buying a Mic for recording noise-free high-quality audio, etc. which will bring tremendous growth to the channel and this loop continues.
16. Multiple collaborations: It is suggested for a creator to do collaboration videos to get the touch with audiences that weren't earlier known to the YouTube channel of thatcreator. Collaborations can be done inter-niche-wise or intra-niche-wise too. Since YouTube is not a place for competing but a platform for collaborating and getting penetrated to every possible targeted audience, collaborations help a lot in this.
17. Revenue investment and multiple revenue sources: For a YouTube creator, it is important to invest the revenue amount that is earned via YouTube revenue channels into multiple sources to widen the horizons of income generation many

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fold. Whether the income sources could be YouTube AdSense, collaboration, affiliate marketing, brand promotion, brand marketing, shout outs, paid promotions; etc. It is suggested to invest 30%-35% of the total revenue earned per month in various domains which includes improving the video quality, hiring people to work for the channel, editing cost, YouTube room setup decoration cost, graphics designer payment, external promotions payment, etc.

18. Stable positioning in the niche: It is suggested to the creator to establish the channel and do proper positioning in the selected niche competently and diligently. One needs to identify other creators that are making videos in that niche and try to learn from all those creators, like the ‘good’ part and ‘need to be improved’ part and try to inculcate all the good parts of the various creators in the channel itself. So doing an industrious analysis will get to know the actual positioning the channel holds in that niche based on video quality, video duration, average revenue generation, impressions count, number of suggested videos, click-through rates (CTRs), etc.
19. Brand recall value generation & brand color: It is suggested for a creator to choose a combination of colors that would be known as brand colors for that YouTube channel which would significantly help in the re-call value generation for that Channel. For example, a possible brand color combination could be consisting of red, black, and white; giving a premium texture and feel to the brand standing. All these will unlock the potential to be recognized by esteemed &high-profile collaborations and future deals. Building a brand promise can give a long-term return and one should focus on two points which include, ‘what do you stand for?’ and ‘what should you be known for?’. Building a unique selling proposition is a highly suggested method to build a high recall value which is obtained by building predictability which comes when a creator day after day successfully delivers what he/she commits.
20. Building a team, investing money to buy time: When a creator follows all the above points mentioned, there are very high chances that the YouTube channel has come to the mature stage of sustainability, and now is the time for the

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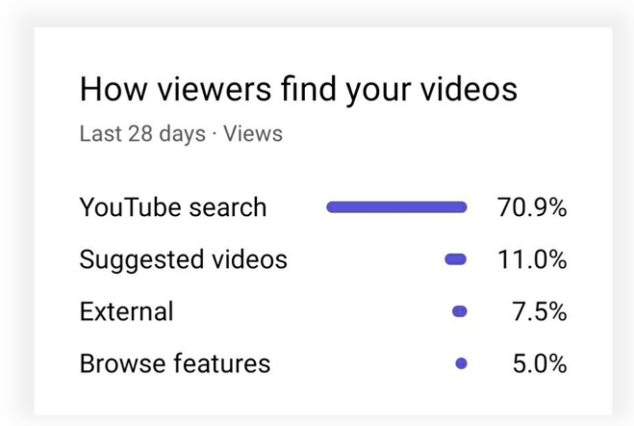
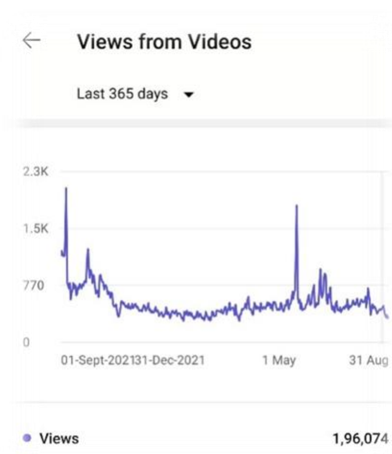
expansion process to start which is also known as scalability. Scalability is a very dynamic topic but can be executed diligently when one builds a competent team. After a decent amount of revenue generation, a creator should focus on hiring quality people that include graphic designers, video editors, costume designers, scriptwriters, communication skills mentors, quality thumbnail creators, YouTube room setup decorators, and a panel for receiving feedback from subscribers, data analyst, forecasting predictors, etc. All these people will skyrocket the growth of the channel with their competencies in their respective domains.

21. Using Youtube studio for analysis: YouTube studio provides one of the greatest analyses in which a creator can see the number of views, watch hours, subscriber count, revenue, click-through rates, demographics, age group division, top video suggesting that channel and a lot more, so it is highly recommended to use the same to achieve a higher positioning in the branding of the channel.





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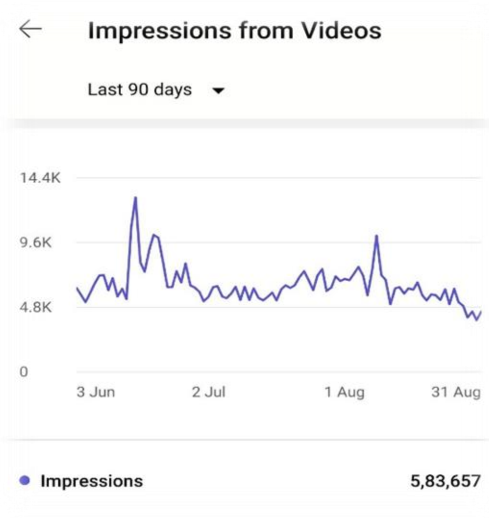

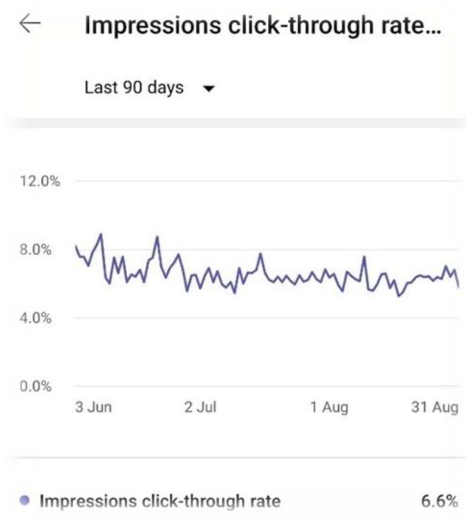

Outcome Achieved

This paper has tried its part to help a YouTube content creator build a successful YouTube channel completely from scratch by suggesting strategies and giving multiple ideas to skyrocket the branding and positioning of the YouTube channel in a particular niche. This paper supported by data, contributes significantly to the idea generation and implementation of the same in the most optimum way, making the creator reach the desired goal as earliest as possible. If someone diligently tries to inculcate the methods and ways suggested, then there are high chances that the channel will land in the top 99%ile range, which in turn helps the creator to achieve a sustainable and decent revenue from the channel supporting the livelihood of the creator and the people directly or indirectly associated with the channel, thereby proving the learning, revenue, business curve of the people and creating a holistic community like never before.

Conclusion

YouTube being a billion-dollar industry has ample potential to quench the thirst of millions of people who have the capability to solve a bigger problem in society in all the possible ways mentioned in this paper. In the 21st century and in the years to come, having a YouTube channel would be one of the biggest assets someone can have as there are hundreds of ways to cash in that revenue generation machine and simultaneously solve the burning problem of the people as mentioned. So, building a YouTube channel

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completely from scratch and scaling it to multiple horizons can give someone unprecedented success and growth which is only possible in this technology-driven era.

Recommendation

It is recommended to experiment with all the strategies and methods mentioned in this paper as much as possible to get the optimum result in the fastest possible manner. The sequencing of the strategies and methods mentioned in this paper is highly subjective from individual to individual, so it is recommended to drop a particular strategy if it is not working and hybridize a particular strategy with some conventional methods to achieve the outcome. One can mix multiple strategies mentioned in this paper to bring some new hybrid models' strategies to the table to increase the growth of the YouTube channel. So, it is suggested to go beyond the information given in this paper and try to improvise and adapt in the best possible manner.

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ISBN: 978-93-95105-04-0

HUMAN RIGHTS AND SOCIAL JUSTICE: A STUDY ON THE CONTEMPORARY SCENARIOS IN INDIA

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ABSTRACT

Holistic Education is nothing with the values and preachings of Human Rights. It is must for the students to understand the persistence and resilience regarding the fluidity of human rights and principles. It does not stick with one propaganda and it is diversified with access to various other areas as well. These dynamics of adequacies relate to the levels of attribution in freedom of speech, expression, social justice, gender equality, religion, health and tolerances. In the fundamental pedagogy of higher education, it is very much important to emphasise the dignity and respect for human rights in higher education to strengthen the impact of supporting and developing human responsibility and personality. It connects with the interdisciplinary fields of studies to enhance the ability to understand the concept of potentialities in education and the purpose of how it transmits worldly affairs overseas in the norms of mainstream areas. This kind of Holistic Education will help the students understand the basic requirements through roots and nooks and corners of widely distributed ideas.

Keywords: Human Rights, Social Justice, Gender Equality, Higher Education, Holistic Education.

ISBN: 978-93-95105-04-0

INTRODUCTION

Human Rights is the basic harmony which helps in need for every individual to choose the right path in their life. It evaluates the responsibility and determination of human kind in analyzing their compassion and empathy in various situations. According to the recent news in "The Wire", it mentions that,

"Arguably, the most important global document on education is the International Covenant on Economic, Social and Cultural Rights (ICESCR), adopted by the United Nations in 1966. India became a signatory in 1979. Under this instrument, the most significant one concerning education is Article 13." (Pramod K Nayar)

"Article 13 states:

The States Parties to the present Covenant recognize the right of everyone to education. They agree that education shall be directed to the full development of the human personality and the sense of its dignity, and shall strengthen the respect for human rights and fundamental freedoms. They further agree that education shall enable all persons to participate effectively in a free society, promote understanding, tolerance and friendship among all nations and all racial, ethnic or religious groups, and further the activities of the United Nations for the maintenance of peace." (Pramod K Nayar)

"Turning to higher education, the document under 2(c) declares:

Higher education shall be made equally accessible to all, on the basis of capacity, by every appropriate means, and in particular by the progressive introduction of free education;

And 2(e) calls for:

The development of a system of schools at all levels shall be actively pursued, an adequate fellowship system shall be established, and the material conditions of teaching staff shall be continuously improved." (Pramod K Nayar)

Higher Education in India, especially in this twenty-first century, denotes not only the secondary or tertiary level of education but also the other educational categories such as colleges, universities, institutions for additional courses, training courses and many more. The era of learning only the book based contents and improving or gaining knowledge has been changing for a very long time. We are in a period where education is just about

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acquiring marks but also understanding the importance of existence and attaining other kinds of wisdom as well. It includes Holistic Education, human rights, mental health and other health awareness, gender equality, sustainable living ways, climate change, social justice and other criteria. In a keynote, higher education actually tunes the mentality of any student to take direction and flow in the field of their growth and development. It helps to enhance their skills and succeed in life in all aspects.

Importance of Mental Health in Higher Education:

Mental Health Awareness in Higher education should pave the way for students to enhance the habitual outcomes of learning and unlearning things from different angles of life. Students are supposed to navigate their way of thinking through multiculturalism and multilingualism for their effective growth. Interculturalism may provide the areas of understanding students' welfare from their social, cultural and economical backgrounds which can help the teachers to broaden their knowledge in different aspects. Yet, the growth of the students life does not stop by just acquiring various streams of wisdom. That's when social justice plays its vital role in providing psychological background study on children. It's necessary to communicate with the students and understand their needs and deeds. Some children are expressive whereas some might not be very expressive. It depends upon their upbringing and it affects their behavioral upheavals. In the recent study article of "The Indian Express" expresses that

"The number of deaths by suicide by students saw an increase of 4.5 per cent in 2021, the latest data from the National Crime Records Bureau show. Maharashtra had the highest student deaths by suicide in 2021 with 1,834 deaths, followed by Madhya Pradesh with 1,308, and Tamil Nadu with 1,246 deaths." (Tushar Verma)

"In 2020, as many as 12,526 students died by suicide, while in 2021 the number rose to 13,089. Between 2017 and 2019, student suicides made up 7.40 per cent to 7.60 per cent of the total suicides in the country. This increased to 8.20 per cent in 2020 and reduced only marginally to 8 per cent in 2021." (Tushar Verma)

"However, the report does state that out of the 10,732 youngsters under the age of 18 years, who died by suicide, 864 were because of ‘failure in examination.” The largest

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cause of suicide in this age group (of under 18 years) was “family problems.” " (Tushar Verma)

The Indian EXPRESS

STUDENT SUICIDES OVER FIVE YEARS

YEAR	Total Student Suicides	Percent of male student suicides	Percent of female student suicides
2017	9,905	59.71%	47.56%
2018	10,159	52.85%	47.15%
2019	10,335	53.82%	46.17%
2020	12,526	55.62%	44.38%
2021	13,089	56.51%	43.49%

Graphics by Abhishek Mitra

(Image Courtesy: The Indian Express)

Mental Health reflects in diverse areas where the students from different places go through in different ways. The impact on the welfare of the students depends on the time of pre and post covid periods. It also originates from the privileges, societal influences, economical conditions, parental relationships and marginalization of their life. Sometimes it happens because of the discrimination and differentiation due to situations. Mental Health affects even because of the peer pressure faced by the students for various reasons. The background study on the students shows the majority and minority groups they belong to and how their survival is the other point to get note on the progress of their mind. There are several strategies that can be followed in understanding and diversifying the ability and growth of the children but the first thing is to provide mental health awareness and to assure them that everything works well in their own pace and space. It is necessary to have a proper counselling session to give assistance and assurance on the mental health care of the children. It's in the hands of the government, institutions, teachers and parents to bring out the nomenclature of importance in the study of mental health, which is that actual social justice that will be provided to the students for their welfare.

Gender Equality is the main norm in Higher Education:

Living in the era of the twenty-first century, still many people do not make any attempt to understand the lives of LGBTQIA+ community people and it's high time that everyone needs more awareness regarding them and their community by accepting the fact that

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they belong to the Indian Culture. According to the reports and research of "Human Rights Watch" says that,

(Image Courtesy : Human Rights Watch)

"India’s Supreme Court decriminalized same-sex conduct in 2018 by striking down a colonial-era sodomy law."

"In 2020, the central government published the draft Transgender Persons (Protection of Rights) Rules and sought comments from civil society."

"As a result of that process, the rules, which were published in October 2020, removed the medical requirement and also instructed local governments to institute transgender welfare boards."

"The Delhi Child Rights Commission in 2021 recommended a ban on medically unnecessary “normalizing” surgeries on children born with intersex variations. This follows the southern state of Tamil Nadu banning such operations in 2019 after a court upheld the right to informed consent for intersex children. Notably, the Delhi Medical Council supported the rights of intersex children."

"In June 2021, the Madras High Court issued guidelines for the safety of LGBT and intersex people, including by preventing harassment by state authorities."

"In September 2021, a petition in the Delhi High Court sought the right of same-sex couples to marry under the Hindu Marriage Act. The matter was pending at time of writing."

"In October 2021, India’s National Medical Commission ordered publishers and medical schools to edit their textbooks and curricula to exclude discriminatory and unscientific portrayals of LGBT and intersex people."

It is mandatory to include in the students curriculum about the awareness pride community to provide necessary information for their welfare. Yet, the most significant part to get noticed is that the growth of women and adequate statistical measures shows the inequality that happens in workspace or higher education irrespective of their success

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and growth proves that we need more systematic gender equity studies in the Higher Education curriculum. This involves the betterment of gender orientation, equity based lifestyle, broad minded cultural hegemonies and other forms that are in the necessity to normalise the lifestyle of humankind. Empathy and Compassion plays a vital role in this space than narrow mindedness. This examines the structure of the empowerment of anyone who identifies their gender in whatever criteria they belong to and they can enhance their skills to the future generations.

Importance of Holistic Education in India:

Holistic Education is the best way to empower students by providing value-based insights in their curriculum. There is a prejudice against Holistic education that it makes people have a certain narrow minded belief system but it enhances the social circumstances that are in need for the students to understand the transformations.

"According to the report published by the National Survey of India, the Literacy Rate of India in 2022 is 77.7 %with Kerala as the most literate state in India(96.2%) and Andhra Pradesh the lowest (67.35%)." (Tarin Hussain)

It doesn't matter whether the state is illiterate or literate, people do not choose to follow humanity these days. Even the highest literacy in India, Kerala, lacks in the basic requirements of humanistic behaviour by indulging in cannibalism, and other superstitious beliefs which end up in the catastrophic world. For instance, the recent incidents that happened in Kerala, 2022. According to the reports of "The Indian Express",

"The key accused in the case of killing of two women in Kerala, purportedly as part of a “human sacrifice for financial prosperity”, is a sexual pervert and psychopath who is suspected to have eaten flesh of one of the victims." (Shaju Philip)

According to the recent news from "The Quint",

"Sharon Raj (23), who died under mysterious circumstances on 25 October, is found to have been poisoned by his girlfriend in Kerala’s Thiruvananthapuram, since he was unwilling to end the relationship." Even "the case has seen several twists including a suicide attempt and superstitions." (Smitha TK)

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Belief System is acceptable only to a certain extent but when it exceeds the limit, it will end up in delusion. Such as, the Burari deaths that happened in 2018 which was a massive ritual suicide by the whole family in Delhi.

(Image Courtesy : Google)

The reason for upbringing Holistic education in higher education is to standardise the purpose of humanity and social behaviours with virtue and mannerisms. According to the recent reports of "The New Indian Express",

"The purpose of holistic education is not only to prepare students for academic success but also to enable them to learn the challenges of living as a whole. It is more than the whole student’s education and addresses the broadest development of the entire person at the cognitive and affective levels." (Dr. Subhas Sarkar)

"Holistic education prepares a student for lifelong learning. The educational focus moves toward the life skills, attitudes, and personal awareness the student will need in an increasingly complex world. The holistic approach to education develops a learner’s social and academic maturity to accept life’s challenges, build their understanding, and learn from their errors." (Dr. Subhas Sarkar)

"Further, NEP 2020 has a vision that will lead the students to return to their society and pay back to their society, parents, village, district, state, and nation." (Dr. Subhas Sarkar)

"In this context, Prime Minister Narendra Modi has said that a Holistic education system is vital for national transformation." (Dr. Subhas Sarkar)

"Therefore, “Holistic Education is the Soul of National Education Policy 2020.” " (Dr. Subhas Sarkar)

Human Rights and Social Justice have a magnificent role in Holistic Higher Education and with the required transformation, education with Holistic attributes can bring out the change in the society.

ISBN: 978-93-95105-04-0

Summation

The need to reiterate the values of Human Rights and Social Justice in this contemporary society is in high demand, especially with the students of higher education. The rising intolerance and indifference towards other breathing organisms as cited in the main article shows dire need to understand beyond differences and barriers. Providing holistic education and necessary changes in the existing educational environment can help the teachers and students to enhance the habitual outcomes by shaping their goals and minds. According to the article from "The Wire",

"We should welcome the full diversity of humanity's cultural resources into education and extend from valuing diversity and pluralism to supporting and sustaining them. Teaching should focus on unlearning bias, prejudice and divisiveness. Empathy – the ability to attend to others and feel with them – is essential for building pedagogies of solidarity." (Pramod K Nayar)

"The sustained emphasis on education as a common or public good is welcome and has been part of India's public discourse too. And this emphasis is not about basic education alone if we are to think of a larger scope for the 'right to education'." (Pramod K Nayar)

"When human rights norms become mainstreamed into the curriculum and pedagogy, the training imparted in keeping with the above principles, the transformative potential of higher education is realised and "students would be transformed in that they would gain significant skills and knowledge, the capacity for critical reasoning and an understanding of themselves"." (Pramod K Nayar)

The importance of human rights and social justice in this contemporary scenario in India will definitely bring out the massive change among the people by focusing on their welfare and multiple development of the human personality and their immense growth in future for sure.

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ISBN: 978-93-95105-04-0

ACADEMICS AFTER PANDEMIC: A STUDY OF TRANSFORMATION OF EDUCATIONAL CULTURE AND ETHICAL BEHAVIOUR OF STUDENTS AND THEIR COMPETENCE IN THE WRITING SKILLS

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ABSTRACT

An outbreak of Covid- 19 pandemic confines the entire world into their home irrespective of gender, age and profession. Due to the closure of educational institutions during the lockdown, the students were suffering from several inconveniences in learning. Education throughout the pandemic had been handled only because of technological advancement in the contemporary era. Gradually, the students accepted the change of the place in learning from schools/ colleges to their home. The teachers and the management had confronted several challenges to systematizing online classes for providing persistent education to the students. This voluminous transference occurred due to the modification of classroom education to contemporary digital education. Rapid transformation in education harmonized the rapid modification of educational culture, and student's behaviour as well. Because of the modification in educational paradigm, and educational culture, there have been drastic changes in the students' behaviour. The students had inadequate practice in writing skill during the pandemic, consequently, their writing skills became worse. This paper aims to study the concepts of

1. Transformation of educational culture and
2. Students' ethical behaviour
3. Competence in writing paragraphs.

Key words: Educational culture, Pandemic education, Educational Paradigm and Ethics in education

ISBN: 978-93-95105-04-0

INTRODUCTION

Unanticipated outbreak of the corona virus had affected all the people across the world. As a consequence, it initiated a widespread lockdown in many countries, and people were leading their life in rigorous trouble regardless of gender, age and profession. A collaborative statement was declared by ILO, FAO, IFAD and WHO, and they stated, roughly around 3.3 billion people were at hazard of losing their livelihood. The pandemic became a huge hindrance for people to live their day-to-day. Correspondingly, purchasing groceries, accessing hospitals, education, employment, and many more were extremely challenging for the people. In the educational sector, educationalists were in an urge to locate an alternative process to educate the children by observing the norms declared by the government. Vaccinating, following social distancing, and using masks were strictly monitored by the government and following these were extremely difficult for the educational institutes. Despite all these limitations, educators had an aspiration to teach the children and, online education was the only method to connect everyone. This paved way for transference in the educational paradigm, by replacing traditional face to face classroom learning with modern virtual classroom learning.

This paper analyses,

a. The transformation of educational culture in India,
b. Students' ethical behaviour and
c. Competence in writing skills after a pandemic.

Method

The study had been conducted based on qualitative and quantitative method. Qualitative method was used to study about the transformation of educational culture. Quantitative method had been used to find out the changes in student's behaviour and the student's competence in writing after pandemic.

Evolution of educational culture in India

One of the oldest educational system in India Gurukula system, was one of the oldest educational system in India, where students had to dwell in Guru's residence to learn and gain knowledge. It was an optimistic environment where they had a noble bond with nature and teacher. They taught several subjects like math, science, religion,

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spirituality, philosophy, medicine and many more to impart knowledge to the students. Later, during 1850's, the modern classroom was initiated in India by Lord Thomas Babington which surfaced the birth of English language curriculum. Consequently, classroom environment was confined within four walls which gently drifted away the bond with the nature. Influence of several educational institutions and intellectuals from various nations had re-shaped educational system in India. In post-independence India, Central Advisory Board inaugurated two committees for the welfare of the students to provide high-quality education throughout India. Many methodologies and innovative pedagogies were established to facilitate learning. As a diverse country, India faced several challenges in offering equal education throughout the country and so the government had formed educational organizations like All India Council for Technical Education – AICTE, University Grants Commission – UGC, National Assessment and Accreditation Council – NAAC, Indian Council of Agricultural Research – ICAR, National Council of Educational Research and Training – NCERT, and National Council for Teacher Education – NCTE. During Pandemic, the government had allowed them to organize online classes for the students to provide uninterrupted learning across the country. Rapid transference in educational paradigm caused difficulties in accessing technological devices, availability of the resources, increase in screen time to the children, and technical issues during the class. Reversing it, learning from their residence, developing technical knowledge, and increase in attendance percentage were benefits of online education.

Students' ethical behaviour and their competence in writing assignments

The researcher has taught the poem "Ode to the West Wind" to third semester UG students. During the class the researcher has observed that students were not concentrating in the class and they were lethargic. A newspaper (Deccan Chronicle) published on 2nd April 2022, stated that Hyderabad educationalists observed, low concentration abilities in students, their changes in classroom behaviour and interference of internet vernacular in academics such as writing 'd' instead of 'the', 'fav' instead of 'favourite' and inability in composing error-free sentences. In addition to this, they also witnessed that students does not prefer writing, their entire writing and reading basics

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were poor after the pandemic. Thus the behavioural change of the students is observed after the pandemic.

In order to test the students' writing skills, the researcher has asked 10 third semester UG English Literature students to submit a paragraph on the topic, "Describe the west wind in the poem ode to the west wind by Shelly". They were given two weeks to write the paragraph to avoid psychological pressure. The researcher had plagiarism checked the paragraphs using any free tool available in online. After plagiarism check, the researcher had identified that none of the samples had written the assignment on their own and all the samples had 100% plagiarism. The researcher had a discussion session with the samples regarding the plagiarized assignments asked them to re-submit the assignment within a week. Then, the researcher had analyzed the re-submitted paragraphs based on the structure of a paragraph, components, grammar, content, and coherence.

a. Structure of a paragraph: A paragraph must be answered in a single paragraph itself. The writer must not divide it into several paragraphs. But among 10 paragraphs, merely 3 samples have done it correctly and the rest failed.

b. Components: A paragraph consists of a topic sentence that deals with the central idea of the paragraph, developing sentences and conclusion. Among 10 samples only two samples have written a proper topic sentence that describes the central idea of the paragraph. Most of the samples have used, "Ode to the west wind is written by PB Shelly" as their topic sentence. All the samples attempted to write developing sentences but they mixed numerous ideas and themes from the poem. Merely 4 samples have written concluding sentence and utilized concluding signals and the rest have ended the paragraph abruptly.

c. Grammar: All the samples have issues related to grammar. Samples have issues in subject-verb agreement, tenses, prepositions, conjunctions, and sentence structure.

d. Content: From the paragraphs, it is clear that all the samples have good knowledge of the subject matter of the poem "Ode to the West Wind". However, the issue with the samples is they were not able to answer the given question, rather many samples mixed all the themes. Among 10 samples, 3 samples have written to the central idea and the rest mixed more ideas in the paragraph.

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e. coherence: To achieve coherence, the writer must make use of transition signals, coordinating and subordinating conjunctions, and conjunctive adverbs in their sentence. None of the samples has utilized transition signals, coordinating and subordinating conjunctions, and conjunctive adverbs throughout the paragraph. Among 10 samples, 5 have used conjunctions rarely and the rest failed.

To sum up, none of the samples had not written a perfect paragraph as they have issues in at least any one of the criteria. After analyzing all these, the researcher had a discussion session with the samples to identify the reason for the issues in writing a paragraph. The researcher has framed 10 yes or no questions and at last, the researcher has allowed the samples to talk about the issue they faced during writing paragraph. They are

1. Writing process consists of four steps. They are pre-writing, organizing, first draft, and revising and proofreading. Do you know these steps?

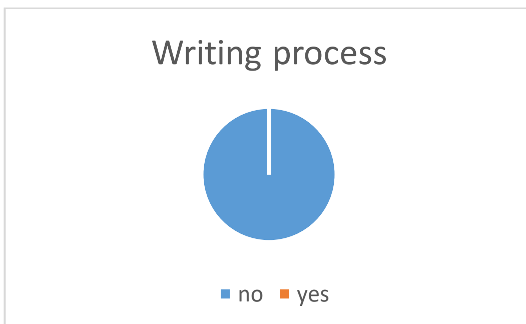

Chart 1: Writing process

Chart 1 analysis the samples' knowledge about the writing process. None of the samples are aware of the four steps in the writing process.

2. Do you pre-write before writing a paragraph?

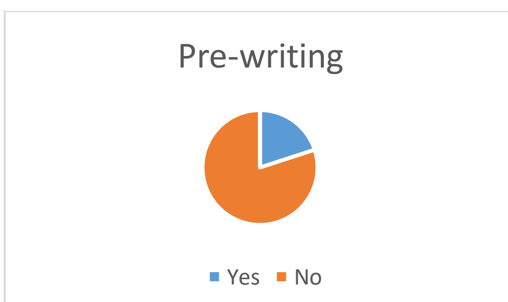

Chart 2: Pre-writing

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Chart 2 analyses the whether the sample is aware of the pre-writing technique or not. Merely two samples know about the pre-writing technique.

3. Do you revise and proofread before writing a paragraph?

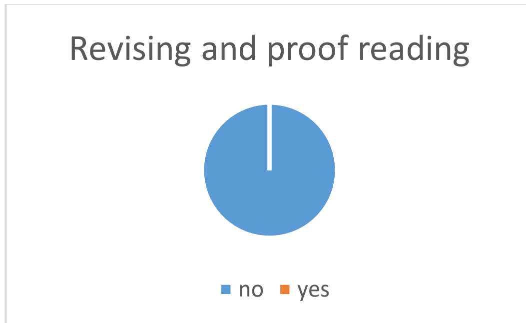

Chart 3: Revising and proof reading

Chart 3 analyses samples' knowledge in revising and proofreading. None of the samples revise and proofread.

4. Do you know the punctuation rules?

Chart 4: Rules for punctuation

Chart 4 analyses the samples; knowledge of punctuating rules. Five samples said they knew the rules for punctuation and five do not know the rules.

5. Transition signals are connecting words or phrases used in a sentence. Do you use transition signals?

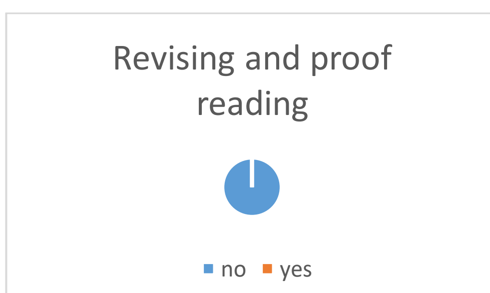

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Chart 5: Use of transition signals

Chart 5 implies the usage of transition signals by the writer. None of the samples utilized transition signals.

6. Do you know to include quotations?

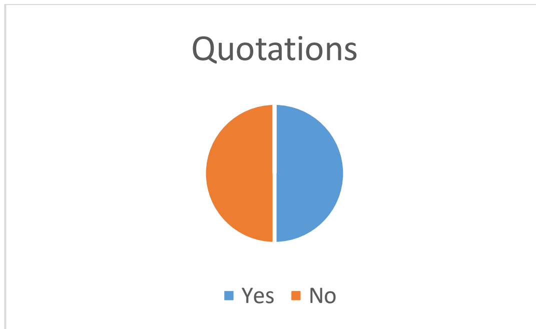

Chart 6: Usage of quotations

Chart 6 analyses the knowledge of samples by including quotations in a paragraph. Among 10 samples, five samples know to include quotations and the rest do not know.

7. A paragraph consists of three parts, topic sentence, developing sentence and concluding sentence. Do you know the parts of a paragraph?

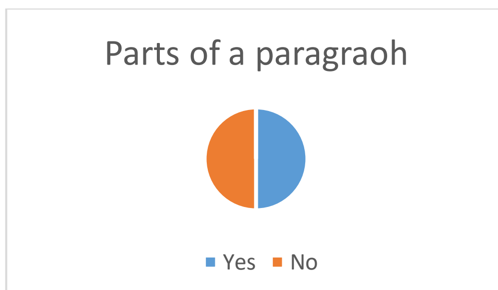

Chart 7: Parts of a paragraph

Chart 7 analyses the knowledge of samples in parts of a paragraph. Among 10 samples, five samples know parts of a paragraph and the rest does not know.

8. Answer in a paragraph must be written in a single paragraph. Do you know it?

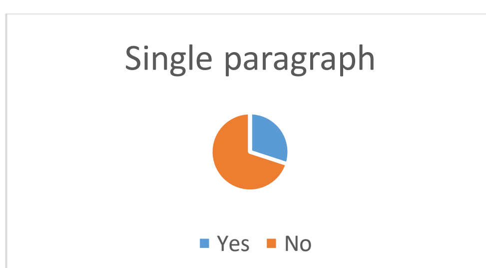

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Chart 8: Single paragraph

Chart 8 implies the samples' knowledge in structuring a paragraph. Merely 3 samples know the proper format of writing a paragraph and the rest are not aware of it.

9. A paragraph must deal with one central idea. It must not mix many ideas. Do you know it?

Chart 9: Central idea

Chart 9 implies the samples' knowledge in writing a paragraph with one central idea. Merely 3 samples know that paragraph must deal with one central idea and the rest are unaware of it.

10. Do you re-read the paragraph after writing?

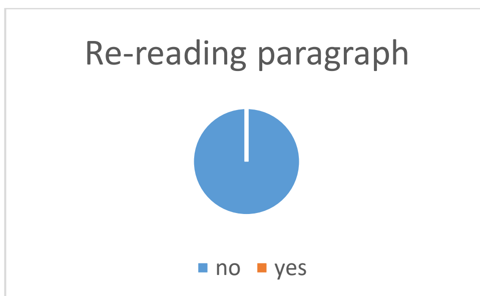

Chart 10: Re-reading the paragraph

Chart 10 implies the number of samples who re-read the paragraph after writing. Among 10 samples, none of the samples re-read the paragraph after writing.

The researcher has allowed the students to share their experience in writing a paragraph and the difficulties faced by them during writing. All the samples said that they did not have writing practice during the pandemic. Most of the samples said they have issues with sentence formation, grammar and answering to question. Few samples said they were unaware of the fundamental ideas about the writing process of a paragraph, its components and its types.

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Conclusion

To conclude, Covid pandemic had immense disruptions in all fields, correspondingly in education too. The shift in educational paradigm enables the students to have uninterrupted education during the pandemic but they lacked to improve their writing skills. Due to the loss of classroom decorum, there was no bond between teacher and student, which caused negative behavioural changes such as improper maintenance of notebooks, addiction to gadgets, laziness and adamant attitude in class, lethargic behaviour, poor speaking, writing skill and communication skills. Regarding the students' competence in writing skills, the researcher has found that students had plagiarized the assignments and they have the least competence in writing a paragraph as well. Thus, academicians had to concentrate on transforming the behaviour of the students and improving their competence in writing skills.

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ISBN: 978-93-95105-04-0

A REVIEW OF THE LITERATURE ON CHALLENGES TO SOCIETY FROM CYBER SECURITY

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ABSTRACT

Cyber security, deals with the issues relating to cyber-ethics, cyber-safety. The concept of cyber security to be initiated and incorporated from the young age. By preventing or minimizing asset losses due to cyber security threats, security countermeasures help protect the confidentiality, availability, and integrity of information systems. A programme called an intrusion detection system (IDS) examines what occurs during an execution and looks for signs that the computer has been abused. A wide range of metaphors were taken into consideration, including those that dealt with biological processes, health care, markets, three-dimensional space, and the preservation of physical assets. These in turn prompted the exploration of numerous potential strategies for future advancements in cyber security. The terms "Heterogeneity," "Motivating Secure Behaviour," and "Cyber Wellness" were used to describe these strategies. The advancement of information technology and Internet services depends heavily on cyber security. When we hear about "Cyber Crimes," our focus is typically on "Cyber Security." Therefore, the first thing we consider when discussing "National Cyber Security" is how effective our system is in handling "Cyber Crimes". With the adoption of latest technology like cellular computing, cloud computing, e-trade, and social networking, this newsletter focuses on growing tendencies in cyber security. The difficulties added on through a lack of coordination between security organizations and the vital IT infrastructures also are discussed in the study.

Keywords: cyber safety, metaphors, Internet engineering task force and intrusion detection system

ISBN: 978-93-95105-04-0

INTRODUCTION

"In India, we went directly from having no telephones to having the most cutting-edge mobile technology." The same is true for internet-connected PCs. They sprang out of nowhere, and nobody was given even the most fundamental information on cyber security. India is ranked fifth globally among nations that are impacted by cybercrime. Nevertheless, it should be noted that these numbers are extrapolations. Widespread computer illiteracy and easily pirated equipment account for a large portion of its vulnerability. One of the most rapidly developing areas of technical infrastructure is the internet. Disruptive technology like cloud computing, social computing, and subsequent-technology mobile computing are considerably altering how companies use records technology for on-line records trade and alternate in modern-day corporate weather. More than eighty% of all industrial transactions are actually carried out online, as a consequence this enterprise wished a high degree of security for the most reliable and obvious transactions. The scope of cyber protection encompasses now not best the safety of IT systems in the organization but also the larger digital networks, such as the internet itself and essential infrastructures, upon which they depend. In the development of facts generation and Internet offerings, cyber protection is critical. Each nation's protection and monetary health depend on improving cyber safety and safeguarding vital data infrastructure.

The entire spectrum of human endeavors, including enterprise, banking, healthcare, power, enjoyment, conversation, and national defense, have all grown to rely on cyber networks. According to recent research findings, public problem over privateers and personal statistics has grown since 2006. Exploring the metaphors we employ in the field of cyber security may be able to enhance our thinking and conversation in four different ways. First, by mapping concepts from other domains into the realm of cyber security, we may better appreciate the value and limitations of those notions. Second, experimenting with novel or uncommon metaphors could inspire academics and policymakers to think creatively. Thirdly, metaphors that are exceptionally effective may be expanded into brand-new conceptual frameworks or models for tackling cyber security issues. Fourth, a

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metaphor performs a heuristic function by helping non-specialists understand abstract cyber security topics in domains they may be more familiar.

When setting up, maintaining, and using computers and the Internet, people's actions and decisions have an impact on cyber security. Cyber security includes the physical defence (hardware and software) of confidential data and technological assets against unwanted access obtained through technological means. The remark "Problems cannot be solved with the same level of knowledge that produced them" is attributed to Albert Einstein. More generation cannot cope with the give up-user mistakes trouble; as a substitute, a collaborative attempt and collaboration between the information generation network of interest and the bigger commercial enterprise community, as well as the important backing of senior control, are required.

1. **Current IT security strategies**

The majority of IT security management techniques use checklists to help decision-makers create a coverage plan; they typically amount to little more than a triage method for classifying threats. In an effort to deal with risk analysis qualitatively, models have been developed. In eBook The Executive Guide To Information Security, Mark Egan (then Symantec's CTO) proposed a notably truthful tabular paradigm that allows customers to classify hazard severities into one among three classes/columns (low, medium, and excessive), after which to average throughout columns. Although insightful, this trustworthy triage approach to subjective hazard impact evaluation is noteworthy for shooting machine uncertainty. OCTAVE, a machine created with the aid of Albert's and Dorofee, additionally evaluates threat using qualitative records. Others have experimented with quantitative methods for IT safety risk analysis.

1.1 Stress test for India

A proposed national cyber-security strategy is being debated. India places little value on online privacy, and as a result, data control is frequently disregarded. Another justification for phishing and other scams is this. The government is using a two-pronged strategy that focuses on capacity building and teaching best practises to stop attacks. India has been spending a lot of money on cyber security because it is conscious that cybercrime hurts its reputation as a place where international investors may conduct

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business. India's current biggest problem is judicial system and enforcement of law, especially outside of major cities like Bangalore, Delhi, and Mumbai. According to Bajaj, training needs to be expanded to include the entire nation. At DSCI, we have created a police officer training and investigation guidebook. We have given more than 9,000 members of the court and local educational administrations cyber security training.

2. Security Risks for Cyberspace

Cyber-attacks and cyber exploitation are two broad categories that can be used to classify threats to cyber security. Cyber-attacks target and aim to harm or destroy cyber systems, while cyber exploitation aims to use the infrastructure for illegal or harmful purposes without harming or compromising it. Cyber exploitation includes the use of the Internet and other cyber systems for unlawful purposes, such as fraud, theft, the recruitment and training of terrorists, infringement of copyright and other laws governing the distribution of information, the transmission of polarising messages (such as political and "hate" speech), and the sale of child pornography or other illegal materials. The following list of new online dangers.

2.1 Security Issues with Smart Phones

Smart phones and cloud computing have brought us a whole new set of interconnectedness-related issues that call for new laws and fresh thought. Rafal Rohozinski, a Canadian specialist, claims that "the mobile internet is the transforming thing." Mobile devices, many of which are found in developing nations, will be the primary mode of connection for the next 2 billion consumers. The sheer number will probably have a similar social impact to flash mobs. There are several requests for the regulation of cyber space as well as an increase in political activity online. States are being reinvested with the power to manage cyberspace as part of the overall governance of the internet.

2.2.Cloud computing

Regarding cloud computing, data filling has been outsourced for 40 years. The spatial distribution of this storage is novel. A brief, on-demand community to a shared pool of computer assets is the definition of cloud computing provided with the aid of the National Institute of Standards and Technology (NIST). These are essentially server hangers; they

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are now not the stratosphere. Many businesses are already embracing outsourcing for computing and information garage since it results in massive price reductions. All of the predominant corporations, which include Amazon, eBay, Google, Facebook, and others, outsource compute to the cloud. According to Rohozinski, cloud computing entails dividing the contents in a way that did not previously exist. Our rules governing territorial security and copyright are distorted. The price of processing power and bandwidth, as well as the general issue of net neutrality, are a few more concerns brought up by cloud computing. But Luna issues a warning that these new storage facilities raise issues with jurisdiction and security. Who will you file a lawsuit against if there is a problem? For example, Google keeps a third of its cloud in Canada.

3. Modern Cyber security Measures

The present methods of Internet security include private regulatory action, defensive goods and strategies, national laws and their enforcement, and a few restricted instances of international regulation and cooperation.

3.1 Individual Steps

Major roles are played by non-governmental organisations in the field of cyber security. The Web Consortium, located at the Massachusetts Institute of Technology, defines technical standards for the Web. The privately controlled Internet Engineering Task Force (IETF) develops and proposes technical standards for the Internet (including current and next-generation versions of the Internet Protocol).

3.2. National Measures

Numerous national governments have passed legislation intended to penalise certain types of cyber-attacks or exploitation and so serve as a deterrent. However, these rules have little to no impact on those who the United States lacks or is unable to gain regulatory or criminal jurisdiction over, such as persons, groups, or nations. Nearly all of the time, US national security professionals stress the importance of taking national action to improve cyber security. They advocate for national legislation to safeguard the dissemination of threat and attack information, strategies for government agencies like the NSA to collaborate with private organisations in determining the origin and nature of cyber-attacks, and more potent defences and countermeasures against cyber-attacks and

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exploitation created through government-sponsored research and coordination in accordance with cyber security plans. The GAO's report from July 2010 describes the precise roles that numerous U.S. agencies are playing in attempts to improve "global cyber-security," but it comes to the conclusion that these efforts do not form a coherent strategy that is likely to advance U.S. interests.

3.3.Global Initiatives

National governments frequently work together informally to exchange information, look into crimes or attacks, stop or prevent harmful behaviour, provide proof, or even arrange for the extradition of people to a state that requests it. States have also made official, international agreements that have an impact on cyber security either directly or indirectly. The defined criminal behaviours are covered by the international accords, even if the suspected offenders exploited cyber technology to carry them out. The UN Charter and the Geneva Conventions are just two examples of cyber security efforts.

4. Cyber-security Is Essential

The most precious resource for an individual, business sector, state, or nation is information. Concerned regions with regard to an individual are:

1. Preventing unauthorized disclosure, modification, and access to the system's resources.
2. Security when doing online banking, stock market, and retail purchasing activities.
3. Protection of accounts from hijacking while utilising social networking sites.
4. The need for a distinct unit to handle organizational security.
5. Different missions or organizations attract various enemies with various objectives, necessitating varying degrees of readiness.
6. When determining the type of cyber danger a mission or organisation confronts, the interaction of an adversary's
7. It is important to think about capabilities, intentions, and targeting activities. Considering the state and the nation
    i. Securing the data comprising the results of several important surveys.

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ii. Protecting the data base that keeps track of all the organization's rights at the state level.

5. Survey Concerns Regarding Cyber Security Trends

The research and poll on cyber security were used to create the list below.

5.1 Mobile Technology and Apps

Security concerns also rise at an exponential rate in tandem with the exponential expansion of mobile devices. Every new smartphone, tablet, or other mobile device adds another point of vulnerability to networks, making it easier for hackers to access such networks. Thieves who are ready and waiting with highly targeted malware and attacks using mobile applications are aware of this unpleasant situation. In a similar vein, the age-old issue of lost and stolen gadgets will now encompass both these new and vintage technology that were previously ignored by cyber security strategy.

5.2 Networking on social media

Personal cyber dangers will increase as social media use increases. Both the use of social media by corporations and the potential of assault are rapidly increasing. Organizations can anticipate a rise in the usage of social media profiles as a distribution channel for social engineering techniques in 2012. Companies will need to move beyond the fundamentals of policy and process development to more cutting-edge technology like data leakage prevention, improved network monitoring, and log file analysis in order to address the threats.

5.3. Protect systems rather than information

The focus will be on information protection rather than system security. The requirements for security will go beyond simply managing computers to securing the data these systems house as consumers and organisations migrate to store more and more of their critical information online. More granular control will be required by users and businesses to protect the data held therein rather to concentrating on building procedures for safeguarding information storage systems.

5.4. Innovative Platforms and Devices

Cybercriminals will have new opportunities thanks to new platforms and gadgets. Windows-based personal computers have long been linked to security risks. However,

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the emergence of new platforms and gadgets, such as the iPhone, iPad, and Android, will probably bring up fresh dangers. This summer, the Android phone saw its first Trojan, and reports of harmful software and spyware are ongoing, not only for Android.

6. Cyber-era Metaphors

The adoption of cyber security measures was viewed from the standpoint of the market in a second strategy called "Motivating Secure Behaviour." The fundamental idea is that a lot of the flaws in present systems may be attributed to how incentives are structured for both suppliers and consumers of information technology, which in turn shapes how people behave. The third strategy, named "Cyber Wellness," looked for parallels between initiatives to advance both individual and societal health. Its goal is to maintain the population (consisting of users and networked systems) in the best possible health, which includes being resilient to stress, attack-resistant, wary of unsafe situations, curable if ill, and able to control contagions. In general, information systems that require protection typically have three characteristics, according to the literature on cyber security:

1. Confidentiality - communications and information privacy. In terms of the government, this can entail limiting access to classified material to those who are permitted. It may refer to the safeguarding of confidential information in business.
2. Integrity -confidence that data or computer systems have not been altered or destroyed. Loss of data integrity could manifest as instructions to the system that cause human losses, material and financial losses.
3. Availability is the promise that data or services will be available when needed. Interfering with availability includes denial of service attacks, which overwhelm system servers and take down websites.

i) There are two key aspects of this cyber security are metaphors and the Second, the way a problem is phrased typically suggests just particular types of answers, obviating the possibility of other types of solutions being considered. To enable further elaboration, the more recent or uncommon metaphors were then divided into a number of groups.

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7. Combating Cyber-security Threats

7.1 Security Architecture for GPRS

The GPRS protection architecture is a collection of safety techniques used by GPRS to obtain its protection desires. The majority of those strategies have been evolved for GSM first of all, but they were altered to house packet-orientated site visitors and GPRS community additives. The number one goals of the GPRS security structure are two.

A) To thwart unauthorized access to the network, and

B) To safeguard users' privacy. It consists of the following elements:

GPRS backbone security, Subscriber Identity Module (SIM), Subscriber Identity Secrecy, and Subscriber Identity Authentication.

7.2 Intrusion Detection System (IDS)

The problem of attacks on computer infrastructures is getting more and more serious. Any series of acts intended to jeopardise the integrity, confidentiality, or accessibility of a resource are referred to as intrusions. Therefore, intrusion detection is needed as an extra barrier to secure systems. Not only is intrusion detection helpful in identifying successful intrusions, but it also offers vital information for prompt counter measures. Misuse intrusion detection identifies intrusions using well-defined attack patterns that take use of flaws in system and application software. To identify intrusion, these patterns are encoded beforehand and compared to user behaviour. The usual usage behaviour patterns are used by anomaly intrusion detection to locate the intrusion. The statistical measurements of the system properties are used to create the typical usage patterns. Any divergence from the designed usual behaviour is identified as an intrusion when the user's behaviour is observed. In order to provide a sense of security in computer systems, Dorothy Denning suggested the idea of intrusion detection. The fundamental tenet is that incursion behaviour entails anomalous system usage. In more recent advances, several methods and procedures have been applied. Statistical methods, expert systems, predictive pattern generation, state transition analysis, pattern matching, and data mining techniques are a few of the techniques used.

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7.3 Distributed Intrusion Detection System (DIDS)

In Distributed IDS (DIDS), traditional intrusion detection systems are deployed over a wide network while being incorporated in intelligent agents. IDS agents can communicate with a centralised server or with one another in a dispersed setting. The network administrators can take preventive action by early identifying planned and coordinated attacks thanks to distributed monitoring. Additionally, DIDS facilitates better network monitoring, incident analysis, attack tracing, and worm management. Additionally, it aids in the detection of new dangers posed to the network by unauthorised users, backdoor attackers, and hackers across numerous, geographically distinct locations. It is crucial to make sure that each individual IDS in a DIDS is accurate and lightweight. For a networked or distributed context, a number of IDS have been proposed. Individual distributed intrusion detection packages can work together to accomplish network intrusion detection without relying on centralised control thanks to cooperating security managers (CSM). On the local host, each CSM finds harmful activities. Each CSM will notify the CSM on the host from which the connection originated if any notable activity is noticed during the detection of suspicious activity. Only the system directly preceding it in the connection chain will be notified by the local CSM, not the other networked systems. DIDS are merely a distributed implementation of the traditional IDS superset.

Conclusion

The importance of privateers for human beings as a essential human proper has been discussed in this paper. Human rights violations result from the wrongful series and storage of private records, issues with erroneous private facts, or misuse or flawed access of that information. The present risks, issues, boundaries, and solutions facing the IT zone in our society also are covered on this essay. Building a sturdy intrusion detection model with suitable accuracy and real-time performance is essential given the rising frequency of cyber-assaults. In order to protect the records and systems they deal with in addition to the community itself, Indian residents need to decide the excellent safety features. For decades, the IT quarter has been gambling seize-up with hackers and thieves. Therefore, a cyber-protection curriculum is needed within the close to future a

ISBN: 978-93-95105-04-0

good way to instill an understanding of cyber-protection in today's teenagers and, in turn, to increase the range of profound, securely skilled professionals operating inside the IT sector throughout all industries, enhancing each the communication and brain compatibility abilities of both personnel and employers.

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ISBN: 978-93-95105-04-0

A STUDY ON THE RELATIONSHIP BETWEEN ENVIRONMENTAL SUSTAINABILITY AND ECONOMIC DEVELOPMENT

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ABSTRACT

Environmental sustainability interactions occur actions to reduce the use of physical resources, such as the adoption of recovery and recycling everything through the buy recycles strategy. The study's goal is to investigate the relationship between environmental sustainability and economic development. Environmental sustainability is responsible for conserving natural resources and protecting global ecosystems for the future. Because the majority of decision-making that affects the environment does not have an instant effect, one of the most important aspects of environmental sustainability is its forward-thinking nature.

Keywords: Environmental sustainability, Economic Development, Sustainability, Global Ecosystems

ISBN: 978-93-95105-04-0

INTRODUCTION

Economic growth and environmental sustainability

Air, water, strategic planning, and injury prevention are the four elements of environmental sustainability and environmental regulatory requirements. Environmental sustainability is responsible for conserving natural resources and protecting global ecosystems for long-term health and well-being. sustainability includes economic viability, environmental protection, and social equity.[1]

Types of environmental sustainability

To keep the environment healthy, avoid using trash containers. Planting trees to help protect the environment is a way of life on land. The recycling process, Styrofoam, glass, and aluminum is an example of responsible consumption and production. Cities and neighborhoods that are feasible: Biking, walking, or taking public transportation.[2]

Challenges of environmental sustainability

Global warming is a result of CO2 emissions.

• Air pollution and water contamination due to population-level increase

• Pollution of the oceans, seas, and inland waters due to there being no proper storage system

• Slow energy transition and insufficient share of renewable energy.

The relationship between economic growth and economic sustainability

Economic growth's ecological impact includes higher demand for natural resources, water contamination, global warming, and the potential loss of environmental habitats. However, not all kinds of economic growth cause environmental damage. Environmental regulation stimulates economic growth.[3]

Environmental preservation, investment in renewable energies, water conservation, support for sustainable mobility, and innovation in sustainable construction and architecture are all important factors in achieving environmental sustainability on multiple fronts.[4]

ISBN: 978-93-95105-04-0

Review of literature

The environment has suddenly appeared as the ultimate global public good, requiring global efforts that transcend the traditional developed-developing country divide and the corresponding funding framework.[5]

The concept of sustainability protecting terrestrial and marine areas has been an important step forward in capturing the interconnections that exist between various environmental dimensions.[6] Thus, protecting specific land and sea areas can help to protect forests, wetlands, biodiversity, water resources, and fish stocks all at the same time. Adequate drinking water and sanitation infrastructure can best be built through public initiatives, complemented by various community and non-governmental initiatives.[7] The infrastructure should be environmentally friendly to avoid the negative externalities that have emerged as countries expanded their access to drinking water and sanitation. [8]

Maintaining the recycling of certain materials may only be necessary for as long as those material types are required technologically, which could be centuries or decades depending on the rate of technological change.[9]

Economic sustainability is achieved through growth, development, and productivity, as well as ecosystem integrity, carrying capacity, and biodiversity It necessitates the conservation of natural capital as a source of economic inputs and a waste sink.[10]

Ecological integrity is preserved, and all of the earth's environmental systems are kept in balance while natural resources within them are consumed at a rate that allows them to regenerate themself.[11]

Research Methodology

Analysis

A method for identifying latent traits from question-level survey data is factor analysis. It is useful in survey analysis when the phenomenon of interest is complex and cannot be measured directly with a direct question. The correlation structure among observed variables is used in factor analysis to model a smaller number of observed, latent variables known as factors.[12]

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Hypothesis are

- **Ho: The sustainability factor analysis is not valid**
- **H1: The sustainability factor analysis is valid**

Table 1-Kaiser Meyer Olkin coefficient

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.609
Bartlett's Test of Sphericity	Approx. Chi-Square	128.745
	df	55
	Sig.	.000

The significance (0.000) is less than the assumed value (0.05). So, the researcher rejects Ho. This means that the factor analysis is valid. The KMO coefficient value is (.609). The value is more than 0.5.[13] so, the researcher concludes with Bartlett's test that the factor analysis is valid. If KMO values are less than 0.6 indicate the sampling is not adequate. KMO values between 0.8 and 1 indicate the sampling is adequate. So, this implies that the factor analysis for data reduction is effective.

Table 2-Total Variance Explained

The below table shows the initial Eigenvalues (total explained variance). The total initial eigenvalues greater than only 4 components have total initial eigenvalues greater than 1. Those four components explain 64.29% of the cumulative variance. Therefore, the researchers conclude that there are four factors.

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Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.133	28.479	28.479	3.133	28.479	28.479	2.207	20.065	20.065
2	1.644	14.947	43.426	1.644	14.947	43.426	2.069	18.805	38.870
3	1.276	11.600	55.026	1.276	11.600	55.026	1.439	13.086	51.956
4	1.019	9.268	64.293	1.019	9.268	64.293	1.357	12.338	64.293
5	.933	8.478	72.771						
6	.885	8.047	80.818						
7	.670	6.094	86.912						
8	.473	4.298	91.210						
9	.406	3.690	94.900						
10	.309	2.808	97.708						
11	.252	2.292	100.000						

Extraction Method: Principal Component Analysis.

The four factors also show a cumulative variance explanation of 64.29% which means a good factor analysis has been done.

Figure1-Scree plot

In exploratory factor analysis (EFA), a scree plot is the plot of eigenvalues of the factors arranged in descending order of magnitude from the left to the right side of the plot. The idea is to find out the number of factors that can be retained by identifying the factors' point of inflection (where the curve flattens).[14] So, the number of factors before the curve flattens represents the significant number of factors extracted for the factor analysis.

The subjectivity of the scree plot is evident in the output of the research obtained below. The plot shows that the curve begins to flatten at the eleventh factor while the extracted number of factors extracted is 5.

ISBN: 978-93-95105-04-0

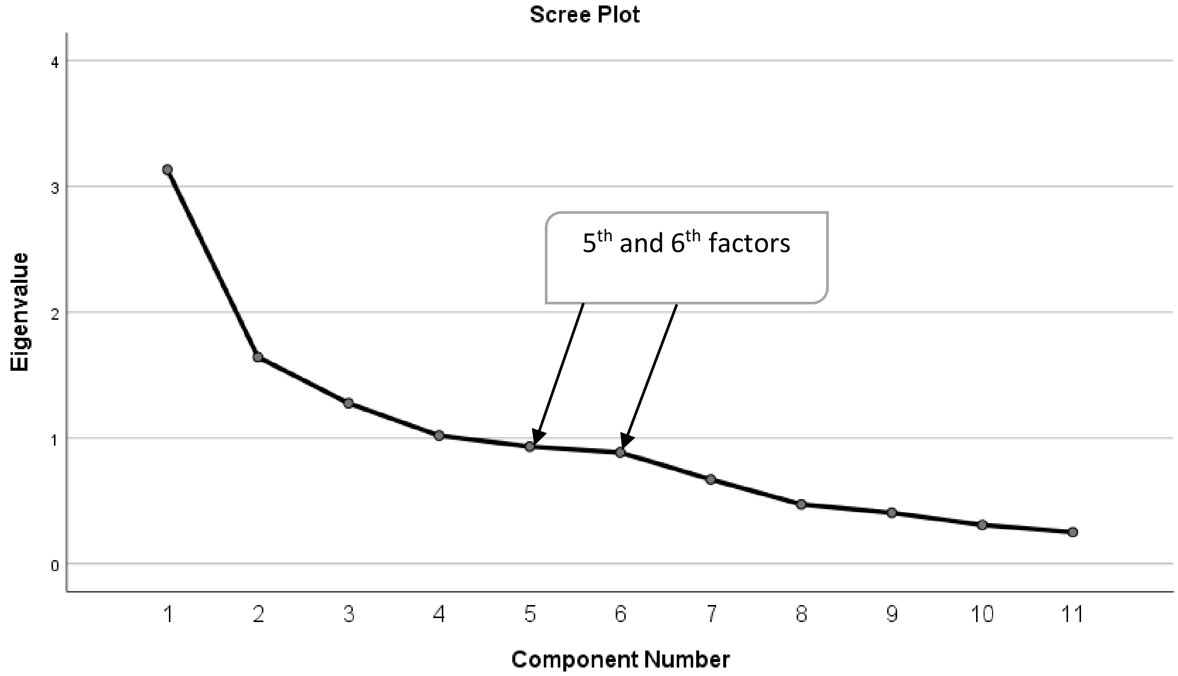

Table 3- Rotated Component Matrix

The table component matrix shows that there is no strong correlation between factors which is good for factor analysis.

Rotated Component Matrix

	Component			
	1	2	3	4
Clean water and sanitation	.611	.274	-.075	.400
Affordable and clean energy	.841	.212	.036	-.098
Biodiversity	.865	-.028	-.024	-.016
Human life on land	.313	.323	-.502	.152
Ecosystem integrity	-.134	.014	.697	.413
Carrying capacity	.405	.254	.667	-.008
Industry	.246	.516	.343	.382

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Innovation	-.028	-.034	.097	.859
Infrastructure	.139	.585	-.314	.317
Climate condition	.121	.801	-.050	-.099
Economic Growth	.053	.726	.145	-.021

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

Table 4- Interpreting the results

Component Score Covariance Matrix

Component	1	2	3	4
1	**1.000**	.000	.000	.000
2	.000	**1.000**	.000	.000
3	.000	.000	**1.000**	.000
4	.000	.000	.000	**1.000**

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

The output of the four factors accounts for 64.29% of the variance. The percentage row along the bottom shows how much of the variance each explains. The four factors are explaining between 13.5 % to 19% of the variance.

The commonality column displays the proportion of the variance the four factors explain for each variable. Values closer to 1 are better.[15] The four factors explain the most variance for resume (0.763) and the least for appearance (0.477).

Conclusion

The study concludes with environmental sustainability economic development, which aims to increase the production of goods and services to meet the needs of a growing population while putting additional strain on the environment. Initially, the demand for environmental resources was less than the supply. The world is currently experiencing

ISBN: 978-93-95105-04-0

increased demand for environmental resources, but their supply is limited due to overuse and mismanagement. Sustainable development promotes development that minimizes environmental problems while meeting the needs of the present generation without jeopardizing future generations' ability to meet their own needs.

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ISBN: 978-93-95105-04-0

CONSUMER AWARENESS ON ETHICAL AFFILIATE MARKETING IN SOUTHERN DISTRICT OF TAMILNADU

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ABSTRACT

A timely, inclusive and ethical marketing technique can not only bolster productivity and growth but also serve as a catalyst. In this data-driven business world, innumerable marketing techniques throng the customers and market. One such recent trend is Affiliate marketing, which is a process of establishing the product & service by a third party in a digital way like blog, social media or websites. The publisher who acts as an affiliate gets a sizeable commission. The affiliate market works in the process of getting a commission, sharing an ads or link on the own websites, customer clicks the ad or link, action of purchase and finally the payment transaction from the customer. Here the ethical affiliate marketing is the follow up of principles of fair trade, payment, transparency and accountable of both customer and affiliates. The challenges or the ethical issues faced by the manufacturer are finding a right affiliate partner and the ways and means to effectively manage the brand. This emerging marketing technique has already established itself in every notable brand where the web traffic is largely directed to such marketers. Thus an urging need has arisen to know the consumer awareness about the ethical affiliate marketing and an earnest attempt has been made to evaluate the same.

ISBN: 978-93-95105-04-0

INTRODUCTION

In this data-driven business world, innumerable marketing techniques throng the market. One such recent trend is Affiliate marketing, which is a process of establishing the product & service by a third party in a digital way like blog, social media or websites. The publisher who acts as an affiliate gets a sizeable commission. The affiliate market works in the process of getting a commission, sharing an ads or link on the own websites, customer clicks the ad or link, action of purchase and finally the payment transaction from the customer. Here the ethical affiliate marketing is the follow up of principles of fair trade, payment, transparency and accountable of both customer and affiliates. The challenges or the ethical issues faced by the manufacturer are finding a right affiliate partner and the ways and means to effectively manage the brand. This emerging marketing technique has already established itself in every notable brand where the web traffic is largely directed to such marketers. Thus an urging need has arisen to know the consumer awareness about the ethical affiliate marketing and an earnest attempt has been made to evaluate the same.

OBJECTIVES

1. To study the awareness level of ethical affiliate marketing.
2. To identify the ethical challenges faced by the manufacturer to reach consumers.
3. To determine the effectiveness of ethical affiliate marketing among consumers.

MATERIALS AND METHODS

This study was carried out in southern district of Tamil Nadu. A sample of 200 respondents was selected based on simple random sampling. A well structured questionnaire comprising detailed aspects of the questions was used as the research tool. The respondents who reside at the four districts of southern Tamil Nadu namely Tirunelveli, Tuticorin, Kanyakumari, Tenkasi were contacted. Both Primary and Secondary data were used. SPSS software version 26 was used to analyze the collected data. Chi-square test and Correlation test were applied.

HYPOTHESIS OF THE STUDY

1. **Relationship between factors determines buying behavior of consumer and the awareness level of consumer**

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H_0 = There is no significant relationship between factors determines buying behavior of consumer and the awareness level of consumer.

H_1 = There is significant relationship between factors determines buying behavior of consumer and the awareness level of consumer.

Factors determines buying behaviour * level of awareness Cross tabulation

			Factors determine buying behaviour					Total
			Brand image	Spl offer	revi ew	Blog &SE O	Social media ads	
Level of awareness	Higher	Count	6	6	9	9	7	37
		Expected Count	5.9	5.7	7.8	8.1	9.4	37.0
	High	Count	5	5	6	9	10	35
		Expected Count	5.6	5.4	7.4	7.7	8.9	35.0
	Moderate	Count	10	6	9	11	17	53
		Expected Count	8.5	8.2	11.1	11.7	13.5	53.0
	Less	Count	6	9	12	9	11	47
		Expected Count	7.5	7.3	9.9	10.3	12.0	47.0
	None	Count	5	5	6	6	6	28
		Expected Count	4.5	4.3	5.9	6.2	7.1	28.0
Total		Count	32	31	42	44	51	200
		Expected Count	32.0	31.0	42.0	44.0	51.0	200.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.610[a]	16	.992
Likelihood Ratio	5.650	16	.991

ISBN: 978-93-95105-04-0

Linear-by-Linear Association	.062	1	.804
N of Valid Cases	200		

Degrees of Freedom (df) = (r-1) * (c-1) = (5-1) * (5-1) = 4 * 4 = 16

χ^2 table value at 5% level of significance for 16 df = 26.296

From the above table, it is evident that the H_0 is accepted. Therefore there is no significant relationship between factors determines buying behavior of consumer and the awareness level of consumer.

2. **Relationship between ethical challenges faced by manufacturer and the effectiveness of affiliate marketing.**

   H_0 = There is no significant relationship between ethical challenges faced by manufacturer and the effectiveness of affiliate marketing.

   H_1 = There is significant relationship between ethical challenges faced by manufacturer and the effectiveness of affiliate marketing.

Ethical challenges * effectiveness of affiliate marketing Cross tabulation

			Effectiveness of affiliate marketing					Total
			S.D.	D	N	A	S.A.	
Ethical challenges	Consumer privacy	Count	9	7	6	7	9	38
		Expected Count	8.9	7.6	6.6	8.2	6.6	38.0
	Copyright infringement	Count	7	8	6	6	6	33
		Expected Count	7.8	6.6	5.8	7.1	5.8	33.0
	Personal info security	Count	13	8	8	11	7	47
		Expected Count	11.0	9.4	8.2	10.1	8.2	47.0
	Ads on ethical websites	Count	9	8	8	13	6	44
		Expected Count	10.3	8.8	7.7	9.5	7.7	44.0

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	Using social media influencers	Count	9	9	7	6	7	38
		Expected Count	8.9	7.6	6.6	8.2	6.6	38.0
Total		Count	47	40	35	43	35	200
		Expected Count	47.0	40.0	35.0	43.0	35.0	200.0

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.319[a]	16	.994
Likelihood Ratio	5.185	16	.995
Linear-by-Linear Association	.124	1	.725
N of Valid Cases	200		

Degrees of Freedom (df) = (r-1) * (c-1) = (5-1) * (5-1) = 4 * 4 = 16

χ^2 table value at 5% level of significance for 16 df = 26.296

From the above table, it is clear that the H_0 is accepted. Therefore there is no significant relationship between ethical challenges faced by manufacturer and the effectiveness of affiliate marketing.

FINDINGS OF THE STUDY

The study finds that the consumers have moderate level of awareness on factors of brand image, special offer, customer review, blogs post & SEO, social media ads. The main ethical issue faced by the manufacturer is personal information security have the strongest effectiveness of affiliate marketing. Also, the study further reveals that the consumers are afraid of misuse of personal information and they prefer purchasing through the channel of affiliate marketers.

SUGGESTIONS

❖ The brands should come forward in highlighting their ethical affiliate marketing practices in all platforms so as to garner a wider reach among the targeted consumers.

ISBN: 978-93-95105-04-0

- The futuristic vision with regard to the ethical affiliate marketing should also be made known to the masses.
- Since the awareness level about ethical affiliate marketing is from moderate to low, aggressive propaganda can be undertaken.
- The Government should take pertinent measures to accentuate the ethical marketing practices to the general public.

CONCLUSION

The present study has analysed the consumer awareness about the ethical affiliate marketing. The study revealed that awareness about the ethical affiliate marketing is still in its infant stage and needs to be effectively increased to reap the benefits of the same. In order to make significant strides towards it, right impetus should be given and scrupulous adherence to ethical practices to be checked time and again. It can be rightly concluded that, a seismic shift to creating awareness about the ethical affiliate marketing is the need of the hour.

ISBN: 978-93-95105-04-0

ETHICAL ISSUES OF E-COMMERCES IN SOCIAL MEDIA

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ABSTRACT

Nowadays social media is quite popular. In overall world across all over generation. They increased use of these media is accompanied by privacy issues and ethical concerns. These privacy issues can have far-reaching professional, personal and security implications. Social media has become an integral part of our daily lives. E-commerce, Face book, Instagram, Snap chat, Tinder and TikTok are just some of the many apps and websites that have dominated the social media landscape over the last two decades. Although these sites provide a service to their users, they also gather substantial amounts of personal information in the pursuit of financial gain. In ethical issues both websites and the personal information gathered by the companies must need privacy.

ISBN: 978-93-95105-04-0

INTRODUCTION

In social media where all the product and services exchange and involve in platform as E-Commerce. In the trading process Online shopping web sites is a market where consumers and directly exchange their products. In this platform where businessmen are partners where consumers know each other and their products and services and there contact for the future business deals. Marketing is the places where customers establish by social media.

In history, both social media and the data collected are increased rapidly. Social media can be practical in both personal and professional aspects in day to day lives. Some examples that are practical from a personal point of view that include communicating with friends and family, learning, developing new hobbies, connecting with groups of same political or religious backgrounds, providing or receiving entertainment and engaging with future employers. From a professional point of view, the data collected from social media can be utilized for marketing, customer feedback, politics, law enforcement activities, user preferences and much more. The full extent of how this technology can be implemented and consumed seems to be endless. Through the collection and use of this data, many ethical and moral problems arise. However the data is used shared and even guarded. It also raise personal ethics of privacy, specifically what should, and should not, be shared in public. In this research document, we are going to see the ethical, social, and moral issues that arise in both E-commerce and usage of this data.

OBJECTIVE

- It is a bond of trust with their audience and leading to cultivate customer loyalty.
- Customer or Audience has dignity, respect and privacy.

ETHICAL IMPLICATIONS IN E-COMMERCES ON SOCIAL MEDIA

Customers were attractive in pre-retail for launching new products and services. In Online, there are financial exchanges were currency exchanges for the trading purposes. For effective complete of E-commerce system process and services, it requires some third parties communities such online banking platform, electronic data

ISBN: 978-93-95105-04-0

interchange, Mobile platform and Internet connections. The idea of conducting trade over internet has brought some advantage to both producers and consumers these are time saving and reduce time to travel for shopping malls, Make shopping flexible as one can make orders at their comfort enjoy it. The good things that came with commercialization of e-commerce's there are some adverse effects of ethical issues that precipitate and need to be paying attention for its fullness. These issues are online privacy, web spoofing, cyber-squatting, phishing and web tracking.

At this point some consumer feels that personal information gathered secretly by cookies will result in loss of privacy. It forces online retailers to think and to determine about what sort of privacy protection policies. Today most of online retailer posted new privacy policies to their customers. Company's activities like adopting strict privacy policies and protection of online buyers will be rewarded by their consumers in working place. E-retailers have to realize that in order to succeed e-commerce efforts must match the consumer needs related to security.

Now days there are lot of comfort around online shopping in e-commerce by getting the product and there service in same place has they like. In this kind of situation ethical issues must be raise in online market. Thought the market has no protecting for the information and technology buying and selling businessmen need to realize their own safety reason. Since online has their own secured to aware of their detail. The technology in now a day's find all over there unethical thinks. In social media has all the ethical types of problems to deal with there are the sources with available in customers to attractive motive. Many customer has the negative option but enlarge social media market my of businessmen gaining a lot of stuff to deal with so it is unethical even though it is un safe public prefer online shopping the most.

FINDING

- To virtually attract the student we need to create a real entertainment in effective way and to re-creation the entertainment as well.
- For the safety of the companies we need to reduce additional information in social media network and in computer site there are more policies.

ISBN: 978-93-95105-04-0

- During the night time internet website has lower free downloaded and for the feature there were providing lower cost at the night time.
- Family has the more controlling power and monitoring factor for there Childers.
- In online website there are more unethical site in this site lot of educate people were exposing their knowledge in dangers ways.
- In this unethical site people must be aware of facing all the consequences and they have to bear all the risks factors to reduce the exposal in internet.
- In many countries there have lots of condition for this kind of unethical website.
- In this online website there are lot of games and cultural development in this resource we can spend a limited hours.
- In this unethical network there has lot of cultural and gaming process and rather than country habitation.

SUGGESTION

- In social media there are lots of unethical issues that implication in most of people privacy and security.
- In online website lot of social media has loss their privacy in their private life and in companies.
- In this unethical platform people imposed their opinions on public in real life and fight for their own right to avoid more issues.
- All the people cannot agree with their thought in social media. In online they have plenty of theft and copyright violations are establishing state specific rules.
- Unethical issues are surrounded by all over internet and in social media website the regard the government must ensure there rule and regulation heavily.
- All the social media crimes have the illegal issues and other online thefts. Where cultural default in all the crimes and needs in negative behavioral.

ISBN: 978-93-95105-04-0

CONCLUSION

The expanding world of social media used data collection has far-reaching implications on both personal and professional levels. Social media has become one of the defining technologies of our time. In social media all the information were shares long lasting effects. In general all the critical process is unforgettable posting in social media. And unethical issues lots of employee got their job information technology resources in business area. Just because of we have access to certain data does not mean we should use it. Many of the issues arise when the sector of information technology are only now being discussed and researched which means there is much to learn for both the users and the providers of social media services.

ISBN: 978-93-95105-04-0

ETHICS IN SOCIAL MEDIA RESEARCH: WHERE IT LEADS?

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ABSTRACT

It was a different world when social media (SM) platforms were firstly introduced: Online participants could choose who, what, where and when they participated, and the role they played in research was often clearly defined by the researchers. There was still a long way to go before ubiquitous and pervasive computing became dominant (Goddard, 2018). But now the scenario changed completely. Our period saw the explosive wave of SM research. It is the user-generated content that makes this platform so valuable for researchers. Prior to social media, Many researchers collected information on attitudes and behaviour using questionnaires, in-depth interviews, and observations, such data is now often available by typing few letters and clicking a button. Hence, it is not surprising that social media platforms are becoming popular field sites for researchers across a number of different disciplines. As it is wide spread, the use of social media data in research poses important ethical concerns. Currently, there is still a debate over the best ways to use the data, where to use it and when it should be used and it is still under scrutiny.

By bringing together several publications, all of which critically examine ethics and ethical decision-making from the ground up, this paper contributes to the literature in the field of SM research ethics. The papers provide case studies and guidelines for those researching online or reviewing such data for their endeavours. Clearly, this paper shows

ISBN: 978-93-95105-04-0

that, no matter how far we have come in social media research ethics, there is still some way to go.

Keywords: Ethical concerns; social media research; case studies; guidelines and practising measures.

ISBN: 978-93-95105-04-0

INTRODUCTION

Using social media data to research is a common practice in both the public and private sector, but the ethics surrounding this practice are often unclear. While there are a number of ways to conduct ethical research in social media environments, it is important to keep the public's interests in mind, and not simply focus on the benefits of a particular research endeavours.

In this article, social media refers to any web applications or software that enable users to generate contents and share it in public platform. Due to their large and widespread reach, Researchers frequently work with data that is gathered through discussion forums, chat rooms, and blogging platforms like WordPress, but social media platforms like Twitter, Facebook, and Instagram are particularly popular because of their breadth and attractiveness. Kaplan & Haenlein, 2010 define social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content” (p. 61). This paper discusses the ethical issues surrounding the choice of whether social media data should be deemed human subjects research or text, how future consent policies will be determined by these discussions, and if users of SM platforms will have privacy expectations in the future. (Hudson James M. and Bruckman, 2005; Woodfield & Iphofen, 2017).

Academic attitudes towards ethical challenges of social media research

various academics and researchers have explored the ethical challenges associated with social media (SM) research. Some have focused on privacy, while others have addressed a more comprehensive set of ethical issues. These include Informed consent, Risk of harm and anonymity. These studies have produced mixed results, though they have helped highlight some new perspectives on these issues. In order to effectively conduct research, researchers must address a variety of risks and benefits. Those risks include the potential for harm to individuals. However, researchers must also ensure that their research provides social benefits. A significant amount of research has focused on the use of social media to investigate mental health.

ISBN: 978-93-95105-04-0

However, some social media users do not want their data used in research. They may not read the terms of service or understand the permanence of their digital footprint. This is not a problem if users grant explicit consent to researchers. However, the process of obtaining this consent is often infeasible.

As more data becomes available, the ethical challenges associated with research using public domain data are expanding. This expansion has been driven by the advertisement-based business model and micro targeting practices. The lack of regulation has allowed these companies to amass a wealth of user data. Using such data without consent can be considered a civil rights violation and a 13th Amendment violation.

In contrast, students are generally permissive toward the use of social media by law enforcement to apprehend suspects. However, the same students worry about their own use of social media. Among the students surveyed, 65% supported the use of social media by law enforcement for apprehending suspects.

Although there is a strong consensus that data privacy is a human right, there is some uncertainty about whether the social media user is responsible for protecting their data. This is a complex issue.

Concerns on Accessibility of social media data

Using social media data for research is acceptable if it is clear and individuals know the analysis methods. But the context and purpose of data use play a big role in individuals' perceptions of acceptable uses.

Researchers must balance the benefits and risks of using data for research. They need to educate potential participants, clarify the significance of the work, and elicit informed consent. They also need to protect participants' rights. They should not coerce or try to pressure individuals. But they should also make sure the research has social benefits.

Social media users tend to equate their data with privacy. They may not realize that they grant broad permissions to researchers to use their data. They may also not realize that their data is publicly available. This can lead to abuse and harassment. Researchers may also encounter threats of offline violence or harassment.

Individuals are concerned about the use of data that pertains to their basic demographics. They are also more concerned about data about their personal preferences. They are less

ISBN: 978-93-95105-04-0

concerned about data that pertains to race, religion, and mental health. But they are more concerned with data related to their personal profile and posts about their friends.

Individuals are more concerned about researchers using their data about their sexual habits. They are also less comfortable with researchers using their cell phone location data. But they are less concerned with the data about their religion, race, and height. This suggests that the type of data may mediate the acceptability of using data for research.

Individuals are less concerned with the data used in research if it is clear that the data will benefit them personally. They also feel better about using data for research when they know the security measures that are being used.

Impact of profiling of individuals as 'migrants' on social media research

Using social media analytics in research requires specific ethical challenges. These challenges can be exacerbated by political contexts, such as violence. In addition, it is important to understand how policy relevance affects research ethics.

PERCEPTIONS, a European Commission-funded project, collected public-available social media data and analysed it in order to understand public narratives about Europe. The project used Twitter as a data source. Data were collected on a daily basis for three months and translated into six languages. It was then used in three different types of analyses.

The project complied with ethical guidelines from the British Psychological Society. The project aimed to balance anonymity of individuals with their social media presence. However, the HSI and ERO, which were two of the project's partners, interpreted their social media data as "high-profile cases". This resulted in the arrest of over 40 immigrants involved with Migrant Justice, a Vermont-based farm workers' rights group.

The United Nations High Commissioner for Human Rights has identified several factors that contribute to vulnerable situations for migrants. These include poverty, violence, and legal precarity. These factors are dynamic and may change over time. Similarly, the situation of a refugee can be difficult to document. Using proxies to assess threat risks is inevitable in complicated assessments. However, these proxies tend to resemble stereotypes about particular groups.

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The project also raised ethical concerns related to informed consent and data sharing processes. These issues were addressed in the joint controller document, which outlines agreements and liabilities associated with the data breach. In addition, the project was conducted in a multilingual team to avoid biases in the research.

The PERCEPTIONS consortium is made up of academics, practitioners, and law enforcement agencies from countries across the European Union and beyond. However, in the face of political instability, research with vulnerable populations and refugee populations can present additional ethical challenges.

Privacy Issues in Social Media Research

Despite the increasing availability and use of social media data, many researchers are challenged by privacy issues in social media research. Research ethics in social media is a difficult area because of the complexity of the social and legal landscape. These issues may affect researchers' ability to use data for research, whether or not they should use it, and the risks and benefits associated with using data. It is important to understand how researchers should approach these issues in their research.

A key element in research ethics practice is the use of informed consent. An informed consent process seeks to obtain explicit permission from individuals to use their data. This consent is considered informed if the individual has an actual expectation of privacy, which is reasonable based on the expectations of society. It is not uncommon to find that people are not informed about how much data is available on social media. However, researchers have found that people generally agree to use data for research when they are explicitly asked for permission.

However, an informed consent process may not be appropriate in certain contexts. For example, people are more comfortable using data when it offers them a personal benefit, such as a discount, or when it provides a service, they find useful. In addition, some data are more sensitive than others, such as location data.

Social media research ethics require researchers to balance the risks and benefits of using data and reconcile their legal ability to use social media data with their ethical obligations. There are five privacy paradigms that provide a heuristic to evaluate ethical practices. These paradigms are the relational, the epistemic, the cultural, the political, and

ISBN: 978-93-95105-04-0

the technological. Each of these paradigms has its own set of ethical principles and values (Kisselburgh Lorraine and Beever, 2022).

In the relational paradigm, beneficence shifts from individual harm to the collective societal good. While the principle of non-maleficence still relates to privacy practices, the scope of privacy concerns has expanded from individuals to the Internet, intelligence, and social connections. These new contexts are creating new research and policy contexts. Moreover, the emergence of multimodal surveillance has raised new ethical issues. These include how to protect individuals from harm and how to elicit informed consent.

While the epistemic paradigm focuses on what we know, the cultural and political paradigms focus on how individuals view privacy. Researchers have to understand how these contexts affect people's expectations of privacy. The complexity of contemporary contexts means that ethical concerns will continue to require epistemic vigilance.

In the cultural and political paradigm, privacy concerns are potentially more significant than in the relational paradigm. There are new contexts of privacy that need to be addressed by comprehensive privacy legislation. For example, data collected through location tracking could be more sensitive than data collected through social media. Likewise, individuals may have less trust in researchers using their social media data than they do in academic researchers. This suggests that researchers should develop additional resources for ethical decision making (Kisselburgh Lorraine and Beever, 2022).

Guidelines on how to deal with social media users who could also have special privacy expectations and refuse to offer their informed permission are still lacking. These issues are partially solved by preserving social media data as simply identifying references to the actual content (such as tweet IDs): if anything is deleted from a social media site, it will also no longer be retrievable from references that have been shared. Therefore, users still have some control over their material. However, people who might not be aware that they are being watched continue to disseminate information. It may make sense to further limit access only to academics from respectable research institutions who can be trusted to comply by typical research ethical principles will have access the data.

Processing personal data without a person's consent is prohibited, as made abundantly clear by the General Data Protection Regulation (GDPR), which became effective in May

ISBN: 978-93-95105-04-0

2019. Individuals must receive privacy notices that describe how their personal data will be handled and the requirements that must be met in order for the consent to be valid under the GDPR(*GDPR.Eu*, n.d.). These requirements are,

1. “Freely given-an individual must be given a genuine choice when providing consent and it should generally be unbundled from other terms and conditions”.
2. “Specific and informed- this means that data subjects should be provided with information as ti the identity of the controller(s), the specific purposes, types of processing, as well as being informed of their right to withdraw consent at any time.”
3. “Explicit and unambiguous – the data subject must clearly express their consent (e.g., by actively ticking a box which confirms they are giving consent -pre ticked boxes are insufficient).”
4. “Under 13s- children under the age of 13 cannot provide consent and it is therefore, necessary to obtain consent from their parents”.

Other major concerns in social media research ethics

This section summarizes some of the most important arguments made in the literature on using social media data in research using Townsend, 2016 four central, interconnected areas of ethical concern in the virtual research world: risk of harm, private versus public data, informed consent, and anonymity.

Risk of harm

While one study acknowledge that it is unlikely that social research methods will result in any major physical harm to participants (Dingwall, 2008), another study however view harm as a broad concept that encompasses not just substantial bodily harm but also psychological and social harms (Webster, 2014). Users may suffer harms such as embarrassment as a result of the research, reputational damage which may affects a user’s social, family or professional life, online or offline harassment, or being target of menacing behaviour or unequal treatment from others. These are just a few examples of the harms that may occur. These more severe outcomes are probable in the context of social media research, particularly if user anonymity is breached or if content is shared

ISBN: 978-93-95105-04-0

with new and unanticipated audiences which have risk of humiliation, reputational damage, or physical assault.(Townsend, 2016)

Private vs public data

A basic contrast has been drawn in the literature between social media accounts that employ restricted permissions with the strongest privacy safeguards (possibly making research usage of them ethical) and those that don't (perhaps making it unethical to use them for research without authorization) (Woodfield & Iphofen, 2017b). Based on these characteristics, users can consider Facebook and Instagram material to be private since they have the ability to choose who can access their information through privacy settings (Kosinski et al., 2015).

Since text and non-text content on social media platforms may be shared, commented on, and even modified, the status of data as public or private is neither stable nor transparent. The upshot is that in certain situations, data that had previously been considered private, have come to be made public — a kind of data characterized by Lange, 2007as publicly private/privately public. This discussion brings up the question of data ownership, according to (Kelsey Beninger, 2017).The author makes a distinction between legal and moral ownership of data and argues that regardless of legal ownership, user-provided social media contents are belonging to the users only.

Informed consent

The absence of informed permission from social media users who could potentially have specific privacy expectations is still not addressed by any rules. These problems are somewhat addressed by archiving social media data as simple references to the actual content (such as tweet IDs): A user's deleted content won't be retrievable via shared references if they delete it from the social networking site. As a result, users maintain at least some level of control over their material. Information is however still spread by users who may not be aware that they are being studied. Because of this, it may make sense to further restrict access to datasets in order to guarantee that only academics from reputable research institutes who can be trusted to uphold standard research ethical norms have access to the data.

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Anonymity

When it comes to publishing research done in the internet realm, maintaining anonymity is a special problem (Dawson, 2014; Zimmer M. & Kinder-Kurlanda K. (szerk.), 2016) This is difficult since user surveys have shown that people feel most at ease when their content is anonymized before being utilized for research (Fiesler & Proferes, 2018). When utilizing social media data in any study, anonymization processes are usually troublesome since there is a chance that when they are published, the information may be tracked, revealing the user's identify and putting them at risk of harm (Townsend, 2016; Williams et al., 2017). When using sensitive data or people that belong to vulnerable groups, this is especially concerning. Traceability of information, comments, statuses, and quotations is one of the challenges with keeping anonymity online, according to Kelsey Beninger, 2017and Kandy Woodfield, 2013).

Case Analysis

This section trying to figure out some major concerns of ethical violations of social media data that happened in real life scenario. It summarises high profile data violation namely Cambridge Analytica scandal that happened in 2010.

Cambridge Analytica scandal

Without user’s consent and knowledge, the British consulting firm *Cambridge Analytica* accumulated the personal data of millions of Facebook users. It was done through one App called “This Is Your Digital Life", developed by data scientist Alexander Kogan. The software also collects user data from Facebook friends via the Open Graph network on Facebook. The information was utilized to develop user’s psychological profiles. Cambridge Analytica used the information to aid Ted Cruz and Donald Trump's presidential campaigns in 2016. In 2018 interviews with The Guardian and The New York Times, former Cambridge Analytica employee Christopher Wylie disclosed details about the data exploitation.

Academics have already been warning about psychological targeting, but Cambridge Analytica's openness about their approach and the calibre of their patrons, including the Trump presidential campaign and the UK's Vote Leave campaign, brought these vulnerabilities to forefront (Digital Trust, 2018).

ISBN: 978-93-95105-04-0

Concerns: Is it possible to gather and analyse the data in this way, and is it possible to do so? What measures are taken to protect each face book user's privacy and anonymity?

What a SM researcher can do on behalf of this: There happened a scrutiny of the case by higher authorities and strict implementation of law execution is carried out. In 2018, Mark Zuckerberg, the CEO of Facebook, confessed for their role in the data harvesting in the front of Congress. The Federal Trade Commission said in July 2019 that it would punish Facebook by $5 billion for privacy breaches and for subjecting user data to a "serious risk of harm". Cambridge Analytica filed for bankruptcy in May 2018 (*Facebook–Cambridge Analytica Data Scandal*, 2022).

There are many laws which give direct guidelines on how to use social media data. The researcher should strictly adhere to such laws before going for SM research. The data used was pertain to a public platform face book, although it could be sensitive in many aspects. When doing SM research, it is important to make sure that anonymity and privacy are protected whenever the data is collected and that individual-based data is not disclosed again or included within the data set. Social media handles (profile names) should be deleted from the data set. However, before doing so, users should keep in mind that they are in compliance with Facebook's API Terms and Conditions, since these are frequently under revision.

Ethical guidelines on the use of social media data for research

Massive data sets that continue to exclude some groups or are so unbalanced that some populations can only be recognized by their algorithmic features regularly make it hard to maintain the principles of justice. Respect for data or samples is increasingly being broadened to incorporate respect for people. This article hope that researchers of SM data take up this challenge and endeavour to energize new research methodologies and discourses on research ethics in their institutions. This must be comprehensive, and training must probe thoroughly into all relevant domains, cultural norms, and settings that support research rather than just focusing on the technical or procedural components.

For researchers and ethical committees, The British Psychological Society, 2017 provide certain rules in an understandable manner. They are categorised below,

ISBN: 978-93-95105-04-0

Table 1. Summary of the Main Ethics Issues to Consider When Designing, Implementing, or Assessing an Internet-Mediated Research (IMR) Study.

Principle	Considerations
Respect for the autonomy, privacy, and dignity of individuals and communities	• Public/private distinction—The extent to which potential data derived from online sources should be considered in the public or private domain; • Confidentiality—Levels of risk to the confidentiality of participants' data, and how to minimize and/or inform participants of these risks, particularly where they may potentially lead to harm; • Copyright—Copyright issues and data ownership, and when permission should be sought to use potential data sources; • Valid consent—How to implement robust, traceable valid consent procedures; • Withdrawal—How to implement robust procedures which allow participants to act on their rights to withdraw data; • Debriefing—How to implement robust procedures which maximize the likelihood of participants receiving appropriate debrief information

ISBN: 978-93-95105-04-0

Scientific integrity	Levels of control—How reduced levels of control may affect the scientific value of a study, and how best to maximize levels of control where appropriate.
Social responsibility	Disruption of social structures—The extent to which proposed research study procedures and dissemination practices might disrupt/harm social groups.
Maximizing benefits and minimizing harm	• Maximizing benefits—How each of the issues mentioned above might act to reduce the benefits of a piece of research, and the best procedures for maximizing benefits; • Minimizing harm—How each of the issues mentioned above might lead to potential harm, and the best procedures for minimizing harm.

(The British Psychological Society, 2017)

Implications

By bringing together several publications, all of which critically examine ethics and ethical decision-making from the ground up, this paper contributes to the literature in the field of SM research ethics. Data fairness, algorithmic manipulation, false data, data produced by bots or AI, and other recent challenges that threaten research responsibility and integrity must be given more consideration by researchers. The context and prospective uses of the data are crucial considerations for both the researcher and the subject of the investigation, as stated throughout. It is just a matter of time until the movement for subject/participant advocacy has an impact on SM research, since research participation and participant rights have emerged as a significant problem in fields like medicine and clinical trials. It is important to broaden cross-disciplinary empirical research on privacy, data usage and reuse, data sharing, and secondary research efforts.

ISBN: 978-93-95105-04-0

And, these results should also be funnelled into lectures on research ethics and techniques to make sure that new researchers are adhering to the proper standards and procedures. In our role as researchers, we act for and on behalf of the public good. These results should also be funnelled into lectures on research ethics and techniques to make sure that new researchers are adhering to the proper standards and procedures.

We are actors for and of the public good as researchers. Transparency, ethically good practices, and scientific integrity are essential. In addition to urging to ask questions, this paper longing that the beneficiaries pursue the clues provided throughout. In a period where hate speech and fake news are ubiquitous on Facebook and Twitter, when governments debate on how to regulate these spaces, and when social media (SM) itself appears to divide rather than unite people, it pushes scholars to retain the higher moral ground. Living under the motto "do no harm" is worthwhile.

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ISBN: 978-93-95105-04-0

GENDER EQUALITY IN HIGHER EDUCATION

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ABSTRACT

The gender disparity that affects every region, social class, and hinders the development of Indian educational system is considered in this study. Since it affects every aspect of life, including education, career prospects, income, health, social and cultural difficulties, and the economy, gender unevenness in higher education in India is a very complicated and varied reality. There has been an effort to identify the causes of this issue in the Indian educational systems. Therefore, this study emphasises the complex backdrop of gender disparities that exist in Indian educational systems. Overall, the study shows that there is biasness in the economic, social, cultural, and legal spheres, which poses a significant challenge to social scientists and policymakers in establishing genuine equality across the board. The researchers have tried to provide some pertinent techniques and policy implications for addressing gender inequality and advancing the status of Indian women.

Keywords: Gender, Cast, Religious disparity, Higher Education, India

ISBN: 978-93-95105-04-0

INTRODUCTION

A. Gender Equality:

Women and girl children make up 50% of the world's population, and they have equal share of humanity's potential. Gender egalitarianism is a fundamental human right, also a necessary condition for building tranquil communities/societies, realising humanitarian potential, and achieving feasible development. It has also proven that women empowerment increases work productivity and financial growth.

Men and women still have a more time to go before they are treated equally in terms of opportunities and rights, warns UN Women. To ensure girl, women and men have equal entry to quality education, health care, political participation and financial resources, the many forms of gender-based violence must end. There must be equal access to employment, leadership positions and decision-making at all levels.

B. Women rights as human right:

The General Assembly of United Nations adopted Universal Declaration of Human Rights on 10th of December1948, embodied gender equality into International human rights law. This document in history belongs to Human right’s recognises "Everyone is entitled to all the rights and freedoms set forth in this Declaration, without distinction of any kind, such as race, colour, sex, language, religion, birth or other status." It also stated that "Everyone is entitled to all the rights and freedoms set forth in this Declaration."

Women's History Month in March makes it the ideal opportunity to draw attention to, recognise, and support initiatives that combine gender equity with the student experience. Student experiences with higher education are significantly shaped by gender, particularly on campuses. Additionally, it can affect a student's ability to obtain necessities like accommodation, food, and transportation. To affirm a college experience, release content on college websites/blogs/Flyers on how to take gender equity into account and promote it.

Discuss vocabulary to know, how to develop inclusive support services, organisations and resources for students who identify as women, and issues to help you understand gender equity. By conducting workshops create awareness among the students and

ISBN: 978-93-95105-04-0

academicians and will get idea of how to make the community at your school a friendly place for women.

2. Gender Inequalities-Higher Education:

The persistence of inequities in access the higher education is the biggest issue facing by Indian higher education system. Socioeconomic inequalities among society are a direct consequence of uneven entrance to higher education, and these inequalities may reinforce inequalities in education. Unequal access to higher education leads to unequal access to labour market information, which in turn leads to unequal employment and labour market participation, which in turn leads to income inequality, which in turn contributes to political, economic, and social inequalities.

Disparities in education emerge from the socioeconomic, political, and other inequalities being transferred once more into the educational system. Lack of social and individual welfare is reflected in unequal access to education. Inequalities in education would derive in significant losses in national output, as their estimated higher economic returns than those of their counterparts suggest. As a result, inclusive strategies that promote equity should be viewed favourably from the perspectives of social justice and economic welfare as well, as the fair-mindedness gains may outweigh any efficiency losses.

The gap between men and women is one of the most significant aspects of inequality. In India like in many other nations, women tend to lag men in every area, including higher education, despite recent trends in certain countries showing the opposite. Women's participation in higher education has significantly increased since the country's independence.

According to the available UGC statistics, women made up 43% of all higher education students in 2011–12, whereas there were only 14 women for every 100 men enrolled in higher education in 1950–51. (UGC, 2013). As a result, this represents a major improvement over past decade. Although the average across all academic fields in India is 43%, there are significant differences between states and academic fields. Women make up 11% of students in engineering and technology, 5% in teaching, and 4% in medical sector.

ISBN: 978-93-95105-04-0

Overall female involvement in higher education has significantly increased, and the current level is excellent. Further, studies (such as Basant and Sen 2012) have demonstrated that "after controlling for other factors, the chances of women participating in higher education are higher than that of men," indicating that the generally observed gender disparities in higher education need to be interpreted with caution. Only 19% of women in the appropriate age group were enrolled in higher education in 2009–2010, in contrast. But what is startlingly obvious is that the enrolment rate of women compared to men has improved rapidly.

For women, the gross enrolment ratio grew by a factor of more than four. As a result, throughout this time, gender disparities in the gross enrolment ratio have dramatically decreased. However, according to the estimations for total/net enrolment ratio between 1999 - 2000 and 2004 - 2005, growth in enrolment ratio was slightly more than 2% points for both men and women, and the level of disparity remained constant. When it comes to eligible enrolment ratios, there are fewer discrepancies between men and women. While 49% of girls who are eligible enrol in higher education, the comparable percentage for men is somewhat higher at 56%, a difference of almost 7% points.

3. Affirmative action for gender equality:

The most recent literature offers guidance from previously successful policy adjustments. A novel policy experiment in village governance that required a minimum of one-third women in local leadership positions has yielded encouraging results. Evaluations of this funding strategy have found that the preferences of female residents are better represented in villages run by women and that women are more confident to report violations that they previously believed were too stigmatising to bring to light. Female leaders are role models for young women and their parents inspiring them to pursue education and careers.

According to behavioural studies, the unfavourable perception eventually fades away, despite a short-term backlash by men as established gender norms are questioned. This emphasises the value of ongoing affirmative action as a strategy to lessen gender bias.

Responses to a second policy adjustment to the equality of sons and daughters in the inheritance of land was rather contradictory. On the one hand, it raised the level of

ISBN: 978-93-95105-04-0

education and the age of marriage for girls, but on the other hand, it increased conflicts between spouses, which led to an increase in domestic violence.

Women may become more independent if employment chances improve. An important randomization study discovered that young women participation in the workforce and enrolment in professional pedagogy increased because of informational visits by job recruiters to communities. In addition, this resulted in younger women who had not been exposed to the programme going to school earlier, increasing the age at marriage and childbearing, and decreasing the desired number of children. Recent efforts to train and hire young women from rural areas to work in factories in urban areas are giving them the social and economic independence they were not used to in their homes.

Conclusion

For the general welfare and growth of a nation, high gender equality is the most important aspect. Countries with lower disparities in gender equality have made great strides. Gender equality helps to build the nation with equal rights and opportunities. The Indian government has also taken steps to ensure gender equality. Several laws and policies have been drafted to promote girls. The "Beti Bachao, Beti Padhao Yojana" (Save the girl child and ensure girls get an education) and many other steps has been taken in order to build nation with equal rights. However, we need more awareness to spread knowledge about women's rights and to change the world with equal opportunities.

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ISBN: 978-93-95105-04-0

POST-PANDEMIC RECOVERY MEASURES AND ROLE OF HEI'S TO ENSURE SOCIO- ECONOMIC SUSTAINABILITY THROUGH FDI IN SMART TOURISM

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ABSTRACT

Tourism is one of the major source of revenue for most of the countries and it is recognised under the service sector. This study calls for the adoption of the new normal tourism business strategies in the island nations and mainland destinations which are more vulnerable to the pandemic situations. Due to the Covid-19 pandemic the socio economic sustainability in many countries that receives revenue from tourism are shaken. According to the United Nations World Tourism Organization (UNWTO), tourist arrivals are estimated to have fallen 74 percent in 2020 compared to 2019 and the efforts towards recovery could achieve very little in economic fronts. Sri Lanka has seen a worst financial crisis due to the, pandemic and its negative effects on its tourism sector. Sensitising the countries to think of technology integration in tourism through Foreign Direct Investment (FDI) to ensure socio economic stability and sustainability is the need of the hour. For the current study, the annual data of World Bank for the period from 1979- 2020 has been considered for analysis. ARDL model is used as it simplifies the long run causation by presenting the cointegration value and the short-run causation by presenting the Error correction term. Additionally, to find out directional causality in the short run, Granger causality is performed. The causal effects of Per Capita Growth rate and Foreign exchange earnings from inbound tourism for five countries (China, India, Sri Lanka, Singapore (Asia) and Spain (Europe)) has been found along with the causal effect of FDI and Per Capita Growth rate to arrive at the results for propagating the necessary

ISBN: 978-93-95105-04-0

policy implications for sustainable and stable tourism business. The results of the causal analysis recommends the need for FDI to encourage smart tourism and to ensure socio economic sustainability in future. The study also recommends the governing bodies of the education sector to strongly suggest structured curriculum that can nurture sustainable businesses to support sustainable tourism and realisation of other UN's Sustainable development goals.

Keywords: Tourism, Socio economic sustainability, Virtual tourism, Smart tourism, Per Capita Growth Rate, Foreign exchange earnings from inbound tourism, Granger Causality, Technology Integration for sustainable Tourism, Foreign Direct Investment (FDI), Curriculum design.

ISBN: 978-93-95105-04-0

1 INTRODUCTION

People have been visiting several destinations to spend their leisure days seeking delight and recreation in serene environment. As predicted by Day, B., Burnice McKay, R., Ishman, M. and Chung, E. (2004), it happened again (COVID-19 pandemic) after previous SARS outbreaks, but this time it is shaking the entire world questioning the socio economic stability of many countries of the world especially those relying on revenues from tourism sector. What SARS taught businesses about crisis management is not enough to face the, Covid-19 and its further mutations. To give healthy vacations by disconnecting the employees from iphones, twitter, androids, facebook and other devices on their person 24 X 7 the companies give paid vacation days as wellness measures once or twice a year based on its HR policies. The company employees going on commercial business trips, paid vacations, the students who travel in view of higher education and also family trips planned during vacation seasons contributes a greater share of revenue to the tourism sector. Covid-19 outbreak has drastically affected these categories of the travellers and has made them cancel most of their trips in their business, educational, routine and luxury travel agenda. According to the Statistics Mauritius (2021), arrival of tourists to Mauritius decreased by 77.7% in 2020 compared to 2019.The revenue decreased by 72% in 2020 compared to the same seasons in 2019.It is high time these tourism destinations seek knowledge to transform their business strategies into noval trends like Staycation, Wellness and Spa Tourism, Virtual Tourism, Ecotourism or Eco Travel, Green Travel and Sustainable Tourism through technology integration to ensure the socio economic sustainability of the destination areas.

With Covid-19 striking waves after waves, affecting the normal travel trends, the businesses across the world are hit hard giving way for higher rate of inflation, unemployment and economic instability. Even in developed countries that are trying to achieve 100% vaccination, crisis related to logistics, domestic and foreign travel are affected to the core. People in all walks of life are finding alternatives with the help of technology to meet, greet, work, engage and do business. Highbrid meetings and blended learning along with virtual visits have made businesses achieve the target to a certain extent although not 100 %. But there is always a missing out feeling among the people

ISBN: 978-93-95105-04-0

when it comes to socialising in a common physical destination which is still valued to be a strong bond establishing opportunity while working as team and when it comes to families those valuing the time of all the family members. In this study attempt has been made to identify the impact of pandemic on the socio economic development/stability of the countries where tourism sector contributes majorly to the GDP and growth. Based on the analysis, suggestions have been made to these countries to attract investment from abroad (Inward FDI) to achieve socio economic growth and sustainability.

2 Review of Literature

To ensure the socio economic stability and sustainability in the countries depending on the tourism sector and to catalyse the recovery measures to improve the socio economic sustainability, investment in technology infrastructure is a must. One of the best ways to attract investment is through foreign direct investment(FDI).The review of the following studies are done to understand the global trends in growth and the contribution of FDI in sustaining the growth. Foreign direct investment helps an economy to grow that will ultimately affect per capita growth of an economy to prosper, (Nunnenkamp, 2004). FDI, along with increasing per capita growth enhances sectoral growth. Where there is infrastructural advancement with respect to tourism sector, there will be tourism sector growth eventually, (Khan, et al. , 2020)

2.1 Per Capita growth rate, Foreign exchange earnings from inbound tourism and FDI

Many countries regard tourism as a potentially promising and capable way for economic development, Dimitrie Cantemir (2015).Using system GMM estimates, Hubert G.Scarlett (2021) found a statistically significant positive effect of tourism on economic growth. He also added that increased tourist receipts have positive effects on growth at all levels, which in turn is found to have a positive impact on mobilising FDI. Brinda Sooreea-Bheemul and Rajeev Sooreea (2012) studied the role of Foreign Direct Investment (FDI) in the ‘Mauritian economic miracle’ years of 1970-2000.The investigators analysed the impact of spillover and linkage effects between FDI, productivity, domestic investment and exports on economic growth. ZoranIvanovic (2011) studied the influence of foreign direct investment on tourism in Croatia. Narmadha, V., & Anuradha, A. (2021)

ISBN: 978-93-95105-04-0

investigated the socioeconomic, cultural and environmental impact of covid-19 on tourism in India post pandemic and found a drastic fall in the contribution of tourism sector to the country's growth.

Apergis and Payne (2012) found a bidirectional relationship between tourism and economic growth in both the short and long run in a panel of nine Caribbean countries. They pointed out the interconnectedness between the tourism and economic growth that acts as the catelizers for the inflow of foreign exchange earnings and the production process in the Caribbean economy. Partt (2015) showed how tourism can generate more economic activity by stimulating consumption and investment. He used the input-output, linkage analysis and CGE model to study seven Small Island Developing States (SIDS).He also showed the evidence of impact of reduction in investment in tourism industry on decline in manufacturing and agricultural sectors.

Aluculesei, Alina-Cerasela (2017) explored the recent evolutions of the tourism and hospitality industry's FDI. Henri Bezuidenhout and Sonja Grater (2016) studied the dimensions Of FDI in the tourism Sector in Africa by discussing on FDI policy formulation by African governments. They also studied the Investment Promotion Strategies, Investment Incentives and Bilateral Investment Agreements between home and host countries as well as their respective Investment Promotion Agencies. The findings also helps the industry to understand the untapped potential for tourism FDI in Africa.

NikšićRadić., et.al (2019) employed Granger causality test in a vector autoregressive model (VAR model), the analysis of variance decomposition and the impulse response function within the panel setting, to examine the causal link between terrorism and FDI in tourism.Sheereen Fauzel (2021), used a panel vector error correction model (PVECM), to study the impact of foreign direct investment (FDI) on tourism development in a selected group of 17 small island economies during 1995-2018.The results confirm that FDI has been an important ingredient in the tourism development of the island economies in the long run. The bidirectional causality between FDI and tourism development was validated which showed a long run, positive and direct relationship between foreign investment and tourists' arrivals.

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Yixing Yang, et.al.,(2021) explored the association between the institutional quality, tourism, and FDI in BIMSTEC nations for the period 1996Q1–2018Q4.The investigators used the econometric models such as Panel ARDL, Nonlinear ARDL, and Toda-Yamamoto causality test, with symmetric and asymmetric effects of institutional quality and tourism. The findings of the study revealed an asymmetric relationship between institutional quality, tourism, and FDI, both in the long-run and short-run.

Kashif Munir and Mehwish Iftikhar (2021) in their study analysed the long and short-run linear and nonlinear impact of foreign direct investment (FDI) and exchange rate on tourism in South Asian countries. They used the annual panel data of five South Asian countries that included Bangladesh, India, Nepal, Pakistan, and Sri Lanka from 1995 to 2019.ARDL and NARDL methodology were used for the study. The findings of the study explained that an increase in FDI and appreciation of exchange rate contracts tourism, while a decrease in FDI and depreciation of exchange rate expands tourism in the long run. They recommended the need to expand tourism sector through attracting FDI in tourism sector.

M Tamizharasan (2019) investigated the impact of Foreign Direct Investment on the Hotel and Tourism sector for sustainable development in the Indian economy. The study showed an overall growth in the domestic, foreign tourist visits, foreign exchange earnings and FDI in the hotel and tourism sector. The study found a linear trend in FDI and a positive relationship between domestic, foreign tourist visits, foreign exchange earnings, GDP and FDI in the hotel and tourism sector in the Indian economy.Rios-Morales et.al (2011) suggested the formulation and implementation of sound policies, together with regulations to promote the private sector in attracting tourism investment and economic growth.

Orîndaru A, et.al.,(2021) Investigated the tourism industry in a Post-COVID-19 Era and contemplated about the sustainable Strategies for its recovery. They found Hygiene and health conditions in the host destination as an essential factor in making travel decisions.

V Narmadha and A Anuradha (2022) studied the paradigm Change in the preferences of tourists towards the upcoming trends in new normal tourism .They examined the changing trends towards responsible tourism and sustainable businesses in the Post-

ISBN: 978-93-95105-04-0

COVID-19 Era. Tecel, Ayhan ,et.al.,(2020) studied the causal interactions among tourism, foreign direct investment, domestic credits and economic growth: evidence from selected Mediterranean countries to find no causal relationship between domestic credits and economic growth. But majorly, the Panel Pooled Mean Group Autoregressive Distributed model (PMG-ARDL) estimations done by the investigators suggested a positively significant relationships between tourism and economic growth both in short-term, and long-term periods.

The review of the above literature reveals the nexus between Per Capita Growth rate, Foreign exchange earnings from inbound tourism and FDI. The island nations have so far been on the spotlight in this area of research and the investigators have found a greater need for similar research in inland destinations also, in order to support sustainability, which is identified as the current research gap.

2.2 Application of Technology for sustainable destination development

The application of technology in tourism industry is gaining its momentum during the current pandemic. Many under explored areas in research in tourism specifically the exploitation of the ICT in tourism has to be given a complete focus to review the tourism industry which has seen a drastic downward trend since the outbreak of the pandemic in 2019.Suitable and responsible tourism can be achieved by exploiting the ICT and by enabling the technology integration in the tourism sector.

Use of ICT seems to bring a greater change within the tourism industry (Buhalis and Law, 2008).A.Ali and A.J.Frew (2014) in their study on ‘Technology, innovation and application in destination development’ ranked the ICT based tools and applications for sustainable tourism. They have listed the ICT tools and application as computer simulation, Virtual tourism, Location based services, Geographical Information systems, Carbon calculations, Global positioning system, Environment management information system, Destination management system, Community informatics and Intelligent transport system. Gretzel U, et.al.,(2015) looked at the future of sustainable tourism destination as the place where there is smart tourism ecosystem that breeds new business models and interaction paradigms among the tourists.

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Buhalis and Amaranggana (2014), state that sustainable tourism destinations can be strengthened by implementing apps that integrate the destination elements and other attractive dimensions. Cloud computing services, IOT and the end-user internet service systems are the prominent support technologies used in enhancing the tourism industry. Sanjay Lama, et.al.,(2019) explored the implication of the factors affecting e-tourism adoption in developing countries, with respect to Nepal. The investigators found that factors namely national infrastructure, market size, awareness of e-tourism, ICT resources, value proposition and support from top management to influence the e-tourism adoption in small and medium tourism enterprises in Nepal.

TonincPencarelli (2020) described the digital revolution in the travel and tourism industry. Tyan, I., (2021) opine that blockchain technology could provide an excellent opportunity to create cryptocurrency-based rewarding system to encourage tourists' sustainable behaviour. The tourist would get tokens which they could spend on other goods and services in the host destination. Yanz Heng Tuo, et.al.,(2021) explained, how AI will change the future of tourism industry(practice in China).They proposed a multi dimensional framework involving three aspects namely level of intelligence, task types and robots embedded with AI, to describe the change in future tourism. They also highlighted the importance of privacy, prejudice and ethics in implementing AI in tourism in the future.

Piera Buonincontri and Roberto Micera (2016) studied the experience co-creation in smart tourism destinations by analysing the multiple cases of European destinations. Venice and Salzburg, conducted triangulating qualitative methods and reveals that the smart approach adopted by Sustainable Tourism Destinations improves the co-creation of tourism experiences by encouraging the interaction with tourists, increasing their active participation during the experience, and promoting the sharing of the experience among the tourists themselves.

Today, tourists believe in co-creation for better preferred pleasant experience. They try to combine their desired experience from the destination with the resources available in the destination to satisfy their own specific needs for achieving custom experiences. Data sharing through technology can support the co-creation experience in tourism. Many

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researchers have attempted to study the impact of technology in tourism industry, but there are very few studies pertaining to the latest concept of smart tourism and sustainable development. This current chapter discusses about this area in detail and attempts to suggest measures for recovery of the tourism sector by attracting FDI towards development of technology infrastructure for smart tourism among the Small Island and inland tourism destinations in order to ensure socio economic stability.

Although the research in this area have been done widely, very few recent studies, (Kashif Munir and Mehwish Iftikhar (2021)) have attempted for Asian countries including China, India and Singapore which are growing at a faster pace, to reveal the picture of the nexus between Per Capita Growth rate, Foreign exchange earnings from inbound tourism and FDI. When it comes to technology and tourism, the concept of smart tourism is more viable by attracting FDI in developing technology infrastructure in countries which are more import oriented, relying on tourism revenue. There is a research gap in the area of smart tourism and it is slowly gaining its momentum. Therefore this chapter is motivated by the current pandemic situation and digital transformation to suggest the policy measures towards sustainable economic growth for the countries affected by the pandemic. The researchers strongly believe that the use of technology in tourism or Smart tourism and strongly believe that application of technology can take the tourism sector across the world forward from its setback due to pandemic towards sustainable and responsible tourism. With this agenda the following objectives have been freezed for discussion.

3 Objectives of the study

The two major objectives of the study are

1. To analyse the causal effects of Per Capita Growth rate on Foreign exchange earnings from inbound tourism and FDI on Per Capita Growth rate (especially countries depending on revenue from tourism)

2. To suggest recovery measures through FDI towards technology integration in tourism post-pandemic in line with the emerging new travel trends.

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4 Methodology

Autoregressive Distributed Lag (ARDL) models extend Autoregressive models with lags of explanatory variables. While ARDL models are technically AR-X models, the important difference is that ARDL models focus on the exogenous factors and picking the optimal lag structure from both the endogenous variable and the exogenous variables. ARDL models are also closely related to Vector Autoregressions, and a single ARDL is effectively one row of a VAR. The essential distinction is that an ARDL assumes that the exogenous variables are exogenous in the sense that it is not necessary to include the endogenous variable as a predictor of the exogenous variables.

ARDL model is used as it simplifies the long run causation by presenting the cointegration value and the short-run causation by presenting the Error correction term. The significance of the error correction term lies in its negative value with a significant probability (less than 0.05). Also, the error correction model presents the short-run influence of the independent variable on its dependent variables. Additionally, to find out directional causality in the short run, Granger causality is performed. The causal effects of Per Capita Growth rate and Foreign exchange earnings from inbound tourism for five countries (China, India, Sri Lanka, Singapore(Asia) and Spain(most affected by Covid in Europe)) has been found along with the causal effect of FDI and Per Capita Growth rate to arrive at the results for propagating the necessary policy implications.

The ARDL equation is expressed as follows:

$$\Delta \ln Y_t = \alpha + \sum_{i=1}^{n} \beta_i \, \Delta \ln Y_{t-i} + \sum_{j=0}^{n} \gamma_j \, \Delta \ln X_{t-j} + \sum_{k=0}^{n} \phi_k \, \Delta \ln Z_{t-k} + \gamma_1 \ln(Y_{t-1}) + \gamma_2 \ln(X_{t-1}) + \gamma_3 \ln(Z_{t-1}) + e_t$$

For the current study, the annual data of World Bank for the period from 1979- 2020 has been considered for analysis.

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5 Data Analysis and Interpretation

5.1 Causal effect of Per Capita Growth rate on Foreign exchange earnings from inbound tourism.

Table 1 Causal effect of Per Capita Growth rate on Foreign exchange earnings from inbound tourism-CHINA

Dependent Variable	Independent Variable	Long run Cointegration	Short run Error Correction Term	Granger Causality
Foreign exchange earnings from inbound tourism (EAR)	Per Capita Growth (PCG)	YES	11%	PCG-EAR

In China, long run cointegration between EAR and PCG is present. It explains that in the long run, earnings from inbound tourism depend on per capita economic growth. In short run phenomenon, there is 11 percent chance for China to move from short run shocks to long run stable equilibrium. Also, in short run, per capita economic growth granger causes foreign exchange earnings from inbound tourism. R-squared value is 0.360270

Table 2Causal effect of Per Capita Growth rate on Foreign exchange earnings from inbound tourism-INDIA

Dependent Variable	Independent Variable	Long run Cointegration	Short run Error Correction Term	Granger Causality
Foreign exchange earnings from inbound tourism (EAR)	Per Capita Growth (PCG)	YES	95%	NA

In India, long run cointegration between PCG and EAR is present (7.761461). But, in short run phenomenon, there is positive impact of PCG on EAR. There is 95 percent chance for India to move from short run disequilibrium to long run stable equilibrium.

ISBN: 978-93-95105-04-0

The data are able to explain 62 percent of actual scenario (R square- 0.62). Autocorrelation in the dataset are checked and it is proved that data are free from autocorrelation (Durbin Watson test-2.1)

Table 3 Causal effect of Per Capita Growth rate on Foreign exchange earnings from inbound tourism-SRI LANKA

Dependent Variable	Independent Variable	Long run Cointegration	Short run Error Correction Term	Granger Causality
Foreign exchange earnings from inbound tourism (EAR)	Per Capita Growth (PCG)	NO	5%	PCG-EAR EAR-PCG

In Sri Lanka, long run cointegration between PCG and EAR is absent. But, in short run phenomenon, there is positive impact of PCG on EAR. There is 5 percent chance to move from short run disequilibrium to long run stable equilibrium. Also, in short run, there is granger causality running from PCG to FDI. The data are able to explain 74 percent of actual scenario(R square- 0.74). Autocorrelation in the dataset are checked and it is proved that data are free from autocorrelation (Durbin Watson test-2)

Table 4 Causal effect of Per Capita Growth rate on Foreign exchange earnings from inbound tourism-SINGAPORE

Dependent Variable	Independent Variable	Long run Cointegration	Short run Error Correction Term	Granger Causality
Foreign exchange earnings from inbound tourism (EAR)	Per Capita Growth (PCG)	YES	0.5%	NO

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In Singapore, long run cointegration between EAR and PCG is present. It explains that in the long run earnings from inbound tourism depend majorly on per capita economic growth. In short run phenomenon, there is 0.5 percent chance for Singapore to move from short run shocks to long run stable equilibrium. Also, in short run, there is no granger causality running between two variables. R-squared value is 0.339128.

Table 5 Causal effect of Per Capita Growth rate on Foreign exchange earnings from inbound tourism-SPAIN

Dependent Variable	Independent Variable	Long run Cointegration	Short run Error Correction Term	Granger Causality
Foreign exchange earnings from inbound tourism (EAR)	Per Capita Growth (PCG)	YES	82%	NO

In Spain, long run cointegration between EAR and PCG is present which explains that in long run, earnings from inbound tourism depends on the per capita economic growth. In short run phenomenon, there is 82 percent chance for Spain to move from short run shocks to long run stable equilibrium. Also, in short run, there is no granger causality running between two variables. R-squared Value is 0.469952

5.2 Causal effect of FDI on Per Capita Growth rate

Table 6 Causal effect of FDI on Per Capita Growth rate-CHINA

Dependent Variable	Independent Variable	Long run Cointegration	Short run Error Correction Term	Granger Causality
Per capita growth (PCG))	FDI	NO	42.5137 %	PCG-FDI

In China, long run cointegration between PCG and FDI is absent. But, in short run phenomenon, there is positive impact of FDI on economic growth. There is 43 percent

ISBN: 978-93-95105-04-0

chance for China to move from short run disequilibrium to long run stable equilibrium. Also, in short run, there is granger causality running from PCG to FDI. The data are able to explain 45 percent of actual scenario(R square- 0.45). Autocorrelation in the dataset are checked and it is proved that data are free from autocorrelation (Durbin Watson test-1.79)

Table 7 Causal effect of FDI on Per Capita Growth rate-INDIA

Dependent Variable	Independent Variable	Long run Cointegration	Short run Error Correction Term	Granger Causality
Per capita growth (PCG))	FDI	YES	83%	PCG-FDI

In India, long run cointegration between PCG and FDI is present. But, in short run phenomenon, there is no impact of FDI on economic growth. There is 83 percent chance for India to move from short run disequilibrium to long run stable equilibrium. Also, in short run, there is granger causality running from PCG to FDI. The data are able to explain 58 percent of actual scenario (R square- 0.58). Autocorrelation in the dataset are checked and it is proved that data are free from autocorrelation (Durbin Watson test-1.88)

Table 8 Causal effect of FDI on Per Capita Growth rate-SRI LANKA

Dependent Variable	Independent Variable	Long run Cointegration	Short run Error Correction Term	Granger Causality
Per capita growth (PCG))	FDI	YES	67%	NA

In Sri Lanka, long run cointegration between PCG and FDI is present (3.78). But, in short run phenomenon, there is positive impact of FDI on economic growth. There is 67 percent chance to move from short run disequilibrium to long run stable equilibrium. The

ISBN: 978-93-95105-04-0

data are able to explain 34 percent of actual scenario(R square- 0.34). Autocorrelation in the dataset are checked and it is proved that data are free from autocorrelation (Durbin Watson test-1.5)

Table 9 Causal effect of FDI on Per Capita Growth rate-SINGAPORE

Dependent Variable	Independent Variable	Long run Cointegration	Short run Error Correction Term	Granger Causality
Per capita growth (PCG))	FDI	YES	110 % (Spurious)	FDI-PCG

In Singapore, long run cointegration between PCG and FDI is present (5.415564).In short run phenomenon, there is positive impact of FDI on economic growth. There is 110 percent chance to move from short run disequilibrium to long run stable equilibrium (the result is spurious, hence add no value to the analysis). Also, in short run, there is granger causality running from FDI to PCG. The data are able to explain 58 percent of actual scenario(R square- 0.69). Autocorrelation in the dataset are checked and it is proved that data are free from autocorrelation (Durbin Watson test-1.71)

Table 10 Causal effect of FDI on Per Capita Growth Rate-SPAIN

Dependent Variable	Independent Variable	Long run Cointegration	Short run Error Correction Term	Granger Causality
Per capita growth (PCG))	FDI	NO	87%	NA

In Spain, long run cointegration between PCG and FDI is absent. And in short run phenomenon, there is positive impact of FDI on economic growth. There is 87 percent chance to move from short run disequilibrium to long run stable equilibrium. The data are able to explain 15 percent of actual scenario(R square- 0.15). Autocorrelation in the

ISBN: 978-93-95105-04-0

dataset are checked and it is proved that data are free from autocorrelation (Durbin Watson test-1.18)

6 Discussion

Piyali Roy Chowdhury & A Anuradha (2021) in their study on the 'Major determinants of per capita growth rate of India- FDI, inbound tourism and manufacturing sector' discussed the influence of foreign exchange earnings from inbound tourism (EAR), foreign direct investment (FDI) and manufacturing sector value added output (MANU) on per capita economic growth (PCG) for a period of 1996-2018.In the current study the results of the Causal effect of Per Capita Growth rate on Foreign exchange earnings from inbound tourism shows evidence of causality for Sri Lanka. In China, long run cointegration between EAR and PCG is present. In the long run, earnings from inbound tourism depends on per capita economic growth and in short run, there is 11 percent chance for China to move from short run shocks to long run stable equilibrium. Also, in short run, per capita economic growth granger causes foreign exchange earnings from inbound tourism for China. In Sri Lanka, long run cointegration between PCG and EAR is absent. But, in short run, there is a positive impact of PCG on EAR. There is 5 percent chance for Sri Lanka to move from short run disequilibrium to long run stable equilibrium. Also, in short run, there is granger causality running from PCG to EAR. The data are able to explain 74 percent of actual scenario(R square- 0.74).Therefore Sri Lanka can effectively change its current economic crisis by focusing on attracting FDI into its tourism sector as it is a high import economy majorly dependent on revenue from tourism. Chowdhury P R and Anuradha.A,(2020)applied Auto Regressive Distributed Lag Modelling Approach to find out the impact of economic growth and proved that there is a cointegration between FDI and economic growth in long run. However the finding also showed that in short run, both economic growth and FDI granger caused each other. In the current study the results shows evidence of granger causality running from PCG to FDI for India and China. Whereas for Singapore the granger causality is running from FDI to PCG. Spain which was much affected by the pandemic did not show any causal effects but the short run phenomenon, showed a positive impact of FDI on economic growth. In Sri Lanka, long run cointegration between PCG and FDI is present

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(3.78). But, in short run phenomenon, there is positive impact of FDI on economic growth. There is 67percent chance for Sri Lanka to move from short run disequilibrium to long run stable equilibrium. Therefore Sri Lanka can effectively change its current economic crisis by focusing on attracting FDI into its tourism sector to encourage smart tourism as it is a high import economy majorly dependent on revenue from tourism.

Therefore empirical evidence gives a clear picture that there is causal effect of Per Capita Growth rate on Foreign exchange earnings from inbound tourism for the selected major economies in Asia and Spain which was much affected by the pandemic. Also it is clear from the results of the analysis that there is causal effect of FDI on Per Capita Growth rate for all the countries selected for the research except Spain. The results imply that there is urgent need for the countries across the world , especially those which are highly dependent on the revenue from tourism to formulate recovery measures through FDI towards technology integration in tourism post-pandemic in line with the emerging new travel trends. With the emerging new travel trends there is also an urgent need to effectively design suitable curriculum for 'Sustainable and responsible tourism' in higher education in order to satisfy the SDGs set by UN to safeguard the planet.

7 Policy implications

7.1 Recovery measures to ensure socio economic sustainability in tourism

Cannonier and Burke (2019) opined that a 10 percent increase in tourism spending is expected to increase economic growth between 0.4 and 0.7 percent. The analysis was done for the small states in the Caribbean islands. The investigators call the policymakers to do an efficient allocation of funds to enhance the tourism quality and innovations.

Although the International Monetary Fund (IMF) has provided emergency financial assistance to a number of pandemic affected countries which are highly dependent on tourism sector to meet their balance of payments needs, countries cannot keep on looking forward for such funds from IMF. IMF is giving such funds to pull these countries out from financial crisis during emergency and uncertain situations (Viz., pandemic outbreak). The countries should learn to manage the crisis situations through effective policy measures for recovery. Some of the suggested recovery measures after reviewing the results of the study (supports causal effects of EAR and PCG) are given below.

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Masud Rana Mondal (2020) in their article on “Tourism as a livelihood development strategy: a study of Tarapith Temple Town, West Bengal” found that the lack of human capital among the local people prevented them from reaping the economic benefits from the enormous growth of tourism in the area. Therefore the government has to focus on giving formal training the artisans and the local people to engage with the visitors as tourists to ensure their socio economic stability and sustainability.

Regional economic effects should be assessed at the recovery stage after a disaster based on short and long-term aspects says Marly Valenti Patandianan & Hiroyuki Shibusawa (2020) in their study in Japan which is highly prone to earthquakes and volcanic eruptions. By doing so the socio economic stability of that region can be ensured along with sustainability.

Prasad, N., Kulshrestha, M. (2015) from their Input-output analysis found that foreign tourist expenditure has a positive impact on the tourism sector by boosting employment generation both directly and indirectly. They strongly support the training, capacity building and sensitisation specific to different categories of service providers in order to strengthen the ‘tourism awareness programmes” to ensure socio economic stability.

Umurzakov, U., et.al., (2022).studied the belt and road countries for tourism and sustainable development, and suggested the governments of these countries to introduce tax benefits, loans and subsidies for small and medium tourism-oriented enterprises in rural areas to promote eco-tourism, agro-tourism, and other types of tourist activities. In addition, they have advised these tourism dependent countries to implement policy measures to stimulate private sector to supply tourism-associated infrastructure and to increase the development of tourism sector and further consequently, to promote sustainable development. A liberal FDI policy can bring more involvement of private sector and foreign players to supply tourism associated infrastructure to improve the tourism development and to ensure economic stability.

Majeed, M.T., Mazhar, M.(2021) studied the volatility in tourism sector in low-income countries(LICs) and middle-income countries (MICs) and suggested these countries to allow international tourists to easily start business or open ventures in destination economies (mainly LICs and MICs) without any complexity and delay, that in turn would

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minimize fluctuations in the tourism sector. This is possible majorly by attracting the Foreign Direct Investment. Mishra, V., Sharma, M.G. (2021) in their study developed a framework for Promotion of Medical Tourism in India. They used the SERVQUAL approach to measure the quality dimensions of medical tourism in India and suggested the healthcare administration to improve service quality in their organization to eventually attract patients from Gulf and Western Countries which can improve the socio economic development of India and similar countries that are welcoming medical tourism.

Collaborative and innovation business models between local government and tourism operators can strengthen the economic stability of the people in the destinations says C. Pons-Morera, et.al., (2018). Sari Hassoun, S.E., et.al., (2021) used two variables natural logarithm of per capita gross domestic product (GDP) and natural logarithm of per capita international and national tourism expenditure (ITE) to study the relationship between the tourism sector and economic growth in Algeria over the period of 1995–2017.They found the relationship between the tourism sector and economic growth in Algeria to be positive and suggested to improve the domestic tourism by making efforts on development in air transport and all transport infrastructure and development of mass-market package tourism to enhance economic growth. The next section gives the policy implications to improve the tourism sector by attracting FDI inflows for technology integration in tourism to ensure socio economic stability post pandemic.

7.2 Attracting FDI inflows for technology integration in tourism sector to encourage Smart Tourism

The outcome of the study calls for a conducive FDI regulatory framework in the technology front that is necessary for attracting FDI in digital infrastructure to develop smart tourism. Any successful step towards attracting FDI in digital infrastructure will benefit the local companies, especially the small and medium tourist enterprises. ‘Smart ‘ is a word coined to narrate the integration of technology to economic and social development. Use of technology to preserve the natural resources and biodiversity should be the key element in tourism development in the future to support sustainability.

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Creating awareness about the socio-cultural authenticity of host communities and conserving their cultural heritage and traditions by using ICT is the need of the hour.

Technology can be used to ensure viable and sustainable economic operations to benefit all the stakeholders through fairly distributed income to alleviate poverty in the destination or the host communities. Technology enabled co-creation of the desired experience can be made possible with the AI tools. Cloud computing services, IOT and end user internet service systems can be used to develop innovative technological tools to enhance the co-creation experience of the tourists. Tyan, I., (2021) opine that blockchain technology could provide an excellent opportunity to create cryptocurrency-based rewarding system to encourage tourists' sustainable behaviour. The tourist would get tokens which they could spend on other goods and services in the host destination.

Tourists can be given the experience of cultural resources in the destination through technological tools such as Augmented Reality, creation of Kinect station, use of innovative glasses in closed spaces, establishing touch-screen panels and innovative displays in open spaces. Creation of smart tourism destination involves effective use of technology. Application of AI will become imperative to pace up with the latest technology in tourism. FDI can be attracted in this area to attract more tourists to the countries highly dependent on the revenue from tourism. Lopez de Avila (2015) defined the sustainable tourism destination as surroundings with increased quality of life through state-of-art technology infrastructure that guarantees the sustainable development of tourists areas where the tourists can have facilities to interact with residents in the destination. Therefore, FDI could play a key role in making a difference in the tourism industry and the sustainable growth and development of the country through earnings from inbound tourism.

Use of technology by means of an IT platform that can integrate the information on tourism with information on consumption and use of resources in the host destination, is the need of the hour, to ensure sustainable economic growth, especially in the countries where tourism sector is a major contribution to the GDP. Improving the tourism service quality and reducing the tourism industry vulnerability can ensure the socio economic sustainability post pandemic. The new technologies namely, Metaverse, AR, VR, AI and

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recommendation system for the choice of destinations suitable for the consumer are already in implementation in the tourism industry in high-tech economies. By bringing smartness into tourism by attracting FDI, countries like Sri Lanka can ensure sustainable economic growth and development.

7.3 Holistic approach to achieve smart, stable and sustainable growth in tourism through higher education

The governments of the countries of the world can initiate a holistic approach to achieve smart, stable and sustainable growth through tourism sector by attracting FDI to promote educational tourism with a proper structured curriculum. Universities can play a vital role in making the students think about their local community and the global community, compare the population, their habits and the infrastructure requirement based on the heritage and needs during the current digital era. The approach towards sustainable tourism can be achieved by making the learners think holistically by travelling to other countries of the world to understand the global community and to start working towards the sustainable development goals.

Educational tourism with structure curriculum with a focus on smart tourism can bring in an enormous change in the thought process of the stakeholders Viz., higher education institutions, students, teachers, governing bodies and the domestic or local community in terms of research in tourism to achieve the ultimate goal of smart and sustainable tourism. The research institutions at the local level can associate with international level to arrive at noval and innovative ideas to march towards sustainable tourism. International funding supported by strong FDI norms in higher education in the area of tourism research through educational tourism will reap the benefits of the best and sustainable tourism practices followed across the world, thereby protecting the cultural heritage and the environment of different countries of the world in a more organised manner.

It is not enough for higher educational institutions to just impart the knowledge about sustainable development goals in the young minds. The higher educational institutions should come forward to give practical exposure to the students by sending them to other countries under international immersion programs. By introducing such affordable

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mandatory credit based international immersions through internships in the basic curriculum for the completion of the degree programs the holistic approach to achieve smart, stable and sustainable growth in through higher education can be realised.

8. Conclusion

The causal effects of Per Capita Growth rate on Foreign exchange earnings from inbound tourism and FDI on Per Capita Growth rate are clearly explained in the current chapter in view of suggesting recovery measures through FDI towards technology integration in tourism post-pandemic. In line with the emerging new travel trends to ensure socio economic stability the need for attracting FDI to encourage smart tourism in countries that are majorly dependent on tourism revenue is imperative. The policy implications strongly supports training in tourism sector and educational institutions, improving the quality of services to encourage medical tourism, use of ICT, cloud computing services, IOT, end user internet service systems, AR, VR, Metaverse and AI in tourism can ensure the socio economic stability through speedy recovery of the tourism sector from the current downfall due to COVID 19 pandemic. It is high time the tourism destinations seek knowledge to transform their business strategies into novel trends like Staycation, Wellness and Spa Tourism, Virtual Tourism, Ecotourism or Eco Travel, Green Travel and Sustainable Tourism through technology integration to ensure their socio economic sustainability. The higher educational institutions should give practical exposure to the students by introducing affordable, mandatory, credit based, international immersions through internships by making it as a component in the basic curriculum for the completion of the degree programs which would promise a holistic approach to achieve smart, stable and sustainable growth not only in tourism but also to achieve other SDGs framed by the UN for the betterment of the planet.

9. Acknowledgement

The authors acknowledge the anonymous reviewers of this article for their support and the world bank for its data and reports.

ISBN: 978-93-95105-04-0

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ISBN: 978-93-95105-04-0

ROLE OF EDUCATION FOR SUSTAINABLE DEVELOPMENT IN INDIA

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ABSTRACT

Education is a fundamental apparatus for achieving sustainability. Awareness, education and training are key to move the society towards sustainability .So there is a need for education for sustainable development. Education for sustainable development empowers learners of any age with the knowledge skills, values and attitude to address the interconnected worldwide challenges and confronting issues including climate change, environmental degradation, poverty and inequality. The paper emphasize that Education for sustainable development is perceived as a necessary component and integral element for sustainable development goal. The paper explains about how the Education helps For Sustainable Development and role of School Curriculum and Higher Education Curriculum. It educates students to understand the world in which they study. It empowers them to resolve the complicated issues of society and climate like ignorance, neediness, inefficient utilization, ecological debasement, metropolitan rot, populace development, orientation disparity, wellbeing, and infringement of common liberties that undermine our future .Thus, basic education is a significant to nation's capacity to develop and achieve sustainability goals.

ISBN: 978-93-95105-04-0

INTRODUCTION

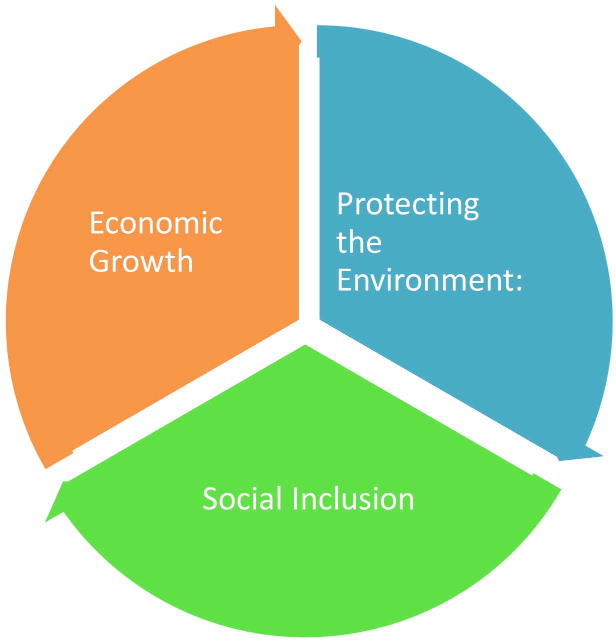
Education is a fundamental apparatus for achieving sustainability. The current economic trends are not identified as sustainable. Awareness, education and training are key to move the society towards sustainability. So there is a need for education for sustainable development. Education for sustainable development empowers learners of any age with the knowledge skills, values and attitude to address the interconnected worldwide challenges and confronting issues including climate change, environmental degradation, poverty and inequality. Education for sustainable development is perceived as a necessary component and integral element for sustainable development goal.

Sustainable development is the development that meets the needs and addresses the issues of present generation without compromising the capacity of people in the future to address their own issues. Education for sustainable development allows to acquire the knowledge, skills, attitudes and values necessary to shape a sustainable future. Education is a key to a country's capacity to create and accomplish sustainability targets. Education can develop agricultural productivity, boost the status of women, diminish population growth rates, enrich environment protection, and generally elevation the standard of living. Yet, just expanding fundamental education won't uphold a manageable society. Institutional restructuring, curriculum reforms and development are incorporating Education for sustainable development.

Education for sustainable development requires including key feasible advancement issues into educating and learning like environmental change, calamity risk decrease, neediness decrease, bio variety and practical utilization. It additionally requires participatory educating and learning techniques that rouse and engage students to change their way of behaving and make a move for reasonable improvement like preservation of energy, water, tree manor, utilization of normal energy and so on. Assuming that the objectives of supportable improvement are to be understood, the perspectives of the multitude of partners of instruction at all levels with respect to our ongoing ways of life and effect they have on the climate should change.

ISBN: 978-93-95105-04-0

OBJECTIVES OF SUSTAINABLE DEVELOPMENT



1. **Economic Growth**: For making an economy that is feasible and filling in the correct direction.

2. **Protecting the Environment**: This goal centers around commitment by people towards securing and upgrading the indigenous habitat, by limiting contamination and waste, likewise pursuing lessening the worldwide carbon impression.

3. **Social Inclusion**: This objective focuses on providing the facility to future generation assisting in creating healthy, strong and vibrant global communities with lively worldwide networks.

IMPORTANCE OF SUSTAINABLE DEVELOPMENT

Education for Sustainable Development (ESD) is to empower individuals to decide and complete activities, without compromising the planet earth. The COVID-19 pandemic has prompted worldwide emergency that is seriously prohibitive in nature and could hamper the capacity to address extraordinary difficulties. School, school and college terminations have kept the majority of the understudies overall out of instructive establishments. Online schooling offices are not open to the individuals who are without mechanical devices like PCs, workstations and tablets. A greater part of understudies are

ISBN: 978-93-95105-04-0

overseeing internet showing on their mobiles yet most impacted have been the contemptible poor and resource less. The strain on families is extraordinary. Occupations are being lost and wages are down. Environmental change and natural debasement are going on a lot quicker than anticipated. The results are being searched the world. Hence ESD expects to widen information and conduct of individuals about the human-made issues. The point of ESD is to empower individuals to decide and do activities, without compromising the world's assets.

Education empowers us to understand ourselves as well as other people. It endeavors to fortify our connections with the more extensive regular and social climate. This figuring out fills in as a sturdy reason for building regard. Alongside a feeling of equity, obligation, investigation and exchange, ESD intends to empower us to embrace ways of behaving and rehearses, which will lead us to carry on with a full life, without being denied of essential human requirements and requests. . It additionally addresses topics like destitution mitigation, citizenship, harmony, morals, administration, equity, common liberties, orientation, correspondence, corporate obligation, regular assets the board and natural variety. It is by and large perceived that specific qualities convey values for the effective execution of ESD, mirroring the equivalent significance of both the growing experience and the results of the schooling process. The significance of feasible advancement are:

1. Utilizing. Using the available resources sensibly and working towards sustaining the ecological equilibrium.
2. To prevent degradation of the environment and highlighting on protecting the environment.
3. To prevent overexploitation of resources.

ROLE OF EDUCATION FOR SUSTAINABLE DEVELOPMENT

Sustainable development, as currently noted, but it was officially started for the world community in the year. In it, education possesses a significant spot. It is linked with environmental themes. It now strongly feels that we need to foster through education the values, behaviour and lifestyles required for a sustainable future. Education for sustainable development has an important role to play in our lifestyles and behaviour.

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Education is seen as a process of learning as to how to make decisions that affect us. It is concerned with the future of the economy, environment and social well-being of all communities. Building the capacity for such future-oriented thoughtful is a key task of education.

Education for Sustainable Development is defined as the development of knowledge, skills, values and behaviour required to create a sustainable world. It is important to note that it is not the education about sustainable development, but the education for sustainable development.

ESD in simpler terms is the education that —

- Empowering one to privilege and respect equality, peace and social justice
- Building the knowledge and skills to create a sustainable world for everybody
- Inculcating the attitude to leave no one behind
- Prompts us constantly that we have only one planet, it belongs to all its inhabitants equally and that we have oversubscribed the resources beyond what is rightfully ours
- Imparts accountable consumption and production
- Delivers sustainable economic growth
- Advocates worldwide citizenship
- Encourages development and overflow towards an economical world

Education as an investment in human resources plays an important role among the factors, which contribute to sustainable development. Besides, Education for Sustainable Development

- stimulates and inspires sustainable society
- ESD aims to develop knowledge about environment
- outlines incorporation of principles and practices of sustainable development
- focuses on environmental themes and concerns

The ESD offers a beautiful vision of future with the dominant focus on environmental concerns. It also addresses themes such as poverty alleviation, citizenship, peace, ethics, governance, justice, human rights, gender, equality, corporate responsibility, natural resources management and biological diversity.

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EDUCATION FOR SUSTAINABLE DEVELOPMENT AND SCHOOL CURRICULUM

Education is a significant key and instrument for accomplishing a more feasible society. It could be noticed that training for SD advances the improvement of the information, abilities, values and activities expected to make a maintainable society, which guarantees ecological security and protection, advances social value and supports monetary prosperity. To advance the worth of maintainable improvement in training, the Indian government has guided its different schooling divisions to effectively deal with an Environment Education (EE) part as a piece of the educational program. The issues connected with maintainability are stressed in strategy reports and remembered for reading material in India

The focal point of ESD is on educational program to be recommended for rudimentary, auxiliary and advanced education. The educational program is for the most part interdisciplinary in nature permitting an institutional methodology in strategy making. The ESD shares the qualities and rules that support maintainable turn of events. It, as a matter of fact, advances decisive reasoning, critical thinking and activity direction, all of which foster certainty confronting difficulties connected with supportable turn of events. It licenses students to take part in dynamic connected with the plan and content of instructive projects.

In India, since the mid 1980s endeavors have been on to bring Environmental training (EE) in proper schooling at all levels. In 2003, the Honorable Supreme court of India coordinated that EE ought to be a necessary subject at all degrees of schooling. It further coordinated that the NCERT ought to set up a model prospectus for class I to XII, which will be embraced by each state in their separate schools. Pacific Education for manageable advancement system (2006) have distinguished a need region in proper schooling and preparing which zeroed in on organized learning drives for further developed information and understanding to help execution of economical practices where the targets of advancing quality training in all part nations was given concentration. Consideration of materials and encounters to foster a calculated comprehension of the peculiarity of progress and the issues connected with Sustainable

ISBN: 978-93-95105-04-0

turn of events and to foster personalities that adapt to change and sensible procedures for doing so is required. Thus ESD have been consolidated in the educational program beginning from pre-tutoring to advanced education which ought to be executed in a significant way.

Education for sustainability: policies and practices in India as an inimitable reaction by the Government post-freedom, the ecological worries have been consolidated in the Constitution of India right from 1976. Various policies and documents have periodically indicated the commitment of the Government in this direction. At present two ministries, i.e. the Ministry of Human Resource Development (MHRD) and the Ministry of Environment and Forests (MoEF), Government of India (GoI) work for education on climate change. MHRD (as of late renamed as the Ministry of Education) capabilities through the National Council of Educational Research and Training (NCERT) for education on environmental change. MOEF gives dynamic subsidizing to environment training. A Supreme Court administering in 2003 made natural training obligatory at all degrees of study. The Government command had been converted into real endeavors in reading material and educator's educational program. At present the record which directs the points of the educational program is the National Curriculum Framework (NCF). It underlines that the educational program ought to sharpen understudies towards the climate and advance schooling for uniformity. It highlights an all-encompassing comprehension of maintainability instead of supporting data sharing about environmental change. It likewise proposes a few valuable approaches to accomplishing this objective, for example, getting nearby assets and models the homeroom, sharpening understudies about their environmental elements and acquainting them about the interconnects of utilization and creation in private and public activity. The National Education Policy (2020) additionally puts extraordinary accentuation on the joining of the Sustainable Development Goals in the curriculum. It states that the educational program, however the school culture ought to be improvised to sharpen understudies towards the requirements of supportable turn of events. Further, approaches have additionally been delicate to the way that the educator is the most basic homeroom asset who determines the end result of learning. Consequently, a National Curriculum Framework for Teacher Education was

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drafted to lay out key curricular areas of instructor schooling. It emphasized that instructors are dependable to advance the possibility of economical turn of events, value, amicability and shared regard. The two instructors and understudies should be taught to change their utilization examples and safeguard regular assets. Along these lines, different strategy reports center around EfS in facilitated ways. Topics of maintainability in reading material the books distributed by NCERT are the model reading material for all state-run schools. However, the states are allowed to distribute their own reading material, the NCERT books act as a model for state-distributed course readings. Composed utilizing the rules from NCF (2005), the ongoing NCERT course readings have a lot of spotlight on sharpening understudies to their encompassing and helpful qualities. Right from the essential to higher optional classes, there are a few subjects meshed into the educational plan which address the upsides of a practical society and improvement. The course books likewise encourage educators to build their commitment to executing the information with a promise to the climate and minority networks. The greater part of the subjects in various grades give data, however endeavors to assemble a mentality towards maintainability. For instance, the books on ecological examinations (for classes 3-5) encourage instructors to empower perception and awareness among understudies towards their environmental factors. The subjects canvassed in the books incorporate regular genuine occurrences, challenges connected with normal assets like fuel, water, backwoods, security of creatures and contamination, and so on. The sociology books for classes feature a few social parts of economical turn of events. The books talk about subjects, for example, equity, freedom, society and correspondence utilizing various accounts and contextual analyses. The class-9 course reading for financial matters is about the manageability of assets, neediness as a test and food security in India. Through the various sections, the book makes sense of the elements of creation of labor and products, including land, work, human resources and actual capital through stories and contextual analyses. The topography course book for class 9 contains topics about current area, segment subtleties, environment and populace of India. It gives subtleties on the actual highlights of India, fostering a feeling of mindfulness about these elements and the significance of each component. It likewise features the meaning of

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these elements for people. Correspondingly the science course reading for class 9 spotlights on climate, environment and variation, winds, soil and water. The vast majority of the subjects canvassed in these course readings give extension to additional conversation, and laying out associations between understudies, environmental factors and ecological debasement. Obviously that such mindfulness ought to find actual success in expanding reasonableness towards the regular assets in our environmental factors and issues of balance and equity.

EDUCATION FOR SUSTAINABLE DEVELOPMENT AND HIGHER EDUCATION CURRICULUM

Higher education has been recognized as a dynamic development driver for the country . 'Environmental Education' (ED) has been a key strategy element in various policy documents by recognising the relationship between environment and development .To make citizens as more sensitive and responsible towards environmental issues, the country's highest court has mandated ED at all levels of education .The University Grant Commission (UGC) of India also directed an undergraduate environment course as the first step, giving an opportunity to introduce SD issues to higher education. Indian Institute of Technology (Madras) has a course on Technology and Sustainable Development. The Indian Institute of Management (Calcutta) Public Policy program offers courses on environment and development.

CONTRIBUTION OF EDUCATIONAL INSTITUTIONS TOWARDS SUSTAINABLE DEVELOPMENT

Higher education institutions are key for the implementation of sustainability principles. Sustainability based curriculum and culture change is key to mindset transformation.

Higher education (HE) plays an important, multi-faceted role in the new global development agenda, which strives to eradicate poverty while addressing social needs such as education, health, social protection, job opportunities, climate change, food security and environmental protection.

- Education Institutions create awareness among management, teachers and students for understanding the importance of sustainability. NEP also provides direction and plan..

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- Educational Institutions conduct various awareness campaign
- They also conduct interdisciplinary seminars and conferences about the sustainability concept themes.
- Engage students and establish the culture of sustainability, empower them to realize sustainability
- Rehearsing an ESG (Environmental, Social and Governance) audit.
- Conduct interschool events on the sustainability concepts.
- Continue to develop greater collaborations between ESD and every other education attribute.
- Take up ongoing community projects targeting to deliver a specific SDG.
- Join hands with corporate in community projects

CONCLUSION

Education for sustainable development has an essential role to play in our lifestyles and behaviour. Education is viewed as a process of learning as to how to make decisions that affect us. It is alarmed with the economy in future, environment and social well-being of all communities. Building the capacity for such future-oriented thinking is a key task of education. It educates students to understand the world in which they study, play and live a slight better It empowers them to resolve the complicated issues of society and climate like ignorance, neediness, inefficient utilization, ecological debasement, metropolitan rot, populace development, orientation disparity, wellbeing, and infringement of common liberties that undermine our future This vision of schooling weights on an all encompassing, coordinated and interdisciplinary way to deal with improvement of information and abilities required for a supportable future as well as changes in values, conduct, and ways of life. This expects us to reorient educational plans to projects, strategies and practices to engage individuals (particularly youth) to decide and act in socially suitable and locally significant ways of tending to and change the natural issues that undermine our normal future..Thus, basic education is a significant to nation's capacity to develop and achieve sustainability goals. It can improve agricultural productivity, enhance the prominence status of women, reduce population growth rates,

ISBN: 978-93-95105-04-0

rise environmental protection and generally raise the living standards. The prime concern of education for Sustainable Development is the development of the quality of life of people without injuring the environment with sustainability.

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ISBN: 978-93-95105-04-0

SCHOLARLY EXECUTION OF UNDERSTUDIES IN HIGHER EDUCATION

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ABSTRACT

The assessment in higher education has a general point of view that there is truly deficiency in the insightful yield of students. Students can improve their problem-solving skills by strengthening their fundamental knowledge and comprehension of the issue. The purpose of the study was to review the fundamental concepts and introduce the students to problem-based learning. The study concentrated on how well the session helped students grasp mathematics. The Fineness session was targeted on the repeaters of placements students. The pre-test and post-test were administered to the students every day respectively, before and after the lecture. The study is statistically conducted in an indirect manner to look into the program's efficacy. The differing mean values for the pre-test and post-test were examined, and a paired sample t-test was employed to test the validity of the hypothesis. The findings of the study are projected to have a higher mean value for the post-test than the pre-test.

Keywords: Education, Fineness Session, Paired Sample, Problem Solving.

ISBN: 978-93-95105-04-0

I INTRODUCTION

Surprisingly, this is also apparent in a sense of students enrolled in degree programmes and so therefore students who are perceived to be "talented" in the mathematics domain. From an affective perspective, this issue appears especially intriguing because the students involved frequently experience mathematical failure as a tragedy and, more importantly, struggle to make sense of it at first. For these reasons, it seems essential to look at how emotions are involved in the emergence and management of this crisis, as well as how students' perceptions of mathematics and their own natures change during the tertiary crisis period. The part that emotion plays in pupils' failures in math. Investigating the role emotions play in the emergence and handling of this crisis, as well as how high achiever students' perceptions of mathematics and their own selves change during this crisis time, becomes interesting.

In Arts and Science Institutions offers two programmes namely Department of Commerce (ASCO114) and Department of Computer Science (ASCS110). Furthermore, a total of seven mathematics chapters offered to ASCO114 and ASCS110 students. The failure rate for mathematics courses during the previous semesters was disquieting. It appears that mathematics classes are consistently the biggest contributors to high compared to other courses, failure rate.Figure 1 shows the failure rate of six mathematic chapters of both programs for the semester June – October 2021. Compared to other courses, it appears that mathematics courses are consistently the leading cause of high failure rates.

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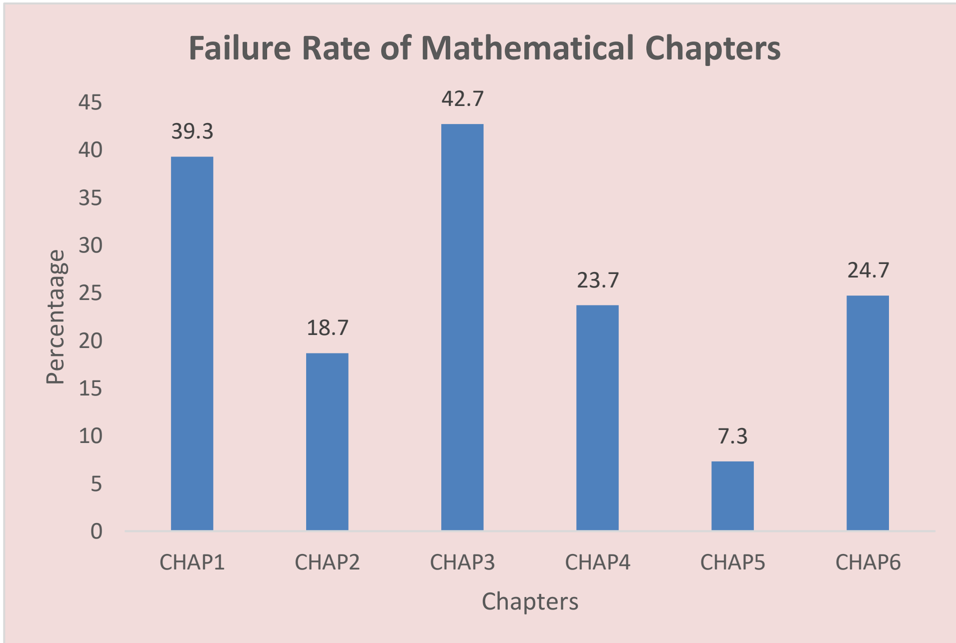
Figure 1: Failure Rate of Mathematic Course



There are three common chapters for both the programmes which are CHAP1, CHAP3 and CHAP5 among six chapters. Two of these chapters CHAP1 and CHAP3 are prerequisites to others, meaning that students must pass them before enrolling in more advanced courses. Figure 2 compares the failure rates for common subjects in the two programmes. Additionally, it shows that ASCO114 students fail at a higher rate than ASCO110 students. The professors came up with the idea to conduct a "Fineness Session" mathematical classes to address the high failure rate. We consider that student's weak mathematical foundations are the root cause of the high failure rate. Students from ASCO114 who are primarily responsible for the high failure rate were chosen to attend the workshop. These are the students who have to take repeat CHAP1. Since the programme is a requirement for other advanced mathematics courses like CHAPT3 and serves as the foundation for all other mathematics courses, it was declared mandatory for all repeaters of this subject.

ISBN: 978-93-95105-04-0

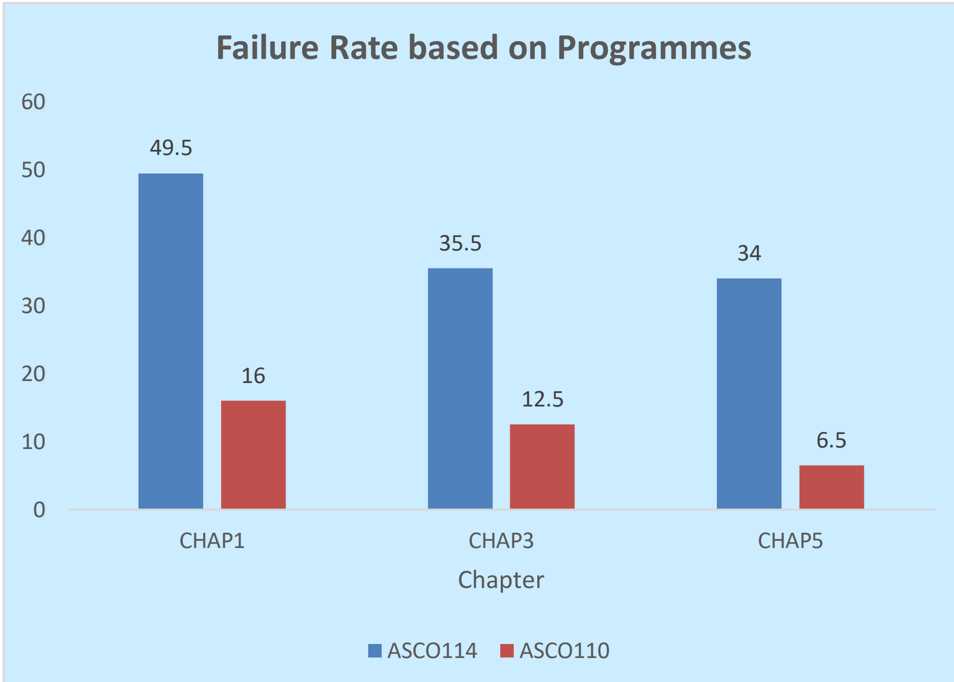


Figure 2: Comparison Failure rate based on Programme

The Fineness Session took place on January 6 and 7, 2022. The curriculum will be led by experienced professors with more than four years of teaching experience. The Fineness Session addressed a total of six chapters. The students took two sets of pre-tests and post-tests to gauge the program's success. On the first day, the first set of pre and post tests, which included three themes, was administered. On the second day, the students received the second set, which had three themes. Table 1 lists the chapters that were tested on both days.

Table 1: The Fineness Session contains

TEST	CHAPTER	TITLE	DESCRIPTIONS
Pre and Post Test 1	Chapter 1	Equation, Solving Simultaneous Linear	This chapter covered the equation in one variable in finding by using simultaneous method.
	Chapter 2	Equation in One	This chapter covered the equation in

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		variable and two variable	two variable in by using Factorization method and quadratic formula
	Chapter 3	Surds and Indices	This chapter covered the rules of indices and solving the surds
Pre and Post Test 2	Chapter 4	Probability	This chapter is covered the coin , rolling dice and cards problem
	Chapter 5	Log	This chapter covered the rules of logarithms question by using the rules and special case of logarithms
	Chapter 6	Simplification	This chapter is covered operations on numerals and the problem by "BODMAS" and Virnaculum rule

In this work, the paired sample t-test was employed for hypothesis testing. The outcomes are expected to get greater mean vale for post-test than pre-test.

1.1 Research objective

The aim of this study is to examine the mean value for pre-test and post-test

1.2Hypotheses

The null hypothesis H0: Pre and post-mark mean values are equal.

The alternative hypothesis H1: Pre and post-mark mean values are not equal.

1.3 Statement of the Problem

This study tries to answer the following research question:

Is there any difference in terms of marks on pre-test and post-test?

1.4Significance of the study

The "Fineness Session" was held with the intention of giving the children a foundational understanding of mathematics. In order for the students to improve their foundation at the beginning of the semester, this programme was held during the first week. As a result, they will have a better knowledge of their mathematics classes throughout the semester. Because of this endeavor to lower the failure rate, it is anticipated that the post-test results will have a higher mean than the pre-test.

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II LITERATURE REVIEW

The ability to solve the problem algebraically is the elementary for all students entering the sciences or social sciences. In order to Fineness Session and avoid misconceptions in solving mathematical problems, students need to develop their analytical skills during the process of learning (Yin, L. Y, 2005).There are still a few common mistakes in solving mathematical problems. Many researchers are interested in finding out the difficulties that a most students face in solving problem. Gunawardena (2011) found that some students tend to make mistakes in the final step of the equation solving process. According to Nguyen, P. L. and Tran, C. T. H. (2014), types of errors can include faulty calculations, misleading mathematical concepts or theorems, misinterpreted and reckless memory.

In the section of the linear equation, research has shown that students tend to use various approaches in problem solving. Lagasse, A (2012) conducted a descriptive study of the various approaches used by college students in solving systems of linear equations problems. There are three types of methods that include substitute method, elimination method and graphing. The results show that most of the students are inclined to use the substitution method, which is easier than other two methods. Gunawardena (2011) found that some students tend to make mistakes in the final step of the equation solving process. In the chapter of indices, there are a few rules and particular cases of indices that students should be aware of. According to Foo, F. Y. et al. (2013), there are five rules and four specific cases in the indices, as can be seen in Tables 2 and 3.

The students' common mistakes in fundamental mathematics

There are six topics chosen to be used in the "Fitness Session" as shown in Table 1. For students who take advanced mathematics courses like calculus, the themes cover fundamental concepts in elementary mathematics. These topics are extremely crucial since any false assumptions made in them will result in incorrect interpretation of algebraic problems. Majid,.H (2012) had examined the relationship among different kinds of students mistakes and the knowledge required to solve problems algebraically. His research showed that the inaccuracy was the primary cause of the majority of student faults. Swedosh,P (1996) stated that the major problematic comes from fallacy. For

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example, he found that there were students were tested in factorize some mathematics equation such as$(5x+y)^2$- y^2. Around 32% of students were found expanding the equation incorrectly $5x^2$+10xy rather than$(5x+y)^2$- y^2= (5x+y) +y) (5x+y) –y). Swedosh,P (1996) also discussed on the common mistakes done by students while simplifying the polynomial. As an instance, the students were asked to shorten$\frac{x^2-4x+4}{x^2-5x-6}$. Those who are weak in mathematics can override identical terms in the numerator and denominator without ending factorization. They found it hard to understand that factorization should be given priority over omission.

In the quadratic chapter, quadratic equations can be solved using either the quadratic formula or factorization, x =$\frac{-b\pm\sqrt{b^2-4ac}}{2a}$. However, a lot of students had gotten the quadratic equation erroneous. The example in Swedosh, P (1996) paper shown that for quadratic equation y^2=1, students gave the incorrect answer y=1 instead of y=± 1. Another example is problem solving in the equation of $(y)^2$- y - 2 =0 given one of the solutions is y =1. Not surprisingly, there are students who still solved it with the wrong approach in which the equation was incorrectly rearranged as $(y)^2$- y = 2 before finding the values of y. Pongchawee, V and Clements, M.A. (2006)has studied on the effects of classroom instruction on students' understanding of quadratic equations. Before and after lessons, the same quadratic equations question is presented. The results show that the students who have some concept ideas about quadratic equations prior to the lesson have greatly improved after the lesson.In the chapter of indices, there are some rules and special cases of indices that students should be aware of According to F.Y (2013), there are five rules and four special cases in indices as shown in Table 2 and Table 3.

Table 2 and Table 3: Rules and Special Cases

Table 2		**Table 3**	
RULE 1	$b^m \times b^n = b^{(m+n)}$	Special case -1	$b^{-n} = \frac{1}{b^n}$
RULE 2	$b^m \times b^{-n} = b^{(m-n)}$	Special case -2	$b^{\frac{1}{n}} = \sqrt[n]{b}$

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RULE 3	$(b^m)^n = b^{(mn)}$	Special case -3	$b^{\frac{m}{n}} = \sqrt[n]{b^m}$
RULE 4	$b^n \times c^n = (bc)^n$	Special case 4	$b^0 = 1$
RULE 5	$b^n \div c^n = (b/c)^n$		

In Swedosh, P (1996) paper, He identifies some of the common errors with examples like simplifying $3^x \times 3^x$. The correct answershould be 3^{x+x} (or) 3^{2x}but students will give 3^x+3^x= 6^x. This completely misunderstands the idea of indices. The same situation happens in the logarithm Table 4 and Table 5.

Table 4 & Table 5: Logarithm

Table 4		Table 5	
RULE 1	$log_a MN = log_a M + log_a N$	Special case -1	$log_a 1 = 0$
RULE 2	$log_a \frac{M}{N} = log_a M - log_a N$	Special case -2	$log_a a = 1$
RULE 3	$log_a M^n =$ n$log_a M$	Special case -3	$log_a M$ is not defined if M< 0
		Special case -4	$log_a 0$ *is not defined*

Many students mistakenly believe that logarithms are objects rather than operations when they use the notation "log". Yen's (1999) report had shown the type of errors made by Australian students in 1998 High school Certificate. Mathematics examination. For instance, some students divided both sides of the equation.

In(9x-15) =4 In x by "In" as if it was a variable to obtain 9x-15 = 4x when solving the equation. A study conducted by karurand Boey (1994) in a junior College in Singapore found that not all students realized that the simplification of log 24-log 4+ log9 = log(24- 4 +9) was incorrect. This error is actually quite common and often called as the linear extrapolation error (Matz, 1980). For example , when a student asked to solve the equation In(9x-15) =4 In x, the students may solution that In (9x-15) = In 9x -In 15x, Clearly treating "In" as a variable and distributing it over 9x and 15 (Yen, 1999). As Harel and Dubinsky (1992), states, work with graphical representations of functions will

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be affected if students do not understand the language of, domains, images ranges, preimages, and ranges, one-to-one and onto relationships. According to Markovits al. (1988), Most of students experience very hard with functions because of the symbols. For example, Herscovics (1989) reported that 95% of the students evaluate the expression x+9 when x=3 whereas only 60% of this same group could evaluate g(3) when f(x) = x+7.

III METHODOLOGY

The experiment study is to test the effectiveness of "Fineness Session" in reducing the failure rate for pre calculus subject in Arts and Science College. A 2-day workshop was conducted due to high failure rate for the subject of pre calculus. It includes pre and post-test with six chapters that have been prepared by Mathematics department lectures. The study involved 60 students who are repeating pre-calculus.

The test papers were evaluated by the lectures and the marks were classified into grade according to Arts and Science college final examination standard. Then, the descriptive analysis was used to elaborate the mean and the standard deviation of the marks. The paired t-test was employed to determine whether there was a significant difference between the % marks for the pre- and post-test because it was the same students who provided the percentage marks. For all chapters, the paired t-test was used to evaluate the hypothesis. The alternative hypothesis for the study are:

H1: There is no difference in pre and post-mark in chapter 1

H2: There is no difference in pre and post-mark in chapter 2

H3: There is no difference in pre and post-mark in chapter 3

H4: There is no difference in pre and post-mark in chapter 4

H5: There is no difference in pre and post-mark in chapter 5

H6: There is no difference in pre and post-mark in chapter 6

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IV FINDINGS

Table -6: Frequency distribution of before test and after test results

		Before Test		After Test	
Grade	**Mark**	**Frequency**	**Percentage**	**Frequency**	**Percentage**
Poor	0-49	35	58.33	3	5.00
Moderate	50-59	11	18.66	4	6.67
Good	60-69	13	21.67	28	46.66
Excellent	80-100	01	3.33	25	41.66
Total		60	100	60	100

The Data collected before and after the test were compiled, which was beneficial for the fineness Session efficacy analysis. Table 6 shows the overall score for both tests in which student scores were categorized into four categories: mediocre, moderate, good and excellent. Table 6 shows that student scores improve after participating in fineness session. There are 38.33% of students have reached the standard of excellence in post-test compared to the pre-test. It is followed by good mark of the student, the rate has increased enormously, and there are 46.66% of good students in post-test compared with 21.67% in pre-test. In contrast, there are almost 94% of students fail in the bad and moderate category at the beginning, and the frequency dropped to 6% respectively in the post test.

Table -7: The paired Samples Statistics of six Chapters

	Pre-test Mark		**Post-test Mark**	
Chapter	**Mean**	**Standard Deviation**	**Mean**	**Standard Deviation**
Chapter 1	41.00	20.34	68.3	16.13
Chapter 2	42.00	21.79	73.00	10.87
Chapter 3	20.00	18.37	72.00	12.04
Chapter 4	33.00	22.93	69.00	19.01
Chapter 5	50.33	23.34	90.00	13.88
Chapter 6	34.00	18.07	81.00	13.61
Overall	36.66	2.06	75.55	4.14

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The table shows the paired sample statistics for the pre-test and post-test marks in six chapters. The lowest average with the average value of 20.00 is found in chapter 3 pre-test implies that students have a very low basic concept of Surds and indices. On the other hand, pre-test of chapter 5 with mean value 50.00 and chapter 2 with the mean value of 42.00 indicated that students have better understanding in solving the equation in one variable and two variable. The chapter of logarithm is still reported having the lowest mean with mean value of 72. 00 in post-test yet the result shows that there is about 52% of improvement after the Session. The greatest mean value is found in chapter 5 post-test with the mean 90.00 and increase 40 % makes it become the highest percentage of increase among six chapters. The figure revealed that the program had strengthened the student's ability to solve one variable and two variables. In the pre-test, the standard deviations are widely scattered compared to the post-test. In general, overall dispersion decreased significantly after the test, with SD values reduced to 20% below.

Table 9: Paired Sample‘t’ Test

Paired Sample (After- Before) Chapter	**Paired Differences (%)**		**Significance (Two-tailed)**
	Mean	**Standard Deviation**	
Chapter 1	27.3	9.75	.000
Chapter 2	30.8	12.08	.000
Chapter 3	53.4	11.31	.000
Chapter 4	36.4	10.37	.000
Chapter 5	39.4	20.31	.000
Chapter 6	46.8	9.41	.000

V CONCLUSION

The study strongly indicates that one's success hypotheses and outcome expectations, and in particular the ability to adapt them and acknowledge aspects, are what distinguishes the few who drop out from some who succeed in overcoming the challenges. The result of study viewed that Fineness Session has positive effect in build-up fundamental Mathematics knowledge. In the pre-test was found that nearly 60% of students were ranked in poor grade Table 6). Although, the scores had highly improved after the session

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and the post-test viewed that 41.66% of students were in excellence grade 47% were in good grade and only 6.67% were moderate and only 5% failed. Refer to Table 7, the further analysis on comparison by chapter showed that students were very weak in chapter 3 (Surds and Indices) with the mean value of 20.00. Moreover post-test of chapter 3 showed an improvement with the average value of 72.00 increased by 52.00. The average values of six chapters were increased, from 36.66 to75.55. The increasing in the mean valued showed that the students have a better understanding after they attended the Session. The paired t-test result in Table 9 further concluded that there is a significant difference between mean marks of the pre and post-tests for each chapter since all null hypothesis are rejected at 5% significance level. As a result, the statistical analysis may show that educational session is more successful at enhancing students' comprehension of mathematics. Thus, it would seem that a comprehensive analysis should be conducted into the processes that led to changes in the students' success theories and causal attributions, which highlight the components of one's issues that are within one's control.

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ISBN: 978-93-95105-04-0

UNETHICAL ISSUES IN CORPORATE

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ABSTRACT

Ethical code can be defined as the principles and values any individual should cherish in their lives to lead a moralistic life. Ethics forms an integral part of personal life and professional life. Any industry in the corporate must uphold professional Ethics to be a successful. Work Ethics is a basic requirement in any profession. Violating the Professional Ethics leads to a failure in the career and sometimes devastates the whole professional life. It is mandatory that any professional perceives the right ethical code if one is committed and accountable to his profession. This paper focuses on unethical issues any professional ought to shun to be moralistic and pursue a successful career.

Key words: Discrimination, Ethics, Harassment, Gender, abuse of leadership

ISBN: 978-93-95105-04-0

INTRODUCTION

Discrimination is an unequal treatment to an employee and he is discriminated based on Gender, race, religion, and unequal pay. Declining promotions are also discrimination. Many corporate have been penalized for lacking diverse work forces. Feudal discrimination laws protect people from discrimination. Direct discrimination occurs when someone is intentionally mistreated, bullied, or treated differently. Indirect discrimination occurs when the company introduces a policy which is applicable to all but turns out to disadvantages to group of people. Sometimes higher official deliberately introduces these to harm a particular group which is also unethical.

On the basis of the Constitution, individuals who encounter discrimination at work can file complaints. Thus, private prejudice is widespread in India. Part III of the Constitution protects a large majority of fundamental rights that are anti-state. Prejudice is highly prevalent in private companies. Article 15(2) protects any individual from discrimination. Companies prohibit employees who try to use this article for protection against discrimination.

Harassment

Harassment at workplace is yelling, insulting and making derogatory comments on employees or subordinates. Harassment also includes assigning jobs unrelated to their duties, Hindering performance, sending abusive text messages. It also includes verbal abusive and also physical assault, sending text messages and emails asking intrusive questions on personal life. Harassment can come from high officials, customers or anyone. The authority who declines to take action and deliberately allowing harassment is also an ethical issue. Harassment makes the employees quit the company as early as possible, and above all it causes a psychologically bad impact on the individual which haunts him all through his life. Workplace sexual harassment is a major issue focused today by women.

.For example, the decision of the Supreme Court in Vishakha v State of Rajasthan was a landmark one as it laid down elaborate guidelines to deal with the menace of sexual harassment against women at workplaces. Bhanwari Hindu (Social worker) deity was

ISBN: 978-93-95105-04-0

gang raped by a gaggle of higher class, cogent men, as a result of she had tried to prevent the insidious observe of child marriage.

An Air India pilot reportedly accused a senior captain of harassment. The pilot was trained with the captain. According to the Times of India, the woman said in her complaint: "The instructor reportedly suggested the two have dinner at a city restaurant in Hyderabad after the training session on May 5, 2019, and during the dinner the instructor made sexual advances to the Trainee. The instructor was suspended after an Airline internal committee found him guilty, but was reinstated as an instructor after appealing to the internal committee.

Unethical Accounting

Unethical accounting is producing false accounts to swindle money or to evade task. Employees at a low level submit false accounts to cheat his employer to fill his pocket. The company itself submits wrong accounts to the government to evade tax which is cheating the government to make illegal profit, Some companies show false accounts to quote wrongly to people that their business is flourishing but in reality they are going bankrupt.

Health and Safety

Health and safety of an employee must be given top priority in any industry as employees life will be at stake if safety measures are violated if a company ignore the safety measures. It leads to extreme stress among the employees as he senses a danger his life. At times companies tend to ignore safety measures to cut costs. Bhopal Gas tragedy in India and the Chernobyl Nuclear disaster in Soviet are great examples which highlights the trauma that employees and even the public who stay around were subjected to. Many lives were lost and it is very unethical of a company to ignore this paramount, important factor.

Abuse of Leadership

Another ethical issue which employees complain is the abuse of Leadership authority. This unethical issue manifests in many ways and causes mental stress to the employers. The abuse of leadership occurs when an undue favour given to employee by a leader in terms of money, promotion etc. after accepting gifts or money from him. Punishing

ISBN: 978-93-95105-04-0

employers who are not able to meet unreasonable target is also unethical. Submitting a false appraisal report is very unethical because it demotivates a competent employee and he gets psychologically damaged. The benefits which are due to him for a good performance will be declined because of this unethical issue. Many employees approach courts for justice when they are declined their rights but they do that only at a late stage when they understand there is no any scope in continuing in the same job until then they endure the torcher of unethical leadership.

Nepotism

Nepotism is an unethical issue which is found in many companies. Nepotism is an employee is given undue benefits because he is a related or family member of the CEO or General Manager. Nepotism leads to giving the reins of the company to an incompetent person just because he has blood relation with the top management. It is disaster as it even leads to the closure of company due to mismanagement. Thousands of people lose jobs when a company is handed over to an inefficient leader. It is disheartening when an efficient employee is declined his position and nepotism is very unfair. Favouritism is equally bad which means treating an employee better for personal reasons. Both nepotism and favouritism harms an organization to a great extent.

Gender Equality is treating both men and women equally. Gender discrimination is an ethical issue which is found in many companies. Many companies hesitate to employ a woman though she is qualified for many reasons. According to law, a biased treatment of women is violating the law, women are obstructed to occupy the top chair as a wrong notion excises that they lack management skills.

For example, Microsoft Company case. Microsoft is heavily accused of Gender Discrimination. Many Women have filed law suits against Microsoft Company. A former cyber security, Katherine filed lawsuit in 2015 as she was declined promotion in favour of less competent men. Another lawsuit complains of unequal pay to women. Promotions are declined if they go on maternity leave.

Conclusion

The next focus is how these unethical issues can be controlled. The first solution is creating a company policy which explains the due punishments of unethical behaviour.

ISBN: 978-93-95105-04-0

An agreement can do made to be signed by any employee that if unethical issues are identified in his behaviour, he may be subjected to an inquiry. Every organization must monitor these issues and take an early action. This will only redeem people from unethical issues.

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ISBN: 978-93-95105-04-0

A STUDY ON RECENT TRENDS IN ENVIRONMENTALLY SUSTAINABLE PRACTICES WITH SPECIAL REFERENCE TO INDIAN TEXTILE MANUFACTURING INDUSTRY

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ABSTRACT

Decades of efforts to rise the standard of living through industrialization does not lead to actual prosperity if the ecological health is at stake for the developmental purpose. Therefore, sustainable practices are the need of an hour in order to achieve long lasting prosperity. The global textile and clothing industry is bound to be huge, as it fulfills the second basic requirement of man along with food and shelter.

Textile manufacturing, being one of the most dynamic industries have seen a multiple fold's growth in the production process due to demands created by globalisation, increase in population and fast fashion trending among the youth. According to the report prepared by Lenzing Group, textile consumption in 2015 was 95.6 million in the world. The fashion industry produces enormous amounts of waste, which has a seriously negative influence on the environment. Throughout the whole manufacturing process, from the production of raw materials to the final disposal of products, the textile and apparel industries harm the environment. One-fifth of the industrial water pollution in the world comes from textile mills, which also produce clothing by using 20,000 chemicals, many of which are carcinogenic. Chemical loading, high water and energy use, air pollution, solid waste generation, and odour production are some of the major environmental problems in the textile industry.

This study aims to provide an overview and broad notion of the textile industry's approaches to environmentally sustainable practices.

Key words: Textile Industry, Sustainable practices, Environmental Sustainability.

ISBN: 978-93-95105-04-0

INTRODUCTION

The size of the global textile market was estimated at USD 993.6 billion in 2021, and from 2022 to 2030, it is predicted to expand at a CAGR of 4.0%. Over the course of the forecast period, the market is anticipated to rise as a result of rising demand for clothing from the fashion sector and the development of e-commerce platforms. The textile business has received a lot of criticism from ecological perspective.

Short runs of unique products that are produced in a limited number are the foundation of the business strategy. As a result, only the things that customers request is produced. The fit-to-demand methodology guarantees that there is almost never a surplus, but it also assures that demand for newer products is maintained, contributing to fast fashion's unsustainable growth.

The textile industry uses a lot of chemicals and hazardous substances, as well as a lot of water and energy. As a result of the large amount of toxic waste that is typically released by the textile industry, it is one of the most polluting, resource-intensive, and labour-intensive businesses. It becomes challenging to act in the interests of the planet due to the involvement of several stakeholders, including various suppliers, fibre producers, yarn makers, etc. The industry's usage of chemical compounds further complicates things because, if not employed appropriately, they are swept away with the effluents.

Manufacturers are actively working to incorporate sustainability into the fashion industry. This includes adopting cutting-edge materials, minimizing their reliance on resources like power and water, and emphasizing on reducing, reusing, and recycling.

Companies should adopt manufacturing techniques that lessen carbon footprints, invest in research and development to employ sustainable raw materials, and manufacture environmentally friendly finished products if the textile industry wishes to advance responsibly without further endangering the environment.

Environmental Sustainability

Environmental sustainability is discussed in relation to every area of our life, from building eco-friendly homes and living in green neighborhoods to obtaining sustainable food, renewable energy, low-impact furnishings, and eco-friendly apparel. In 1987, the

ISBN: 978-93-95105-04-0

World Commission on Environment and Development released the report "Our Common Future," which introduced the idea of sustainable development.

The Bruntland Report, also known as Our Common Future, introduced the idea of sustainable development as a means of achieving a more just society that takes care of its resources. In order to ensure that we don't harm the environment or exhaust resources that we can't replenish, environmental sustainability means that we meet our demands for water, food, and shelter as well as for activities that make our lives joyful, such recreation and entertainment.

RESEARCH DESIGN

Statement of the problem

Textiles are not only a person's basic need; they have evolved into a fashion statement that makes significant sums of money for businesses both in India and around the world. These vibrant, unusual clothes do have a bad side, too, as their colours have negative effects on the surrounding environment.

Textile processing produces a sizable amount of wastewater, which puts a significant demand on the environment. Textile handling presents a significant chemical issue. It makes use of numerous, ecologically scarce and non-biodegradable substances. Sustainability in the textile sector is now more than simply a trend; it is a movement that is revolutionising the industry, our choices, and the fashion world as a whole.

Objectives of the study

- Recognize the harmful effect of textile industry on the environment.
- Evaluate the various sustainable practices followed by the textile industries.
- To provide useful suggestions and conclusion grounded on the learning.

Limitations of the study

- This study is based on data from secondary sources only.
- Due to Qualitative nature of the study, it is unable to verify the results.
- Limited access to the required information.
- A major drawback is the limitation of time to conduct the study.

ISBN: 978-93-95105-04-0

Research methodology

The study through this paper is descriptive in nature. The research is based on secondary sources of information. Published journals, research papers, books, websites, and articles were used to compile the data.

ENVIRONMENTALLY SUSTAINABLE PRACTICES

Even though the apparel business is still in its infancy, the market for eco-friendly clothing in India is expanding quickly. Better manufacturing techniques are used by manufacturers to create clothes with less environmental impact. An international consumer trend that is encouraging is that two-thirds of consumers are prepared to pay more money on eco-friendly clothing, according to a McKinsey survey.

In the textile sector, environmental sustainability extends beyond the use of organic cotton and better working conditions. Businesses stress sustainability for a variety of reasons, including financial savings, environmental protection, and ongoing customer support for environmentally friendly operations. Chains that produce textiles employ a variety of chemicals and contaminants in addition to vast amounts of water and energy.

The goal of incorporating sustainability into the textile industry is to forge partnerships with healthy ecosystems through initiatives like raising the value of locally sourced goods, cutting waste, and lessening the harm that production and consumption cause to the environment.

Most of the textile industry emits a large amount of hazardous waste that threatens the natural world, is highly polluting, and is one of the resource-consuming and labour-intensive industries. Manufacturers are making conscious efforts to introduce sustainability into fashion, such as using innovative materials and reducing reliance on electricity and water. Low volume production of limited and unique products is the basis of our business strategy. This means that only what the customer wants is produced. A tailored-to-demand methodology ensures that there is little excess, but that demand for new products is maintained, contributing to the unsustainable growth of fast fashion.

ISBN: 978-93-95105-04-0

Environmentally sustainable practices followed by Indian Manufacturers are

- Some companies are embracing sustainability and circularity in all aspects of their value chain, including raw material sourcing, production, supply chain and waste recycling.
- Sustainability in the textile industry goes beyond the use of organic cotton and better working conditions. There are many reasons why companies emphasize sustainability, including Sustained customer advocacy for cost savings, environmental protection, and green practices.
- The aim of embedding sustainability in the textile industry is to work in partnership with thriving ecosystems through activities such as increasing the value of local products and products, reducing waste and reducing environmental damage from production and consumption.
- Manufacturers are making conscious efforts to introduce sustainability into fashion, such as using innovative materials and reducing reliance on electricity and water. Low volume production of limited and unique products is the cornerstone of the business strategy. This means that only what the customer wants is produced.
- The tailored-to-demand methodology has ensured little surplus but sustained demand for new products, contributing to the unsustainable growth of fast fashion.
- India's fashion industry is driven by natural resources and the latest biotechnology. It uses methods to develop sustainable materials for style business and significantly reduce environmentally hazardous waste.
- The industry is moving towards eco-friendly fibres that convert waste into fibres (a good alternative to polyester, such as using PET bottles to make recycled polyester fibers), thereby saving vital resources.
- The industry is also seeing the development of eco-friendly textiles that convert waste into textiles.

ISBN: 978-93-95105-04-0

- Manufacturers strive to maintain sustainability at every stage of the production process, from the usage of plant-based textiles to bacteria-based dyes to promote transparency.
- Processes are manual, so no fuel is required. In addition, solar energy coloring has been set for processes that require energy. A dyeing workshop is set up in the workshop, and the craftsmen weave it with a hand loom installed at home.

CHALLENGES

Inadequate Infrastructure-Lack of adequate infrastructure is a major problem. In developing countries, most SMEs do not have access to advanced technologies that support sustainable production. For example, renewable energy source infrastructure or toxic chemical waste disposal.

Raw Material Costs-Raw material costs in the textile industry are a major challenge, especially in countries where raw materials must be imported. High costs combined with problems such as inflation cannot afford sustainable practices. Additionally, organic or renewable materials are more expensive than conventional materials.

Skilled Labour Shortage for Sustainable Processes-Many textile manufacturers are reluctant to adopt sustainable practices due to the shortage of skilled labour needed to introduce new technologies.

Locally Sourcing Sustainable Raw Materials-Dedicated to sustainable products, limited choice of local or regional resources limited to organic and renewable fabric colours and concepts.

Limitations of Natural Dyes-Natural dyes cannot achieve these vibrant and bright colours. Another challenge with staining is that it was almost impossible to get the same colour in multiple sessions with natural dyes.

Waste Management in the Textile Industry-To meet consumer demand, many brands prefer to produce cheap, non-durable garments. Not only used clothes end up in landfills, but so do dead fabrics. When clothes end up in landfills, they take years to decompose, also a waste of money and resources.

ISBN: 978-93-95105-04-0

SUGGESTIONS

Companies should invest in research and development to use sustainable raw materials, implement production practices that lower their carbon footprint, and be environmentally friendly if the textile industry wishes to advance responsibly without further endangering the environment. A friendly final product must be produced.

Precautions must be taken in various textile manufacturing processes to ensure that they are chemically carried out without hazardous effects. To ensure that the wastewater produced meets the requirements of wastewater management authorities, it is necessary to adjust the appropriate recipes, install wastewater treatment plants and reuse wastewater wherever possible. Invest in research and development to use sustainable raw materials and produce eco- friendly end products. To prove compliance with environmental standards, textile companies must also have a suitable audit system in place.

Fast fashion, a big part of such consumerism should be avoided and there should be a shift in the consumption pattern to consume durable apparels which can reduce demand and in turn production.

CONCLUSION

India held monopoly in textile production for about 3,000 years, from 1500 BC to 1500 AD, according to available archaeological evidence. India has traditionally produced cotton and clothing for centuries. The traditional methods used sourcing dyes from natural materials like vegetables, fruits and barks of the trees. Also, the fibre used in these textiles were sourced in a traditional ways like cotton and silk which is in a way itself is sustainable. In order to promote environmental health, it is necessary to revive these traditional methods to suit the present demand along with educating the consumers on the importance of using eco-friendly garments. Along with the usage of eco-friendly garments there is also a need to adopt 3R’s that is reduce, reuse and recycle.

India is one of the world's top five apparel marketplaces and a major base for producing fast-fashion clothing that is shipped to the US and Europe, but the bigger companies need to take the lead and have a significant influence.

To conclude, it is ultimately a collective effort of both consumers and manufacturers to cautiously use our resources and preserve them for our next generation.

ISBN: 978-93-95105-04-0

Scope for Further Study

The information and the problems about textile industry is as vast as the industry itself. Due to the dynamic nature of the sector, there are various problems and solutions need to be identified. This study only provides the overview and not the in-depth of the problems. Hence, a lot of scope for the studies is available for the topic.

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ISBN: 978-93-95105-04-0

A REVIEW ON ENVIRONMENTAL SUSTAINABILITY – PERI-URBAN EXPANSION IN IKORODA, LAGOS IN NIGERIA

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ABSTRACT

Due to the country's growing urbanisation, peri-urban residential status has gradually decreased in Nigeria. However, the rising urbanisation may result in a decline in the status of residential housing. In Ikorodu, Lagos, Nigeria, this study provided a concise explanation of the environmental sustainability in peri-urban settings. The review paper's foundation is the International Urban Sustainability Indicators List (IUSIL) framework, which aids in achieving the study's goal. The review's information was gathered via journals, questionnaires, and research papers. The survey papers served as the foundation for the collection of both quantitative and qualitative data. The development of the infrastructure, waste water management, and drainage systems were the key areas of investigation. Findings present suggestions and ways to manage trash and increase the sustainability of the human race and the environment. Residents were happy in locations with access to fresh water, reduced dependence on cars, and efficient transportation systems. These results could serve as a helpful model for all inhabitants to enable the sustainability of new settlements in the outskirts of Lagos cities.

ISBN: 978-93-95105-04-0

INTRODUCTION

Sustainability in terms of the environment simply means meeting the requirements of the present generation without compromising those of the next one [1]. A lot of interventions are made in the early stages of sustainability before things return to normal. Interventions in sustainability have a negative effect that is not only harmful to people but also to the environment and society over the long term. Sustainability is given little emphasis in many emerging nations, which has a negative influence on the national economy as a whole [2]. Due to its limited sustainability capacity, low degree of stakeholder participation, unstable economic environment, and dependent on other countries, Nigeria has been severely impacted. It affects the nation's urbanisation as well as in Ikorodu, a peri-urban town in Lagos State. Most often, issues with sustainability are caused by a large population and unchecked use of non-renewable resources, which pulls on scarce infrastructure and leads the entire system to collapse [3].Despite the current assessment and recommendations to enhance the country's overall situation, there has been a spatial expansion and an increase in urban demand in developing countries [4].

The highest energy consumption, unchecked pollution, material use, limited infrastructure development, border issues, a shortage of usable land, high product costs, and decreased human productivity all have a negative impact on environmental sustainability. Indicators of the economic and global challenges have been adopted as a result of their success in promoting environmental sustainability [2]. Indicators are nothing more than a phenomenon that controls how well rules and regulations relating to the sustainability of the environment and the economy are carried out. Government increased their support for environmental sustainability and placed a high priority on creating strategies and enlisting citizen support in order to achieve both economic and environmental sustainability [5].The themes of emissions and carbon footprint, energy consumption and water use, ecology and biodiversity, waste management and output, renewable energy and climate mitigation, environmental health, soil, and environmental change and pollution are the key areas of concern for a sustainable environment.

In order to meet human requirements, there has been a significant change in the conversion of land, primarily from agricultural grounds to residential areas in the city.

ISBN: 978-93-95105-04-0

The main issue facing the country and developing nations is urbanisation, which could result in the exploitation of natural resources, an imbalanced level in the health of the economy, and the sustainability of the environment. Engineers are primarily focused on the growth and sustainability of the country through reducing the number of interventions, rather than the infrastructure and rural development issues [6].

The main direction of choosing this topic is to conserve the natural resources by reducing the toxic or hazardous substances and protect the global ecosystems of the environment by developing and supporting the health and wellbeing, for now and in the future.

OBJECTIVES

1. To identify the infrastructural development.
2. To identify the trash size and to look forward to increase the sustainable environment.
3. To identify the freshwater and about traffic congestion.
4. To find the residential status of the citizen.
5. To identify the usage of public transports.

LITERATURE REVIEW

As residents of the Lagos metropolitan face a housing shortage, creating homes under various programmes is not feasible, and the government has determined that used homes are the only options for ensuring the sustainability of the environment. The situation persists throughout the year, and the government is mostly to blame for the lower income levels in the peri-urban area and the people's movement from agricultural lands to residential areas in search of more affordable homes [7]. People in the peri-urban communities of Lagos tend to build their homes near the roadside and in public areas due to the rapid development of the workplace and transit systems. Majorly the sustainability is much difficult in the areas of the Africa and the parts of the Nigeria. The place to have sustainable life in the nation is much difficult due to the unavailability of the land resources and the basic needs. This is moved to the constitution of the Nigeria in which proposed that the availability of free space and the resources only leads to the healthy life of the people [8]. The fragmentation of the governance in Africa is the major threat to the

ISBN: 978-93-95105-04-0

sustainable development. The major collapse in the constitution of the nation and the local government has a direct role in the under development and the under employment of the people through the inactive and irrespective rules. Cities in Nigeria, particularly sections of Lagos, witnessed an unequal and imbalanced allocation of resources and the process of development [9].

Sustainability is not just concerned with the future of current development; it also affects how land is used, people's quality of life, and the ability of both the public and the government to lessen their dependence on the use of polluting sources of energy and the use of automobiles [8]. The European Constitution argued that urban sustainability is challenging because of the difficulty encountered in the urban and the problem caused by the urban after the long consequences of the difficulties. Sustainability is a sort of constitution that connects the global and economic levels of the urban and rural world [8].The repercussions of pollution, resource depletion, unequal settlement, and unequal distribution of resources all have an adverse effect on the economy, which puts the environment's sustainability at risk. These factors also contribute significantly to the problem. The main issue facing peri-urban residents is that may be having an inconsistent standard and quality of life, which lowers their level of satisfaction and sustainability [7].

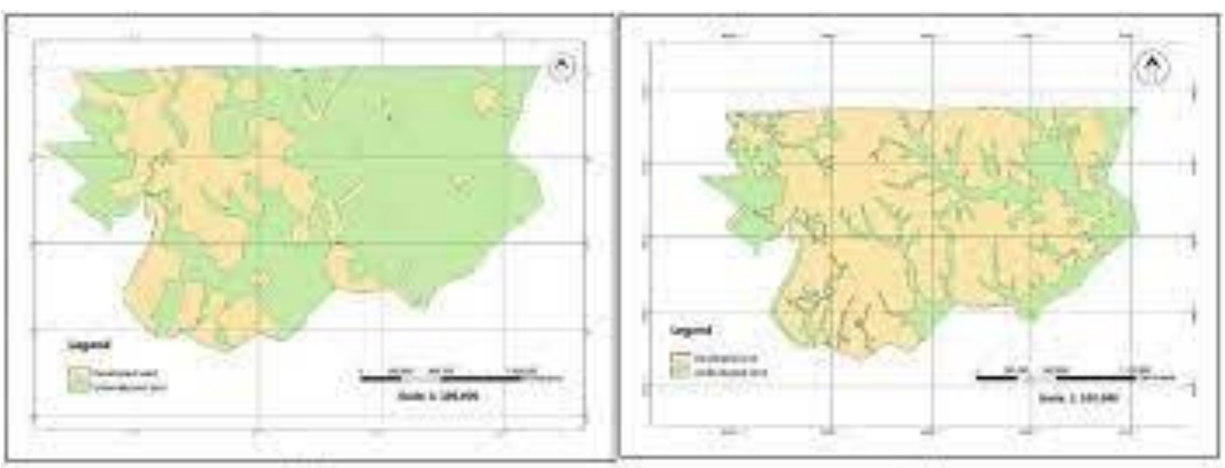
The majority of Lagos's neighbourhoods struggled with inadequate land utilisation. Per square kilometre, very few habitats are accessible. This has a negative impact on infrastructure development costs. This is because most constitutions in peri-urban nations are unplanned. The items created through informal development undergo a significant amount of spontaneous alteration. Another significant issue in peri-urban areas is the failure to timely update the constitution's master plan, which affects the provision of infrastructure [10].

Urban sustainability is the only means of enhancing public transportation while reducing reliance on private vehicles, which improves public welfare and health well-being while reducing traffic in congested areas. The peri-urban interface is significantly influenced by links from the urban to rural or peri-urban to rural areas [9]. The lack of secondary road infrastructure in the majority of Nigerian regions causes traffic congestion and contributes to the environment's unviability. The poor quality of the roads

ISBN: 978-93-95105-04-0

in peri-urban areas makes it difficult and congested for residents to get around [8].Lawanson, Yadua, and Salako conducted a survey on the environmental concerns in peri-urban areas of the Lagos megacity and identified the main difficulties based on the infrastructure, security, and residential issues. The growth of the infrastructure is directly related to the lack of space between locations in per-urban communities. Along with infrastructural growth, traffic congestion is a serious problem. Additionally, there are issues with the air circulation, garbage management, and industrial emissions. The majority of the public housing at the peri-urban interface does not have any drainage or waste water problems [10]. The majority of privately held homes periodically experience drainage and discharge issues. Several of them have noise pollution as a result of the enormous volume of waste water discharge from the neighbouring businesses, which contributes to environmental and air pollution [11].

Local participation is necessary for sustainability, which immediately enhances the outcomes of national and urban programmes. The socio demography of the population is the primary focus of the sustainability programme. In Nigeria, particularly Lagos, urban sustainability is a long way from being successful. Adopting some sustainable practises can increase global sustainability in underdeveloped nations. Realistic and accurate indicators from developing countries show not only the sustainability of cities but also the measurement and formulation of policies [9].



(a) (b)

ISBN: 978-93-95105-04-0

Figure 1: A Map showing improvement in urban development of Ikorodu between 2006-2016.

(Source: Google Earth Archieve, 2006, 2016) [9]

METHODOLOGY

This study provides a quick overview of the environmental sustainability in Ikorodu, Lagos, Nigeria, and shows that the best method to comprehend daily urbanism and the contextual variations of the peri-urban phenomenon is to observe the numerous study journals.

Variables		N=379	%
Tenure	Less than 5 years	139	36.7
	5-10 years	142	37.5
	More than 10 years	97	25.6
	Others	1	0.3
Monthly income of household head	Low income ($70-$140)	150	39.6
	Middle income ($140-$420)	178	46.9
	High income ($420)	51	13.4
Literacy level of household head	Post graduate	25	6.6
	BSc/ Higher diploma	124	32.7
	National Diploma	79	20.8
	Secondary	130	34.3
	Primary	18	4.7
	None	3	0.8

Table 1: Household heads' socio demography [6]

Environmental sustainability indicators	% Satisfied	% Not satisfied	Indifferent
En1 Geographically balanced settlement	27.5	45.5	27
En2 Freshwater	80.7	19	0.3
En3 Waste water/ Drainage	18.5	80.2	0.6

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En4 Quality of ambient air	22.4	77.6	0
En5 Noise pollution	25.1	73.1	1.8
En6 Sustainable hand use	72.8	26.9	0.3
En7 Waste generation and management	26.4	72.8	0
En8 Effective transportation systems	83.9	15.6	0.5
En9 Effective master plans	25.3	74.7	0
En10 Less commuting hours	72	27.4	0.5
En11 Biodiversity	0	0	0

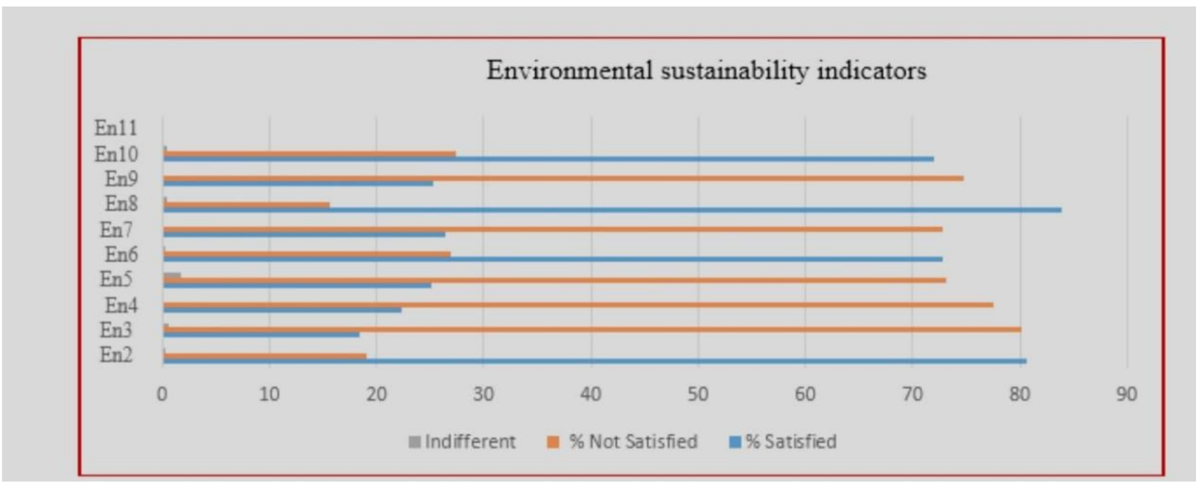

Figure 2: Respondents' environmental sustainability indicators [9].

FINDINGS

Common roadblocks to sustainability include local governments' competition for local businesses' profits and national expansion. Threats to the loss of biodiversity include water pollution, climate change, ocean solidification, and global warming. Lack of a clear understanding of sustainability, a lack of resources to acquire the principles, and a lack of knowledge are the root causes of environmental sustainability. There are ecological limits to the size of an economic activity, economic welfare limits to be obtained from the expansion of an economic activity, and social constraints to the expansion of an economic activity.

Black Utilizing digital paper allows for carbon treatment, which reduces the need for non-renewable resources. By recycling the items via 3D printing, additive

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manufacturing can help reduce the use of plastic. Carbon erosion is reduced, which aids in maintaining a sustainable ecosystem.

CONCLUSION AND RECOMMENDATION

According to the reviews' conclusions, there is much more major discontent than satisfaction in this area. The factors that permit to survive with effective transportation, suitable sanitation facilities, and other are least among the assessments above. This demonstrates unequivocally how condensed the conversation is around sustainability and urban development. Following the strategy and having regular conversations improves the environment's sustainability. There is room for improvement in a number of crucial areas, including drainage, waste water management, environmental quality, and health-related wellbeing.

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ISBN: 978-93-95105-04-0

AN OVERVIEW OF SOCIAL JUSTICE IN EDUCATION

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ABSTRACT

Knowledgeable individuals and their contribution to technological developments govern the globe. Unlocking the mysteries behind society's fundamental issues requires education. The initial accomplishment of the targeted aims can be effectively carried out by training a person in the necessary field and observing the manner of structural changes. Social justice declares that it is a legal obligation for every person to uphold and protect their moral ideals and examines the long-term effects of adhering to these rules. To promote equality, human rights, and factors that contribute to the stability of the economy and political system, education must use specific sustainable justice practises. This essay discusses the significance of social justice in education as well as its literary and theoretical underpinnings. The feminism theory and its contribution pave the way for economic growth. Additionally, it asserts that women's educations are crucial for their survival in today's changing society as they transition from caregivers to academics. In order to promote social justice (fairness) among the populace, this paper brings together the opinions of numerous academics in the field.

ISBN: 978-93-95105-04-0

INTRODUCTION

A person's education is very important to their life and helps to raise their standard of living. The improvement and quality of the educational system are the goals of scholars. In the pursuit of one's legal rights, social justice is regarded as a legal right. Education In order to ensure that all students are treated equally and have access to their basic requirements, scholars must assert social justice.

The promotion of educational academics requires, in the opinion of Adams [1], Griffin, and Bell [5], that their work be oriented toward social justice. The ultimate goal of social justice in education is to have an impact on matters like program development, curriculum, social vision concepts, and educational philosophy. Bell (1997) [5] defined social justice as a process and a goal that aims to achieve equality among all racial, ethnic, and socioeconomic groups in society. It makes political stability, globalization, and cultural study possible. Through social justice, the students are also introduced to post structuralism, feminism, and queer theory.

Students today are adept at controlling their professional applications and much more prone to the technology's adaptive characteristics. Therefore, social justice raises the issue of a person's ability to influence others in society and to advance their ideals into practical programs. Numerous justice-related gatherings, discussions, and initiatives are started to defend their rights in society. Murrell asserted in 2009 that social justice is concerned in the elimination of oppression and the scope of institutional practices and policies.

Students are recommended by Westheimer and Kahne (2004) to become involved in political, economic, and social concerns and approach their resolution from various angles. The goal of Carlson and Dimitriadis's (2003) was to construct a strong educational system that would, in theory, inspire children to pursue a variety of objectives and passions while sustaining a sustainable growth.

The main goal of choosing this topic is to bring equality among the students and to satisfy their needs in developing their learning platform. Human right is to ask and sustain in the society which is accomplished by the application of social justice.

ISBN: 978-93-95105-04-0

OBJECTIVES

1. To learn the importance of social justice and their effectiveness in the society.
2. To study the conceptual view of social justice.
3. To educate the care givers and need for education in life.

SOCIAL JUSTICE

Fairness is a vague idea that social justice stated but developed throughout the course of the book. According to Novak (2000), social justice is a quality that will be noticed when actual life situations start to occur. According to Rizvi [11] (1998), achieving social justice is highly challenging since it involves so many different components and has multiple definitions. The idea of justice and the morality that guide its teaching and upholding vary from person to person.

Social justice practices and processes are described in fewer words in Mule's (2005) description than they are in educational program, where it is impossible to gauge how they are evolving. It cannot be accomplished without the engagement of concepts like equality, access, participation, and human rights.

In addition, Zollers, Albert, and Cochran-Smith (2000) discovered that students' perceptions of the common objectives of teaching social justice in their educational programs varied and that achieving those objectives was challenging. According to Martha Nussbaum, an American philosopher, society pushes people to participate in its many modes of behavior while denying them the freedom to live normal lives, utilize their minds however they see fit, and engage in other forms of expression.

PHILOSOPHICAL/CONCEPTUAL

Iris Marion Young's (1990) for justice and the political difference, which emerged from political theory, is the most frequently regarded work conceptually. It outlined the rights of women, black people, American Indians, homosexual people, and lesbians, as well as initiatives to advance these groups' rights in society and raise children's knowledge of their importance. An exclusive discussion between Silvia C and Kathy Hytten Bettez talked about the broad definition of justice and the method used to describe ideas and issues. The reasons of the issue, which are located in unclear standards, habitats, symbols, and their assumptions towards sustainability in social justice, were also

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described. It established the principles of society and explained how social relations work in that context. It also provided information on exploitation, marginalization, diminished power, and cultural imperialism, as well as a general description of the forms of oppression, including violence and cultural imperialism.

The categorical imperative of Kant, Mill's utilitarianism, or Rawls' original viewpoint are just a few of the contributions that philosophers have examined to establish new practices and policies that are beneficial to students and emerging technologies. When considering the origins of social justice, Rizvi [12] (1998) distinguished between three basic categories: liberal individualism, market individualism, and social democratic. The most significant portion of Rawls served as the foundation for the ideal framework of social justice.

Two ideas are drawn from the foundation of individual liberty. First of all, each person's freedom exists independently of others unless a third party intrudes upon it. To promote unity in the people's service, the commodities and services must secondly be divided evenly among the privileged.

The relationships between their activities are closely tied to social justice in the eyes of market experts. Nozick's (1976) measurement method was used to demonstrate the points made in the aforementioned statement in terms of equity. Additionally, the rivalry between theonly the practice's methods and results were stated by justice. Marx defined justice as a connected concept to individual wants and collectively chosen social norms. The majority of political research academics who depend on processes and principles and look for justice view it as the social democratic point of view. It is mostly a philosophical strand of works and can only identify opportunities, distributions, and recognitions. This strand's goal is to identify the needs for justice, facilitate data processing, apply working area categories in society, and trace the ramifications.

Lynch and Baker (2005) offered five principles: resources; respect and recognition; love, care, and solidarity; power; and working and learning. They also mentioned the foundation and ease of education in the equality. Additionally, they outlined the methods for advancing the educational system in a comprehensive view of human equality. In addition, Bell defines terms like the extent of oppression, restrictions,

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complexity, and systemic processes, and she offers conceptual examples. It was stated that it served to illustrate the need for theoretical and conceptual accounting to distinguish across levels of culture and institutions.

EDUCATING CAREGIVERS

The feminist philosophy should not be taught in general education, according to Laura Brown's (2000) argument. Women's contributions to education are not given the same priority as men's since the foundation of social justice also concerns gender inequity. Gillian (1993) coined the term "gender role socialization," while Kaufman (1994), writing about the effects of patriarchy, claimed that gender bias in female education through a variety of channels, including culture, custom, overrule, and slave behaviors, serves to stifle women's power. Identifying female power and fairness through the development of program modeled after Sue & Sue (2008). The social equality of the various genders conceals caregivers.

Women are prepared for and encouraged to take on caregiving tasks so they can focus only on family matters rather than society's challenges. According to Baines et al. (1990), conventional gender roles that have evolved in the family system to execute diverse activities for their responsibilities have led to caregiving. These responsibilities encourage the women to take care of others while isolating them from societal problems and norms of living.

Both Gilligan (1993) and Lerner (2005) asserted that while both men and women are treated to uphold their relationships, women's voices are more constrained than men's roles and voices. The theories of the critical family group might be referred to as feminist theory. Women's medical education can raise lifestyle standards and enable social respect in society.

The Free Compulsory Universal Basic Education (FCUBE) program, which includes primary and secondary education with free tuition and a basic degree requirement for women, was launched. The International Monetary Fund (IMF) established a fund that offers facilities to developing countries in an effort to raise the percentage of women who are literate. Between 2003 and 2013, the Ghanaian educational

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system was set up to promote gender-friendly support in schools and boost the educational ratio of female students.

Table 1.1 Ghanaian educational structures

	PRIMARY	SECONDARY	TERTIARY
COMPONENTS	2 years of kindergarten 6 years of primary 3 years of junior high school	3 years of senior high school, vocational, technical, business, and/or agricultural school	University, polytechnic, or teacher training college
EQUIPMENTS	Basic Education Certificate examination	West African Secondary School Certificate examination	Certificate, diploma, Degree

THEORETICAL SPECIFICATION

Critical pedagogy, Whiteness studies, anti-oppressive education, and multiculturalism are some of the elements that educational academics have identified as having an impact on educational processes. Due to the fact that diversity has a lengthy history in the field of education, intercultural movement in the 1920s and 1930s followed its lead. In Montalo [9] (1982), the simultaneous intergroup movement of the 1940s and 1950s is discussed, as are the civil rights fights of the 1960s (banks 1989) [3].James Bank, one of the leading researchers in this field, presents five dimensions for integrating culturally diverse courses into curricula, planning to the ways in which social and cultural positional influences knowledge construction, putting various new and effective processes into place, and enhancing school culture among the courses. Gay (2000) [6] advocated in favor of a number of model components, including validation, endeavoring,

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multi-dimensionality, and cultures that focus on standards and apply various processes to cultural variances.

Sleeter (1996) [12] made it possible for multicultural education to establish social activities that progressively aid in the achievement of results including links between power, privilege, and opportunity. Among other broad goals, the aim of critical pedagogues is to enable social injustices to alter and to empower the week. It was developed from an already-existing idea in Paulo Freire's work; he constructs other remedies or exposes the political and economic contraction to activities against oppressive forces.

Hytten (2006) [14] used cultural studies to examine the link between power and knowledge, finding that power is directly transferred from one to the other but not knowledge. Students should become involved in social concerns, according to Westheimer and Kahne (1998), as this will help them develop the knowledge and attitudes necessary to discover new information about society.

RETHINKING EDUCATIONAL SOCIAL JUSTICE

Social justice in educational platform is to promote the standards and quality of curriculum and course outcomes that are essential for an individual student to practice and sustain in the marketing and technologically growing world. It enables equality, importance of human rights and attitudes towards the social issues. The areas that social justice played a crucial role in the past analyses are right for female education, racial discrimination, educating the poor, reduction in poverty, gender equality and promoting the standards of child’s education and their importance in the societal and economic growth.

Various scholars insisted that students should be aware of the social, economic and political upgrades to serve and sustain in the exploring world. Individuality is accredited to the students who claim the social justice in the education. Proclaiming equality in education by means of single mode of teaching, habitats, culture, practices among the educational institution without biasing can bring up the average and poor students to experience the real and similar culture in enhancing their lifestyle. Above all unity will be followed among them and reduces the poverty level and degrades caste

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issues, gender inequality and improves the economic standards and policies with efficient practices. Social justice doesn’t work for whereas it pushes to work on in our priorities.

CONCLUSION

From various point of views, it is proved that existing major problems are analyzed and solved by the practices of social justice through different modes. Enhancing and improving the implementation of social justice in education can bring out a vast change in the economic policies. This paper concludes that value of education is essential more than educating a child without fairness in his principles.

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ISBN: 978-93-95105-04-0

A REVIEW ON HUMAN RIGHTS IN INDIA AND THE IMPACT ACROSS THE WORLD

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ABSTRACT

The most important component in the country's development is the expansion of human rights. The modifications to human rights that took effect following independence. The rights and liberties that have been granted to them are advantageous to a large number of individuals. This article focuses on the importance of human rights across the world and its relationship to international law. It also provides a general review of how the Indian Constitution affects the fundamental and basic rights guaranteed by the Constitution. the numerous rights, viewpoints, and points of view that Indian citizens are entitled to. The infringement of individual rights and the sanctioning of such infringement have grave negative effects. The influence on the Indian states and the details of the records stated up to this point are also included. These results also include women's rights and the opportunity to an education, which is one of the fundamental liberties that every person must acquire. The values of a person's life are directly impacted by human rights.

ISBN: 978-93-95105-04-0

INTRODUCTION

Beginning in the 19th century, the greatest revolution and advances in human liberty began to occur. All people have certain rights and are free to pursue their own interests in the world. Human rights are essential for the growth and advancement of a person's way of life. The evolution of humanity served as the foundation for both the expansion and development of human rights. Human rights define the dignity of an individual, and without such rights, people cannot truly be themselves. [1]. These human rights have been put into effect to guarantee and promote the advancement of the human race across all domains, including education, women's empowerment, social, cultural, economic, and political growth. All countries uphold and adhere to the rights to democracy, freedom, equality, and expression. Human rights are independent of all other considerations, including an individual's race, religion, nationality, language, caste, or gender. There is a supreme law of the land in India that outlines all of the rules and rights that apply to its residents. Life and liberty are protected under the Indian Constitution as well. [2].

Human rights improvisation is quite challenging. Before the amendment was ratified or before India gained its independence, the British had power over its population. The struggle for freedom and independence was sparked by the liberation movement and the brutality of the British monarchy. Indian citizens' rights were not there while India was ruled by the British. India then created its own constitution upon its independence. Furthermore, the constitution gives special consideration to human rights and freedom. [5].

Basic rights violations have also become a significant issue. Many individuals are infringing on the liberties and freedoms that were granted to them. We cannot truly understand the genuine substance of fundamental rights since the majority of us violate the rights that have been guaranteed by the constitution. The people abuse their rights. That also turned it into a penalty for breaking the fundamental rules of the constitution. [3].

There are constitutions in many countries, including India, whether they are written or not. The USA and India both have written constitutions. Australia and the UK

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don't have written constitutions. the fundamental conditions or fundamental rights, such as the freedom of expression, the right to an education, and the freedom of women. The progression of women's rights is crucial for the development of the nation. India is a diverse nation. Therefore, it has a variety of qualitative rights, such as religious liberty, freedom of thought, and protection from resource exploitation, freedom of expression. [4].

This review attempts to highlight the significance of human rights in today's rapidly changing society. This article primarily focuses on the rights that have been granted to us and how those rights should be used by members of society. The significance of fewer human rights violations. Additionally, to raise enormous awareness of human rights.

OBJECTIVES

1. The significance of people's involvement in promoting human rights, liberty, and freedom.
2. To be aware of and stop India's violations of human rights.
3. To enlighten people about the UN's involvement in promoting human rights.
4. Learn further about relationship between the Indian Constitution and individual rights.
5. To acknowledge the significance of women and education.

LITERATURE REVIEW

Since violating a person's dignity can have major consequences for both them and society as a whole, doing so is essential for preserving social cohesiveness. Individual rights are also known by the labels fundamental, inherent, intrinsic, and innate liberties. The concept of a fundamental right is not new. It took some time for it to develop through several stages and come to be the concept we know today. [5]. These rights, which also include civil rights, freedoms, and sociological, intellectual, and financial rights, were characterised by all ancient cultures although going by alternative titles.

Evidence of the continual development of international human rights legislation is the birth of several regional and international agreements that widen, reinforce, or occasionally restrict the general principles set forth in the UN Charter or by the 1948 Nations Convention on The Rights. Given the seriousness of India's current problems, no

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section of the government can lessen its efforts in defending human rights, thus the Supreme Court must continue to set the bar high. Article 21 of the Indian Constitution contains the life and liberty clause. [6].

On a global scale, it is our duty as humans to defend and advance human rights. The obligation of the state and the government has expanded in order to decrease the breaking of laws and regulations. Each state must take responsibility for safeguarding its inhabitants from crimes and conflicts. Everyone must experience the essence of liberty and liberation without any fear, according to a quote from Mahatma Gandhi. [7].

HUMAN RIGHTS

Every person is required to uphold a wide variety of rights known as human rights. The Universal Declaration of Human Rights, which was published in 1948, listed the characteristics and categorizations of human rights that society must uphold, comprising

i. Civil and political rights

ii. Economic and social rights

iii. Solidarity rights [1].

Figure.1 Types of human values according to UDHS [1].

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There are several features of individuals rights, such as the diverse behaviour and attributes of the right. Since the majority of a person's talents are innate, each and every individual has unique rights that are inalienable. It has some distinctiveness in each instance involving the rights. Due to its distinctiveness or other intrinsic national characteristic, it can benefit the country. This promotes equality in the country on all fronts, including gender equality, freedom of speech, and freedom of religion, allowing each person to express their own ideas. Human values, morality, and beliefs are related to these human rights as well.

HUMAN RIGHTS VIOLATION

According to the human rights commission, the incidence of encounters climbed by 3.23%, and the rate of deaths in custody jumped to 1.12%. This violation happens in cases of rape, assassination, and child labour. The citizens have been granted some freedoms and privileges, but some of them are damaging it. Some of the provisions, such as those involving the police, courts, prosecutors, government officials, and others, can reduce or halt this breach. [6].

It can also accept the gradual increase in incarceration-related fatalities over time. The following graph displays the history of human rights violations. The greatest rate of human rights violations has been recorded in Uttar Pradesh, followed by New Delhi, Odisha, Bihar, and Rajasthan. The goal of the Indian Constitution, which guarantees fundamental rights to all citizens, is to reduce gross human rights violations, but in many states (including Uttar Pradesh, Andhra Pradesh, Haryana, Odisha, Delhi, Bihar, and Gujarat), they have increased despite numerous preventive measures being taken to manage them. [10].

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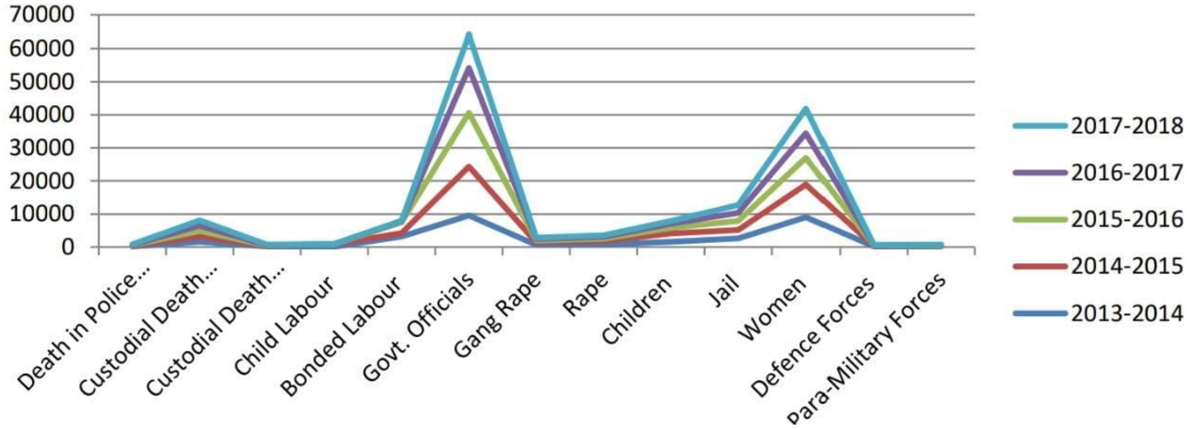
Bar Graph.1 Human Rights Commission Report 2017-18 [7].



INTERNATIONAL RELATION AND HUMAN RIGHTS

The Human Rights Declaration of the UN When a provincial government ratifies a worldwide human rights convention, it takes on obligations and national responsibilities to uphold its commitments, protect fundamental rights, and refrain from certain actions. every United Nations General Assembly-accepted international human rights amendment.The final approval of the Universal Declaration of Human Rights was carried out by Eleanor Roosevelt (UDH).According to an American jurist named Jack Greenberg, it makes sense for judges to begin adopting international norms as the cornerstones of domestic law on human rights issues, even for the Indian court system. International human rights organisations do not use a legal strategy and do not accept grant customs that go above and beyond the law. [6].

HUMAN RIGHTS AND INDIAN CONSTITUTION

Human races exist as a result of basic or fundamental privileges. Every country, therefore, has its own constitution. Nobody could pass a constitutional amendment, which is authorised and acknowledged by the whole country and pertains to all states. This constitution is protected and justified, and it may be enforced in any court [8]. Based on the constitutional provisions, an individual may petition the court and the judiciary for an order. Every Indian person is endowed with seven essential rights.

1. The right to equality.
2. The right to freedom.

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3. The right against exploitation.
4. The right to religious freedom.
5. The right to culture and education.
6. The right to constitutional remedies.
7. Property rights [6].

This study focuses on human rights as they relate to some of the fundamental rights guaranteed by the constitution. The Indian legal system is based on the Indian independence Act, which was passed in 1833. The constitution has its own authority since it is the legal land of supremacy that no one can modify. The basic right is the national moment's eye opener. The Indian National Congress organised the Republic of India Bill, popularly known as the home rule legislation (1895) [5].

The right to equality is defined as the equality and non - discrimination of all laws and the provision of equality throughout society. This right to equality reduces discrimination based on religion, ethnicity, gender, caste, and so forth. This right ended the practise of untouchability and casteism in India. The right to freedom includes the freedom of expression and speech at any time, which might fall underneath the personal liberty to exist in society. [5].We are not the proprietors of the many resources that are present in our nation, despite the fact that there are many of them, thus we are not allowed to destroy or cause great harm to the resources that exist in our homeland. This right against exploitation is a critical one that all citizens must uphold. The freedom of opinion, religion, belief, and practise is a unique aspect of our Indian constitution. Because India is a big country, there are many faiths, cultures, dialects, linguistic groups, and beliefs in our country, thus there is no limitation for every individual to practise their own views. [12]. Everyone is entitled to an education. Every person needs education in order to develop into a contributing member of society. Education encompasses not only the technical and professional aspects but also societal knowledge. In addition, the constitution has been granted certain powers that cannot be changed by anyone. The provisions with this part have been legally implemented. [5].

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FINDINGS

ANALYSIS ON WOMEN'S RIGHTS

The advancement of women is significant to the nation's progress. Women must be educated and civilised. They need to uphold our nation's political ideologies. They must be self-sufficient financially. The improvement of women's rights, which includes the eradication of abuses and breaches of their human rights. The environment was made nice and productive by expanding women's rights. It is important to see these women's rights positively. Only 9% of harassed women disclose it, even though around 52% of them do. The main issue that kills women is sexual discrimination. Male dominance permeates every sector, and women's contributions become less significant. Sexual assault, marital rape, and child marriage are all causing women to become preoccupied. Despite the fact that child marriages are against the law in our culture, they nonetheless happen sometimes in regions where women's rights are being violated. Similarly, infanticide against female children still occurs in certain places.

Only if women were given the opportunity for financial freedom and received a good education would the abovementioned prejudice lessen.

ANALYSIS ON EDUCATIONAL RIGHTS

The nation's ability to support its own economic growth and development secures its citizens' rights to employment, education, and public service. Although educational rates have risen over time, those who reside below the poverty line are still not provided with the necessary education. Article 51A (basic obligations), which states that parents have a duty to give their ward the chance to pursue an education between the ages of 6 and 14, establishes the right to educational opportunities and other technical assistance.

In this circumstance, it has been discovered that child labour inhibits and discourages the educational rights of children between the ages of six and eighteen. Many parents, particularly in states like Bihar and Uttar Pradesh, are unable to provide their children a suitable education because of the poverty. Because of poverty, many states have exceptionally low literacy rates. If all children in a country receive an education, the poverty rate will drop to 15% annually. The disparate educational systems in India cause a significant disparity in the educational levels of the pupils.

ISBN: 978-93-95105-04-0

CONCLUSION

The people of the country influence the prosperity and wealth of the country. Every person in the country may express themselves and help the country if they have accessibility to the individual liberty, independence, and rights. The economic growth rate of the nation can be raised through educational rights. The Indian Constitution plays a protector role for all the basic and fundamental rights. The Indian Constitution is a record of all the liberties guaranteed to a person. This review paper comes to a conclusion by outlining the relevance or importance of several fundamental human rights, including those of women, students, and others.

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ISBN: 978-93-95105-04-0

CONSUMER ATTITUDE TOWARDS ETHICAL ISSUES IN ADVERTISING WITH SPECIAL REFERENCE TO KERALA

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ABSTRACT

Advertisement plays a significant role in selling of a product. As the business world becomes more informative, consumers are to be informed about the products. The monopolist nature of market necessitates every producer to advertise their products. In these modern times, there are several ways products can be advertised and one of the most effective medium is commercial advertisements in the visual medium. Television advertisements are viewed by millions of customers. Television advertising occupies the central role in advertising, because it reaches the masses instantaneously while people view the programs. The reach is felt to be effective because it is carried with audio-visual effect in the background of glamorous settings. Further, beautiful and attractive male and female actors endorse the product with the message delivery focusing on the plus-points of products and services. In fact, the making of an advertisement is labelled as an industry by itself and it is considered to be both a science and an art.

Keywords: Advertisement, Ethical issues, Perception, Consumer Attitude

ISBN: 978-93-95105-04-0

INTRODUCTION

Advertising is the important component of promotion and its widely used for encouraging customers and persuading them to purchase product. According to Kotler and Keller "Advertising as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor". In marketing, the study of consumer behaviour is of utmost importance. Consumer is the king in marketing function. In fact, all marketing activities must be directed towards identification and satisfaction of customer needs and wants. The study of consumer behaviour is of great importance. Consumer behaviour is the study of how individual customers, or their groups select, purchase, use and dispose ideas, goods or services to satisfy their needs.

Advantages of Advertisement

1. Is a very effective method that can be used to present information about a product or a service.
2. Helps reduce the per unit cost.
3. Advertising helps increase overall sales.
4. Can show a change in the attitude as well as the lifestyle of people.
5. Eliminates the need for middle men.
6. Helps impress customers with new products.
7. Teaches people all about thrift.
8. Businesses can create a favourable image for their company.
9. Company can promote all the products manufactured using one single advertisement.
10. Encourages competition.
11. Maintains a contact between the consumer and the manufacturer.
12. Consumers get to know about better performing products.
13. Almost all the print ads drive action.
14. Print ads do not need power or electricity and hence the reach is more.
15. Flexible and provide the advertiser with a number of options.

ISBN: 978-93-95105-04-0

Statement of the problem

In the modern business world, advertisement becomes an integral part of business activity. The selling cost herein referred as advertisement is a major cost in business budget. Through advertisement firms could reach the bottom level of customer from every nook and corner. The modern competitive business necessitates advertisement. The advent of information technology has further strengthened the advertisement in various forms. Advertising has acquired greater importance in the modern scenario with tough competition in the market and fast changes in technology, one finds fashion and taste in the customers too.

Objectives of the Study

1. To study the perception of the consumers about the social aspects of advertising.

2.To Understand the perception of the consumers about the role of government.

3.To suggest improvements in advertising.

Need and Significance of the study

Advertising has a great role in impact on the behaviour of consumers. Consumers are not unaware of the unethical advertising. The consumer psychology needs to be studied. The consumer perception about advertising cannot be ignored by the marketing expert as it affects the buying decision as well as brand image. Consumer perception also affects the image of the company. Women are often used in advertising, many times in the product used by men only. Thus, there is a need of studying the consumer perception towards unethical advertising especially in the context of women.

Review of Literature

Irani (2016),9 mentioned that, in Indian advertising, diversity in race, age, gender, ethnicity, caste, color, religion, etc. is reduced to cultural stereotypes. Now, the presentation style is changed “Bhola Bhala Kishan” is now become tax saver, “Abla Nari” is replaced by versatile, etc. The advertisement is a source through which sponsors made an attempt to create the perception for its products. Now, the body content of an advertisements copy is significantly changed.

Hovland and Wolburg (2015), 11 described various issues which are being covered through different types of advertising like the commercial, social, political,

ISBN: 978-93-95105-04-0

cultural, regulatory, economics. Authors made an effort that advertisements played a major role in the development of consumer and social culture. They also pointed out the ethical issues related to political advertisements, consumer products advertisements and other legal cases.

Neeraj (2014), 17 in the research discovered that morals, ethical quality, and standards are a vital part of the planning and designing good ads. In making effective advertisements, ethics play a very important role and involvement of the public is also important. It concluded that honesty is the foundation of confidence and the greatest asset of any business. Dishonesty in advertising not only destroys confidence in particular advertising but also in the medium which carries such dishonest advertisements.

Kabir (2013), 19 had concluded that the maximum number of companies are using unethical practices like puffery, surrogate advertising, comparative advertising, etc. in their advertisements just to increase the sales of their products. Various organizations are not following the ethical standard of advertising. So, the implementation of rules and regulations by ASCI should be stricter to prevent such practices in an advertisement.

Singal and Kamra (2012) says that in today's scenario, using media in advertising is a pervasive and powerful force that mould the attitudes and behaviour of the individual. It goes beyond the conventional part of 'fair and truthful' data and representation of obscene, undesirable and exploitative scenes, having a harmful 34 impact particularly on the youth. They came up with the conclusion that different sorts of unethical advertising like advertisements with obscenity and sexual touch, use of kids in advertisements, puffery, surrogate advertising, subliminal advertisements, false and deceiving ads do exist.

Hypothesis

There is no significant difference in the opinion of the respondents about the social aspects of advertising

There is no significant difference in the opinion of the respondents about the role of government in respect of advertising.

There is no significant difference in the opinion of the respondents about selected advertisements.

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Sampling

The universe of the study comprises the viewers of the advertisements living in the three districts in Kerala namely, Kollam, Ernakulam, Trissur and Kozhikode and who are above 18 years of age. The sample size was 89.

Sources of data

• Primary Data

The primary data were collected using a well-structured questionnaire. The questionnaire was administered among 89 respondents from heterogeneous group to study their attitude towards the Consumers' Perspective.

• Secondary Data

The researcher collected secondary data from various sources such as research study, survey report, magazines, Newspapers, bulletin, annual reports, internet and books.

Table 1.1 Distribution of the sample in Kerala

Number	District	No of Samples	No of Respondents
1	Kollam	25	22
2	Ernakulam	25	23
3	Trissur	25	21
4	Kozhikode	25	23
	Total	100	89

Analysis

Percentage analysis is one of the statistical measures used to describe the characteristics of the sample or population in totality. Percentage analysis involves computing measures of variables selected for the study and its findings will give easy interpretation.

Table 1.2 Gender-wise Distribution of Respondents

Gender	Frequency	Percentage
Male	36	41
Female	53	59
Total	89	100

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It is noticed from Table 1.2 that of the total sample of 89 respondents, 36 respondents (41 %) are Male and 53 respondents (59%) are female. Majority of respondents are female.

Table 1.3 Age-wise Distribution of Respondents

Age Group	Frequency	Percentage
Below 20	18	20
21-30	30	34
31-40	22	25
41-50	13	14
Above 50	6	7
Total	89	100

It is noticed from Table 3.2 that of the total sample of 89 respondents, 18 respondents (20%) are in the age group of less than 20 years, 30 respondents (34 %) are in the age group between 21 and 30 years, 22 respondents (25%) are in the age group between 31-40 and (6%) are in the age group of above 50 years. It is clear that a majority are in the age group of 21 and 30 years in the sample.

Table 1.4 Occupation of Respondents

Occupation	Frequency	Percentage
Students	19	21
House wife	12	14
Private Concern	19	21
Govt Employee	25	28
Professional	14	16

Findings

It is found in the study that majority of the advertisement viewers are Female

It is found that majority of the television advertisement viewers belong to the age group of 21-30 years.

ISBN: 978-93-95105-04-0

It is found that the highest percentages of the respondents strongly influenced by advertisements are Government employees

It is found that majority of the respondents had informed that half of advertising was productive and the remaining was a wasteful expenditure.

Suggestions

There is immediate need to create awareness among consumers on various concerns relating to commercial advertisements. Awareness campaigns should be organized at all levels.

The consumers should be educated to be more alert, vocal and action oriented in lodging complaints when an advertisement violates norms of ethical marketing communication.

The companies that float television commercials and sponsor television programs must be conscious of what programs they 213 sponsors. Honouring their social responsibility, companies should take a strict stand against programs, the content of which is injurious to the value system of the country.

Depiction of women, when a product or advertisement does not warrant it, should be avoided by all concerned like the advertisers, advertising agencies and the media. The depiction should be relevant to the products, message, layout, i.e, in general to the advertisement.

Conclusion

A good advertisement should be ethical. Due to profit motive, businessmen avoid following ethical codes which result in social disparity, unhealthy competitions and ill-tempered activities. So, every advertisement has ethical limitations. This unethical advertisement practice may on one hand augment profits to the business but lose social values on the other. In the perspective of society, unethical advertisement practice should be avoided. The business entities should follow ethical codes of advertisement. Some of the advertisements fool the customers and misguide them, particularly online advertisements. In recent days, all the advertisements are covered with disrespectful display of women and children and unethical social practices are used. Obnoxious and banned items are also being sold through advertisements. This could spoil the lives of the young generation in particular and society as a whole. The advertisers should assume the

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social responsibility to save the society from disastrous consequences by using a conscientious approach in the creation and publicizing of advertisements. In order to have the best solution for the ethical advertising practice, the co-operation between the related organizations and the government is very important. Through this study, the researcher has contributed to understanding on the ethical dimensions of commercial advertisements and has attempted to provide suggestions to address the unethical practices prevalent in the world of advertisements.

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ISBN: 978-93-95105-04-0

ENVIRONMENTAL SUSTAINABILITY IN GREEN MARKETING

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ABSTRACT

Now a day's person aware of eco-friendly products it does not harm the environment. It gives very much corporate social responsibility. If we can use eco-friendly products such as recycle renewable material means so that we can reduce wastage of products. Companies do not produce harmful products for customers. Green marketing needs products and services it are not only eco-friendly but also useful to people. When we can think towards society that green marketing will successes.

ISBN: 978-93-95105-04-0

INTRODUCTION

The idea of green marketing concept into rise in the late 1980s and early 1990s. Green marketing integrates a broad range of activities, including product renovating need to change the production process, packaging process, as well as modifying advertising. In simple words green marketing refers to the steps involved in this of giving products and/or services based on their environmental and people benefits. Such a kind of product or service may be environmentally friendly in it or produced and/or packaged in a people cordial way. *It* not only involves consumer goods and industrial goods but also the service oriented sector. In the process of distribution of goods and services, both the manufacturing and the services balance contribute towards the ecological imbalance and that cause we loss of the ozone layer and many things. The most important focus of green marketing is that eco-friendly goods have a competitive advantage over other firms selling non-eco-featured goods. We should take care to protect both the renewable and non-renewable energy sources. If we fail to manage the ecosystem and environmental resources in a proper way, the future generations will face severe imbalances in climate and availability of water, food, good air coal fuel etc so green marketing is to process of selling products and services based on their environmental benefits and friendly. And the importance of green marketing has increased in recent years and the recent behind this people have limited resources on the earth with which people requires try to give for the world. And it has grown over the years and promoted by acceptance of good and services and presenting to the public. The market can sell the both household and personal care goods.

OBJECTIVES OF GREEN MARKETING

- To provide environmental or societal benefits to the people.
- To eliminating waste products and maintain the eco-friendly measures.
- To ensure Reinventing products how help the society.
- To identify the changing environment for make better use of resources.

NEED FOR GREEN MARKETING

Now a days environmental problems have become very serious issues for global and environmental sustainability .so customers can easily changing to the environmental

ISBN: 978-93-95105-04-0

safe and good for the health they never take compromise for health. Hence many companies started to be more responsive towards people health and personal care and friendly activities with the environmental change such as recycle, eliminating waste, not using toxic goods like plastics.

REVIEW OF LITERETURE

Kim & Chung (2011) found that Past experiences with organic personal care products also have an impact on purchase intention of such kind of products. Gupta & Ogden (2009) stated that purchasing of green products depends on certain individual characteristics as like reference groups, trust in others, and success of green products and cost of cooperation to the individual. Green products success depends on consumer's tendency and understanding of green marketers for individual factors to encourage the cooperation.

Park & Ha (2012) have found difference in pro-environmental behavior of green product purchaser and green product non-purchaser, and different psychological factors regarding the recycling. Purchasers have the different levels of attitudes, behavioral intention towards recycling& personal norms.

Eraj & Martizaz (2006) defined that those individuals who have most value about ecological matters, they have a higher environmental knowledge. Those consumers who were aware of environmental problem tried to do something about to solve these problems.

Green products and cost of cooperation to the individual. Green product success depends on consumer tendency and understanding of green marketers for individual factors to encourage the cooperation.

It involves greening of marketing by launching environmentally friendly products in the market for the ecologically conscious consumers (Kilbourne,1998) and aims at developing competitive advantage, increasing market share, improving customer loyalty, and promoting profitability (LeCren and Ozanne, 2011; Chang and Fong, 2010; Sharma et al., 2010). Peattie and Crane (2005) view green marketing more as response to what consumers wanted, rather than a proactive initiative in companies. Though initially it lacked exhibiting patience and commitment to achieve full rewards from sustainability actions (Chan, 2013).

ISBN: 978-93-95105-04-0

DICUSSIONS

This study has been done with the objective of understanding of green marketing to develop green and organic products and how it's useful to the society.

And its reveals that there is an increasing trend in customer's cognizance which in turn have lead to the momentum of green products marketing. It should highlight on the impact of the usage of non-green products on the society.

SUGGESTIONS

Government need to take some steps to promote and aware green marketing to the public. And we need support to the management should be capable of handling such kind of new concepts and encouraging the employees also. Indian organizations must try to adopt the international standards for green products to gain the trust of customers. Organizations develop good control system and implementing strategies for the better improvement.

CONCLUSION

Green marketing is very important concept todays life. In this study the objectives, suggestions, findings to improve the green marketing. In future surely every one going to use green marketing products only and its give huge amount of changes in marketing world. We can use our resources very properly so that we save our nature. Many companies have taken initiatives for green marketing and government also should spread the goodness about the green marketing to the people both in rural and urban areas. So finally I conclude environment is ours and we should protect it. So we need to promote the green marketing.

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ISBN: 978-93-95105-04-0

DETERMINANTS OF PROFESSIONAL ETHICS IN HIGHER EDUCATION

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ABSTRACT

Currently, higher education is a very commercial, materialistic, and competitive endeavor. Teachers in the modern system have a need to be reminded of proper conduct, but we are able to discover those who are a good fit for the system. The school system must now have a focus on the value of the basics, character, integrity, and responsibility. Students' discipline will improve at the school when the teachers are themselves ethical. Professional ethics is the study of right and wrong in one's actions as a service provider. The ideal teacher upholds the worth of each individual, the significance of the truth, the pursuit of greatness, and the development of democratic values. It is crucial to ensure that everyone has access to education and the right to learn and teach. In order to be effective, educators must be willing to uphold the highest ethical standards. Professional teachers are taking on more responsibility and higher standards. That has implications for how classes are structured. Teachers play a key role because they value the respect of their peers, their students, and the larger community. Teachers' commitment to professionalism and awareness of what factors influence their ethical behaviour remain crucially important.

Key words: Higher Education, Teachers, Discipline, Professionalism, Responsibility.

ISBN: 978-93-95105-04-0

Professional Ethics in Teaching

When you look up the definition of "professional ethics," you'll see that it has something to do with a legally binding set of rules and publicly issued declarations of moral principle. However, this is not the case, as its meaning goes far beyond, as the moral and ethical obligations of a teacher go far beyond what may be engraved in any code. When talking about professional ethics, it's important to talk about things like a code of ethics and a code of conduct. A code of ethics lays forth broad guidelines for policing conduct, inspiring a code of conduct among workers that lays out clear standards for what is expected of them. In order to assess whether or not violations of the code of ethics have happened and to outline the repercussions for such violations, a code of conduct must lay out the principles and methods that will be used to do so. Ethics in the workplace, on the other hand, are more of a catch-all word for a set of general social and moral principles that serve to guide rather than compel conduct. Both are useful in laying the groundwork for people and groups to adopt ethical norms and practices. When considering what constitutes "professional ethics" in the classroom, it is not sufficient to look just to codes of conduct and established rules of behaviour and disposition that are relevant primarily to the classroom teacher. These are excellent examples of the core concepts of an ethical framework, which are necessary for effective moral conduct.

According to Beyer (1997)[1], who discusses professional ethics, education is "a area of deliberate moral action." In a same vein, Ayers (1993)[2] asserts that soul teaching is "an intellectual and ethical effort," calling teaching "the vocation of vocations." Therefore, professional ethics can be seen as a representation of the core principles of education that could be helpful in the course of their normal work. What teachers say and do, or don't say and do, reveals a great deal about their moral stance, and professional ethics provide them with this opportunity. It makes sense that it would capture the innate and unreflective inclination of the moral interactions that develop naturally in schools and

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ISBN: 978-93-95105-04-0

beyond. The moral practice and conduct of educators is thus defined as professional ethics, which is not something to be left to chance.

Bersoff (1995)[3] summarizes the ideal function of a code of ethics as a guide to the resolution of moral dilemmas confronting the members of the profession that promulgates it, with the code's primary emphasis on protecting the public that the profession serves. It ought to be a lofty declaration of overarching ideals that reflects the moral integrity of the profession and commands the respect of the public. Such perfection is extremely unusual in most occupations. Realistically, what an ethics code does is verify the most up-to-date opinions of a majority of experts who have been given the authority to make choices about ethical matters by their peers. An ethical code is the result of political compromise and as such is doomed to be outdated, ethnocentric, and lacking in universal applicability. However, this should not prevent us from writing a document that completely fulfils and conveys essential moral concepts. Embedding this Professional Ethics serves as an example of the broader anticipated behaviour, this is essential to the very heart of teaching and not an afterthought.

Teachers in the classroom should consider how these ideas are relevant to their job. As a result, professional ethics is the duty of professionals to act ethically in their professional practices. It incorporates the components of competence and service values, going above and beyond the normal moral conduct expected of any person. Covert (1993)[4] asserts firmly that in the absence of a codified set of professional ethics or conduct standards, educators must rely on the shakier foundations of "collective agreements, precedents set through arbitration board rulings, and judicial review" to guide their day-to-day conduct. Professionals, according to Imig (1991)[5], "must define high standards, create rigorous expectations, and hold peers to these standards and expectations."

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ISBN: 978-93-95105-04-0

As a result, the professional educator's attitude, intention, and behaviour are taken to be expressions of human virtue in all its nuances. According to the Oxford Dictionary, "Professional Ethics" refers to "the body of knowledge dealing with moral principles that guide the behaviour of individuals or the conduct of activities." Morality, values, beliefs, and accepted practices are all part of professional ethics. According to Sage, "Professional Ethics" is the "philosophical study of the moral value of human activity and of the laws and principles that ought to regulate it." The Webster Dictionary defines "professional ethics" as "the area of philosophy that deals with values relevant to human conduct," including "the rightness or wrongness of actions and the goodness or badness of the motives and purposes of such actions." In a nutshell, professional ethics is the study of ethics in the workplace and the analysis of moral and ethical dilemmas that arise there. It's relevant to the professional conduct of educators in particular and educational institutions in general.

There is a lack of actual research to back up the theoretical discussions of professional ethics, and the majority of the time the topics of ethical norms of practice are only studied theoretically. When compared to many other fields, the literature on the ethics of the teaching profession is woefully lacking. Since much of the literature in the discipline has been published from a subjective rather than objective perspective, it is still relatively unexplored by academics. Teachers' own perspectives on these matters are poorly understood (Swann 2010[6]). Teachers can put into practice theories with illustrative activities grounded upon a firm understanding of ethical principles in the classroom. Nonetheless, it is necessary to establish the experiential bases that provide the connection to such ideas or virtues during the performance of responsibilities. Despite the prevalence of normative work in academia, descriptive methods are still widely used. There is a widespread agreement in the canonical works that morality and ethics are intrinsic to the educational process. The social functions, personal and professional expected role of instructors, and the two linked systematic and diagnostic positions. Their capacity to

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maintain their efficacy as educators can be explained, in part, by the balancing act that is their personal and professional lives. This interface represents a spectrum of persistent influence that has varying effects on teachers' professional selves at different junctures of their careers.

Standards by which educators' conduct in the classroom can be evaluated are reflected in the concept of professional ethics. The idea of a teacher's profession, both in their private and working lives, is central to these guidelines. While the importance of ideals for educators is well established, this body of information is relatively silent on the topic of teachers' professional morals. Some of the writing is highly critical in practice, while others are generally supportive of the idea that ethical rules could be valuable (Beckner 2004)[7]. The morality of a teacher is said to go beyond what is mentioned in any code, and it is asserted that the official standards cannot represent a teacher's ethical duty. Effective academic orientation can be built upon a foundation of discipline and honesty in instruction. According to Hansen (2001)[8], the act of teaching reflects an individual's effort to influence another person for the better, rather than the worse; it would appear that professionals need to consider ethical dimensions of their work, and that the teaching professions in particular need to keenly evaluate the nature of their engagement with their students. It is rooted in ethics, which is professional practice itself, and founded on a consensus on generally acknowledged moral qualities. Complex factors contribute to the uncertainty of this activity with respect to moral and ethical norms. As a result, there's an urgent need to focus on the ethical facets of education and how they apply to teachers' formal and informal roles in the workplace.

The term "professional ethics" is used to describe the code of conduct that professionals should aspire to uphold. Organizations representing educators have the responsibility of creating and enforcing a code of professional ethics, as stated in the National Policy on Education (1986). There is a special moral duty attached to every profession. Sockett argues that a teacher's contacts with a variety of stakeholders

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demonstrate that teaching is a vocation with moral requirements (1993). According to Hansen (2001), the idea that teaching is a moral practise constitutes one of the world's most enduring understandings of the work because the activity of teaching is itself saturated with moral significance in ways that illuminate both the positive and negative influence teachers can have on students. So, it's not enough to know how professionals act; you also need to know how they should act in their professional context.

Codes of ethics help define what it means to be a teacher and what is expected of them, while teacher status itself is a reflection of a society's underlying social and cultural values. The term "professional ethics" refers to a set of shared moral principles that are intended to govern how a community of professionals acts toward their customers, patients, or patients, as well as one another. The Wesley-Buyesse (2003)[9] Codes of conduct, both formal and informal, are used to maintain order in the workplace by setting standards of conduct for those working there. Goode (1957)[10] argues that controls like these are what determine proper conduct in the workplace with regard to the broader community, coworkers, and clients. Therefore, the study of professions must inevitably address the substance of various formal control mechanisms and the extent to which such processes inspire conformity in practice. College and university teachers assert their right to professional independence just like workers in other fields do. The concept of academic independence is the only one that fully exemplifies this argument. The ethical dimension of teaching is reflected in teachers' duty to safeguard their students against harm, both psychological and bodily. Thus, the concept of ethics in the classroom centres on the link between instructors' moral assertions and the values they instil in their students. According to the literature, teachers need to have a strong sense of commitment in order to develop their professional integrity, which includes both their own values and those of their profession. Several educational initiatives, groups, and commissions have stressed the importance of teachers on multiple occasions. The National Policy of Education (1986) makes a case for the value of ethics in the classroom by stating that

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ISBN: 978-93-95105-04-0

societal mistrust and the erosion of fundamental values have made it clear that schools need to be reformed to better foster the development of positive moral character.

Similarly, the Radhakrishnan and Kothari Commissions, among others, have stressed the importance of including ethics and values into the curriculum. A crucial feature of the values, aims, and goals of teaching and higher education is an appreciation for the modern values of the university and the educational services it provides for society. The academic community has barely done anything to publicize a set of norms that should govern universities' internal operations and their engagement with the wider world. They need to rethink their ethical duties in light of their new responsibilities as the professional landscape evolves. Changes in the implementation of fundamental concepts are just as important as those themselves. Therefore, in the twenty-first century, being a university professor is more than simply a job; it's a calling that comes with certain responsibilities and privileges.

Academic freedom was seen as a unifying topic by many of the field's most prolific authors, who also agreed that it was a crucial factor in shaping educators' minds. Baumgarten (1982)[11] argues that the academic profession, which contributes to human excellence and is solely committed to enlarging the power and influence of reasoned discourse, has not received sufficient attention and has been captured in negative terms, but the professional responsibility includes a distinctive positive dimension. Literature argues that protecting academic freedom and the independence of universities, which are founded on certain legal traditions, is crucial for the functioning of a contemporary society. How a professor decides to advance their pedagogical methods is a matter of subjective evaluations of day-to-day activities. There has been scant research done on the topic of academics' acknowledgment of the ambiguity that is professional life. This is often at odds with one another, and it is clear that values will ultimately determine how this is resolved. Every interaction between a teacher and a student reflects the ideals of both parties, making these worries a perennial one for any educator. Ethical benchmarks, evaluations, and ideas that define professionals are the focus of professional ethics.

[11] Baumgarten, E. (1982). Ethics in the Academic Profession: A Socratic View. *Journal of Higher Education*, 53, 282-295.

ISBN: 978-93-95105-04-0

Universal dissemination, enforceable visibility, allowance for individuality, collegial obligations, and congruence with recognized status are the five core aspects of professional ethics, as outlined by Abbott (1983)[12]. Abbott argues that the formation of professional ethics must take into account both the professional's internal standing and the professional's external standing when defining the profession.

The legal profession is cited as an example because it may be relevant to the issue at hand. For decades, lawyers have argued over what it means to act ethically and professionally. Due to the inherent seriousness of the responsibilities, the profession drafted its first set of ethical guidelines in the early 20th century. The regulations governing the responsibilities of lawyers to their clients and the legal system were updated twice in the 1960s and 1980s. However, these regulations primarily concerned the lawyer's interactions with those outside the firm, hence the name "outside ethics guidelines." Rules of professionalism that arise from the practice of law and govern the interaction of attorneys with one another (termed "internal rules") have only lately begun to be developed by the legal profession (Bruhn 1995)[13]. Ethical norms based on the practice of law clarify the roles that attorneys are supposed to play for their clients.

Teachers, like other professionals, have responsibilities to their pupils and the educational system. Teaching is now seen as more than merely a profession for making a living, thanks to shifts in university administration and workplace culture. Therefore, academics have a responsibility in situations where society expects them to provide more services, both in terms of appropriate behaviour and judgement of practical worth. The moral framework defining the principles of proper behaviour is the most important factor in determining the value of educational institutions. According to Oakeshott (2003)[14], universities serve a purpose in the societies to which they belong, but that purpose is not to facilitate the development of other institutions or activities within those societies. Following the recommendations of the Task Force, the University Grants Commission (UGC) of India (1989) adopted the Code of Professional Ethics for University and

[12] Abbott, A. (1983). Professional Ethics. *American Journal of Sociology*, 88(5), 855-885.
[13] Bruhn, J. G., & Chesney, A. P. (1995). The Clinical Sociologist as A Boundary Manager: The Case ofUniversity Administration. *Clinical Sociology Review*, 13, 38-56.
[14] Oakeshott, M. (2003).The Idea of a University. *Academic Questions*, 17, 23-30.

ISBN: 978-93-95105-04-0

College Teachers, which states that educators have a responsibility to act in a manner consistent with the highest standards of the profession and that they should have full access to civic and political participation. This code's preface restates the common understanding that universities exist to train the next generation of society's and economy's leaders across a wide spectrum of fields. Since the academic community has not adopted formal and well-established codes of ethics like other professional organisations have, Felicio and Pieniad (1999)[15] argue that this is because "it is difficult to see ourselves and others as simultaneously privileged and subordinated/disempowered, depending upon the situation and to reason through the ways in which such complications have ethical ramifications."

Conceptions of professional ethics defer to the fundamental values, beliefs, and styles of conduct that are generally accepted as fitting within the field. A person's principles, convictions, sincerity, and duty to meet the needs of people and grow and benefit the organisation are all on display when they act with integrity in the workplace. The Ahmed Commission Report, published in 1985 by the National Commission on Teachers in Higher Education, made some suggestions for strengthening the system of professional ethics and values already in place. Integrity in the workplace shows that one cares about people, can be trusted, is honest, and is committed to meeting their needs while also working to improve the company's bottom line. Consequently, it must encompass more than just moral principles because those are essential to the work.

According to the literature, professional ethics are set by the specifics of the profession, which have their own moral demands. The basic responsibilities of teachers need to be defined and supported. Teaching, as Carr (2003)[16] argues, is a vocation heavily entangled with moral dilemmas. In addition, Groundwater, Smith, and Mockler (2009)[17] found that less people have faith in teachers these days and that those who do work in the field tend to prioritize their own quality of life over the welfare of their

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[15] Felicio, D.M., & Pieniad, J. (1999). Ethics in Higher Education: Red Flags and Grey Areas. *Springerlink*, 9 (1), 53-73.

[16] Carr, D. (2003). *Professionalism and Ethics in Teaching*. London: Routledge

[17] Groundwater, S. & Mockler. (2009).*Teacher Professional Learning In an Age of Compliance*. Springer :Berlin.

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students. Accordingly, it is clear that the educator is a moral and virtuous figure who exerts ethical sway and who accepts responsibility in order to guide the social reform that is so much needed. Teachers have a special responsibility to model the moral values of the society in which they work. According to Waller (1932)[18], it could be more important to fulfill the moral obligations of society than to be a good teacher.

To paraphrase Thompson (2008), every educator has an educational platform that articulates the normative assumptions, beliefs, and values that direct their instructional activity, and without this ethical foundation, educators would be unable to function. But in contrast to Thompson's (2008)[19] claim, I find that university faculty members are more influenced by the modern virtues of accreditation and standards than by the traditional values they were taught. Consequently, the public places a great deal of faith and responsibility in educators, with the hope that they would properly prepare pupils for functioning as contributing members of society. In the course of doing something, like practicing a discipline, the question of professional ethics inevitably emerges. The idea assumes that employees inside an organisation are familiar with these fundamentals and have the wherewithal to make the proper call when it comes to pressing matters, thereby providing a measure of what constitutes moral behaviour. The components of ethical behaviour must be defined because it cannot be formed or sustained in isolation, but occasionally teachers lack the skills and information required to make effective and high-quality ethical decisions.

From the ongoing discussion, it appears that most people agree that "Professional Ethics" comes down to each individual educator's moral compass. The study of professional ethics in higher education enables faculty members to examine their own character and the ideals essential to their work. The ability to articulate in the context of academic work and practice is fundamentally the power of self-motivation that adheres to ethics and gives academic life purpose, and it is something a teacher must have. That's a vantage point from which to take stock of one's own life and make adjustments that will benefit one's students and the community at large. While a professor's ultimate goals may

[18]Waller,W. (1932). *The Sociology of Teaching*. Sydney: John Riley and Sons Inc.
[19]Thompson, M. (2008). *Life and Action.* Cambridge, MA : Harvard University Press.

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be predetermined, they typically have some leeway in determining the topics and approaches they focus on for their own research and classroom instruction at today's colleges, Marginson and Consodine (2000)[20]. This will only make a significant contribution to society and the answers to its challenges if the academic community is able to do so.

Generally speaking, the goal of professional ethics is to establish guidelines for appropriate professional behaviour in light of broader principles of morality. Ethics, as MacIntyre (1981)[21] shows, is useful in more ways than one. Our practices provide the groundwork for our morality; they are the contexts in which we learn about the good and where we are most consistently exposed to ethical principles. In this view, professional ethics are not viewed through the lens of some idealized concept that serves as a compass, but rather the emphasis is placed on the development of a more acute awareness of the importance of ethical behaviour in the workplace. The purpose of professional ethics is to clarify the concept of ethical behaviour and advance toward more openness in laying out the professional responsibilities necessary for efficient administration.

Problem discussed

In today's increasingly knowledge-based global economy, higher education is playing a crucial role in propelling economic growth. As the range of options in higher education expands, so does public anxiety over whether or not they are providing a sufficient level of instruction. Since higher education has been elevated to centre stage in terms of its significance for societal development and survival in the competitive world as a result of globalisation, internationalization, privatization, and technological advancement, it is imperative that the professional ethics of educators be studied. Since the presumed emergence of a universal need for quality improvement is seen as a consequence of globalisation, it is quality education that is in demand today. To achieve the aims of education which include individual, social, national, and international development one must now act differently, thinking about things other than one's own

[20] Marginson, S., & Considine, M. (2000). *The Enterprise University: Power, Governance and Reinvention in Australia*. Cambridge : Cambridge University Press.
[21] MacIntyre , A. (1981). *After Virtue: A Study in Moral Theory*. London: Duckworth.

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development alone, such as global thinking, global competition, and worldwide ambitions. The current discourse's ideas on how societies evolve are not novel; they date back to antiquity and continue to the present day. As long as there have been humans, there have been been hypotheses and speculations regarding the causes and consequences of social evolution. According to this theory, educators have a vital role in addressing these issues. Therefore, in industrialised countries, both schools and teachers go through accrediting processes to guarantee a certain standard of education that might have an impact on the efficiency of the institution as a whole.

Teachers should make every effort to uphold and improve professional standards, foster an environment where professional judgement is valued, and create working conditions that entice trustworthy people to pursue careers in teaching because they believe the quality of their services affects the nation and its citizens. There needs to be a supplementary level of awareness that fosters ethical sensitivity and cultivates knowledge and skills that contribute to the efficiency of the organisation in addition to the understanding of the code and the system of ethics. Although many efforts have been made in the form of policy statements and codes of conduct by regulating authorities of specific organisations to define professional ethics at the practice level, it is exceedingly challenging to operationalize professional ethics in educational contexts. Any school's culture can be improved by its teachers, students, and administration in order to benefit its constituents. Therefore, it is important to conduct research that will inform policymakers' decisions about how to improve an institution's organisational success by nurturing the moral character of its teaching staff. As a result, the present investigation has posed research problems in such a way that numerous aspects contribute jointly and mutually to professional ethics, which then leads to efficient organisation for high-quality higher education.

Research Objective

1. To identify the factors of professional ethics at higher education level

Methodology

Primary data has been collected through structured questionnaire from teachers of autonomous higher educational institutions in Chennai; and interview was also carried

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out with administrators including heads and deans of respective faculties and departments. Secondary data have been collected through various published resources online and offline. The study by using simple random sampling technique selected 100 samples for the study.

Analysis and discussion: Factor analysis

<table>
<tr><th colspan="3">Table 1: KMO and Bartlett's Test</th></tr>
<tr><td colspan="2">Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</td><td>.915</td></tr>
<tr><td rowspan="3">Bartlett's Test of Sphericity</td><td>Approx. Chi-Square</td><td>1632.179</td></tr>
<tr><td>df</td><td>87</td></tr>
<tr><td>Sig.</td><td>.000</td></tr>
</table>

All the constructs are positively associated, as shown by the KMO Measure of Sampling Adequacy value of .915. Since the p-value for Bartlett's test of sphericity is less than 0.000, it can be concluded that factor analysis can be done on these variables.

Table 2: Consolidation of variables

<table>
<tr><th>Constructs</th><th>Component</th><th>Cronbach Alpha</th><th>Factor name</th></tr>
<tr><td>Engage in cordial conduct with one's coworkers</td><td rowspan="7">I</td><td rowspan="7">8.996</td><td rowspan="7">Rapport</td></tr>
<tr><td>Assist the junior colleagues with their works</td></tr>
<tr><td>Assist with the issues of colleagues</td></tr>
<tr><td>Trust the groups</td></tr>
<tr><td>Attend parties and other social events frequently</td></tr>
<tr><td>Control your feelings and actions</td></tr>
<tr><td>Fight it out in group settings</td></tr>
<tr><td>Do favoritism with the students</td><td rowspan="2">II</td><td rowspan="2">8.452</td><td rowspan="2">Approach</td></tr>
<tr><td>Put your faith in democracy and judiciousness</td></tr>
</table>

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Assess positively the development of the teaching profession			
Conclude that this field has a bright future			
Consider the field of education to be the domain of intellectuals			
Think that teaching is a noble vocation			
Assume that being a teacher means being accurate, honest, and unbiased.			
Be pleased with your decision to become a teacher			
Put your best foot forward in your career			
Prefer to study the reference books			
Do something besides teaching to keep yourself busy	**III**	**8.120**	**Academic integrity**
Take no pleasure in being given all the credit for the students' research			
Never shirk from the academic responsibilities			
Do your homework and come to class prepared			
Take into account the many opportunities for advancement in the educational field			
Put your heart and soul into your research projects			
Avoid bias based on racial, ethnic, religious, sexual orientation, or economic background.	**IV**	**7.961**	**Honesty**
Ready to pitch in whenever needed, contributing to the greater good of society			

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Pay more attention in class to the more capable students			
Don't ever do anything to bring the teaching profession into disrepute			
Should avoid engaging in dishonest methods of monetary gain			
Don't use company funds for your own purposes (telephone, stationary and computer etc)			
Spend time and energy on your own to find solutions to issues of discipline	**V**	**6.724**	**Loyalty**
Take steps to foster their students' capacity for introspection			
Care about the students' well-being			
Strong feelings for the field of education			
Ability to leave current occupation for higher-paying work			
Give your all to the tasks at hand.			
Educators who are conversant with the code of conduct	**VI**	**6.112**	**Protocol**
Maintain order and put in the necessary time at work.			
Attends class frequently and always on time			
Respect the regulations			
Value the copies by fair means			

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Table 3: Total Variance Explained

Component	**Initial Eigen values**			**Extraction Sums of squared loadings**		
	Total	% of	Cumulative	Total	% of Variance	Cumulativ
Rapport	2.841	54.62	54.62	2.841	54.62	54.62
Approach	.916	12.42	67.04			
Academic Integrity	.852	10.33	77.97			
Honesty	.705	9.14	87.11			
Loyalty	.652	7.10	94.21			
Protocol	.424	5.79	100.00			

Extraction Method: Principal Component Analysis

The dimension as rapport was extracted as a factor with Eigen value greater than one. Approach contributed with twelve percent of variance. Academic integrity explained ten percent of the total variance. Honesty explained nine percent of total variance. The dimension like loyalty and protocol explained seven and five percent of total variance in professional ethics. Factor analysis reveals that rapport has the highest contribution amongst all other dimensions in higher educational institutions.

Conclusion

In order to promote social cohesion and institutional integrity, many visions of higher education focus on disseminating academic findings to a wider audience within society. Therefore, it is assumed that ethical considerations and ideals are necessary for efficient and successful collaboration inside the university. To promote moral ideals in academics, it is necessary to first identify the problems and address the core reality. A fresh debate has emerged about the difficulty of assessing teachers' professional qualities in the context of the workplace, prompted by worries about higher education's role in bringing about social change. Human rapport is to be considered higher than any factors, and it paves the path for improved teaching outcome, according to this study that analyses the determinants of professional ethics.

ISBN: 978-93-95105-04-0

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ISBN: 978-93-95105-04-0

A MOTHERS' PERCEPTION TOWARDS ONLINE EDUCATION OF KINDERGARTEN CHILDREN DURING COVID-19 PANDEMIC PERIOD IN ERODE CITY

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ABSTRACT

This research study is on "A Mothers' Perception towards Online Education of Kindergarten Children during Covid-19 Pandemic Period in Erode City". The researcher made a survey on mother and explored their perception and views about online classes. Result and analysis indicated that majority of mother perception were neutral about online classes. Children have less interest, boring and eye strain are highest lack. As the result few suggestions have to conclude that mothers have to spend more time with their kids except class timing that present from eye strain. They should give healthy food to avoid deficiency. The teachers should come with innovative ideas to celebrate theme days once in a week. They have to use variety of pedagogy methods. This can be better for the improvement for children.

ISBN: 978-93-95105-04-0

INTRODUCTION

Education is the process of transferring knowledge, values, ethics, skills and beliefs from one person to another. Covid-19 was declared as a global pandemic situation in March 2020. Considering the rapid change in technology, inheritable charges among education system were happened. Covid-19 is the major reason to the closure of schools and colleges. This brings a log of change in our daily life especially on education. The traditional style of education method suddenly changes to modern education. Faculties are the major role players in making learning enjoyable, shaping student’s attitude. All the parents were ready to accept this situation.

STATEMENT OF PROBLEM

Both students & teachers moving from face-to-face classroom to virtual classroom makes very difficult. There are lot of problems faced by both of them and it is very difficult to adopt the situation. The high bandwidth or strong internet connection needed for online classes. There are some of the problems that students and teachers often face and are helpless. The biggest disadvantage faced by the parents was the massive expense of buying gadgets. Many not so well-to-do parents had to spend savings to buy laptops as it became mandatory for the students to be able to have classes with easy.

The following are the main aspects of research:

1) What is the level of kindergarten children’s mothers’ perception towards online education during covid-19 pandemic period in Erode city? related to
   - ❖ Effective teaching
   - ❖ Learning materials
   - ❖ Dedication of teachers
2) On kindergarten children’s mothers’ perspective, what are the problems faced by their children while attending their online classes during covid-19 pandemic period?
3) During Covid-19 pandemic period what are the changes noticed by the kindergarten mothers’ regarding their kid’s behaviour and health issues?

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OBJECTIVES OF THE STUDY

Objectives of the study were follows:

- To know the perception of mother's towards online classes of kindergarten children during covid-19 pandemic period in Erode city.
- To measure the level of satisfaction towards online education for kindergarten during covid-19 pandemic period in Erode city.
- To study the problems faced by the kindergarten children towards online education during covid-19 pandemic period in Erode city.
- To identify the changes among kindergarten children towards their behavioural changes and health related aspects during covid-19 pandemic period in Erode city.
- To give valuable suggestions to kindergarten children's mothers' towards online education system.

RESEARCH METHODOLOGY

In this present study an extensive use of both the primary and secondary data is made. This study is conducted in Erode city.

SAMPLE SIZE

The number of items selected from the population constitutes the sample sizes in Erode city. The total sample size selected for the study is 100 respondents.

SAMPLE DESIGN

For the purpose of research, convenience sampling technique is adopted in selecting the respondents in Erode city. According to that, 100 respondents were interviewed randomly with a well - structured questionnaire schedule and the data have been collected.

SAMPLE METHODS

It refers to the technique or procedure the researcher would adopt in selecting some sampling unit from which inference about the population are drawn. The sampling method adopted for this study is non-probability convenience sampling.

SOURCE OF DATA

A structured questionnaire was used for collection of data. The gathered information was then transferred to master table to facilitate an analysis of the study.

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Primary data

Primary data was collected through structured questionnaire.

Secondary data

The secondary data was also collected from source like newspapers, books, magazine, journal, published and website.

AREA OF STUDY

The study has been conducted in Erode City. The questionnaire were collected from selected kindergarten children's mother.

STATISTICAL TOOLS USED FOR ANALYSIS

Data collected through structured questionnaire were presented in a master table. From the master table some sub-tables were prepared. For analysis and interpretation of the data, sample statistical tools used in the study are,

- Percentage Analysis
- Weighted Average Ranking Analysis

LIMITATIONS OF THE STUDY

- The sample are drawn on convenience the result is based on the data
- As the study is based on questionnaire, the results vary according to the opinion of the Mothers' respondents
- Due to limited time period, the study has been restricted to 100 respondents only

FINDINGS

The main findings of the study are,

- Out of 100 respondents, majority (40%) of the respondents were under the age group of 26-30 years.
- Majority (40%) of the respondent's children were belongs to the age group of 3 – 4 years.
- Majority (52%) of the respondents were having male child.
- Majority (41%) of the respondents have completed graduation.
- Majority (46%) of the respondents reside in semi-urban area.
- Majority (32%) of the respondents belongs to 4-5 members in the family.

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- Majority (61%) of the respondents belongs to nuclear family.
- Majority (28%) of the respondents belongs to homemaker category.
- Majority (28%) of the respondents were earning an annual income of above Rs.3,00,000.
- Majority (29%) of the respondent's children were studied in CBSE School.
- Majority (63%) of the respondent's children were used smart phone devices.
- Majority (72%) of the respondent's children were used Google meet.
- Majority (38%) of the respondent's children have utilized the online class for 2-3 hours.
- Majority (39%) of the respondents were noticed for below15 students.
- Majority (74%) of the respondents were preferred offline category.
- Majority (48%) of the respondents were observed the method of teaching is through telling stories.
- Majority (38%) of the respondents were preferred to neutral.

RANKING

- Among the various problems in using online education in kindergarten, the respondents prefer first priority for "Create less interest" which was ranked first. It is because of the atmosphere.
- Boring is the main behavioural aspect felt by kindergarten children during online education in Covid-19 pandemic period.
- Eye strain is the main health aspect faced by the kindergarten children.

SUGGESTIONS

- ✓ Kindergarten is the first and foremost education for every child. So, it must be given with a good knowledge, better interaction to others, good habits, effective skills etc. especially in this covid-19 pandemic period. Hence, kindergarten children's parents must take care and spend more time with their children during online classes.
- ✓ Mothers try to avoid to give gadgets for their kids except online class timings. So, children can prevent from eyestrain and addiction.

ISBN: 978-93-95105-04-0

- ✓ Teachers can plan to celebrate some theme days once in a week for kids. So that children will enthusiastically participate without skipping the classes during online mode of education.
- ✓ Teachers need to come with their level of teaching by knowing variety of pedagogy like puppets, drama-based techniques, creating animated videos other than telling stories in oral, which can cherish the children from boring classes.
- ✓ Mothers should provide healthy foods for their children to avoid deficiency of vitamin and minerals.

CONCLUSION

The impact of online education for kindergarten children is very tough to handle. It could affect them in either positive or negative way. There are also an abundant number of advantages and disadvantages to online education. There are lots of benefits that online education offers to kindergarten children are wonderful. Most of the CBSE & Matric schools were conducted online classes for the kids. The majority of the respondents prefer only offline education to these children but it is more effective during Covid-19 pandemic period. Hence, the above suggestions were taken in future a better change will occur in online education for kindergarten children.

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Appendix

Table 1 - Demographic Profile of the Respondents

Factors		No. of Respondents	Percentage (%)
Age Group	Upto 25	18	18
	26 – 30	40	40
	31 – 35	22	22
	Above 35	20	20
Educational Qualification	Illiterate	18	18
	School level	21	21
	Graduation	41	41
	Others	20	20
Area of Residence	Urban	32	32
	Semi-urban	46	46
	Rural	22	22
Number of members in the family	Below 4 members	28	28
	4 – 5 members	32	32
	5 – 6 members	22	22
	Above 6 members	18	18
Nature of Family	Joint	39	39
	Nuclear	61	61
Occupational Status	Employed	27	27
	Self employed	22	22
	Homemaker	28	28
	Others	23	23
Annual Income	Below Rs.1,00,000	26	26
	Rs.1,00,000 to Rs.2,00,000	21	21
	Rs. 2,00,000 to Rs.3,00,000	25	25

ISBN: 978-93-95105-04-0

Factors		No. of Respondents	Percentage (%)
	Above Rs. 3,00,000	28	28
Age of the Child	Below 3	33	33
	3 – 4	40	40
	Above 4	27	27
Gender of the Child	Boy	52	52
	Girl	48	48
Number of Children in Family	One	25	25
	Two	32	32
	Three	24	24
	Four &above	19	19
Type of School	State Board	18	18
	Matriculation	27	27
	CBSE	29	29
	Others	26	26
Device Used by Children	Smartphone	63	63
	Tablet	10	10
	Laptop	22	22
	Desktop	5	5
Overall Satisfaction	Highly satisfied	13	13
	Satisfied	35	35
	Neutral	38	38
	Dissatisfied	13	13
	Highly dissatisfied	1	1

ISBN: 978-93-95105-04-0

Table 2 - Ranking the Problems Faced During Online Education In Covid-19 Pandemic Period

Weighted Score Point(W)		5	4	3	2	1	Total Score (∑WX)	Weighted Average Score	Rank
Problems / Rank		I	II	III	IV	V			
Create less interest	X	45	23	21	6	5	397	26.46	I
	WX	225	92	63	12	5			
More chance for distractions	X	25	41	18	10	6	369	24.6	II
	WX	125	164	54	20	6			
Lack of concentration	X	23	20	40	5	12	337	22.46	III
	WX	115	80	120	10	12			
Children become more naughty	X	17	23	21	30	9	309	20.6	V
	WX	85	92	63	60	9			
Children unable to sit in the online class	X	23	21	25	10	21	315	21	IV
	WX	115	84	75	20	21			

Table 3 - Ranking the Behavioral Aspects Felt by Kindergarten Children during Online Education in Covid-19 Pandemic Period

Weighted Score Point(W)		5	4	3	2	1	Total Score (∑WX)	Weighted Average Score	Rank
Behavioral Aspects / Rank		I	II	III	IV	V			
Bored	X	13	24	27	36	6	320	21.33	I
	WX	65	96	81	72	6			
Loneliness	X	8	24	26	42	11	309	20.6	III
	WX	40	96	78	84	11			

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Restless	X	14	17	21`	48	18	315	21	II
	WX	70	68	63	96	18			

Table 4 - Ranking the Health Aspects felt by Kindergarten Children during Online Education in Covid-19 Pandemic Period

Weighted Score Point(W)		5	4	3	2	1	Total Score (∑WX)	Weighted Average Score	Rank
Rank / Health Aspects		I	II	III	IV	V			
Eye Strain	X	21	20	24	35	16	343	22.86	I
	WX	105	80	72	70	16			
Deficiency of calcium	X	9	25	26	40	12	315	21	IV
	WX	45	100	78	80	12			
Lack of vitamin D	X	16	15	29	40	17	324	21.6	II
	WX	80	60	87	80	17			
Lack of physical activities	X	10	24	21	45	17	316	21.06	III
	WX	50	96	63	90	17			

ISBN: 978-93-95105-04-0

ONLINE TEACHING IN HIGHER EDUCATION: A PERSPECTIVE STUDY ON THE FACULTY OF ARTS AND SCIENCE COLLEGES

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ABSTRACT

The expansion of the information and communication technology sector has eliminated a number of superfluous positions across several industries, including education. Education in the digital age, aided by ICT, has fundamentally changed the way students and teachers interact. This study examines the efficacy of online instruction for college-level courses. There are benefits and drawbacks to using cutting-edge media in the classroom. Due to the unusual epidemic, the new scenario provides a glimpse into the future where the role of the teacher will be significantly expanded.

Key words: Information and Communication Technology, Online Education, Higher Education.

ISBN: 978-93-95105-04-0

INTRODUCTION

Transition from the industrial to the information age is currently underway in our culture. Since the dawn of civilization, knowledge has existed. It was not just computers and the Internet that made IT popular; there was also information technology. In terms of computing and communication, the Internet has been truly revolutionary. This remarkable fusion of powers was made possible by the development of telegraphy, the telephone, radio, and computer. Without regard to physical location, the Internet enables global broadcasting, the distribution of information, and the coordination and cooperation of humans and machines all over the world. One of the greatest achievements of long-term dedication to study and development of information infrastructure is the Internet. Government agencies, private companies, and universities have all worked together since the early days of packet switching research to develop and implement this promising new technology. According to a 2003 book titled "A Brief History of the Internet" (B. Leiner, V. Cerf, D. Clark, R. Kahn, L. Kleinrock, D. Lynch, L. Roberts, and S. Wolff), the Internet was created in the 1960s. The term "Internet" is used to describe a global network of computers, servers, and users. Literally millions of people throughout the world rely on it every day to gain access to and share information. The users can be academics, teachers, students, public servants, businesspeople, or regular folks. It has become a novel means of academic discourse. As time goes on, the landscape of schooling and learning is forced to adapt to keep up. The recent epidemic has caused a dramatic upheaval in the world of education, with traditional schools closing and online learning taking centre stage.

Problem Discussion

Education is the road to knowledge. To ensure future success in all of one's endeavors, education is crucial. His success can be gauged by looking at the feedback he's been getting and the quality of his work. Teachers have a duty to motivate their students to learn beyond what is presented in the textbook. Education in the current system should ensure that there are important educational classes, moral classes, ethical classes, personality classes, and so on. The new educational system needs to emphasize the importance of teaching values if its students are to develop into mature and

ISBN: 978-93-95105-04-0

enlightened citizens. Students today are expected to rely only on textbooks for their education, despite the fact that these resources come at a financial cost to the government and the school system. When a textbook is assigned, students tend to pay less attention to their instructor. Inventive student action is severely constrained.

The networking sector has seen tremendous growth in recent years, thanks to the advent of the internet and its subsequent expansion. The original purpose of the Arpanet was to transmit data packets over US military information networks, but it eventually evolved into the largest and most complex network ever created to connect computers. The creation of the internet changed the universally acknowledged laws of the world by making the most exclusive and expensive instrument (in terms of price) accessible to every person on the planet. Information that was once reserved for a select few is now accessible to anyone with a computer and an internet connection. Today, because of this heightened connectivity, there exists a worldwide community that, unrestricted by physical limits, may freely share knowledge and information. As more and more people become immersed in this community, they bring with them new perspectives that contribute to the growth and development of this culture. The internet has evolved into much more than just a conduit for the dissemination of facts; it is now a venue for the promotion of goods and services. There are now several options for acquiring various services, such as shopping, eating out, travelling, and even earning a degree. Such hubs serve as a reliable foundation for commercial transactions around the globe. With this, people all around the world may better communicate with one another and gain a better knowledge of one another. There is no doubt that the internet has had a huge impact on the field of education. Internet-based or web-based multimedia tools are used in online education. It has lowered entry barriers to education by bringing institutions to people's homes through their computers.

Online courses have been increasingly popular in recent years as a result of the widespread availability of the internet and the desire to accommodate busy schedules. Due to factors including location, work, and family obligations, many people would like to earn a degree but are unable to do so. However, with the advent of online education services, students no longer have to sacrifice their personal and professional lives to earn

ISBN: 978-93-95105-04-0

a degree. They need reliable internet connectivity in their spare time, between jobs, on trips, after classes, etc. The aforementioned scenarios are not ideal, but given the current state of affairs, teachers and students have little choice but to use the internet as a primary means of instruction and education. Costs can be reduced by taking courses online. It reduces the number of hours needed for building facilities and physical education. Technology's increasing prevalence means new rules for classrooms and businesses. This includes courses in management as well. Management education is more important than in any other field. The field of management education has grown into a prominent profession that attracts a lot of attention from all corners of the globe. Institutions can participate in ongoing learning processes because of the rapid pace of change in both technological and economic systems. In the current situation, all learning activities are held online regardless of the domain, where the present analysis with the above setting is intended to find the solution for the following research objective;

1. To examine the effectiveness of online teaching in higher education.

Literature review

According to E. Aibek's (2018) description of the MOOC, its principal purpose is to enhance the educational experience of its students and boost the quality of their final grades. Online training or web-based learning, as Greg Lindon (2017) calls it, can be quite successful for the learner. According to research by Christine Frazer et al. (2017), the popularity of online nursing degree programmes continues to grow. The report says that educators need to be qualified for their positions and equipped with the tools to improve students' achievements. In order to help individuals who are going to create online courses, Sun and Chen (2016) exhibited a qualitative content analysis strategy and offered concrete recommendations. Effective online instruction, according to the study, requires carefully crafted course materials, enthusiastic participation from both teachers and students, thorough preparation and support for teachers, the development of a sense of community among online students, and rapid technological development. According to Tuan Nguyen (2015), online education is now possible thanks to the widespread availability of the Internet, which has piqued the interest of numerous researchers and teachers who hope to improve student learning outcomes despite decreasing budgets in

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higher education. It is critical that researchers and teachers think about how effective online learning is in comparison to the traditional face-to-face format and what elements influence the success of online courses.

Methodology

Primary data were employed in this exploratory, qualitative investigation. The faculty-autonomous schools of arts and sciences in Coimbatore will serve as the primary source of information, and questionnaires will be used to collect their responses. In order to obtain this information, we are using a simple random selection technique to select 50 faculty members from the city and send out questionnaires to them. For this study, we relied on secondary data gathered from a variety of sources, including periodicals, the World Wide Web, and a selection of scholarly publications and newspapers.

Analysis and discussion

Table 1: Demographic Classification of Respondents

Demographic Variables	Classification	Frequency
Age	Below 25 years	11
	26-40 years	10
	Above 40 years	09
Marital Status	Married	24
	Unmarried	06
	Divorced/Widowed	00
Education	Post graduation	07
	Pre doctoral	14
	Doctorate	09
Experience	Less than 3 yrs	08
	Between 3 & 5 Yrs	09
	More than 5 Yrs	13
Grade/ Post	Assistant Professor	14
	Associate Professor	13

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	Dean/Director/Principal	03
Annual compensation	Less than 3 lakhs	16
	Between 3 & 5 lakhs	07
	More than 5 lakhs	07

Source: Primary data

The above table 1 depicts the demographic classification of respondents who are the faculty of arts and science colleges in Coimbatore city. It can be inferred from the table that

1. 11 respondents are in the age category of below 25 years
2. 24 respondents are married
3. 14 respondents are in their pre doctoral education
4. 13 respondents have the experience of more than 5 Yrs
5. 14 respondents are Assistant Professors
6. 16 respondents have the annual income of less than 3 lakhs

Table 2: Faculty Opinion towards Online Teaching

Statements	Accept	Deny
Taking classes online gave me the opportunity to study a wide range of instructional strategies	17	13
It could be enlightening for the classroom	12	18
Teaching online is something I'm comfortable doing	17	13
This innovative strategy of online education has my full support	15	15
Online method is easy and convenient for me	14	16
It has a positive rational effect	11	19
Easy and quick evaluation is made possible	21	09
Online education is cost-effective because it allows	18	12

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teachers to reach more students		
It's a good way to learn about cutting-edge tech	19	11
I know I can accomplish a lot and do it well	08	22
The biggest issue is the lack of one-on-one time spent with each student	30	00
Online education's presence may be detrimental to academic jobs	23	07
Online education's efficacy cannot be demonstrated without taking visually engaging presentations and videos into account	18	12
It's more effective to learn in a classroom setting than to rely on online resources alone	24	06

Source: Primary data

The above table represents the perception of faculty towards the process and structure of online teaching in arts and science colleges. The table confers that 17 respondents accepted for the statement that taking classes online gave me the opportunity to study a wide range of instructional strategies, 18 respondents denied that It could be enlightening for the classroom, 17 respondents accepted that Teaching online is something I'm comfortable doing, 15 respondents each accepted and denied of giving support to the innovative strategy of online education, 16 respondents denied that Online method is easy and convenient for me, 19 respondents denied that It has a positive rational effect, 21 respondents denied that the Easy and quick evaluation is made possible, 18 respondents accepted that the online education is cost-effective because it allows teachers to reach more students, 19 respondents accepted that It's a good way to learn about cutting-edge tech, 22 respondents denied that the faculty can accomplish a lot and do it well, all the respondents accepted that the biggest issue is the lack of one-on-one time spent with each student, 23 respondents accepted the fact that the online education's presence may be detrimental to academic jobs, 18 respondents accepted the

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fact that the online education's efficacy cannot be demonstrated without taking visually engaging presentations and videos into account and finally 24 respondents accepted the fact that it's more effective to learn in a classroom setting than to rely on online resources alone.

Association between opinion on online teaching and demographic profile

H_{01}: There is a significant association between the opinion on online teaching and the demographic profile of respondents

Table – 2: Chi-Square Analysis

S.No	Dependent Variable	Independent Variable	x^2	Sig. value	Hypothesis
1	Opinion	Age	.362	0.045*	Rejected
2	Opinion	Marital status	21.489	0.049*	Rejected
3	Opinion	Education	6.770	0.023*	Rejected
4	Opinion	Experience	36.104	0.011*	Rejected
5	Opinion	Grade	.112	0.064	Accepted
6	Opinion	Compensation	11.945	0.770	Accepted

Source: Primary data * Significant at 5%. ** Significant at 1%

The above table depicts the chi-square analysis between opinion of respondents and their demographic classification. It is clear from the table that the opinion is significant with age, marital status, education and experience. Hence, the null hypothesis is rejected for those variables and conferred that the association between the opinion on online teaching and the demographic profile of respondents do exist significantly.

Conclusion and recommendation

In the early years of the 21st century, a new age began, dubbed the attentiveness era, which is emblematic of the ease with which information could be accessed or shared in real time over the internet. During this time, a variety of platforms rose in popularity, resulting in an uptick in users. The efficiency of modern technologies may decline with time. The success of a strategy over time varies with the quality of the information used to make decisions. The study's findings suggest that educational institutions should

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implement policies that limit students' use of electronic media during class time in order to mitigate any negative effects it may have on students, such as distraction from lectures and the inability to fully concentrate on group projects and discussions.

The previous two decades have seen a dramatic shift in the nature and structure of labour due to factors such as increased competition on a global scale, more stringent economic conditions, constant innovation, and the introduction of new technologies. Teaching efficiency is crucial in the field of management education. Although there are certain benefits to using the internet to deliver instruction, the drawbacks are more significant overall. Higher degrees of proctoring and monitoring don't make online education as robust as face-to-face instruction. Too many people, according to Tuan Nguyen (2015), are either too quick to embrace the online learning paradox or too quick to write it off as a passing trend (and come back as many educational fads have been known to do). Though not conclusive, the data strongly suggests that online education is at least as effective as the more conventional classroom setting. The history of online education has only just begun to be written, and its future is likely to take shape based on the opinions and actions of people in the room right now.

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ISBN: 978-93-95105-04-0

PRACTICAL STUDY OF HIGHER EDUCATION STUDENTS: ANALYSING ON NIFTY 50 WITH SPECIAL REFERENCE TO FINANCIAL INSTITUTIONS: GANN TIME CYCLE

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ABSTRACT

The value of work experience has been recognized by numerous higher education boards. For instance, The Association to Advance Collegiate Schools of Corporate (AACSB) established the AACSB Bridge programme to help faculty members who work in the stock in trade transfer into teaching positions. Members typically focus on instructing and preparing students based on their personal professional experience.

Gann Theory was a concept developed by W.D.Gann in the 1900s. He was a successful trader and firmly believed that stock prices change with an angle and market follows a natural time cycle. After vivid research, he concluded that stock prices do not move at random. They have a price and time cycle, meaning history of price and time repeats itself. He also noticed that price changes were related to geometric shapes and predicted future price movements in related to time.

This paper focus on time cycle. The objective of the study is to analyse the stock price movement using Gann Time Cycle. The second objective of the study is to identify the applicability of Gann Theory in Indian Nifty Market. This research is focused on Secondary data. In this research, the researcher has taken the sampling from Nifty 50.

ISBN: 978-93-95105-04-0

The researcher has focused only on Financial Institution. The sample design of the study is Stratified Random Sampling. The sample size of the research is 11.The Financial Institutions of Nifty 50(2022) are HDFC Bank, Axis Bank, ICICI Bank, IndusInd Bank, SBI, Kotak Mahindra Bank, HDFC, Bajaj Finserv, Bajaj Finance, SBI Life Insurance and HDFC Insurance. The researcher has taken the study from 2017-2021(5 years). The research is analyzed with the help of Gann Time Cycle. The expected outcome of the study is that the selected sample of stocks will follow the Gann time cycle.

Keywords: Nifty 50, Gann Theory, Financial Institution

ISBN: 978-93-95105-04-0

INTRODUCTION

W D Gann, was born on June 6, 1878 in Texas. Though with limited education, he was a legendry and successful trader. Apart from trading, he also wrote books on the knowledge that he derived. He believed that the stock prices change with an angle. As asset or stock move in different angle. He noticed that price changes were related to natural geometric shapes and predicted future price movements in relation to time. The technique that he developed is called “Gann Cycle” or “Gann Angle Theory”.

By analyzing and assessing the information of the different periods including the short-term market highs and long-term market highs, angles are drawn to determine the future market trend. Gann was a believer that mathematical relationships and geometrical angles can predict future price movements.

W.D. Gann argued that all market activity has historical reference points. By studying ancient geometry and astrology, he found that market events and specific numbers repeated across time cycles, and Gann's indicators are based on his findings. Gann in his book, “Forecasting Grains by Time Cycle”, indicated that the great time Cycle are most important because they record the period of extreme highs and lows. The cycles are 90-year cycle, 50-year cycle, 30-year cycle, 20-year cycle, 15-year cycle, 10-year cycle, 5-year cycle.

For analysis, of any stock chart from the previous ten or thirteen years could take for analysis. Extreme price swings (ie. High and low stock price) frequently occur in particular months, and they have a tendency to happen again in the future. This helps forecasting. These cycles vary depending on the stock.

This study is based on 5-year time cycle. This cycle is very important because it is one-half of the 10-year cycle and ¼ of the 20-year cycle. The smallest compete cycle or work-out in a market is 5 years.This study will test Gann Cycles on the financial institution of Nifty 50 from the year 2017 to the year 2021.

Review of Literature

K. V. Manjunath (2022) This study reveals that Gann square technique is used to forecast a price maneuver dependent on value, pattern analysis and period which is also used for intraday online trading without prior knowledge. This analysis can be made through

ISBN: 978-93-95105-04-0

machine learning algorithms. Machine Learning is defined as the process through which only investors will gain the profit when investing the money into the stock market.

Sameer V. Deshpande (2018) this study explains the application of Gann Cycles in Indian Stock Market. This study supports in forecasting for regular both investors and traders. Stock price movements might go way: either up or down. It is impossible to forecast whether a move will go up or down, but a large move that is approaching can almost definitely be predicted. And the current pricing cycle.

Objective of the study

1. To analyse the stock price movement using Gann Time Cycle
2. To identify the applicability of Gann Theory in Indian Nifty Market

Research Methodology

Checking the stock movement of HDFC Bank, Axis Bank, ICICI Bank, IndusInd Bank, SBI, Kotak Mahindra Bank, HDFC, Bajaj Finserv, Bajaj Finance, SBI Life Insurance and HDFC Insurance for the last five years on monthly chart. The researcher selected the sample from NIFTY 50, with special reference to financial institutions.

Research design: Empirical Study

Sample Design: Stratified Random Sampling

Sample Size: 11 Financial Institutions of NIFTY 50

Period of the Study: 2017 to 2021

Analysis and Findings

Every stock has different months where significant price movements began (Ref Table 1). In some of the months throughout the past five years, there have been zero significant developments. Before the big move begins, implied volatility is lower.

The analysis of the study is attached in **Annexure 1.**

Table 1: Analysis of Nifty 50's financial stocks

Name of Index studied	Total number of stocks in it	Sample size of stocks taken for study	Gann Cycle worked in following number of	% success rate of Gann Cycle worked in sample is

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			stocks	
Nifty 50	50	11	11	100%

Source: Table results of Table 2

Table 2: Occurrence of Big Moves in History of last Five Years

Name of The Stock	Big Move started in following Months
HDFC Bank	April 2017, 2018, 2021 & Oct 2017, 2018, 2019, 2020
Axis Bank	July 2018, 2020, 2021& November 2017, 2020, 2021.
ICICI Bank	September 2017, 2018, 2019, 2020, 2021. Small moves started in the month of November.
IndusInd Bank	October 2017, 2018, 2019, 2020.
SBI	June 2017, 2018, 2019, 2020, 2021. Small moves started in the month of September from the year 2017 to 2021,
Kotak Mahindra Bank	March 2017, 2018, 2019, 2020, 2021. Small moves were started in the month of June 2017, 2018, 2019, 2020, 2021.
HDFC	June to August 2017, 2018, 2019, 2020, 2021.
Bajaj Finserv	June 2017, 2018, 2020, 2021
Bajaj Finance	June 2017, 2020, 2021 & October 2020. Small moves were started in the month of October 2018, 2019.
SBI Life Insurance	March 2017, 2018, 2019, 2020, 2021 & October 2018, 2020, 2021. Small moves was started in the month of October 2019, 2020, 2021.
HDFC Insurance	March 2018, 2019, 2020, 2021.

Source: Study results of Nifty 50 and 11 Financial Institution stocks in it.

Based on Table 1 and Table 2, Nifty 50 is diversified. And the sample of 11 stocks of financial institutions has revealed interesting facts. All the 11 stocks follow the Gann Time Cycle. Although, each stock has had big moves in different months. However, most

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of the stocks in the sample have March month as a part of Gann cycle, either beginning or ending the trend.

Suggestion

- A trader can hedge risk by holding a straddle position, which involves purchasing both PUT and CALL, or by adopting a delta neutral position by taking one futures contract in one direction and two options contracts in the other way. However, this entry should be made before the start of a significant move, when implied volatility is lower and, thus, option premium is lower.
- Following the commencement of a move, both implied volatility and option premium increase.
- When stock prices reach a particular level, a profitable position should be taken.
- Trend will change since it cannot go in the same direction indefinitely, allowing previously unresolved and unprofitable options to be resolved. Earnings come from both directions.
- Options are purchased before premiums begin to increase because they were purchased before the major move on monthly chart.

Conclusion

Gann Time Cycle is applicable to the financial stocks in the NIFTY 50. Understanding the Gann Time Cycle is simple. According to the Gann Cycle, traders and investors can take positions in various months for various equities. Investors and traders can skip a few months where significant movements are not visible by using the Gann Time Cycle. This method of prediction can be used to make a fortune. However, commodities and other indices like the Sensex 30 and MIDCAP 50 can also be traded using the same strategy. This might potentially be traded in the future using derivatives like options and futures. Strangle purchases, which involve making one PUT and one CALL at the beginning of the cycle, may be profitable. It is amazing that a specific stock tends to start huge or tiny months. Over the past few years, this trend has been noticed. Stocks are, nevertheless, susceptible to changes in patterns due to other outside variables.

ISBN: 978-93-95105-04-0

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ISBN: 978-93-95105-04-0

ETHICS OF FINANCIAL PERFORMANCE AND OPERATIONAL EFFICIENCY OF AUTOMOBILE COMPANIES IN CHENNAI

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ABSTRACT

The growth of automobile companies is expected to be largely driven by Chennai. Demand for vehicles is high among the population. The main objective of this study is to measure profitability and to analyze the various causes and effects in the Chennai automobile industry. The data were collected for ten years for selected four companies Based on earlier empirical studies, the specific factors are chosen for analyzing a study on the financial performance of select automobile companies in Chennai on the basis of their financial ratios, further their Sum of Mean, Standard Deviation, Minimum, Maximum and Coefficient of Variance, One Way ANOVA and Correlation are calculated. Government should encourage exports of this industry by providing required infrastructure and reliefs to enhance performance. It should continue the importance given to this industry to have a better growth of Chennai economy.

Keywords: Financial performance, Variance, sectors, oligopolistic, capital employed

ISBN: 978-93-95105-04-0

I.INTRODUCTION

The automobile industry in India is one of the largest industries leading the way in key sectors of the economy. The word automotive was first introduced in Greek as Autos (self) and in Latin as the *motivus* (of motion).It also refers to the shape of the self-propelled vehicle. The automobile was first introduced in 1860.But the year of its use was 1898.It has started the automotive industry along with hundreds of manufacturers. The American company led the entire auto manufacturing industry in the world. Automobile production has produced 32,028,500 automobiles in the world since 1929.The United States has produced 75 percent of the world's vehicle production since 1945.

But Japan topped the list in 1980 as the largest American company to produce automobiles. As of 2009, China had produced 13.8 million units of automobile production. In 2012, the automobile company topped China with 19.3 million units, and automobile production was 10.3 million units, with the United States second and Japan 9.9 million units. In July 2021 the European company issued an order releasing Fit for 55"which is a key guide for the future in the automotive industry. The goal is to have all cars in the European market as zero emission vehicles by 2035.Governments of 24 Developed Countries to Increase Production in the Automobile Industry Increasing Production of Major Cars including GM, Ford, Volvo, BYD Auto, Jaguar Land Rover and Mercedes-Benz by 2040 will play a key role in creating new cars and new opportunities globally. The diagram below clearly shows us how much the automobile industry production and sales have produced from 2017 to 2022.

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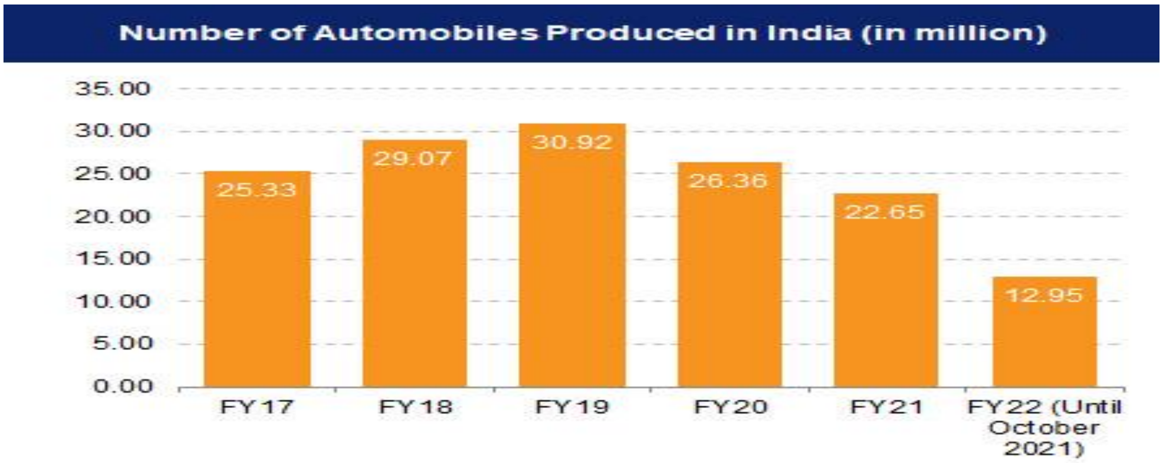
Chart No- 1.1

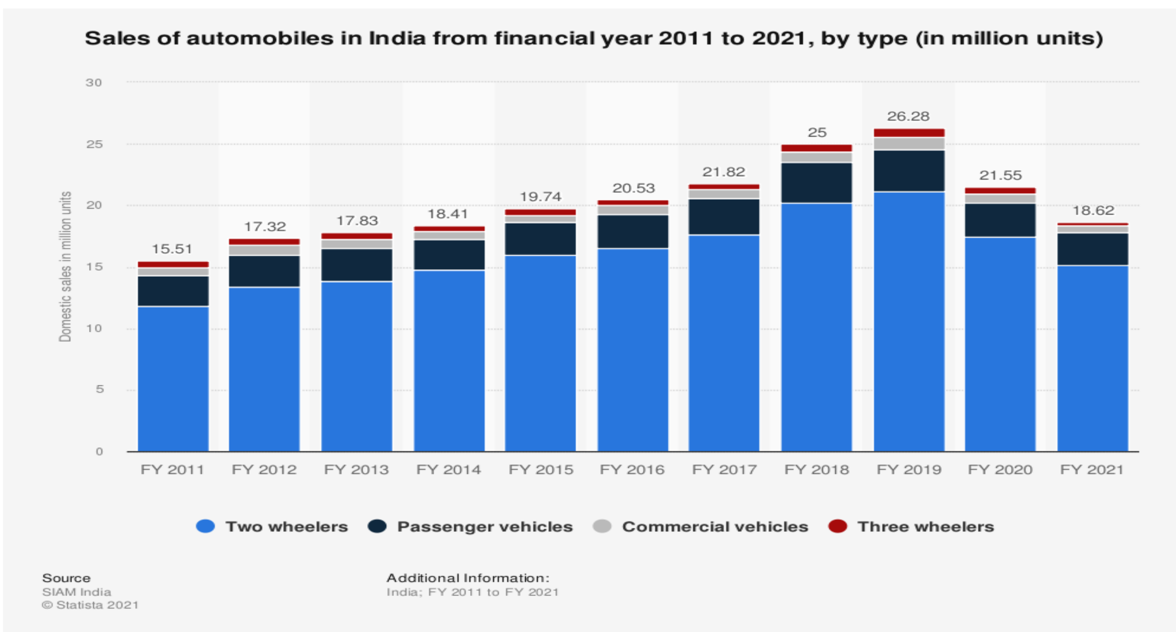
PRODUCTION OF AUTOMOBILES IN INDIA FROM FY 2017-2022



Sources: SIAM

Chart No- 1.2

SALES OF AUTOMOBILES IN INDIA FROM FY 2011-2022



Sources: SIAM

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II. RESEARCH OBJECTIVES

- To analyze the ethics of financial performance in the aspects of profitability position of selected automobile industries in Chennai

- To analyze the profitability and ethics of operational efficiency of selected automotive industries in Chennai.

III. RESEARCHMETHODOLOGY

Research Methodology is a way to systematically solve the research problem. The research design utilized in this study is descriptive and analytical. The nature of the study relates
to analyzing the financial performance ethics.

3.1 Sampling Design

The population for this study is the automotive companies in Chennai. Among the top ten companies, the four companies Ashok Leyland Limited, TVS Motors Limited, MRF Tyres Limited and Rane Madras Limited, which have their registered office and manufacturing units in Chennai, were selected as samples for the study.

3.2 Scope of the Study

The current study evaluates Chennai based on the financial details of the selected auto companies for the next 10 years from 2012-2013to 2020-2021.This study recommends some steps to maintain and improve the automobile industry. This survey is being conducted focusing only on companies in Chennai and many other companies around it to improve their performance and improvement in the future in order to improve their profitability position.

3.3 Analytical tools

Tools for analysis

The data are analyzed using descriptive statistics, Mean, Standard deviation, minimum, maximum, coefficient of variance, Ratio analysis, one way ANOVA, correlation, Percentage have been applied for the analysis of data. The Statistical Package for Social Sciences (SPSS – Version 20) is also used for analysis.

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Financial Tools

To achieve the above objectives the researcher makes a study on the ethics of financial and profitability performance of a) Operating profit ratio b) Net profit ratio c) Return on Capital Employed d) Earnings per Equity Share

Sources of Data

Secondary data are collected from the published annual reports of the selected automotive companies in Chennai, text books, journals, magazines and from websites.

Period of Study

The study covers period of ten years from 2012-2013 to 2021-2022. The financial year runs from 1st April to 31st March every year.

3.4 Review of Literature

Amir Hossein Jamali and Asghar Asadi (2012) made an effort to measure the management efficiency and the profitability of the Indian automobile industry. The study aims to investigate the relationship between the management efficiency and the profitability of the firm. The study has taken a sample of thirteen companies listed in the BSE. The researchers have collected data for the period of five years from 2006-2010. The study has used ratio analysis and regression to analyse the data. The concluding remarks of the study were that the companies have high correlation among the profitability and management efficiency for the companies involved in the study.

Paramasivan C & Mari Selvam P (2013) has explained the contribution of micro, small and medium enterprises (MSME) sector to manufacturing output, employment and exports of the country is quite significant. According to estimates, in terms of value, the sector accounts for about 45 per cent of the manufacturing output and 40 percent of the total exports of India. The MSME sector employs about 42 million persons in over 13 million units throughout the country. There are more than 6000 products, ranging from traditional to high-tech items, which are being manufactured by the Indian MSMEs.

Sankaran. P., Gounasegaran and Azhagaiah.R., (2014) in their research paper examined the financial performance of the automobile industry in India. The study has given a brief about the evolution and growth of the automobile industry in the country.

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The study was conducted in the automobile industry of the country. The study was conducted from the period 1999 to 2010. The paper has used percentage analysis for analyzing the data. The study concluded on the note that the sector being oligopolistic has been transferring to the perfect competition due to the new entrants and the steady growth of the from the world top countries.

B.Jeeva Rekha (2014) written an article entitled A Study on Customer Attitude towards the Sales and Service Performance of Hyundai Motors, Salem. Automobiles are today counted to be one of the common necessities of an individual who wants to keep in step with the fast paced life ofthis generation. The customers are handled by companies through their dealers. In this study researcher used descriptive research design. The study is conducted with 100 respondents of Hyundai motors. The respondents are taken from the service department who came for their service. Our results reveal that most of the owners of the Hyundai car, express their satisfaction regarding the sales performance of the company when compared to service. The researcher experienced during the personal interview of the Hyundai car owners, more than 70% of the customers expressed their satisfaction of sales performance

Majid Jami and Mahdi Naqdi Bahar (2016) carried out a research study aimed at evaluating the performance of the Indian Automobile Industry with the help of profitability ratios. The introduction of the study gives a brief account of the relationship among the financial ratios and their significance in assessing the performance of the companies. The study has used ratio analysis, mean, ANOVA, correlation and regression to bring out the relationship among the financial indicators. The objective of the study was to analyse the financial performance of ten companies selected for the study. The data was collected for a period of seven years from 2008-2014. The analysis concluded that the various financial indicators or ratios like ROA, ROE and ROS had no relationship over share price of the companies involved in the study.

Dr. G. Kanagavalli & R. Saroja Devi (2018) published a research article titled, “Financial performance of selected Automobile companies” The introduction briefs the Indian automobile industry is the world's second largest two-wheeler and the world's fourth largest commercial vehicle market. It also has the eleventh largest passenger car

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market in the world. India is expected to become the third largest automobile company in the global market after the USA and China. The study period was 5 years from 2012-2013 to 2016- 2017. Based on the findings the study revealed that there is the positive strong relationship of liquidity ratio. It evolves the effective inventory management and conversion period leads to higher liquidity power to the companies.

B.Jeeva Rekha (2018) found out in their study on “Role of Foreign Direct Investment in the Growth of Indian Service Sector” The growth in services has also been accompanied by the rising share of services in world transactions. This present paper attempts to analyse significance of the FDI inflows in Indian service sector. India’s services sector covers a wide variety of activities such as trade, hotel and restaurants, transport, storage and communication, financing, insurance, real estate, business services, community, social and personal services, and services associated with construction

3.5 Research Hypotheses

For achieving the above the following hypotheses have been formulated.

Null hypothesis H0: The mean profitability ratios of the selected automobile companies do not differ significantly during the study period.

Alternative hypothesis H1: The mean profitability ratios of the selected automobile companies differ significantly during the study period.

IV.STATEMENT OF THE PROBLEM

In many parts of the world, the automobile company has made great strides in the automotive industry. The automotive sector contributes a lot in making India a prime destination. The automotive industry attracts about 5 per cent of total FDI. In this sector, the FDI flows from Japan, Italy, U.S.A, and Mauritius and Netherlands. Tamil Nadu is the top second state attracting FDI approvals for automotive Industry. The city of Chennai accounts for 60 per cent of India's vehicle exports Known as the Detroit of Asia, it has about 30 per cent market share in automobiles in India. That means Chennai accounts for 35 per cent of the industry and its auto parts manufacturing. With Chennai as the leading automaker in India, the focus is on increasing vehicle production and upgrading its quality. The Automobile Industry in Chennai greatly assists in the implementation of the efficiency and expeditious service of the Administration of Tamil

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Nadu. A study has been conducted on the finances of the industry and improvements in achieving a profitable condition.

V.RATIO ANALYSIS

Ratio analysis is the process of determining and interpreting numerical relationships based on financial statements. A ratio is a statistical yardstick that provides a measure of the relationship between two variables or figures. This relationship can be expressed as a percentage or as a quotient. Ratios are simple to calculate and easy to understand. The result of ratio analysis is more accurate and it can be used as the basis for future decisions. Now-a-days all organizations including automotive companies use this technique widely to evaluate their performance.

5.1 PROFITABILITY RATIOS

a) Operating profit ratio = Operating profit / Net sales x 100

Operating Profit = Gross Profit – (Administration expenses + Selling expenses)

Table No –5.1

Operating Profit Ratios over the Study Period (₹in crores)

YEAR	Ashok Leyland	TVS Motors	MRF Tyres	Rane Madras
2012-2013	9.78	6.59	8.31	8.84
2013-2014	7.14	5.79	10.62	8.81
2014-2015	1.68	24.37	14.56	9.39
2015-2016	7.57	5.98	14.61	8.80
2016-2017	11.91	7.29	21.95	9.07
2017-2018	10.94	7.06	19.52	9.71
2018-2019	11.24	7.46	15.31	11.04
2019-2020	10.79	7.87	14.18	10.30
2020-2021	6.72	8.19	14.53	7.25
2021-2022	3.50	8.53	18.18	7.79
Mean	**2.81**	**3.09**	**2.85**	**0.81**
S.D	**3.47**	**5.50**	**4.00**	**1.11**
Minimum	**1.68**	**5.79**	**8.31**	**7.25**

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Maximum	**11.91**	**24.37**	**21.95**	**11.04**
C.V (%)	**123.48%**	**178.03%**	**140.21%**	**137.14%**

Source: Compiled and Computed from the Published Annual Reports

Chart No-5.3

Operating Profit Ratios

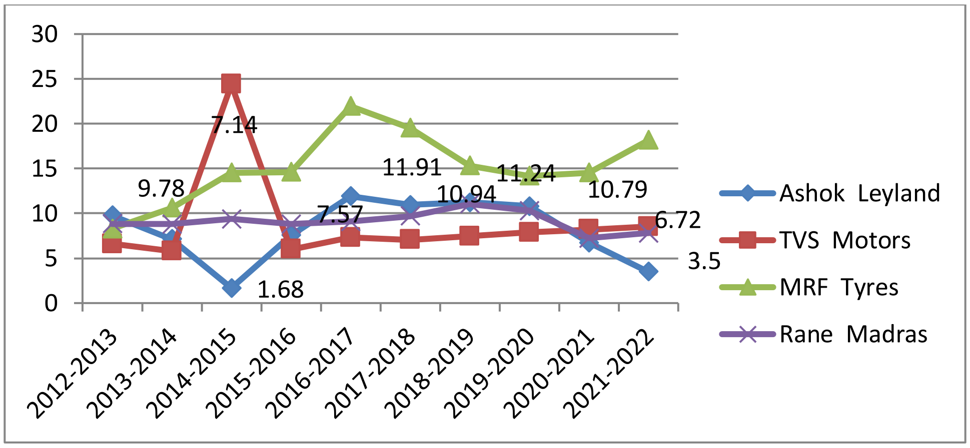

Table No-5.2

ANOVA TABLE

Parameters	Sum of Squares	Df	Mean Square	F value	P value	Significance Level	Inference
Between Groups	318.674	3	106.225	7.142	0.001	0.01	**H0 is Rejected**
Within Groups	535.431	36	14.873				
Total	**854.105**	**39**					

Interpretation

It is shown in Table 5.1 that operating profit ratios of the four companies every year by year. The minimum operating profit ratio of Ashok Leyland is 1.68 in 2014-2015 and the maximum is 11.91 in 2015-16 with an average of 2.81 during the study period. The standard deviation of this ratio is 3.47. The average ratio of the TVS Motors is 3.09 with the minimum of 5.79 in 2013-2014 and the maximum ratio of 24.37 in 2014-2015. The standard deviation is 5.50. The operating profit ratios lie between 8.31 and 21.95 for

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MRF Tyres and the standard deviation is 4.00. The average ratio of the Rane Madras is 0.81 and the standard deviation is 1.11. The operating profit ratio of Rane Madras is 7.25in 2020-2021 and it has increased to 11.04 in 2018-2019. The operating profit ratios of Ashok Leyland and MRF Tyres are higher when compared to the other two companies.

Hypothesis Testing Findings

H0: The mean operating profit to Net sales ratio of the selected automobile companies differ significantly during the study period.

B) NET PROFIT RATIO

A ratio of net profit to sales is called net profit ratio. It indicates the margin on sales. This is expressed in percentage.

Net profit ratio = Net profit / Net sales x 100

Net profit = Net profit after interest and tax.Net sales = Sales less returns.

Table No -5.3

Net Profit over the Study Period (₹in crores)

YEAR	Ashok Leyland	TVS Motors	MRF Tyres	Rane Madras
2012-2013	4.41	3.50	6.64	4.09
2013-2014	3.53	1.64	5.22	3.66
2014-2015	0.30	13.34	4.72	2.31
2015-2016	2.47	3.44	6.08	1.60
2016-2017	2.06	4.41	4.51	1.64
2017-2018	6.07	4.60	18.68	2.09
2018-2019	6.52	4.38	9.79	3.45
2019-2020	6.83	3.68	6.93	3.45
2020-2021	1.37	3.61	8.72	-2.22
2021-2022	-2.05	3.65	7.85	-4.42
Mean	**3.15**	**4.63**	**7.91**	**1.57**
S.D	**2.89**	**3.17**	**4.15**	**2.77**
Minimum	**-2.05**	**1.64**	**4.51**	**-4.42**

ISBN: 978-93-95105-04-0

Maximum	**6.83**	**13.34**	**18.68**	**4.09**
C.V (%)	**91.70**	**68.57**	**52.45**	**176.74**

Source: Compiled and Computed from the Published Annual Reports

Chart No-5.4

Net Profit

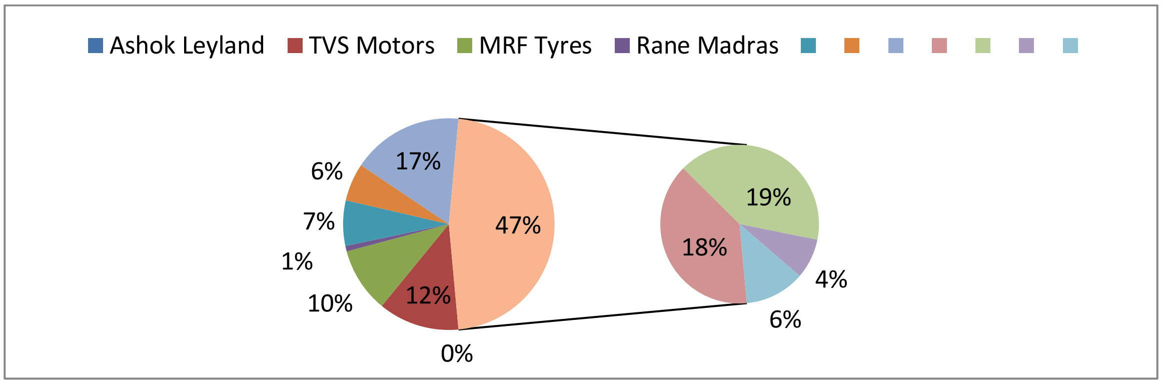

Table No - 5.4

ANOVA TABLE

Parameters	**Sum of Squares**	**Df**	**Mean Square**	**F value**	**P value**	**Significance Level**	**Inference**
Between Groups	219.663	3	73.221	6.766	0.001	0.01	**H0 is Rejected**
Within Groups	389.587	36	10.822				
Total	**609.250**	**39**					

Interpretation

The calculated net profit ratio of the four companies is fluctuating year by year. The minimum net profit ratio of Ashok Leyland is 2.05 in 2021-2022 and the maximum is 6.83 in 2019-2020 with an average of 3.15. The standard deviation is 2.89. The average ratio of the TVS Motors is 4.63.The maximum net profit ratio of TVS Motors is 13.34 in 2014-2015 and the minimum ratio is 1.64 in 2013-2014. The standard deviation is 3.17. The standard deviation of the net profit ratio of MRF Tyres is 4.15 and the net profit ratios lie between 4.51 and 18.68. The average ratio of the Rane Madras is 1.57 and the

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standard deviation is 277. The net profit ratio of Rane Madras is 4.09 in 2012-2013 and then it has suddenly decreased to (-4.42) in 2021-2022

Hypothesis Testing Findings

H0: The mean Net profit ratio of the selected automobile companies differ significantly during the study period

C) RETURN ON CAPITAL EMPLOYED

Return on Capital Employed = Operating Profit / Capital Employed

Capital Employed = Share capital + Reserves + Secured loan+ Unsecured loan+ Total debt.

Table No-5.5

Return on Capital Employed over the Study Period (₹in crores)

YEAR	Ashok Leyland	TVS Motors	MRF Tyres	Rane Madras
2012-2013	16.62	19.36	19.29	23.55
2013-2014	8.10	15.26	23.86	17.38
2014-2015	-1.96	19.36	22.4	15.72
2015-2016	9.36	20.77	14.83	10.54
2016-2017	24.07	24.28	30.96	9.91
2017-2018	21.51	22.89	22.97	12.25
2018-2019	29.08	24.33	16.61	17.1
2019-2020	27.83	23.33	15.33	16.59
2020-2021	5.89	16.09	12.49	7.68
2021-2022	-0.94	17.04	13.53	7.17
Mean	**13.96**	**20.27**	**19.23**	**13.79**
S.D	**11.47**	**3.39**	**5.80**	**5.16**
Minimum	**-1.96**	**15.26**	**12.49**	**7.17**
Maximum	**29.08**	**24.33**	**30.96**	**23.55**
C.V (%)	**82.16**	**16.75**	**30.15**	**37.44**

Source: Compiled and Computed from the Published Annual Reports

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Chart No -5.5

Return on Capital Employed

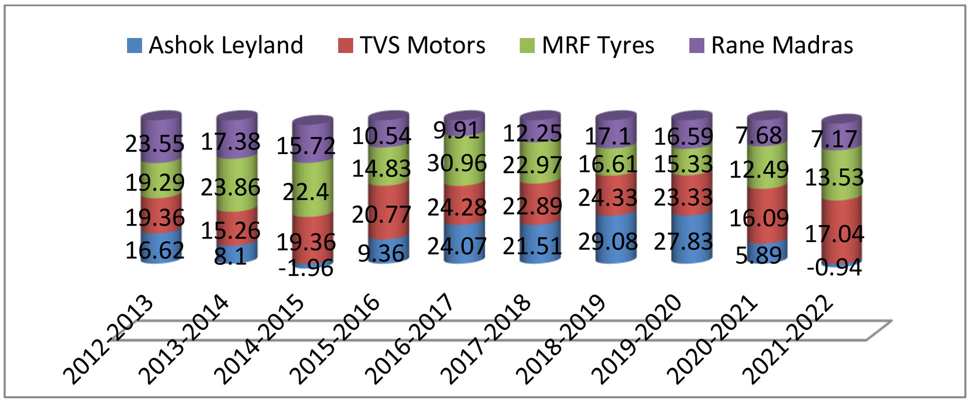

Table No -5.6

ANOVA TABLE

Parameters	Sum of Squares	Df	Mean Square	F value	P value	Significance Level	Inference
Between Groups	350.922	3	116.974	2.302	0.094	0.01	**H0 is Accepted**
Within Groups	1829.299	36	50.814				
Total	**2180.221**	**39**					

Interpretation

It is shown in Table 5.6that return on capital employed ratio of the four companies differ year by year. The return on capital employed ratio of Ashok Leyland is 1.96 in 2014-2015 and it has decreased to 29.08 in 2018-2019.The maximum return on capital employed ratio of TVS Motors is 24.33 in 2019-2020 and the minimum return on capital employed ratio is 15.26 in 2013-2014 and the average is 20.27. The standard deviation is 3.39. The average ratio of MRF Tyres is19.23.The maximum return on capital employed ratio of MRF Tyres is 30.96 in 2015-16 and its minimum return on capital employed ratio is 12.49 in 2020-2021. The standard deviation is5.80.The return on

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capital employed ratios of Rane Madras lie between 7.17 and 23.55. The average return on capital employed ratio of the Rane Madras is 13.79and the standard deviation is 5.16.

Hypothesis Testing Findings

H0: The mean Return on Capital Employed ratio of the selected automobile companies do not differ significantly during the study period

D) EARNINGS PER EQUITY SHARE

Earnings per Equity Share = Net Profit / Number of Equity Shares

Table No - 5.7

Return on Total Assets over the Study Period (₹in crores)

YEAR	Ashok Leyland	TVS Motors	MRFTyres	Rane Madras
2012-2013	4.74	7.93	7.93	8.03
2013-2014	3.31	3.71	9.71	6.48
2014-2015	0.22	7.33	9.16	3.69
2015-2016	2.51	7.55	1.23	2.32
2016-2017	3.04	9.88	18.78	2.29
2017-2018	8.71	9.45	9.72	2.99
2018-2019	9.90	9.22	6.70	4.96
2019-2020	10.88	8.00	6.01	5.42
2020-2021	1.46	6.33	7.28	-2.82
2021-2022	-1.70	6.00	5.61	-5.35
Mean	**4.31**	**7.54**	**8.09**	**2.80**
S.D	**4.23**	**1.85**	**4.71**	**4.11**
Minimum	**-1.7**	**3.71**	**1.23**	**-5.35**
Maximum	**10.88**	**9.88**	**18.78**	**8.03**
C.V (%)	**98.13**	**24.56**	**58.16**	**146.60**

Source: Compiled and Computed from the Published Annual Reports

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Chart No -5.6

Return on Total Assets

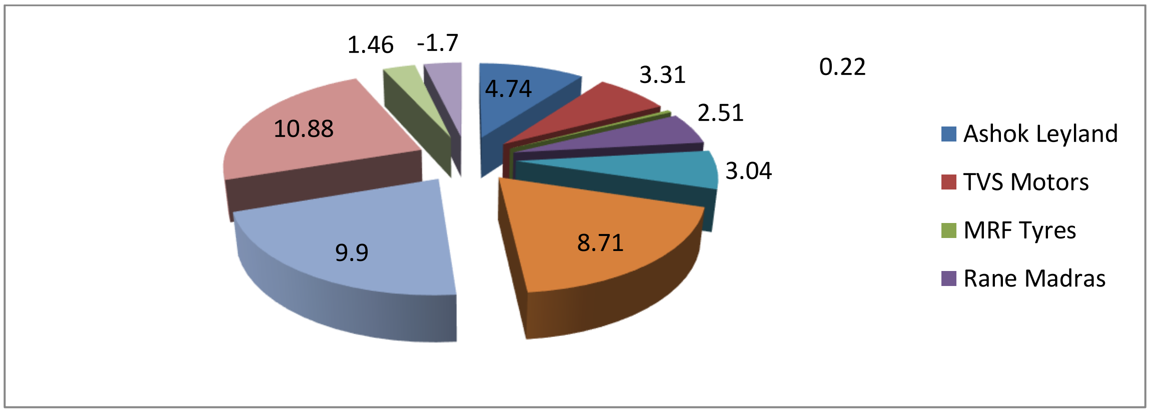

Table No - 5.8

ANOVA TABLE

Parameters	Sum of Squares	DF	Mean Square	F value	P value	Significance Level	Inference
Between Groups	194.414	3	64.805	4.299	0.011	0.01	**H0 is Accepted**
Within Groups	542.632	36	15.073				
Total	**737.046**	**39**					

Source: Compiled and Computed by researcher

Interpretation

It is clear from Table 5.7 that earnings per share of the four companies fluctuated year by year. The minimum earnings per share of Ashok Leyland are decrease in 2020-21 and the maximum is 10.88 in 2018-19 with an average of 4.31 during the study period. The standard deviation is 4.23. The average earnings per share of TVS Motors is 3.57 with the maximum of3.71 in 2012-13 and minimum of 3.71 in 2012-13. The standard deviation is 1.85. The average earnings per share of MRF is 8.09 with the maximum of 18.78 in 2014-15 and minimum of 4.03 in 2012-13. The standard deviation is 4.71 The maximum earnings per share of the Rane Madras is 8.03 in 2011-12 and the minimum decrease in -5.35in 2020-21. Its average of earnings per share is 2.80.

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Hypothesis Testing Findings

H0: The mean Earnings per Equity Share ratio of the selected automobile companies do not differ significantly during the study period.

Overall Analysis of Profitability Ratios

To have an overall the mean values of the various profitability ratios of all the companies over the study period and the overall ratio are given in Table 5.7

Table 5.9

Overall Analysis of Profitability Ratios of the Selected Companies

Profitability ratios	**Ashok Leyland**	**TVS Motors**	**MRF Tyres**	**Rane Madras**	**Overall**
Average Operating Profit Ratio	2.81	3.09	2.85	0.81	**2.39**
Average Net Profit Ratio	3.15	4.63	7.91	1.57	**4.32**
Average Return on Capital Employed	13.96	20.27	19.23	13.79	**16.81**
Average Return on Total Assets	2.31	9.6	43.43	13.05	**17.10**

It is found in Table 5.9 that the mean operating profit ratios of TVS and MRF Tyres are above the overall ratio. The Return on Total Assets ratio of TVS is also higher than the overall ratio.

Chart No -5.10

CORRELATIONS

		ASHOK LEYALND	**TVS**	**MRF**	**RANE MADRAS**
Ashok Leyland	Pearson Correlation	1	.668*	.161	.511
	Sig. (2-tailed)	-	.035	.657	.131
	N	10	10	10	10
TVS	Pearson Correlation	668*	1	.017	.065
	Sig. (2-tailed)	.035	-	.962	.859

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	N	10	10	10	10
MRF	Pearson Correlation	.161	.017	1	.047
	Sig. (2-tailed)	.657	.962	-	.898
	N	10	10	10	10
Rane Madras	Pearson Correlation	.511	.065	.047	1
	Sig. (2-tailed)	.131	.859	.898	-
	N	10	10	10	10

*. Correlation is significant at the 0.05 level (2-tailed).

Interpretation

As the *p* value (Sig. Value 2-tailed) is lesser than the significant value (0.05) in all the cases, the null hypothesis is rejected. There are highly perfect positive correlations in all the cases. Hence, it is concluded that there is a significant relationship between the net sales and profitability (Operating Profit and Net Profit) of selected automotive companies during the period of study

VI. LIMITATIONS OF THE STUDY

Financial information collected for the present study is entirely secondary in nature. In such a case, the study carries all the limitations inherent with the secondary data and financial information. The study is restricted to select companies for the period of ten years. While computing the data for the purpose of analysis, the approximation of decimal places leads to minor variations in ratios as well as percentage analysis and hence these are bound to exist in the present study.

VII. FINDINGS

Operating Profit ratio Analysis

We have found that the operating profit ratios of Ashok Leyland and MRF Tyres are higher when compared to the other two companies. The results of one way ANOVA test showed that the mean operating profit ratios p-value are less than the significance level i.e. 0.01. Which gives a very strong evidence to support our hypothesis is rejected.

ISBN: 978-93-95105-04-0

Therefore, we can conclude that there is no significance mean difference between the two companies for high or low profitability.

Net Profit ratio Analysis

The results of one way ANOVA test showed that the mean net profit ratios of the selected companies do not differ significantly during the study period.

Return on Capital Employed Analysis

The one way ANOVA table showed the results that the calculated p value is greater than the significant value (0.01).Hence, it was concluded that the mean return on capital employed ratios of the selected companies do not differ significantly during the study period.

Earnings per Share Analysis

The results of one way ANOVA showed that the calculated p value is lesser than the significant value (0.01).Hence, it was concluded that the average earning per share of the selected automotive companies differ significantly during the study period.

Correlation between Sales and Profitability

It was found that there was high positive correlation between sales and profit for all selected automotive companies during the study period.

VIII. SUGGESTIONS

The average operating profit ratio is low when compared to the other three companies during the study period. So, they should take steps to improve operating profit ratios by minimizing operating expenses. It is inferred that sales has more impact on the profitability of selected automotive companies. Increase in the sales may contribute increase in profitability.

IX. CONCLUSION

The present study explains to us how different financial institutions operate. This study found that automobile companies have certain deficiencies where appropriate. So the economic problems caused by these companies get the credit and the keys to improving them. If automobile companies do not give due consideration to the suggestions and recommendations of the company management especially the people on

ISBN: 978-93-95105-04-0

account and the profit of the company will go a long way to improve the operational efficiency level.

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ISBN: 978-93-95105-04-0

ETHICAL CHALLENGES IN SOCIAL MEDIA INFLUENCING

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ABSTRACT

Social Media today should be considered as another universe that mankind has moved on to live a fantasy life that they dreamed of but couldn't accomplish in real life. It is estimated that there are around 4.62 billion social media users all over the world by a survey carried out by Smart Insights Group in their Global Media Statistics research summary. As per the current statistics available China ranks the first county with the maximum number of social media users with over 1,021 million users. India stands second in the list with 755 million active users, and the United States of America makes it to the third place with around 302 million users. The rise of Social Media has ushered in a novel culture named 'Social Media Influencing' which involves common folks becoming popular celebrities in society by creating videos or vlogs about their life experiences and posting them over social media trying to influence their followers. This paper focuses on the ethical challenges that are usually overlooked by two of the popular social media influencers who deal with 'food vlogging' in Coimbatore city. The study concentrates on the ethical standards if so as well as the lack of ethics in the videos made and circulated by these social media influencers. The authors have considered 3 popular social media influencers from Coimbatore and analyzed their selected vlogs.

Key Words: Social media influencing, vlogs, fluidity, misinformation, challenges, handles, hyper-reality

ISBN: 978-93-95105-04-0

INTRODUCTION

"The illiterate of the twenty-first century will not be those who cannot read and write, but **those who cannot learn, unlearn, and relearn**." – Alvin Toffler, Future Shock (1970).

Today's age is called as the 'digital age' by Marc Prensky in his article "Digital Natives and Digital Immigrants" (2001). Our children were born in the digital world with all its gadgets and they are adept in the usage of these devices like the cellphones, computers, tablets etc. Prensky states that people who were born in the 1980s and 1990s merely immigrated to the digital world and so they may find difficulty in using these devices smoothly. The society has changed its ways adapting to the invention of digital devices and is operating at a rapid pace that has redrafted social norms and etiquettes. In this era of internet that is prevalent today, a novel class of young and entrepreneurial digital natives is influencing the way society functions and perceives the things around them and others.

Social Media today should be considered as another separate cosmos that mankind has moved on to live a fantasy life that they dreamed of but couldn't accomplish in real life. It is estimated that there are around 4.62 billion social media users all over the world by a survey carried out by Smart Insights Group in their Global Media Statistics research summary. As per the current statistics available China ranks the first county with the maximum number of social media users with over 1,021 million users. India stands second in the list with 755 million active users, and the United States of America makes it to the third place with around 302 million users. The rise of Social Media has ushered in a novel culture named 'Social Media Influencing' which involves common folks becoming popular celebrities in society by creating videos or vlogs about their life experiences and posting them over social media trying to influence their followers.

Futurist thinkers like Alvin Toffler, Albert Borgmann, Hubert Dreyfus have proposed intriguing theories about the way technology would shape this world and its inhabitants. It can be perceived that we are living in a world that is driven by information explosion and we need the prudence to choose what is right and what is wrong. As mentioned earlier the new digital community of 'Social Media Influencers' play a significant role in helping us to make firm decisions about our choices and preferences by

ISBN: 978-93-95105-04-0

presenting their digital commentaries on social media sites like Facebook, Instagram, YouTube and Twitter. These influencers thrust their views on their personalized social media pages that are projected to us by social media algorithms designed at engaging the users. The authenticity of the information shared is always under scanner as the comments under the vlogs shared are perplexing the users. Some of the followers agree with the views and some express disapproval for the commentary. This paper focuses primarily on the validity of the (mis)information shared by the influencers affecting public perception.

In this study the authors have considered the information shared along with the reliability of the information of 3 food reviews posted by 3 of the most popular social media influencers from Coimbatore city (with reference to the followers of these handles). The analysis revealed a startling level of similarity in terms of the rave reviews given by the influencers about the cuisine served in the dine-in restaurants. Upon actual visit to the places the quality of the food was found to be wanting and didn't meet the reviews given in the videos. Many of the followers themselves had posted disgraceful comments about the reviews and were questioning the credibility of the influencers. So the authors strongly recommend that as users of the digital media we should not just stop with watching the videos but take some time to read the comments given under the posts by the subscribers and followers of the social media handle. The authors also have tried to analyze two interesting theories proposed by eminent futurist thinkers about this ominous drift of sharing misinformation over the Internet before digital life style trends became an everyday routine.

The handles considered for the study are from the social media platform named Instagram which is basically a free photo and video sharing application available on the Internet for both iPhone and Android users owned by META company that owns and operates popular social media applications like Facebook. Instagram is where many people upload their photos or videos to share them with their followers or with a select group of friends. They can also view, comment and like posts shared by their friends on this platform. The web links of the IG handles considered for study are provided here:

https://www.instagram.com/vadasatti.vijay/?hl=en

ISBN: 978-93-95105-04-0

https://www.instagram.com/walkwithjai/?hl=en

One of the most viewed food reviews posted in the Instagram handle of these 3 popular food vloggers from Coimbatore is selected and summarized by the authors for the study. The reviews had visited different dine-in restaurants in Coimbatore city and have posted videos of their experiences there. They had ordered some of the signature items in the menu and had given rave reviews about the dishes that were served to them. All the 3 reviews offered high compliments for the ambience of the places of their visit, taste of the dishes including the parking facility or the lack of it. Though the reviews are similar in content and tone, the visual presentation on Instagram and their YouTube channel has managed to receive thousands of views from their subscribers.

The first case considered for the study is available in the link of the https://www.instagram.com/vadasatti.vijay/?hl=en. This particular vlogger who goes by the name of Vijay has posted 489 review videos with 63,900 followers. He also manages a YouTube channel with over 1 lakh and 60 thousand followers and the web link is provided here https://www.youtube.com/channel/UCk4xrK62ySHFYEurUai6vHQHis review videos get an average view of over 7,000 hits on YouTube and over 1500 views on Instagram. The IG review about his lunch at Ganesh Chettinad Hotel at Lawley Road Signal, Coimbatore was posted on 26th November 2022 and has received over 10,000 views and 7376 likes. He is showering high praises about the dishes that he was served in the Hotel. But many of his followers have posted adverse comments about the quality of food and service offered at the hotel which has a service history of over 30 years. A follower has candidly commented not to post such videos for views and likes on the post. Another follower is berating him for his misleading review about the dishes at the hotel raising doubt about the veracity of the reviews posted by this man.

The second case considered for the study is available in the link of the https://www.instagram.com/walkwithjai/?hl=en. This popular vlogger who goes by the name of Jay has posted 712 posts with 1 lakh 33,000 followers. His YouTube channel https://www.youtube.com/@walkwithjai has over 1,10,000 subscribers. The video review of his lunch at Mooral Restaurant at Saravanampatti posted on 14th November 2022 has received 20,300 likes and more than 40,000 views. In the comments section there were

ISBN: 978-93-95105-04-0

many harsh comments on the quality of food and the experience faced by people who went there following the recommendation of this social media influencer. The followers are criticizing him for giving too hyped compliments about the food and ambience. The visceral comments of his followers about the overtly positive compliments cast a long shadow over the legitimacy of the vlogger.

The influence that these vloggers have over thousands of followers has made them local celebrities and they are invited for not just reviewing food but also for the inauguration of a new shop that dispenses clothes, mobile phones etc. They travel around the district too to many newly opened hotels and post their reviews. The ethical challenges raised by these influencers present an interesting study to social science researchers. Ethics, by definition, is the concept of what is good, bad, right and wrong. In social media, the right ethic equals the right perspective and the precise thinking on how to leverage social media appropriately and how to engage people in the factual manner.

Social Media influencers today have quite some power over their audience. Among all social media marketing activities, *"[...] firms are increasingly turning to digital influencers to endorse their brands, because influencers connect the intended target audience with brands while maintaining a direct communication with their following*" (Jiménez-Castillo, &etal. Sánchez-Fernández, 2019). Sometimes thousands of influencer commercial messages have been created by the brands themselves.

As the social media posts begin to sound as spammed, scripted or like biased advertisements, followers will start to turn back from these pages. Influencers should make sure that they're not doing their vlogging for money. They should ensure that they share ethical values as well with their followers. The digital generation should realize that there is no official set of rules or responsibilities for these influencers. Famous bloggers communicate information to millions of people, but do not have any set limitations on their actions. Numerous sets of rules that vary both in number and in nature can be found online but not always practiced or followed.

Among the first philosophers to take an interest in the ethical significance of social uses of the Internet were phenomenological philosophers of technology Albert Borgmann and Hubert Dreyfus. These thinkers were heavily influenced by Heidegger's

ISBN: 978-93-95105-04-0

(1954) view of technology as a monolithic force with a distinctive vector of influence, one that tends to constrain or impoverish the human experience of reality in specific ways. While Borgmann and Dreyfus were primarily responding to the immediate precursors of Web 2.0 social networks (e.g., chat rooms, newsgroups, online gaming and email), their conclusions, which aim at online sociality broadly construed, are directly relevant to Social Media Networking and Ethics. Whether we accept it or not, we are all soldiers engaged in an ‘arms race’ against misinformation (O’Connor and Weatherall 2019, p. 176) and our daily acts of sharing or posting on social media influence this race.

Some Recommendations on how to stay ethical on social media are suggested below:

Influencers should be honest, straightforward and transparent about their reviews. They should consciously avoid making misleading statements. These influencers should not use inappropriate words or flowery language of any kind to lead their followers into thinking that whatever they say is accurate and genuine. As Social Media Etiquette is a loose and continuously evolving set of rules governing online communication behavior of individuals it would be really difficult to prescribe a set of netiquette norms about ethical conduct to people who are rabble rousers of a sophisticated kind.

Internet users need to be more critical of the information that is available free online. Double or even triple checking before one places an order for 'that one cool product', recommended by a locally famous blogger is one of the best ways that helps one not to fall prey to deceptive marketing strategies. However, with the growing popularity of this type of income through online vlogging, it is high time the Generation Z folks start realizing that most of the products that they see online from influencers are merely paid advertisements which may lack the professional finesse of the Ad film makers. Since there are still no legal consequences for such advertising, and no real customer protection from bloggers' commercial deals, only the users themselves can take care of their money and safety by not falling gullible prey to these influencers.

ISBN: 978-93-95105-04-0

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ISBN: 978-93-95105-04-0

THE IMPACT OF CYBER SECURITY ON THE E-BANKING SERVICES

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ABSTRACT

The current world is all about getting everything at hand in a fraction of a section through the biggest medium of the internet. The banking services are the most important type of services for the services sector. Cybercrime is a major trouble in this international and normally all banking corporations rely upon the internet. Cyber-attacks have come to be a smooth alternative for cybercriminals to get right of entry to other confidential statistics thru the net, normally hackers are targeting client's records and budget, in addition to the bank's center structures. These cyber-assaults are typically carried out by using malware and phishing. When technology over internet is applied to the banking services are known as e-banking services. With the invent of recent generation, electronic way of banking reduces charges by way of the usage of offering clients with some other way of getting access to their payments without bodily travelling a financial institution. The Indian economic system has the banking device divided into public region banks and private banks. There is continually a thin of distinction in the availability and utilization of offerings for the public and private banks. This paper is an endeavour to take into count the comparison between the two opposite side of e-banking services through a detailed expert opinion and a detailed analysis through ANOVA followed by some suggestions and conclusion.

Keywords: Cyber security, cyber crime, E-Banking, Public, Private

ISBN: 978-93-95105-04-0

INTRODUCTION

Banking is one of the major components of the financial institutions in any country irrespective it being developed and developing. When the discussion becomes specific about India it literally becomes the pillars for the financial system of the country. Also, it is that section of the service sector where customer satisfaction is very crucial as the people in the nation invest their trust and priorities in the banks since times immemorial. Coming to the structure Government sector banks started their life with the Imperial financial institution of India which became converted into the existing State Bank of India in the year 1955 accompanied through the setup of its seven subsidiary banks. Later, the nationalization of 14 commercial banks was taken place in the year of 1969, and July 19. The method was given finished with similarly nationalization

Private region banks are those which might be owned and managed by way of private gamers. Seeing that then, the style of public area banks is developing at the identical time as the ones of private region banks are lowering.

Cybercrime is one of the international's most distinguished and most involved forms of crime. The internet is in spite of everything, available to each person and that of course consists of dangers. It is risky to dedicate a crime the use of a gadget or different machine connected to the web and the identification of the suspect is tough to figure out. From phishing and funding fraud to ID theft and extortion, cybercrime can take numerous bureaucracy. Cybercriminals are targeting banks due to the fact their information is greater precious, generally cybercriminals reap their consumer information from social networks like Face book. The foremost aim of the assaults is to take over the consumer’s financial institution bills and budget in such a way the attacker occupies the finances without proper expertise of the consumer. Some of the approaches to take manipulate of the consumer's account are defined in the subsequent phase

Electronic banking is the inculcation of technology into the banking services. because of the ton of benefits offered by the system such as reduced cost of processing the transaction, reduced time and better efficiency in the services which as a result ensures a better and enhanced banker-customer association. Through the E-banking gadget, banks are extending their client base with the assistance of various e-delivery

ISBN: 978-93-95105-04-0

mediums like ATMs, credit score/debit playing cards, net banking, telephone banking, EFTs and so forth. E-banking is being supplied many banking establishments for you to continue to exist the global competitions, in case of delay in imparting transactions-primarily based offerings over internet; they'll lose their marketplace percentage. E-banking is all approximately enabling the customers to get entry to their bank bills at the easy attain of a personal pc and an efficient net provider.

But there constantly exists a distinction in how the services are furnished via the banks to the clients. They're constantly pertains a skinny line of distinction in how the public region banks use those services in addition to offer them their clients while in comparison to the personal region banks. The layman opinion always states that the authorities run establishments and banks lay a long way behind the private zone banks or institutions with regards to era and automation.

OBJECTIVES OF STUDY

1. Ascertain the actual meaning of E-banking and its importance to the banking sector.
2. Validate a proper comparison between the private and public sector banks with respect to the e-banking services being availed.
3. Understand the benefits of E-banking services and customers perception for the benefit.
4. Recommend possible recommendations to patch up the differences in delivery of e-banking services between the public and private sector banks.

REVIEW OF LITERATURE

Cox, D. F. (2007) The financial institutions of the country especially banks act as the core to the saving and investment situation of the country. As the two main functions of any bank is accepting deposits and lending loans. The banking system in India is divided into public and private sector banks. With the growing populace and demand for the banking operations mechanization and automation of the banking activities is the need of the hour here comes the role and importance of E-banking services. But the services exhibit a different effect. The same is being exercised in the present section. Expert opinions on the services are highlighted and discussed in length by the author.

ISBN: 978-93-95105-04-0

Puja okay and Yukti A expressed that Private Banks have more happy customers because of accurate offerings. Private area banks are properly maintaining degree of amount of its clients via supplying better banking services whilst in comparison to the Public banks. In any economy, revolutionary technology and converting expectancies of markets, attention of outstanding of each and each company is important to decorate clients' satisfaction stage.

Gill HS, Arora S., (2013) observed that the personal banks are advanced technologically but the opposite state of affairs prevails inside the public area banks located from their assessment that that customer pleasure in banks range in step with the nice of offerings.

Jeucken M(2015)Nominal expenses of offerings, area of bank branches and employees mindset within the route of fixing issues of customers are the factors chargeable for maximum consumer's pride. Private financial institution clients are happier with their economic organization due to their multiple branches at on hand places and technological centres.

Dixit, Neha and S. K. Datta (2010) investigated the elements affecting the factors of e banking. In which attention to customers and the banking process has explained in Indian context. Online banking has explained the reality of banking and training and guidance to the audience from the group that belongs too.

R. Srinivasan & Krishnamoorthy, V. (2013) kingdom that it has always been a venture for the banks to retain their current clients.

Sharma, N. (2011) Financial institutions like the banks need to work out techniques for his or her long-time period survival and sustenance; including making a few modifications and modifications as consistent with the requests and goals of the customers or as an alternative they should instigate strong belief and dating with the existing customers.

Dr. Payal Bassi and Inder Pal Singh, (2017) explained that, to fulfil the want of the clients, each personal and public zone banks offer several net offerings to their clients.

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Kumbhar and Vijay (2011), evaluated the affiliation amid the demographics & patron's delight in net banking. It additionally discovered out dating between provider exceptional and consumer's pride further to delight in net banking provider provided with the aid of the general public zone financial institution and private sector banks. The take a look at placed out that standard pride of personnel, businessmen and experts.

Bhardwaj (2013) explained that "… an strive through the banks to make the industries expand green and inside the device restores the natural environment."

Blanas (2011) delivered a cause of the relationship maximum of the numerous organizational obligations (consisting of HR, advertising, inner aid control) to reap sustainability within the offerings the banks are providing.

RESEARCH SCOPE

The present study is useful since it helps to understand the detailed comparison between the General and the privatized banks in terms of their ability to deliver services to the customers through electronic banking as a medium. It helps to understand where the banks lack and where they succeed over the other in comparison. Hence the study provides great scope for further studies

RESEARCH METHODOLOGY

For the purpose of the study five nationalised banks and five private sector banks were selected. 782 respondents were selected as a sample size from the defined population. This study is a descriptive research and the data were collected on a probability sampling basis.

ANALYSIS AND INTERPRETATION

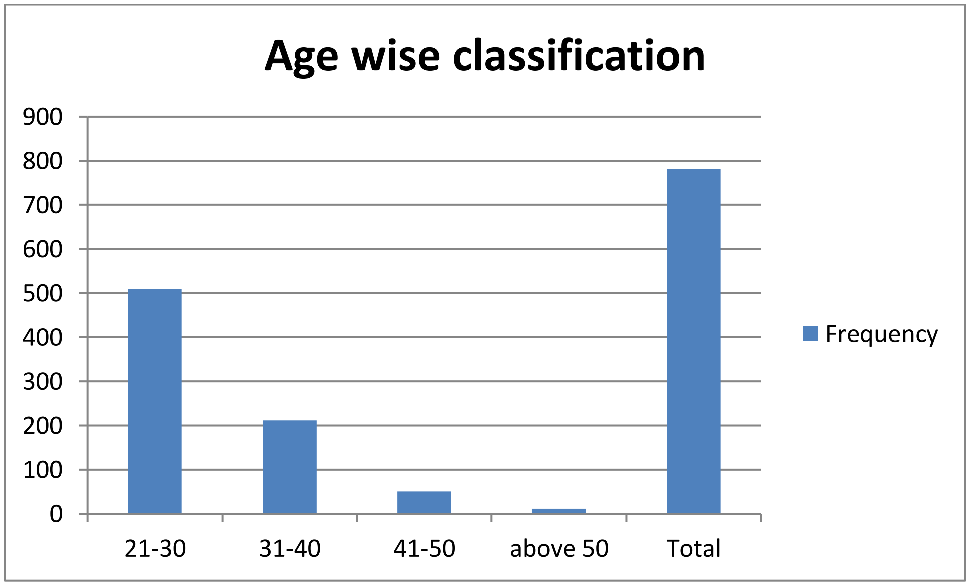
DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Classification of the respondents based on the age

Age	Frequency	Percent
21-30	509	65.1
31-40	211	27.0
41-50	50	6.4
above 50	12	1.5

ISBN: 978-93-95105-04-0

Age	Frequency	Percent
21-30	509	65.1
31-40	211	27.0
41-50	50	6.4
above 50	12	1.5
Total	782	100.0



Above table and the chart related to the Age wise Classification of the respondents, Majority 65.10% of the respondents belongs to the age category of 21-30, 27% of the respondents belong to the age category of 31-40, remaining respondents' lies in the category of 41-50 and above 50years.

Classification of the respondents based on the Gender

Gender	Frequency	Percent
Male	379	48.5
Female	403	51.5

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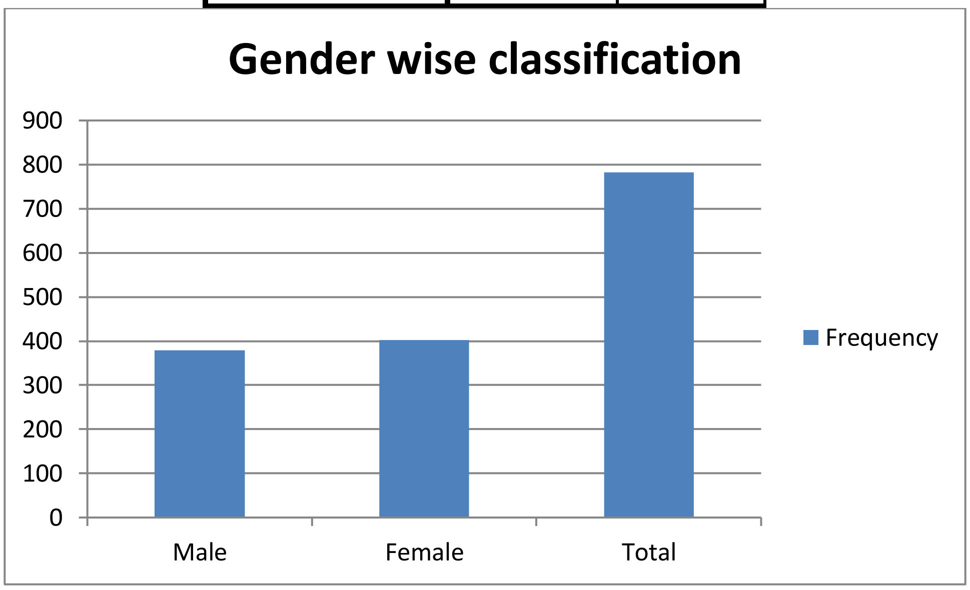
Gender	Frequency	Percent
Male	379	48.5
Female	403	51.5
Total	782	100.0

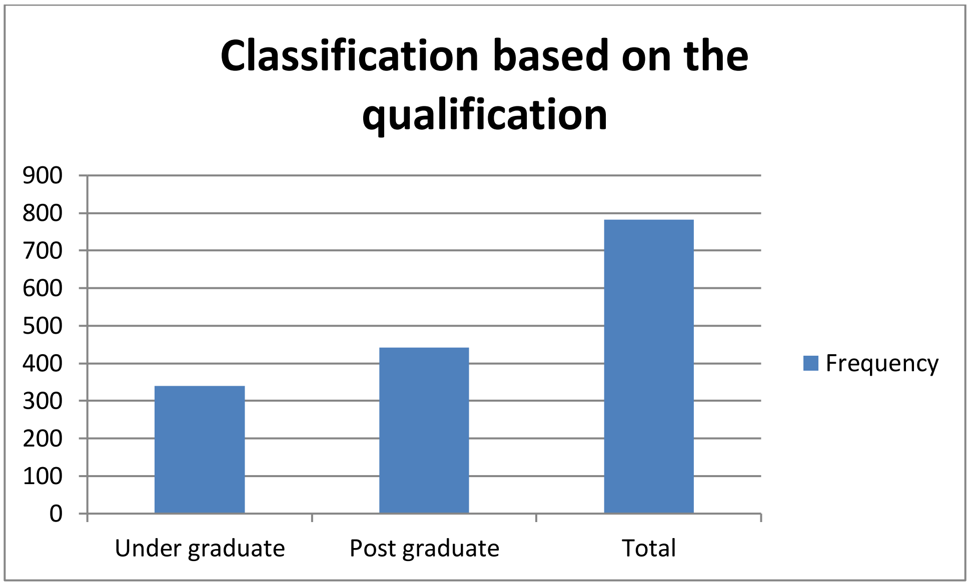


Above table and the chart related to the classification of respondents based on their gender, Majority 51.5% of the respondents were Female and 48.5% of the respondents were belongs to the category of Male.

Classification respondents based on the qualification

Qualification	Frequency	Percent
Under graduate	340	43.48
Post graduate	442	56.52
Total	782	100.0

ISBN: 978-93-95105-04-0



Above table and the chart related to the Educational Qualifications of the respondents, Majority 56.52% of the respondents were qualified as Post Graduate and 43.48% of the respondents were Undergraduates.

ANOVA – PUBLIC SECTOR BANKS WITH E- BANKING SERVICES

Null Hypothesis: There is no significant effect of the public sector banks with e-banking services

Statements	F value	P Value	Hypothesis
Providing better qualities of service	0.696	0.036	H1 accepted
Expanding branch network	0.546	0.027	H1 accepted
Empowered with better access to information	2.213	0.000	H1 accepted
Not necessary to visit the banks	1.257	0.048	H1 accepted
Minimal error of incidence	0.274	0.000	H1 accepted
More benefits and rewards	0.847	0.008	H1 accepted
Speed and efficiency	1.394	0.024	H1 accepted
Security	3.705	0.036	H1 accepted

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The above table shows that p value is less than 0.05; hence null hypothesis is rejected. It concluded that there is a significant effect of the public sector banks with e-banking services

ANOVA – PRIVATE SECTOR BANKS WITH E- BANKING SERVICES

Null Hypothesis: There is no significant effect of the private sector banks with e-banking services

Statements	F value	P Value	Hypothesis
Providing better qualities of service	6.160	0.023	H1 accepted
Expanding branch network	4.116	0.041	H1 accepted
Empowered with better access to information	3.259	0.021	H1 accepted
Not necessary to visit the banks	2.679	0.046	H1 accepted
Minimal error of incidence	7.942	0.038	H1 accepted
More benefits and rewards	6.160	0.032	H1 accepted
Speed and efficiency	4.116	0.007	H1 accepted
Security	3.259	0.021	H1 accepted

The above table shows that p value is less than 0.05; hence null hypothesis is rejected. It concluded that there is a significant effect of the private sector banks with e-banking services

FINDINGS OF THE STUDY

- Majority 65.10% of the respondents belongs to the age category of 21-30, 27% of the respondents belong to the age category of 31-40, remaining respondents' lies in the category of 41-50 and above 50years.
- Majority 51.5% of the respondents were Female and 48.5% of the respondents were belongs to the category of Male.
- Majority 56.52% of the respondents were qualified as Post Graduate and 43.48% of the respondents were Undergraduates.

ISBN: 978-93-95105-04-0

- Factors included for the study is to be Providing better qualities of service, Expanding branch network, Empowered with better access to information, Not necessary to visit the banks , Minimal error of incidence , More benefits and rewards, Speed and efficiency and Security
- Findings for the public sector banks denoted that there is a positive effect of the public sector banks with e-banking services
- Findings for the private banks denoted that there is a significant effect of the private sector banks with e-banking services

SUGGESTIONS

1. Customers happen to pick out the non-public area banks over public area banks because of choice and attention that the non-public sector banks pay over the customers in comparison. This element has to be blanketed up by the general public area banks.
2. The public region banks need to make certain that their offerings are competitive and additionally guarantee that the privacy and protection troubles of clients are well addressed.
3. Customers of the public sector banks are most often no longer aware of the benefits of e-banking services which are present within the current instances the understanding of same must be provided by means of the general public banks through messages mails and packages that encourage them to avail the advantages of e-banking offerings.
4. Ease of use issue ought to be acknowledged to the customers of public sector banks like its miles finished inside the private region banks.
5. The customers need to be attracted toward the brand new updates within the e-banking services via attractive offerings and schemes.

CONCLUSION

In the modern study the researcher tries to make a comparative analysis between the non-public and public region banks in recognize of ways the e-banking services are availed. Through the findings the researcher can mark up a listing of benefits gathered thru the e-banking services. Despite the advantages there nonetheless exits distinction in how the e-banking offerings. Efforts need to be exercised with the aid of the banks in influencing and directing the customer opinion which is likewise identified in the have a look at. Possible

ISBN: 978-93-95105-04-0

recommendations to work out the same have been mentioned in duration. Finally, human beings must be privy to their credentials and ensure that it isn't always misused; precise efforts need to be made by using way of banks to spread focus and make sure that the clients do no longer fall prey to the scams. These measures can growth cyber protection inside the banking zone.

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ISBN: 978-93-95105-04-0

FACTORS DETERMINING THE SOCIAL MEDIA USAGE AMONG COLLEGE STUDENTS IN COIMBATORE

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ABSTRACT

To a certain extent, the rise of social media as a tool for managing relationships, communicating with others, expanding one's personal network, and serving a wide range of other functions has eroded the value of face-to-face interaction. The use of social media has aided in the maintenance of relationships, particularly amongst students. There has been a paradigm shift in the way the world uses the Internet, with more and more web apps being geared at facilitating communication, collaboration, and networking via social media. The educational system has also been affected by this change. Employing social media platforms is becoming a standard practise in the academic world. Scholars and technocrats had determined the best strategies for integrating numerous social media platforms into the university classroom. There is a wide variety of resources available, from those designed for a broad range of users to those tailored specifically to the needs of the academic community. Our current research examined what influences college students in Coimbatore to use social networking platforms.

Keywords: Relationship Management, Communication, Personal Reach, Social Media, Education.

ISBN: 978-93-95105-04-0

PROLOGUE AND PROBLEM

We view social media as a sword with two edges because of its power to both build and destroy reputations. The term "social media" has entered the vernacular of today's youth and is frequently discussed, debated, and even controversial. It's often credited with sparking uprisings and exposing fraud. Even in the realm of governance, social media has matured, bringing forth a societal awakening led by its pioneers. Internet forums, groups, blogs, networking sites, social bookmarking sites, wikis, podcasts, content communities for articles, video/photo sharing sites, question and answer sites, review sites, etc. are all part of what makes up social media and not just Facebook, WhatsApp, and Twitter alone. Every day, the number of people who use social media grows by leaps and bounds. Though the impact of social media on people's lives and on society as a whole is significant, it is not simple to analyse and quantify.

The potential advantages and uses of social media are practically endless. Without a shadow of a doubt, if a strong instrument were used properly, it would bring about significant change in any aspect of life and be helpful to humankind in many ways. Businesses now see the value of social media. Marketing, customer service, supply chain management, customer engagement, and information dissemination are all aided by this tool. Social media has helped people reconnect with friends and family and make new connections. Sharing media files/content/documents, personal views, thoughts, comments, and even personal images on social networking sites is a common practice among people all over the world who share similar interests and values. It's a friend in times of trouble, offering company, solace, and protection.
The reach and scope of social media make them an invaluable resource for academics studying any number of disciplines. The rise in popularity of social media can be attributed to two factors: technological progress and social shifts. The mood and, by extension, the social conduct of those involved can be directly affected by their time spent chatting online. Relationships aren't directly impacted, but the quick response has a domino effect. Frustration and even divorce among family members and spouses have been linked to the prevalence of social media. (Priya Kanwar and Varrinder Taprial, 2013) Psychological research shows that social media might have a narcissistic effect on

ISBN: 978-93-95105-04-0

its users. This is a result of how people use social media to create an inflated sense of their own importance, uniqueness, status, and self-esteem.

There are several ways in which today's college students can benefit from the widespread use of social media. Because of the growing likelihood of prospective employers using such platforms to do background checks, it is essential to acquire the necessary skills and become familiar with such innovations. Students can gain an advantage over their peers if they know how to effectively use social media. Use social media to connect with people in your class or workplace, as well as your friends, family, and mentors. For educational purposes, it enhances students' access, analysis, retention, and sharing of information, allowing them to learn more than they would in a traditional classroom setting. Given this background, the current study aims to answer the following research question:

1. To examine the factors influencing the usage of social media in the life of students.

Literature reviews

Based on their research, Biswajit and Jyoti (2010) concluded that the rise of social media sites demonstrates a significant shift in the individual and societal patterns of Internet users. According to research conducted by Shabnam et al. (2012), youngsters use social networking sites as a potent instrument for view mobilisation by discussing and sharing information about current events, corruption, education, social activities, and personal issues. According to Kabbur and Savitri's (2015) research on the effects of social media on students, despite its positives (allowing people to communicate across great distances), the medium also led to students being distracted from their studies. Using Assam university students as a case study, Rashid (2015) investigated the identity crisis in the age of social media and discovered that users were addicted to the social networking website because it allowed them to construct an identity for themselves. Research by Pankaj Chaudhary and Rajat Sahani (2017) found that social media has a significant impact on college students. Social media, in their opinion, is appealing since it offers college students not just a new social environment but also a healthy way to de-stress. Kaushik Bhakta (2017) found that the more time children spent on social media, the worse they performed in school. There were advantages and disadvantages to using

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social networking sites among college students. According to Shankar and Gopal (2021), the use of ICT in the classroom has fundamentally changed the way students learn.

Research Methodology

This research makes use of both secondary data analysis and primary data gleaned through a survey. For this research, students at a university in Coimbatore who make use of social media for relationship management were specifically sought out. In this research, purposive sampling, also known as judgment sampling, was used. This is because the study is restricting itself to a population of college students who use social media for a variety of reasons. This research relied on secondary data gleaned from a variety of sources, including periodicals, the World Wide Web, and a selection of scholarly publications and newspapers.

Analysis and discussion

Table 1: Demographic Profile of the Respondents

Classification	No of Respondents
Gender	
Male	49
Female	51
Age (Years)	
18 to 21 years	38
21 to 25 years	42
Above 25 years	20
Marital Status	
Married	26
Unmarried	74
Type of education	
Under graduation	39
Post graduation	32
Research	27

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Diploma	02
Educational domain	
Social studies	38
Science	26
Engineering	20
Medicine	08
Diploma/Polytechnic	04
Law	04
College of education	
Self financing	48
Government	26
University	26
Total	100

Source: Compiled and calculated using primary data

The above table represents the demographic profile of the respondents who are the students of higher education in Coimbatore city. Out of 100 samples selected;

- 51 Respondents are female
- 42 respondents are between the age of 21 and 23 years
- 74 respondents are unmarried
- 39 respondents are pursuing under graduation
- 38 respondents belonging to social studies discipline of education
- 48 respondents belong to self-financing colleges

Factors influencing the usage of Social Media among the students

Kaiser – Meyer – Olkin (KMO) and Barlett's Test

Table 1: Kaiser – Meyer – Olkin (KMO) and Barlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.658
Bartlett's Test of Sphericity	Approx. Chi-Square	485.008
	df	99

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	Sig.	.001

To test the adequacy of samples for conducting factor analysis the KMO and Barlett's test result is conducted and it clears through the p value as .001 which is significant and concluded that the study can proceed with factor analysis.

Communalities

Table 2: Communalities

Factors	Initial	Extraction
Content quality	1.000	.582
Societal relevance	1.000	.645
Information credibility	1.000	.569
Pace of reach	1.000	.602
Faster attention	1.000	.558
Technological way of learning	1.000	.613
Relevance of sites	1.000	.669
Fulfillment of needs	1.000	.715
Effective and efficient	1.000	.752
Ingenious in managing the sites	1.000	.760
Global connectivity	1.000	.632
Cross cultural relationships	1.000	.603
Independence from books (outdated)	1.000	.649
Skill development	1.000	.621
Ease of use	1.000	.590

Extraction Method: Principal

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It is visible from the above table that all the communalities are over and above the minimum threshold value of 0.5 ranging from 0.558 to 0.760 this implies the 15 variables are statistically significant. Hence all the variables are retained.

Rotated Component Matrix

Table-3.: Rotated Component Matrix

Factors	Component			
	1	2	3	4
Content quality	.125	.718	.165	.263
Societal relevance	-.326	-.429	.623	.348
Information credibility	.058	.608	.331	.208
Pace of reach	.332	.269	.353	.698
Faster attention	-.054	.300	.609	.230
Technological way of learning	.656	-.411	.266	.478
Relevance of sites	.623	.166	.268	.336
Fulfillment of needs	.618	-.129	.378	.310
Effective and efficient	.693	-.226	.127	.130
Ingenious in managing the sites	.597	.319	.092	.148
Global connectivity	.129	.098	.370	.657
Cross cultural relationships	-.305	-.391	.348	.589
Independence from books (outdated)	.242	.136	.656	.256
Skill development	-.302	.148	.611	.218
Ease of use	.319	.699	.214	.238

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

The result of factor analysis with the extraction technique of Principal Component Analysis as well as the Rotated Component Matrix based on Varimax Rotation Technique with Kaiser Normalization identified four factors identified with new names. Factor one consists of five items and named as Design factors. Factor two consists of

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three items and named as Value factors. Factor three consists of four items and named as Outlook factors. Factor four consists of three items and named as Outreach factors.

Conclusion

The evolution of social media has made it an indispensable part of modern human existence. It has contributed to improved efficiency in areas such as coordination and dissemination of information and in the dissemination of knowledge. Students, who are a crucial part of any developing culture, are constantly bombarded with social media. Thus, the threat posed by social media to a student's day-to-day existence is enormous, and attention to which is unavoidable. Social media has a place in today's highly competitive higher education system because both teachers and students benefit from increased social mobility and connections. All parties involved in higher education need to realize that students are seeking better integration of social media into the academic process. Since social media approaches are superior alternatives to covering themes and even as a means of introducing more topics, higher education institutions should make the required arrangements for their absorption. Teachers can use social media to reach out to their students and build rapport, and students can use it to get involved in class discussions. In order to ensure meaningful checks and balances for efficient use of social media to achieve the goal of academic excellence in higher educational institutions around the globe, it is necessary to investigate the negative effects of social media on students.

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ISBN: 978-93-95105-04-0

PASSENGERS' OPINION TOWARDS INDIAN RAILWAY SERVICES - A STUDY IN KARUR JUNCTION OF SOUTHERN RAILWAY ZONE

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ABSTRACT

The Present study examines the passengers' perception opinion towards various factors of Indian railways. The factors are categorized as Strength, Weakness, Opportunities and Threat factors of Indian rail system. Transportation sector, with inadequate resources, is one of the growing sectors of Indian economy. Punctuality, cleanliness and quality were crucial features of railway services which create a permanent impression on the passengers. The results of the study state that A maximum of 31.2% of the respondents have given high priority to the factor "large railway network" as the strength factor of the rail system. A maximum of 26.4% of respondents have given high priority to the factor "deficitary budget" as the weakness factor of the rail system. The suggestions for future research are offered.

Keywords: Passengers, Railways, Indian Railways, rail system

ISBN: 978-93-95105-04-0

INTRODUCTION

Indian transportation sector plays a vital role in the economic growth of the country. Since 1990s, there is a high demand for services offered by the transportation industry. The growth of infrastructure is a pre-requisite for the growth of the economy. Indian Railways is one of the pillars of India’s infrastructure, It is fondly called as the “Lifeline of the Nation”. (Devi Prasad Maruvada and Bellemkonda 2010). Indian Railways occupies a unique position in the socioeconomic map of the country and is considered as a vehicle and barometer of growth.**(**Asian Development Bank Report on Indian Railways, RRP: IND 36317). For the past 160 years, the Indian Railways has been the principal mode of transport in India and it contributes about 1% of India’s Gross Domestic Product (White Paper on Indian Railways2009). Indian railways is the second largest employer in the world after the China Military. (Vijay Durga Prasad 2007). Services are increasingly becoming a larger portion of many organizations regionally, nationally, and globally and are considered as a tool for revenue streams. Today’s knowledge intensive services businesses require reliable methods of measurement, assessment, and improvement (Spohrer,J. & Maglio,P. 2008). Punctuality, cleanliness and quality were crucial features of railway services which create a permanent impression on the passengers. (Mukherjee, according to an official release).

Objective of the study

To evaluate the passengers’ opinion on Strength, Weakness, Opportunities and threat factors of the Indian Rail System in Karur junction of Salem Division of Southern Railway zone.

Research methodology

The present study carried out by the researcher is an empirical study based on survey method.

Sample Design

The present study is confined to Karur Junction, It is one of the major train stations in South India and one of the busiest and revenue yielding railway stations in

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Tamil Nadu after Chennai Central.(Business Line. Retrieved 23 November 2012). This station comes under the jurisdiction of Salem division of Southern Railway Zone.

Data Collection Method

The primary data have been collected by issuing questionnaires directly to the respondent passengers. Personal observations, discussions with the passengers, visits to railway junctions, interview with the travel agents have also helped the researcher to understand the attitude of the passengers. The required secondary data have been collected from various related websites, journals, newspapers, and reference books.

Sampling Design

The universe in this case is defined as the entire population making use of railway services in Karur junction of Salem Division of Southern Railway Zone. Out of 550 samples collected, owing to non-response, inconsistency and other reasons, 50 questionnaires have been excluded. Thus, the total sample size is 500. The data collected were statistically analysed in order to ensure that the objective of the study are achieved.

Data analysis

Data analysis is conducted using SPSS package. Average rank analysis, is the tools used in tune with the objectives of the study.

Limitations of the study

i) The study is not made for a specific train. The study covers only a sample of trains.

ii) The survey was conducted only in the Karur junction of Salem Division of Southern Railway Zone hence the results arrived from the study may or may not be applied to other areas.

The rest of research paper is organised as follows:

1. Review of Literature
2. Service quality-an over view
3. Analysis and Interpretation

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4. Findings, Suggestions and Conclusion

Review of Literature

The service quality of a transport industry contained two categories user and nonuser categories. Under the user category, it consists of speed, reliability, comfort, convenience, safety, special services and innovations. For the nonuser category it is composed of system efficiency, pollution and demand. (Allen and DiCesare 1976).

The study conceptualized the quality of service for public transportation sector as the measures of accessibility, reliability, comfort, convenience and safety. Under the efficiency category, the measures are concerned with the process that produce the services while the effectiveness category is used to determine how well the services provided are with respect to the objectives that are set for them (Sillock1981).

The retail industry, being very competitive, not only focuses on providing the customers with wide product lines to create competitive advantages, but also emphasizes the importance of its services, particularly maintaining service quality. Using the service quality model a study has been made to find out service dimensions and sub-dimensions involved in retail service. The study also aims at finding out the service quality gaps that arises from difference between customer expectation and perception. A sample of 150 customers from Kanchipuram town was surveyed for this purpose. The respondents were customers of provisional, neighborhood stores and groceries. There was not much service quality gap in assurance and tangibles. There was gap in reliability of services. The study identified the service quality gap in retail sectors in Kanchipuram (Meenakumari .S and K.Narashiman, 2006).

Service quality - an overview

Service quality refers to an attitude formed by a long-term overall evaluation of a firm’s performance. Customer satisfaction and service quality are closely related. It can be said that satisfaction assists consumers in formulating a revised opinion about their service quality perception (Cronin, J.J., Jr. and Taylor, Steven A.1992). Indian Railway Passenger Services, in today’s world find themselves in an environment that is focused on understanding the role and importance of service

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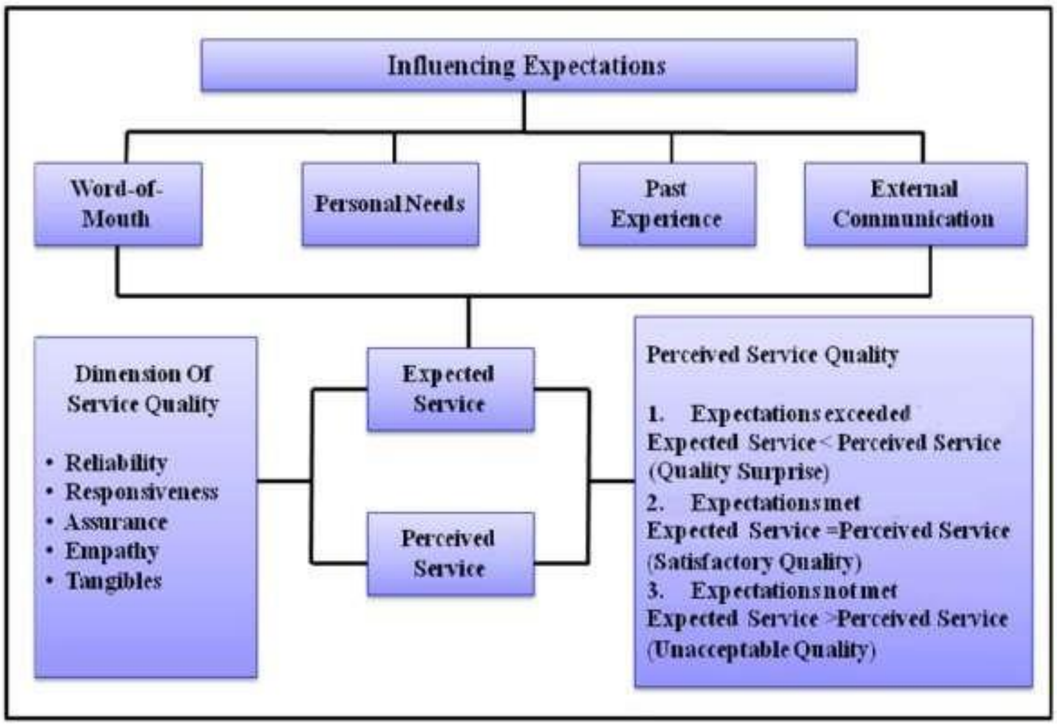
quality. Not oblivious to the need for adaptation to serve the interests of the passengers, in terms of greater responsiveness, responsibility, accountability and increased expectations, the Indian Railway Passenger Services are being pressurized to shift their focus from quantitative expansion to an emphasis on quality. (G. Raghuram and Rachna Gangawar.2008). Service quality will sustain the customers' confidence in a service provider's service delivery, attract more new customers, increase business with existing clients, reduced is satisfied customers with fewer mistakes, maximize a company's profits and increase customer satisfaction.(Lee,H.,Lee,Y.andYoo,D.2000).

Figure1: Service Quality Model



Source : Parasuraman, A., Zeithaml, V.A., and Berry, L.L. (1985). A conceptual model of service quality and its implications for future research, Journal of Marketing, Vol. 49.

ANALYSIS AND INTERPRETATION

In this section the analysis and interpretation of the study "Passengers' opinion towards Indian Railway services". – A Study in Karur junction of Southern Railway Zone. is presented based on a sample of 500 respondents selected from Karur junction . In order to conduct this study, a questionnaire is constructed in consultation with

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academicians and railway officials covering personal details and study-related details of the respondents of the study. After collection of data it was processed and analysed using the following tools in tune with the objectives of the study and using SPSS package.

- Percentage analysis
- Average rank analysis

Percentage Analysis

Gender

The table1 describes the gender-wise classification of the respondents selected for the study.

The gender is classified as male and female.

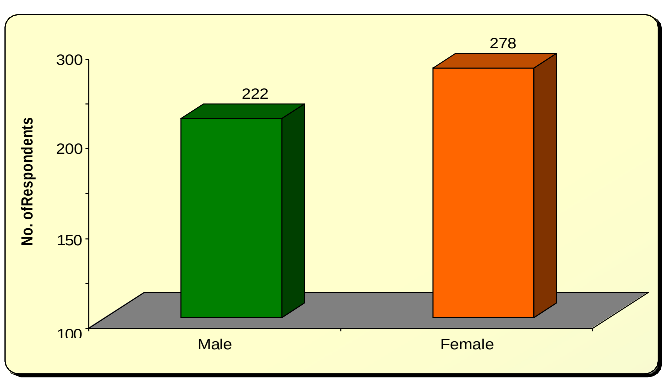
Table1: Gender of the respondents

Gender	Number of respondents	Percentage
Male	222	44.4
Female	278	55.6
Total	500	100

Source: Primary data

It is found from table 1 that 278 (55.6%) of the respondents are females and 222 (44.4%) are males.

It is concluded that the majority (55.6%) of the respondents selected for the study are females.



Age (years)

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Table 2 describes the age of the respondents selected for the study. The age is classified as less than 20 years, 20-30 years, 31-40 years and more than 40.

Table2: Age of the respondents

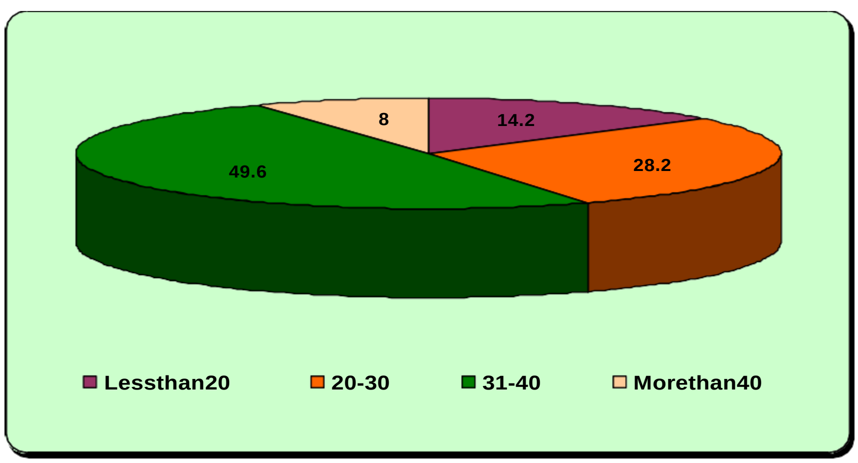
Age (years)	Number of respondents	Percentage
Less than 20	71	14.2
20-30	141	28.2
31-40	248	49.6
More than 40	40	8.0
Total	500	100

Source: Primary data

It is evident from table 2 that 248 (49.6%) of the respondents belong to the age group of 31-40 years, 141 (28.2%) of the respondents belong to the age group of 20-30 years, 71 (14.2%) of the respondents belong to the age group of less than 20 years and 40 (8%) of the respondents belong to the age group of more than 40.

It is concluded that the maximum (49.6%) of the respondents selected for the study belong to the age group of 31-40 years.

Chart 2: Age of the respondents



Educational qualification

Table 3 describes the educational qualification of the respondents selected for the study. The educational qualification is classified as no formal education, school level, college level and others.

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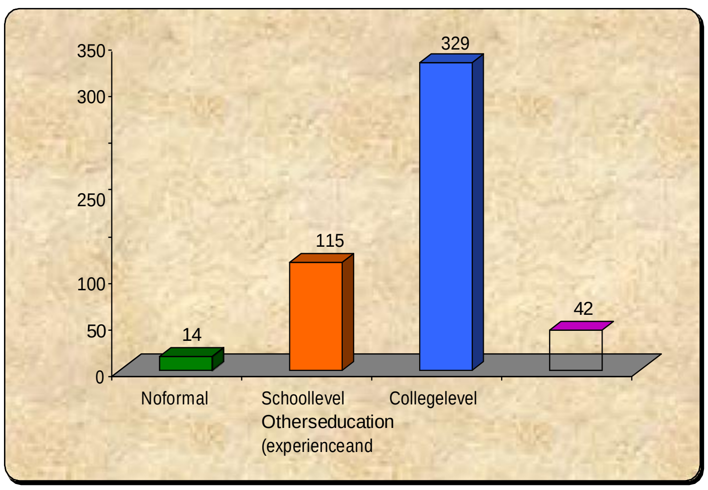
Table 3: Educational qualification of the respondents

Educational qualification	Number of respondents	Percentage
No formal education	14	2.8
School level	115	23.0
College level	329	65.8
Others (experience and self-interest)	42	8.4
Total	500	100

Source: Primary data

It is evident from table 3 that 329 (65.8%) of the respondents' educational qualification is at college level, 115 (23.0%) of the respondents' educational qualification is at school level, 42 (8.4%) of the respondents' education is by experience and self interest and 14 (2.8%) of the respondents had no formal education.

It is concluded that the majority (65.8%) of the respondents selected for the study are qualified at the college level.



- Average rank analysis

The average rank analysis is mainly used to access the priority of the different category of the respondents on various aspects relating to the study. Based on the consolidated opinion of the different category of respondents, the average rank is calculated and the final rank is affixed using the criterion "the lesser the average rank the more is the priority". The results are presented in different tables with fruitful interpretations.

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Personal factors and strength factors of the Rail System

The various factors considered as strength factors are

- Large railway network -E1
- Biggest public sector -E2
- Huge infrastructure -E3
- Minimum ticket charge -E4
- Mountain railways of India -E5

The table 5 describes the results of average rank analysis in terms of personal factors, average rank and final rank on strength factors of the rail system.

Table 4: Average Rank-Personal factors and strength factors of the Rail System

Personal factors	Strength factors of the Rail System		E1	E2	E3	E4	E5
Gender	Male	AR	2.85	2.85	2.80	2.98	3.53
		FR	2	2	1	4	5
	Female	AR	2.41	3.06	3.01	3.24	3.27
		FR	1	3	2	4	5
Age (years)	Less than 20	AR	2.72	3.37	2.93	2.79	3.20
		FR	1	5	3	2	4
	20-30	AR	2.80	2.75	2.77	3.01	3.67
		FR	3	1	2	4	5
	31-40	AR	2.42	3.10	2.96	3.23	3.29
		FR	1	3	2	4	5
	More than 40	AR	2.83	2.20	3.15	3.50	3.33
		FR	2	1	3	5	4
Educational qualification	No formal education	AR	3.00	3.60	2.86	3.86	1.67
		FR	3	4	2	5	1

Table 5: Average Rank- Personal factors and strength factors of the Rail System (continued)

Personal factors	Strength factors of the Rail System		E1	E2	E3	E4	E5
	School level	AR	3.52	3.42	2.85	3.07	3.30
		FR	5	4	1	2	3
	College level	AR	3.49	2.92	3.07	3.10	3.54

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		FR	4	1	2	3	5
	Others(experience And self-interest)	AR FR	3.72 4	3.93 5	2.76 1	3.10 2	3.49 3
Occupational status	Agriculture	AR FR	2.38 1	3.03 2	3.06 3	3.38 5	3.15 4
	Business/Professional	AR FR	2.37 1	2.93 2	3.10 3	3.26 4	3.35 5
	Employed	AR FR	2.64 1	3.12 4	2.81 2	3.01 3	3.42 5
	Others (homemaker, student, retired employee)	AR FR	3.04 4	2.71 1	2.74 2	3.02 3	3.48 5
Monthly income of the family in (RS)	Below10,000	AR FR	2.38 2	4.24 5	2.86 3	3.86 4	1.67 1
	10,000-20,000	AR FR	2.61 1	3.17 4	2.85 2	3.07 3	3.30 5
	20,001-30,000	AR FR	2.50 1	2.79 2	3.07 3	3.10 4	3.54 5
	30,001andabove	AR FR	2.79 2	2.87 3	2.76 1	3.10 4	3.49 5
Nature of family	Joint	AR FR	2.44 1	3.05 3	3.01 2	3.29 5	3.21 4
	Nuclear	AR FR	2.85 2	2.85 2	2.78 1	2.87 4	3.66 5
Size of the family	1	AR FR	1.00 1	3.50 2	3.50 2	3.50 2	3.50 2
	2	AR FR	2.29 1	3.30 4	3.02 3	2.94 2	3.46 5
	3	AR FR	2.81 2	3.06 4	2.49 1	2.81 2	3.82 5
	4 and above	AR FR	2.64 1	2.85 2	3.03 3	3.26 5	3.22 4
Number of dependents in the family	1	AR FR	2.56 1	2.82 2	2.83 3	3.16 4	3.63 5
	2 and above	AR FR	2.63 1	3.07 3	2.98 2	3.10 4	3.21 5

Source: Primary data

AR – Average Rank

FR – Future Rank

It is found from table 5 that the respondents irrespective of their personal classifications have given top priority towards the factor “large railway network”

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followed by “huge infrastructure, biggest public sector” and so on as strength factors of the rail system.

It is concluded that the majority of the respondents have given high priority towards the factor “large railway network” as the strength factor of the rail system.

Personal factors and weakness factors of the Rail System

The various factors considered as weakness factors are

- Poor sanitation -F1
- Poor maintenance of trains and railroads -F2
- Deficitary budget -F3
- Poor railway traffic management -F4
- Last minute cancellation -F5

The table 5 describes the results of average rank analysis in terms of personal factors, average rank and final rank on weakness factors of the rail system.

Table 5: Average Rank-Personal factors and weakness factors of the Rail System

Personal factors \ **Weakness factors of the Rail System**			**F1**	**F2**	**F3**	**F4**	**F5**
Gender	Male	AR	2.53	2.98	3.07	3.22	3.26
		FR	1	2	3	4	5
	Female	AR	2.75	3.01	3.01	2.80	3.43
		FR	1	3	3	2	5
Age(years)	Less than 20	AR	2.51	3.31	2.90	3.04	3.24
		FR	1	5	2	3	4
	20-30	AR	2.61	2.87	2.88	3.24	3.40
		FR	1	2	3	4	5
	31-40	AR	2.61	2.98	3.18	2.88	3.35
		FR	1	3	4	2	5
	More than 40	AR	3.28	3.03	2.95	2.70	3.35
		FR	4	3	2	1	5

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Educational qualification	No formal education	AR	2.00	2.57	3.38	2.76	4.29
		FR	1	2	4	3	5
	School level	AR	2.10	3.06	3.03	3.56	3.35
		FR	1	3	2	5	4
	College level	AR	2.94	3.16	2.89	2.69	3.32
		FR	3	4	2	1	5
	Others (experience And self-interest)	AR	2.77	2.77	3.21	2.98	3.27
		FR	1	1	4	3	5
Occupational status	Agriculture	AR	3.06	3.41	2.44	2.79	3.29
		FR	3	5	1	2	4
	Business/ Professional	AR	2.68	2.85	2.78	3.13	3.56
		FR	1	3	2	4	5
	Employed	AR	2.62	3.03	3.20	2.94	3.20
		FR	1	3	4	2	4
	Others(homemaker, student, retired employee)	AR	2.52	3.04	3.39	2.89	3.29
		FR	1	3	5	2	4
Monthly income of the family in (RS)	Below10,000	AR	2.00	2.57	3.38	2.76	4.29
		FR	1	2	4	3	5
	10,000-20,000	AR	2.10	3.06	3.03	3.56	3.35
		FR	1	3	2	5	4
	20,001-30,000	AR	2.94	3.16	2.89	2.69	3.32
		FR	3	4	2	1	5
	30,001andabove	AR	2.77	2.77	3.21	2.98	3.27
		FR	1	1	4	3	5
Nature of family	Joint	AR	2.66	2.95	2.88	2.97	3.59
		FR	1	3	2	4	5
	Nuclear	AR	2.63	3.06	3.28	3.02	3.00
		FR	1	4	5	3	2
Size of the	1	AR	2.00	3.00	1.00	4.00	5.00
		FR	2	3	1	4	5

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family	2	AR FR	2.65 1	2.65 1	3.24 4	3.37 5	3.10 3
	3	AR FR	2.92 2	3.09 4	3.20 5	2.81 1	2.98 3
	4 and above	AR	2.57	3.03	3.01	2.94	3.48

Weakness factors of the Rail System / Personal factors			F1	F2	F3	F4	F5
		FR	1	4	3	2	5
Number of dependents in the family	1	AR FR	2.62 1	2.89 2	3.17 4	3.00 3	3.32 5
	2 and above	AR FR	2.67 1	3.07 4	2.94 2	2.98 3	3.38 5

Source: Primary data

AR – Average Rank

FR – Future Rank

It is found from table 5that the respondents irrespective of their personal classifications have given top priority towards the factor “poor sanitation” followed by “poor railway traffic management, poor maintenance of trains and rail roads” and so on as the weakness factors of the Rail System.

It is concluded that the majority of the respondents have given high priority towards the factor “poor sanitation” as the weakness factor of the Rail System.

Personal factors and opportunities factors of the Rail System

The various factors considered as opportunities factors are

- Computerized services -G1
- Increased carrying capacity -G2
- Empowers local people -G3
- Increases level of awareness of passengers -G4
- Facilitates development of industries -G5

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The table 6 describes the results of average rank analysis in terms of personal factors, average rank and final rank on opportunities factors of the rail system.

Table 6: Average Rank-personal factors and opportunities factors of the Rail System

Personal factors \ Opportunities factors Of the Rail System			G1	G2	G3	G4	G5
Gender	Male	AR	2.47	3.12	3.09	3.10	3.14
		FR	1	4	2	3	5
	Female	AR	2.38	3.28	3.36	2.95	3.08
		FR	1	4	5	2	3
Age(years)	Less than 20	AR	2.32	3.62	3.00	3.23	2.83
		FR	1	5	3	4	2
	20-30	AR	2.34	2.57	3.45	3.26	3.37
		FR	1	2	5	3	4
	31-40	AR	2.42	3.62	3.19	2.78	3.04
		FR	1	5	4	2	3
	More than 40	AR	2.93	2.18	3.23	3.23	3.05
		FR	2	1	4	4	3
Educational qualification	No formal education	AR	2.05	3.14	3.50	3.50	3.50
		FR	1	2	3	3	3
	School level	AR	2.48	3.30	3.30	3.02	2.94
		FR	1	4	4	3	2
	College level	AR	2.36	3.48	3.06	2.49	2.81
		FR	1				

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				5	4	2	3
	Others (experience And self-interest)	AR FR	2.52 1	2.7 5 2	2.8 5 3	3.0 3 4	3.2 6 5
Occupationa l status	Agriculture	AR FR	2.9 4 3	2.8 2 2	3.2 1 4	3.4 4 5	2.5 9 1
	Business/Profession al	AR FR	2.4 2 1	3.1 6 3	3.4 9 5	2.5 6 2	3.3 7 4
	Employed	AR FR	2.1 2 1	3.1 4 3	3.1 2 2	3.5 2 5	3.1 7 4
	Others ((homemaker, student, retired employee)	ARF R	2.8 5 3	3.5 7 5	3.0 3 4	2.7 0 2	2.6 9 1
Monthly income of the family in (RS)	Below10,000	AR FR	2.0 5 2	3.1 4 3	3.7 6 4	4.1 4 5	1.9 0 1
	10,000-20,000	AR FR	2.4 8 2	3.3 0 3	3.3 9 5	3.3 0 3	2.4 0 1
	20,001-30,000	AR FR	2.3 6 1	3.4 8 5	3.1 7 4	2.9 5 2	3.1 0 3
	30,001andabove	AR FR	2.5 2 1	2.7 5 3	3.1 5 4	2.7 1 2	3.8 6 5
Nature of family	Joint	AR FR	2.2 3 1	3.3 4 5	3.2 9 4	3.0 8 3	3.0 5 2
	Nuclear	AR FR	2.7 1 1	3.0 1 3	3.1 6 4	2.9 3 2	3.1 8 5
Size of the family	1	AR FR	1.00 1	4.00 3	4.00 3	4.00 3	2.00 2
	2	AR FR	2.08 1	3.30 4	3.60 5	2.90 2	3.11 3
	3	AR FR	2.77 2	3.06 4	2.88 3	2.71 1	3.58 5
	4 and above	AR FR	2.41 1	3.22 4	3.27 5	3.11 3	2.97 2

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Number of dependents in the family	1	AR FR	2.45 1	3.43 5	3.14 3	2.69 2	3.29 4
	2 and above	AR FR	2.40 1	3.04 3	3.31 5	3.25 4	2.98 2

Source: Primary data

AR – Average Rank

FR – Future Rank

It is found from table 6 that the respondents irrespective of their personal classifications have given top priority towards the factor “computerized services” followed by “facilitates development of industries, increased carrying capacity” and soon as the opportunities factors of the Rail System.

It is concluded that the majority of the respondents have given high priority towards the factor “computerized services” as the opportunities factor of the Rail System.

Personal factors and threat factors of the Rail System

The various factors considered as threat factors are

- Reduction in airline ticket charges -H1
- Accidents -H2
- Violation of safety guidelines -H3
- Supply of unhealthy -H4
- Improper information -H5

The table 7 describes the results of average rank analysis in terms of personal factors, average rank and final rank on threat factors of the Rail System.

Table 7: Average Rank-Personal factors and Threat factors of the Rail System

Threat factors of the Rail System / **Personal factors**			**H1**	**H2**	**H3**	**H4**	**H5**
Gender	Male	AR FR	2.86 2	3.0 8 4	3.05 3	2.77 1	3.28 5
	Female	AR FR	3.06 3	3.0 1 2	3.12 5	2.70 1	3.11 4

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Age(years)	Less than 20	AR FR	3.10 3	3.0 6 2	3.44 5	3.20 4	2.21 1
	20-30	AR FR	3.00 3	2.9 5 2	3.15 4	2.63 1	3.33 5
	31-40	AAR FR	2.87 2	3.1 3 4	2.95 3	2.71 1	3.34 5
	More than 40	AR FR	3.33 4	2.8 0 2	3.08 3	2.35 1	3.45 5
Educational qualification	No formal education	AR FR	3.50 4	2.0 0 2	3.00 3	1.00 1	4.00 5
	School level	AR FR	3.46 5	2.6 5 1	2.65 1	3.24 3	3.37 4
	College level	AR FR	3.82 5	2.9 2 2	3.09 3	3.20 4	2.81 1
	Others (experience and self-interest)	AR FR	3.22 5	2.5 7 1	3.03 4	3.01 3	2.94 2
Occupational status	Agriculture	AR FR	3.76 5	3.5 3 4	2.85 3	2.18 1	2.68 2
	Business/Professional	AR FR	2.85 2	2.9 3 4	2.79 1	2.91 3	3.52 5
	Employed	AR FR	2.88 2	3.2 1 4	3.37 5	2.54 1	3.03 3
	Others (homemaker, student, retired employee)	ARFR	3.09 4	2.7 3 1	3.16 5	2.96 2	3.05 3
Monthly income of the family in (RS)	Below10,000	ARFR	4.43 5	3.2 4 3	3.76 4	2.14 2	1.43 1
	10,000-20,000	AR FR	3.16 4	3.4 4 5	3.03 3	2.84 2	2.60 1
	20,001-30,000	AR FR	2.81 2	3.0 4 3	3.20 4	2.66 1	3.30 5

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	30,001 and above	AR FR	2.86 3	2.68 1	2.87 4	2.83 2	3.76 5
Nature of	Joint	AR	2.96	3.03	3.06	2.88	3.07

Threat factors of the Rail System / Personal factors			**H1**	**H2**	**H3**	**H4**	**H5**
family		FR	2	3	4	1	5
	Nuclear	AR FR	3.00 2	3.06 3	3.12 4	2.51 1	3.35 5
Size of the family	1	AR FR	3.50 2	3.50 2	3.50 2	3.50 2	1.00 1
	2	AR FR	2.78 2	3.49 5	2.98 3	2.51 1	3.24 4
	3	AR FR	3.01 2	3.13 3	3.13 3	2.66 1	3.14 5
	4 and above	ARFR	2.98 3	2.90 2	3.08 4	2.77 1	3.26 5
Number of dependents in the family	1	AR FR	2.95 3	2.98 4	2.84 1	2.93 2	3.30 5
	2 and above	AR FR	2.99 2	3.09 3	3.26 5	2.59 1	3.10 4

Source: Primary data

AR – Average Rank

FR – Future Rank

It is found from table 7 that the respondents irrespective of their personal classifications have given top priority towards the factor “supply of unhealthy food” followed by “improper information, accidents” and soon as the threat factors of the Rail System.

It is concluded that the majority of the respondents have given high priority

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towards the factor "supply of unhealthy food" as the threat factor of the Rail System.

Findings of the study

- Personal factors
- The majority (55.6%) of the respondents selected for the study are females.
- The maximum (49.6%) of the respondents selected for the study belong to the age Group of 31-40 years.
- The majority (65.8%) of the respondents selected for the study are qualified at the College level.
- A maximum of 31.2% of the respondents have given high priority to the factor "large railway network" as the strength factor of the rail system.
- A maximum of 26.4% of respondents have given high priority to the factor "deficitary budget" as the weakness factor of the rail system.
- A maximum of 36.8% of the respondents have given high priority to the factor "computerized services" as the opportunites factor of the rail system.
- A maximum of 23.4% of the respondents have given high priority to the factor "accidents" as the threat factor of the rail system.

Suggestions

- All unmanned level crossing could be converted to automatic level crossings with hi-tech signaling system with voice activation and cameras.
- Hard steel footsteps which kills many passengers every year need to be upgraded with a better metal and may be with a spring action to save the passenger who falls between rail and platform.
- Medical centres with ambulance facility could be provided in all major stations and also first-aid facilities provided in the trains could be improved to meet the emergency needs of the passengers.
- Closed Circuit Television cameras can be set in all the compartments to tackle the problems of theft, robbery, etc.

ISBN: 978-93-95105-04-0

Conclusion

The Indian Railways is an amazing example of successful government-run enterprise not only in India but also for the whole world. As rail transport system is one of the best public transport systems in India, an attempt has been made to examine perception towards Strength, Weakness, Opportunities and Threat factors of The Indian Railways. It is essential to know customers 'current and future needs, expectations and perceptions. Accordingly, the researcher gives some insights in to developing and improving the service and performance of Indian Railways to satisfy the passengers. Our trains should be modernised and be made more professional and to look up to as an identity and should be known for quality services provided. With the aim of making the Indian Railways an excellent service provider various suggestions have been offered. If all the suggestive measures are considered earnestly by the Indian Rail System and the Policy Makers, it is hoped that the Indian Railways will excel in the near future. Let us hope that our Indian Railways would be one of the best service providers in the World.

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ISBN: 978-93-95105-04-0

About the Book

This book covers wide areas in Corporate Social Responsibility, Cross - Cultural Sensitivity, Cyber Security, Environmental Sustainability, Ethical Business Practices, Ethical Human Conduct, Ethical Issues in Social Media, Gender Equality, Holistic Education, Human Rights, Human Values and Peace, Professional Ethics, Social Justice, Social Tolerance and Value System and Education that highlights the significance of imparting value-based higher education in our nation.

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