

	<p align="center"><b>Dr. N.G.P. ARTS AND SCIENCE COLLEGE</b>          (An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)          Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)          Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India          Web: www.drngpasc.ac.in   Email: info@drngpasc.ac.in   Phone: +91-422-2369100</p>	<p align="center"><b>NAAC</b>  <b>3<sup>rd</sup> Cycle</b></p> <hr/> <p align="center"><b>Criterion VI</b>  <b>Metric 6.5.3</b></p>
---	---	---

## AY 2018-19 : Collaborative quality initiatives with other institution(s)

The following are the list of publications and MoU's for Qualitative Assurance Initiatives of the Institutions during the academic year 2018-19:

S. No.	Details	No of Publications/MoU's
1	Publications	17
2	MoU's	05



*28/1/22*

(Prof. Dr. V. Rajendran)  
Principal

**Prof. Dr. V. RAJENDRAN**  
 M.Sc., M.Phil., M.Tech., (Nanotech), Ph.D., First P (London)  
 Principal  
 Dr. N.G.P. Arts and Science College  
 Dr. N.G.P. - Kalapatti Road  
 Coimbatore-641 048.

	<b>Dr. N.G.P. ARTS AND SCIENCE COLLEGE</b> (An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore) Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2 <sup>nd</sup> Cycle) Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India Web: www.drngpasc.ac.in   Email: info@drngpasc.ac.in   Phone: +91-422-2369100	<b>NAAC</b> <b>3<sup>rd</sup> Cycle</b>
		<b>Criterion VI</b> <b>Metric 6.5.3</b>

### Publications

S. No.	Publication Details	Collaborative Institute	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISBN/ ISSN number
1	Growth and Characterization of Struvite Crystals by Alpinia Calcarata Stem Extract	Bio Techno Solutions Training and Research Institute, Trichy	Dr.S.Gowri	Biochemistry	International Journal for Research in Applied Science & Engineering Technology	2018-2019	2321-9653
2	Influence of Television Advertisement on the buying behavior of Children products in coimbatore District	Sree Narayana Guru College, Coimbatore	Dr.P.B. Banudevi	Commerce Finance	Research Review International Journal of Multidisciplinary	2018-2019	2455-3085
3	Impact of Television Advertisement on the Buying Behavior of FMCG Customers in Coimbatore District	Sree Narayana Guru College, Coimbatore,	Dr.P.B. Banudevi	Commerce Finance	International Journal of Research in Applied Management Science and Technology	2018-2019	2455-7331
4	A Study on Consumer Level Of Satisfaction Towards Eco-Friendly Products on	KONGU ARTS AND SCIENCE COLLEGE, ERODE	Dr.M.S. Ranjithkumar	Commerce BA	International Journal Of research and analytical reviews	2018-2019	eISSN: 2348-1269 pISSN: 2349-5138
5	A Preliminary Investigation of Knowledge	AJK Institute of Management,	Mr.A. Ragukumar	BBA (CA)	MERC Global's Internation	2018-2019	ISSN 2321-7278 e-ISSN

	<b>Dr. N.G.P. ARTS AND SCIENCE COLLEGE</b> (An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore) Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2 <sup>nd</sup> Cycle) Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India Web: www.drngpasc.ac.in   Email: info@drngpasc.ac.in   Phone: +91-422-2369100					<b>NAAC</b> <b>3<sup>rd</sup> Cycle</b>
						<b>Criterion VI</b> <b>Metric 6.5.3</b>

	Creation Practices in Unaided Arts and Sciences College Teaching Faculty Member	Coimbatore and SNT Global Academy of Management Studies and Technology, Coimbatore			al Journal of Managem nt		2321-7286
6	Embedding User Preferences With Spatial Keyword Query Processing	Sri Ramakrishna College of Arts and Science Coimbatore	Mrs.C. Karpagam & Dr.S.Gomathi	Computer science	Internation al Journal of Artificial Intelligence in Computer Science	2018-2019	E-ISSN: 0976 – 5697
7	Growth, Photo Vibrational, Optical, Thermal, Magnetic And Dielectric Behavior Of Organo-Metallic Tetramethylamm onium Cadimium Chloridw Crystal	Hindusthan college of Engineering Coimbatore	Dr. N. Priyadharsini	Physics	Journal of Thermal Analysis and Calorimetr y	2018-2019	
8	Study of structural, morphological, optical and biomedical properties of pH based ZnO nanostructures	PSG College of Arts and Science, Coimbatore	Dr. S.Sathiyaraj	Chemistry	Super lattices and micro structures	2018-2019	0749-6036
9	Qualitative investigation of Phytochemical	Pazhassiraja College, Kerala	Mrs. Kannika Parameshwari	Biochemistry	Internation al journal of creative	2018-2019	2320-2882

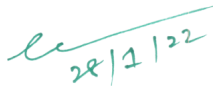
	<b>Dr. N.G.P. ARTS AND SCIENCE COLLEGE</b> (An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore) Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2 <sup>nd</sup> Cycle) Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India Web: www.drngpasc.ac.in   Email: info@drngpasc.ac.in   Phone: +91-422-2369100					<b>NAAC</b> <b>3<sup>rd</sup> Cycle</b>
						<b>Criterion VI</b> <b>Metric 6.5.3</b>

	compounds present in the Traditional Wound healer Hemigraphis Col orata by GC-MS analysis				research thoughts		
10	Papain Loaded Solid Lipid nanoparticles for Colorectal Cancer Therapy	Lincoln University College, Malaysia	Mrs. Kannikka.P	Biochemistry	Current Cancer therapy reviews	2018-19	1875-6301/18
11	Pharmalogical activities of antroquinonol- Mini review	Shangai University, China	Mrs. M. Shanmugavadivu	Biotechnology	Chemico-Biological Interactions	2018-19	0009-2797
12	Hipi: A Review On Hadoop Map Reduce Framework Using Image Processing In Bigdata	SNMV College of Arts and Science	Mrs. K.Gomathy	Computer Applications	Internation al journal of computer sciences and engineering	2018-19	2347-2693
13	Biometric Authentication technique :A review	Hidusthan college of arts and science, Coimbatore	Mrs. M. Rathi	Computer Technology	Internation al journal of scientific research in computer science application and managemen t studies	2018-19	2319-1953
14	Exploration of keystroke dynamics based	Hidusthan college of arts and science,	Mrs. M. Rathi	Computer Technology		2018-19	2347-2693

	<b>Dr. N.G.P. ARTS AND SCIENCE COLLEGE</b> (An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore) Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2 <sup>nd</sup> Cycle) Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India Web: www.drngpasc.ac.in   Email: info@drngpasc.ac.in   Phone: +91-422-2369100					<b>NAAC</b> <b>3<sup>rd</sup> Cycle</b>
						<b>Criterion VI</b> <b>Metric 6.5.3</b>

	authentication on fixed text and on Free text	Coimbatore					
15	A Study On The Impact Of Captial Structure On Manufacturing Unit Academicia	Hidusthan college of arts and science, Coimbatore	Dr. M. S. Ranjithkumar	Commerce BA	ACADEM ECIA: An international Multidisciplinary Research Journal	2018-19	2249-7137
16	Trend in Sales and Profitability Positions of the Select Cement Industries In India	Hidusthan college of arts and science, Coimbatore	Dr. M. S. Ranjithkumar	Commerce BA	RESEARC H REVIEW INTERNA TIONAL JOURNAL OF MULTI DICIPILIN ARY	2018-19	2455-3085
17	A Study on Quality of Service Provided to Passengers With Reference to Coimbatore Junction	Kovai Kalaimagal College of Arts and Science	Dr. B. Maheshwari	Commerce BA	Internation al journal of scientific research and review	2018-19	2279-543X



  
 (Prof. Dr. V. Rajendran)  
 Principal

**Prof. Dr. V. RAJENDRAN**  
 M.Sc., M.Phil., M.Tech., (Nanotech), Ph.D., (FirstP(London))  
 Principal  
 Dr. N.G.P. Arts and Science College  
 Dr. N.G.P. -Kalapatti Road  
 Coimbatore-641 048.



# Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)  
Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India  
Web: www.dnrgpasc.ac.in | Email: info@dnrgpasc.ac.in | Phone: +91-422-2369100

NAAC  
3<sup>rd</sup> Cycle

Criterion VI  
Metric 6.5.3



International Journal for Research in Applied Science & Engineering Technology (IJRASET)

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 6.887

Volume 6 Issue VI, June 2018- Available at www.ijraset.com

## Growth and Characterization of Struvite Crystals by *Alpinia calcarata* Stem Extract

S. Sedhuraman<sup>1</sup>, P. Santhosh<sup>2</sup>, R. Jithendran<sup>3</sup>, A. Balaji<sup>4</sup>, G. Venkatesh<sup>5</sup>, D. Dileep<sup>6</sup>, Dr. S. Gowri<sup>7</sup> and K. Manjula<sup>8</sup>

<sup>1, 2, 3, 4, 5, 6, 7</sup> Department of Biochemistry, Dr. N.G.P Arts and Science College, Kalapatti Road, Coimbatore-641048.

<sup>8</sup> Bio Techno Solutions Training and Research Institute, Trichy-620020, Tamilnadu, India

**Abstract:** To investigate the inhibitory effect of methanol extract of *Alpinia calcarata* stem on the growth of struvite crystals. Struvite crystals were grown by the single diffusion gel growth technique and the inhibitory effect of methanol extracts of *Alpinia calcarata* stem on the growth of struvite crystals has been studied. The grown crystals were characterized by Fourier Transform Infrared Spectroscopy (FTIR) methods for further confirmations. With an increase in the concentration of methanol extract of *Alpinia calcarata* stem, the weight of the formed crystals were gradually reduced from 2.83 g to 0.24 g in struvite crystals, respectively. The crystals are harvested from the struvite were characterized by Fourier Transform Infrared Spectroscopy (FTIR) to confirm the functional groups. Results obtained are indicated that *Alpinia calcarata* stem has the potential to inhibit the formation of struvite crystals. This study confirms that using methanol extract of *Alpinia calcarata* stem can promote the formation of ammonium magnesium phosphate hexahydrate crystals and reduce the nucleation rate of struvite crystals, a major component of triple phosphate urinary stone.

**Key words:** Struvite, *Alpinia calcarata* stem, Fourier Transform Infrared Spectroscopy (FTIR).

### I. INTRODUCTION

A large number of people are suffering from urinary stones problems [1]. Urinary stones have been found to contain calcium phosphate, calcium oxalate, uric acid and magnesium ammonium phosphate or struvite crystals [2-4]. Among the magnesium phosphates, namely,

Ammonium Magnesium Phosphate Hexahydrate (AMPH) commonly known as Struvite and Magnesium Hydrogen Phosphate Trihydrate have also been reported to occur as constituents in renal calculi [5-8] not only in adults but also in children [9, 10]. Struvite calculi, found in 15-20% of urinary calculi [11, 12], are mostly related to urinary tract infections with urecolithic microorganisms in humans and animals [5, 13, 14].

Struvite is also known as triple phosphate stone, infection stone or urase stone. They are found more frequently in women and in persons older than 50 years [15, 16, 17]. Urinary stones are characterized by high recurrence rate therefore requiring a preventive treatment by using the medicinal plants [18, 19].

*Alpinia calcarata* Roscoe belong to the family Zingiberaceae is a rhizomatous perennial herb, which is commonly used in the traditional medicinal systems [20]. Experimentally, rhizomes are shown to possess antibacterial [21], antifungal [22], anthelmintic, antinociceptive [23], antioxidant [24], aphrodisiac [25], antidiabetic activities, rheumatism, fever and anticancer activity.

It is also widely used to relieve colds and reducing swellings, high blood pressure, diuretic, stomach problems, analgesic, anticandidal, antiplatelet, antispasmodic, antiulcerous hypotensive, insecticidal, muscle relaxant and Uterine stimulant [26, 27].

In the present investigation, the effects of methanol extract of *Alpinia calcarata* stem are used as additives to induce the nucleation and growth of struvite crystals by single diffusion gel growth technique and are reported for the first time.

This study incorporated a multidisciplinary approach in characterizing struvite crystals grown in vitro to help formulate prevention or dissolution strategies in controlling calcium urinary stone growth.

### II. MATERIALS AND METHODS

#### A. Materials and Instruments

Analytical grade of anhydrous methanol, calcium chloride, magnesium acetate, oxalic acid, sodium metasilicate, ammonium dihydrogen phosphate were all purchased from sigma-aldrich, New Delhi, India. Fourier Transform Infrared (FTIR) spectra were recorded with a nominal resolution of 4 cm<sup>-1</sup> and a wave number range from 400 to 4000 cm<sup>-1</sup> using the KBr pellet technique.





# Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)  
Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India  
Web: [www.drnpgasc.ac.in](http://www.drnpgasc.ac.in) | Email: [info@drnpgasc.ac.in](mailto:info@drnpgasc.ac.in) | Phone: +91-422-2369100

NAAC  
3<sup>rd</sup> Cycle

Criterion VI  
Metric 6.5.3

RESEARCH  
REVIEW  
JOURNALS

Volume-03  
Issue-06  
June-2018

ISSN: 2455-3085 (Online)  
RESEARCH REVIEW International Journal of Multidisciplinary  
[www.rjournals.com](http://www.rjournals.com) [UGC Listed Journal]

## Influence of Television Advertisement on the Buying Behaviour of Children Products in Coimbatore District - A study

<sup>1</sup>Dr. P. B. Banudevi & <sup>2</sup>Mrs. T. Vasumathi

<sup>1</sup>Professor and Head, Dept. of Commerce – Finance, Dr. N. G. P. Arts and Science College (Autonomous), Coimbatore (India)

<sup>2</sup>Research Scholar, Dept. of Commerce, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore & Assistant Professor, Dept. of International Business, Sree Narayana Guru College, Coimbatore (India)

### ARTICLE DETAILS

**Article History**  
Published Online: 07 June 2018

**Keywords**  
Advertisements, Buying Behavior,  
Children Products

**\*Corresponding Author**  
Email: [sngciblibrary\[at\]gmail.com](mailto:sngciblibrary[at]gmail.com)

### ABSTRACT

Television advertisement is considered one of the most effective medium to influence the purchase decision of consumers. This study aims to analysis the influence of television advertisements on the buying behavior of children products. The data was obtained from the general public Coimbatore district. A sample of 150 questionnaires were circulated, recorded and compared. Results indicate that most of the respondents felt that they were influenced by food items and health drinks products advertisements were influence to buy those products. It is noticed that most of the respondents expressed that advertisement are entertaining and call to mind. The findings from the study depict that children products advertisements are successful in creating impact on buying behavior of the children products, particularly about the food items and health drinks. The customers are expecting much information from the short advertisements. It is suggested that the advertisement need to be more informative. It can be inferred that advertisements lead to the digital money transactions and created more awareness.

### 1. Introduction

Children's minds develop at a very fast rate and they are much faster at grasping and remembering information than adults. All the marketers and advertisers are also very well acquainted with this fact. Therefore, it can be find more and more advertisements on the television these days, which are targeting our young children for marketing their products. The advertisements that are broadcast between the children's shows promote all kinds of products like toys, food items, energy boosters, apparel brands, etc. Although, these advertisements are very short and on an average last for only 10-20 seconds on air, but their repetitive screening and specially their content and visuals have a very deep impact on the young. Their brains are easily influenced by what they see and hear. Also, children are now exposed to all the commercials, which the print media like newspapers, journals, etc. and social media are flooded with. Some television commercials which are made with a genuine intention to make children aware about the brand, without giving them any wrong messages, may actually be helpful for them. Because of such advertisements, children begin to recognise brands and they might sometimes even help their parents in making the decision about what to buy.

Albert Lasker, the father of advertising expressed that "Advertising is salesmanship in print". But he offered this definition long before television and internet, at a time when the nature and scope of advertising were quite limited. The London Institute of Practitioners in Advertising has given a definition which very closely approximates the following points: "Advertising presents the most persuasive possible selling message to right prospect for the product or service at the lowest possible cost". **Consumer buying behavior** is the sum total of a consumer's attitudes, preferences, intentions, and

decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics.

### 2. Review of Literature

Vasumathi, T (2018) attempted to examine the Advertisement impact on Parents buying behaviour of children products in Coimbatore City. It is indicated that though advertisements are amusing and entertaining, some of the parents were not convinced with the information provided or influenced by the celebrity endorsement which can be improved by effective advertisement measures. Celebrities shall choose the advertisement and only give the facts of the product information which may not excite the children to influence their parents to make purchase decisions. John, Chithira (2017) found the impact of television advertisements of on buying behaviour of children with reference to confectionery products such as chocolate, candies, chewing gum and cakes /pastries and the attributes advertisements inducing children and the health issues that occur in children. Udayakumar, K (2017) attempted to study on effect of advertisement on confectionary product with special reference to Vellore city. Advertising is a general term for and all forms of publicity, from the cry of the street boy selling newspapers to the most celebrate attention attracts device. The advertising has a stronger effect on younger children than the older children. Nowadays it seems that children's impact on family decision in shopping has been steadily increased.

Aggarwal, Vijita Singh (2016) attempted to find out the influence of children in family purchase decision process for different product categories: Durable products, Non durable and Child related products & services during different buying stages.





# Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)  
Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India  
Web: [www.drngpasc.ac.in](http://www.drngpasc.ac.in) | Email: [info@drngpasc.ac.in](mailto:info@drngpasc.ac.in) | Phone: +91-422-2369100

NAAC  
3<sup>rd</sup> Cycle

Criterion VI  
Metric 6.5.3

[www.zenonpub.com](http://www.zenonpub.com)

Apr-Jun 2018

ISSN 2455-7331 - Vol III – Issue II

## IMPACT OF TELEVISION ADVERTISEMENT ON THE BUYING BEHAVIOUR OF FMCG CUSTOMERS IN COIMBATORE DISTRICT: A STUDY

T VASUMATHI<sup>1</sup>

Dr P B BANUDEVI<sup>2</sup>

### ABSTRACT

Television advertisement is considered one of the most effective medium to influence the purchase decision of consumers. This study aims to analysis the impact of television advertisements on the buying behavior of FMCG customers. The data was obtained from the general public Coimbatore district. A sample of 150 questionnaires were circulated, recorded and compared. Results indicate that most of the respondents felt that they were influenced by food items and hair care products advertisements were influence to buy those products. It is noticed that most of the respondents expressed that advertisement are entertaining and call to mind. The findings from the study depict that FMCG advertisements are successful in creating impact on buying behavior of the FMCG products, particularly about the food items and skin care products. The customers are expecting much information from the short advertisements. It is suggested that the advertisement need to be more informative. It can be inferred that advertisements lead to the digital money transactions and created more awareness.

**Keywords:** Advertisements, Buying Behavior, FMCG

### INTRODUCTION

FMCG (Fast Moving Consumer Goods) may be defined as products that have a quick turnover and relatively low cost. These are non-durable goods that are frequently purchased by customers. It is also known as Consumer Packaged Goods (CPGs). Consumers spend only minimum time and effort to purchase these products. On the profit scale, the margin for these

<sup>1</sup> Research Scholar, Department of Commerce, Dr.N.G.P.Arts and Science College (Autonomous) & Assistant Professor, Department of International Business, Sree Narayana Guru College, Coimbatore, India

<sup>2</sup> Professor and Head Department of Commerce – Finance, Dr. N. G. P. Arts and Science College (Autonomous), Coimbatore, India







# Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)  
Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India  
Web: www.drngpsc.ac.in | Email: info@drngpsc.ac.in | Phone: +91-422-2369100

NAAC  
3<sup>rd</sup> Cycle

Criterion VI  
Metric 6.5.3

[VOLUME 5 | ISSUE 4 | OCT. – DEC. 2018]  
http://ijrar.com/

e ISSN 2348 – 1269, Print ISSN 2349-5138  
Cosmos Impact Factor 4.236

## A STUDY ON CONSUMERS LEVEL OF SATISFACTION TOWARDS ECO-FRIENDLY PRODUCTS

DR.M.S RANJITHKUMAR<sup>1</sup> & PRIYANANDHINI.N<sup>2</sup>

<sup>1</sup>PROFESSOR, DEPARTMENT OF COMMERCE BA  
Dr.N.G.P ARTS & SCIENCE COLLEGE, COIMBATORE-641048  
<sup>2</sup>ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE CA  
KONGU ARTS AND SCIENCE COLLEGE, ERODE-638657

Received: August 29, 2018

Accepted: October 18, 2018

### ABSTRACT

*Making a truly eco-friendly product keeps both environmental and human safety in mind. At a minimum, the product is non-toxic. Other eco-friendly attributes include the use of sustainably grown or raised ingredients, produced in ways that do not deplete the ecosystem. This study confines its analysis only with regard to consumer satisfaction level towards eco-friendly products with the purpose of gaining a deeper understanding on it.*

**Keywords:** Eco-friendly, Environmental, Non-toxic, Sustainable, Ecosystem.

### INTRODUCTION

The term eco-friendly describes a product that is not hurtful to the environment. However, it can get more complex than that, as there are many factors of something that might be harmful to the environment. So many different things can negatively influence the environment, such as not using proper measures when disposing of products. Eco-friendly products may seem to be more expensive, but long-term they are actually more professional. Eco-friendly products tend to last much longer. These products are typically made from recycled materials and are sturdy, withstanding most drops, kicks, and dishwashers.

### STATEMENT OF THE PROBLEM

The purpose of the study is to find out the level of satisfaction towards the environmental concern products. The main aim is to find out how the consumer behaves when they are about to purchase eco-friendly product. Are they looking for the products which are creating any problem to the environment or not creating any harm to the environment? And to find out the steps or actions what they have taken and motivated others to go for making no harm to the society or the environment.

### OBJECTIVES OF THE STUDY

- To know the satisfaction level of eco-friendly product users.
- To know the environmental problems faced by the respondent.

### RESEARCH METHODOLOGY

#### SAMPLE DESIGN:

The sampling design taken for the study is convenient sampling method.

#### TOOLS FOR ANALYSIS:

- Percentage Analysis
- Ranking

### LIMITATIONS OF THE STUDY

- Availability of the information and data are limited by time factor.
- The study is conducted for a short period and so in depth analysis is not possible.

### REVIEW OF LITERATURE

**Kavita Kumara (2017)** Green marketing is used for environment friendly products that are considered to be green like low power consuming electrical appliances, organic foods, lead free paints, recyclable paper, and phosphate free detergents. Companies are finding that consumers are willing to pay more for a green product. Green marketing in a broader sense is corporate social responsibility because it helps business to become a collectively responsible as well. In different research conducted in India High level of awareness about green marketing practices was found among the Indian consumers.

Research Paper

IJRAR- International Journal of Research and Analytical Reviews | i425





# Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)  
Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India  
Web: [www.drngpsc.ac.in](http://www.drngpsc.ac.in) | Email: [info@drngpsc.ac.in](mailto:info@drngpsc.ac.in) | Phone: +91-422-2369100

NAAC  
3<sup>rd</sup> Cycle

Criterion VI  
Metric 6.5.3

MERC Global's International Journal of Management

ISSN 2321-7278 (Print) and ISSN 2321-7286 (Online)

Volume 6, Issue 3, July 2018, pp. 77-81

URL: <http://ijm.mercglobal.org/abstractm296.html>

© MERC Global



## A Preliminary Investigation of Knowledge Creation Practices in Unaided Arts and Sciences College Teaching Faculty Members

A. Ragukumar<sup>1</sup>, S. Sudhakar<sup>2</sup> and P. Radha<sup>3</sup>

<sup>1</sup>Assistant Professor, Dr. N. G. P. Arts & Science College, Coimbatore, Tamilnadu State, India.

<sup>2</sup>Professor, AJK Institute of Management, Coimbatore, Tamilnadu State, India.

<sup>3</sup>Professor, SNT Global Academy of Management Studies and Technology, Coimbatore, India.

**CITATION:** Ragukumar, A.; Sudhakar, S. and Radha, P. (2018), "A Preliminary Investigation of Knowledge Creation Practices in Unaided Arts and Sciences College Teaching Faculty Members", *MERC Global's International Journal of Management*, Vol. 6, Issue 3, pp. 77-81.

**ARTICLE HISTORY:** Submitted: April 12, 2018, Revision received: May 17, 2018, Accepted: May 21, 2018

**ARTICLE TYPE:** Research paper

### ABSTRACT

Knowledge management in higher educational institutions provides a set of practices for all the stakeholders (i.e. students, teachers, researchers, business and external entities), processes and technologies. This research is based on the knowledge creation practices for the teaching fraternity of the unaided arts and science colleges affiliated to Bharathiar University, Coimbatore, India. A total of 51 colleges is pure Arts and Sciences colleges, which are registered and affiliated to Bharathiar University. Out of this 51 colleges, a sample of 26 colleges was selected. Based on Fishers 't' test condition, a small sample of 30 respondents was selected from each college, that was summed to 720 teaching faculty. The study reveals that the teaching faculty perception regarding knowledge creation ranks recognition as the main factors to create knowledge and they believe that knowledge sharing results in enhancing expertise and providing opportunities for recognition. Knowledge sharing shall improve work processes in the institution and pave way for better institution development. There are always useful applications when knowledge is shared in the system and help in faculty development as well and institutional development.

**KEYWORDS:** Knowledge management, Knowledge creation, Teaching fraternity, Higher education.

### REFERENCES

1. Arthur, J. B. and Huntley, C. L. (2005), "Ramping up the organisational learning curve: Assessing the impact of deliberate learning on organisational performance under gain sharing", *Academy of Management Journal*, Vol. 48, Issue 6, pp. 1159-1170.
2. Bernbom, G. (1999), "Institution-wide information management and its assessment", in Katz, R. and Rudy, J. (eds), *Information technology in higher education: Assessing its impact and planning for the future*, 102, pp. 71.
3. Brown, J. S. and Duguid, P. (2000), *The Social Life of Information*, Harvard Business School Press, Boston, MA.
4. Cabrera, E. F. and Cabrera, A. (2005), "Fostering knowledge sharing through people management practices", *International Journal of Human Resource Management*, Vol. 16, pp. 720-735.
5. Collins, C. J. and Smith, K. G. (2006), "Knowledge exchange and combination: The role of human resource practices in the performance of high-technology firms", *Academy of Management Journal*, Vol. 49, Issue 3, pp. 544-560.
6. Corbitt, B.; Bradley, T. and Thanasankit, T. (2005), "Factors influencing the implementation and use of a portal for knowledge management in higher education", In *Proceedings of the 9<sup>th</sup> Pacific Asia Conference on Information Systems*, Bangkok, Thailand.
7. Cummings, J. N. (2004), "Workgroups, structural diversity, and knowledge sharing in a global organisation", *Management Science*, Vol. 50, Issue 3, pp. 352-364.





# Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)  
Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India  
Web: [www.drngpasc.ac.in](http://www.drngpasc.ac.in) | Email: [info@drngpasc.ac.in](mailto:info@drngpasc.ac.in) | Phone: +91-422-2369100

NAAC  
3<sup>rd</sup> Cycle

Criterion VI  
Metric 6.5.3

JASC: Journal of Applied Science and Computations

ISSN NO: 1076-5131

## Embedding User Preferences with Spatial Keyword Query Processing

C. Karpagam

Assistant Professor / Dept. of Computer Science  
Dr. N. G. P. Arts and Science College  
Coimbatore, India  
[karpagamchandran@yahoo.in](mailto:karpagamchandran@yahoo.in)

Dr. S. Gomathi @ Rohini

Associate Professor / Dept. of Computer Applications  
Sri Ramakrishna College of Arts and Science  
Coimbatore, India  
[gomathi.s@srcas.ac.in](mailto:gomathi.s@srcas.ac.in)

**Abstract**— Earlier, location based services (LBS) where just an information and entertainment service that assist users to determine the geographical position through a mobile device. But the recent advancement on LBS is getting predominantly high on scale. This renovation leads us to create more efficient and intelligent systems on user queries. One such advancement is Spatial Keyword Query Processing (SKQP) that takes both location and textual description as input and gives the best results. In order to further improvise the result we focus on embedding user preferences to the returned results. Therefore the resultant set will not only be the best but also user's favorite choice. The aim of this paper is to analyze the challenges and opportunities to incorporate the objective.

**Keywords**— spatial keyword query, user preferences, user priorities, location based services.

### I. INTRODUCTION

Increasing demand of spatial data heads us to develop life changing services such as pre-planned touring, live updates, shopping alert, targeted ads and many high-end responsive systems. Users of the web often submit geographical enquiries requesting information about, for example, services relating to retailing, tourist attractions, accommodation, sport, entertainment, transport, public services and cultural heritage [2]. Therefore service providers become more competitive and researchers focus on improving the methods day by day.

Recently, Tata Teleservices confirmed that it finds huge demand for Location Based Services in India. Tata Teleservices is betting big on the strength of its network across India to carve out its own unique space in the enterprise arena. As Indian mobile market is splurging to make tremendous growth and improvement in retail industry, location-based marketing enables retailers to better influence their customers and engage them.

In addition, the popularization of social networking, the evolution of networks such as 4G and 5G, and the evolution of the Internet of Things (IOT) are some of the factors that are expected to drive the growth of the global location-based services market during the forecast period.

In the existing methods constantly we produce the same set of result to all the users. But users exist with different characteristics and preferences. The requirements and liking are different from one to another. For example consider users interest in purchasing books. Each one of them has their own choice of list. So, when people are with different taste and interest we cannot provide the same set of result to everyone. Thus analysis of user preference plays a major role in query results.

Another example is to find a restaurant according to user inclination. If the user likes to explore new things, we can enlist the result focusing on different cuisine that is unfamiliar and brand new to the user. Some users will be habitual, where

Volume VI, Issue IV, April/2019

Page No: 3542





# Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)  
Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India  
Web: [www.drngpsc.ac.in](http://www.drngpsc.ac.in) | Email: [info@drngpsc.ac.in](mailto:info@drngpsc.ac.in) | Phone: +91-422-2369100

NAAC  
3<sup>rd</sup> Cycle

Criterion VI  
Metric 6.5.3

Journal of Thermal Analysis and Calorimetry  
<https://doi.org/10.1007/s10973-018-7908-1>



## Growth, vibrational, optical, thermal, magnetic and dielectric behavior of organo-metallic tetramethylammonium cadmium chloride crystal

N. Bhuvaneswari<sup>1,2</sup> · N. Priyadharsini<sup>2</sup> · S. Sivakumar<sup>3</sup> · K. Venkatachalam<sup>4</sup> · V. Siva<sup>5</sup>

Received: 27 April 2018 / Accepted: 4 November 2018  
© Akadémiai Kiadó, Budapest, Hungary 2018

### Abstract

Single crystals of tetramethylammonium cadmium chloride were grown by slow evaporation technique. The single-crystal X-ray diffraction revealed that the crystal belongs to hexagonal crystal system with  $P6_3/m$  space group. The crystalline nature of the grown crystal was measured by power X-ray diffraction. The presence of functional groups was identified using Fourier transform infrared and Fourier transform Raman studies. The optical absorption studies showed that the grown crystal transmit most of the incident radiation in the range of 200–800 nm. The diamagnetic property of the grown crystal has been analyzed by vibrating sample magnetometer. The mechanical stability of crystal is analyzed by Vickers microhardness study. Dielectric measurements were taken to analyze the dielectric constant and dielectric loss at different frequencies and temperatures. The thermal stability of grown crystals was confirmed by thermogravimetry/differential thermal analysis. Thermal stability of the compound was entered up to 208 °C.

**Keywords** Organo-metallic crystal · Fourier transform infrared · Fourier transform Raman · Dielectric constant · Thermogravimetry/differential thermal analysis · Vibrating sample magnetometer

### Introduction

In recent years, the novel organic–inorganic hybrid materials have been widely used for data communication, sensing, spin-crossover and signal processing applications due to their desirable properties [1–4]. Hence, the growing of good single crystals of organic–inorganic materials is very much needed for variety of technical and economic purpose. An enormous amount of opportunities exist for

developing this technology in various fields including electronic devices and electro-optical devices [5]. The single crystals have a wide range of applications such as harmonic frequency generators, optoelectronics, acoustic-optic modulators, magnetic devices, data storage devices, piezoelectric devices, holographic and laser devices [6, 7]. Crystals with general chemical formula  $[N(CH_3)_4]_2 MX_4$  belong to tetramethylammonium groups have  $A_2BX_4$  type are mainly studied for their distinctive properties [8]. These types of materials possess various functionalities, physical and chemical properties, which can be changed using metal ions with various organic ligands. All these compounds undergo several structural phase transitions as the temperature decreases. However, they have been studied in the interest of their architecture and systematize of animate combinations of organo-metallic and metal coordination complexes [9, 10]. The crystals of tetramethylammonium manganese chloride have been investigated for their quasi-one-dimensional magnetic property [11]. Tetramethylammonium chloride-based crystals were widely studied as model compounds, and their corresponding structural phase transitions in tetramethylammonium cadmium chloride were studied by means of adiabatic calorimeter

✉ N. Bhuvaneswari  
[bhuvana23seeph0@gmail.com](mailto:bhuvana23seeph0@gmail.com)

<sup>1</sup> Research and Development Center, Bharathiar University, Coimbatore 641 046, India

<sup>2</sup> Department of Physics, Dr.N.G.P. Arts and Science College, Coimbatore 641 048, India

<sup>3</sup> Department of Mechanical Engineering, Hindusthan College of Engineering and Technology, Coimbatore 641 032, India

<sup>4</sup> Department of Physics, Government Arts College (Autonomous), Coimbatore 641 018, India

<sup>5</sup> Department of Physics, International Research Centre, Kalasalingam Academy of Research and Education, Krishnankottai 626 126, India

Published online: 14 November 2018

Springer







# Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)  
Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India  
Web: [www.drnpgasc.ac.in](http://www.drnpgasc.ac.in) | Email: [info@drnpgasc.ac.in](mailto:info@drnpgasc.ac.in) | Phone: +91-422-2369100

NAAC  
3<sup>rd</sup> Cycle

Criterion VI  
Metric 6.5.3







## Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)  
Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India  
Web: [www.drngpasc.ac.in](http://www.drngpasc.ac.in) | Email: [info@drngpasc.ac.in](mailto:info@drngpasc.ac.in) | Phone: +91-422-2369100

NAAC  
3<sup>rd</sup> Cycle

Criterion VI  
Metric 6.5.3

[www.ijcrt.org](http://www.ijcrt.org)

© 2018 IJCRT | Volume 8, Issue 1 January 2018 | ISSN: 2320-2882

### Qualitative investigation of Phytochemical compounds present in the Traditional Wound healer *Hemigraphis* *Colorata* by GC-MS analysis ✓

Sharataya Mohan<sup>1</sup>, Joma George<sup>2</sup>, Kaverika Parameswar<sup>1</sup>, Dinsh M.D<sup>3</sup>

<sup>1</sup>Research Scholar, <sup>2</sup>Assistant Professor, Department of Biochemistry, Dr NGP college of Arts and Science College, Coimbatore, South India.

<sup>3</sup>Assistant Professor, Department of Microbiology, Padmasrija College, Palpalay, Wayanad, Kerala, South India.

**Abstract:** Phyto- compounds are chemical compounds that are produced by plants. Thousands of phytochemical compounds are produced by naturally that are non-essential aspect originate in the plant nutriment. All the plant parts clamp the presence of phyto-compounds like leaves, vegetables and roots and play an important role in defence mechanism against environmental threats. Currently modern medicines practices the use of phyto-compounds for producing various medicines hence the importance of meaningful the action of each compounds are vary essential. In this study we investigate the innumerable phytochemical compounds present in *Hemigraphis Colorata* via GC - MS analysis.

**Key words:** Medicinal plants, Phyto-chemical compounds.

#### 1. Introduction

Nowadays Plant based treatments and medicines are playing vital role in the area of Ayurveda. Supreme of peoples believing Ayurveda outstanding to the non-side effects of the treatment. Due to the era of modern life style nature will unnatural desperately and new life style illnesses are being happened. Largely peoples depending modern treatments because of the lack of time and betrothed life panaches. The history of "herbalism" is closely tied with the history of medicine from prehistoric times up until the growth of the germ theory of disease in the 19th century. Plants have been used for medical treatments during the human history, and such traditional medicine is still widely used today.

*Hemigraphis colorata* is a tropical perennial herb chiefly grown as an ornamental indoor and outdoor plant, because of its attractive and vivid foliage. In folk medicine, the leaves are ground into a paste and applied on fresh cut wounds to promote wound healing and used to treat anaemia. Traditional knowledge regarding the usage of this plant differs but the scientific study available to support this knowledge is much limited (Devi Priya, 2013). Medicinal plants used as medicine should therefore be studied for safety and efficiency. Gas

IJCRT1705259

International Journal of Creative Research Thoughts (IJCRT) [www.ijcrt.org](http://www.ijcrt.org)

128



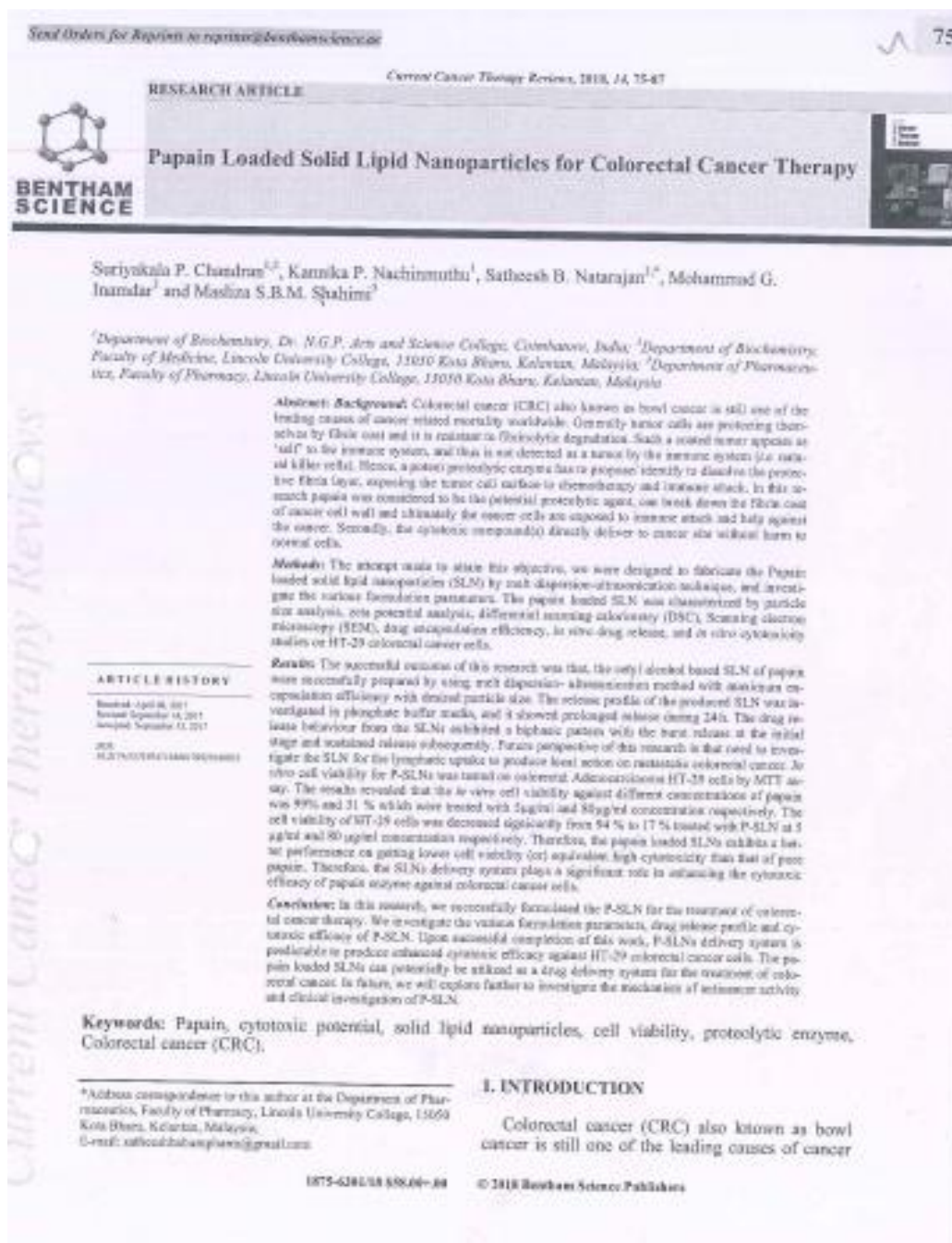


# Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)  
Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India  
Web: [www.drngpsc.ac.in](http://www.drngpsc.ac.in) | Email: [info@drngpsc.ac.in](mailto:info@drngpsc.ac.in) | Phone: +91-422-2369100

NAAC  
3<sup>rd</sup> Cycle

Criterion VI  
Metric 6.5.3





# Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)  
Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India  
Web: [www.drnpgpsc.ac.in](http://www.drnpgpsc.ac.in) | Email: [info@drnpgpsc.ac.in](mailto:info@drnpgpsc.ac.in) | Phone: +91-422-2369100

NAAC  
3<sup>rd</sup> Cycle

Criterion VI  
Metric 6.5.3







# Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)  
Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India  
Web: [www.drnpgasc.ac.in](http://www.drnpgasc.ac.in) | Email: [info@drnpgasc.ac.in](mailto:info@drnpgasc.ac.in) | Phone: +91-422-2369100

NAAC  
3<sup>rd</sup> Cycle

Criterion VI  
Metric 6.5.3

JCSE International Journal of Computer Sciences and Engineering Open Access  
Review Paper Vol-6, Special Issue-8, Oct 2018 E-ISSN: 2347-2693

## HIPI: A REVIEW ON HADOOP MAP REDUCE FRAMEWORK USING IMAGE PROCESSING IN BIGDATA

<sup>1</sup>P.S. Vijayalakshmi, <sup>2</sup>K. Gomathy, <sup>3</sup>C. Kumathini,

<sup>1,2,3</sup>SNMV College of Arts and Science, Dr.N.G.P Arts and Science College, Tamilnadu, India

Available online at: [www.ijcsesonline.org](http://www.ijcsesonline.org)

**Abstract:** Nowadays, Big data is growing very faster in the world. Big data is the large volume of data that consists of both structured and unstructured on a day-to-day basis. But it's not the amount of data. Big data is the data which includes sensor data, biometric data, Geo-spatial, Healthcare, power grid, transport, search engine and in Social networks. Hadoop process large amounts of data, in parallel, clusters of commodity hardware in a reliable and fault-tolerant manner. In this paper we review the Image processing using Map reduce technique with the help of HIPI (the image processing Tool).

**Keywords:** Hadoop, Map reduce, Big data, Image Processing, HIPI

### 1. INTRODUCTION

Photo uploads are totally 300 million per day in the face book [1]. For image processing in Big data uses several tools. Here we are expressing Hadoop Map reduce using HIPI.

#### 1.1 Hadoop

Hadoop is an open source software framework, java based and processing for large data sets in the distributed environment [2]. Hadoop framework includes following four modules:

- **Hadoop Distributed File System (HDFS):** A distributed file system that provides high-throughput.
- **Map Reduce:** This is YARN-based system for parallel processing of large data sets.
- **Hadoop Common:** It is a collection java libraries and utilities for supporting Hadoop modules.
- **Hadoop YARN:** This is a framework for job scheduling and cluster resource management.

#### 1.2 MapReduce

Hadoop Map-Reduce is used for process large amounts of data. The term Map-Reduce performs two different types of tasks [3].

**The Map Task:** In this task, it takes input data and converts the data. Then the individual elements are broken down into tuples (key/value pairs).

- **The Reduce Task:** The Reduce task gets the output from a map task as input and combines those data tuples into a smaller set of tuples. If the map task is over, the reduce task is performed [4].

#### 1.3 Hadoop Distributed File System

HDFS uses a master/slave architecture. The Master consists of a single Name Node that manages the file.

system metadata and one or more slave **Data Nodes** that store the actual data [5]. A file in an HDFS namespace is split into several blocks and those blocks are stored in a set of Data Nodes. The Name Node determines the mapping of blocks to the Data Nodes. The Data Nodes takes care of read and write operation with the file system. They also take care of block creation, deletion and replication based on instruction given by Name Node.



Fig. 1 Hadoop Architecture

### 1.4 HIPI (Hadoop Image Processing Interface)

HIPI (Hadoop Image Processing Interface) is an API library designed to provide efficient and high-throughput image processing in the Apache Hadoop Map-Reduce parallel programming framework [6]. It also provides support for OpenCV.

This is designed to be used with the Apache Hadoop Map-Reduce. HIPI is used for better performance image processing. It is functioning with Map-Reduce style parallel





# Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

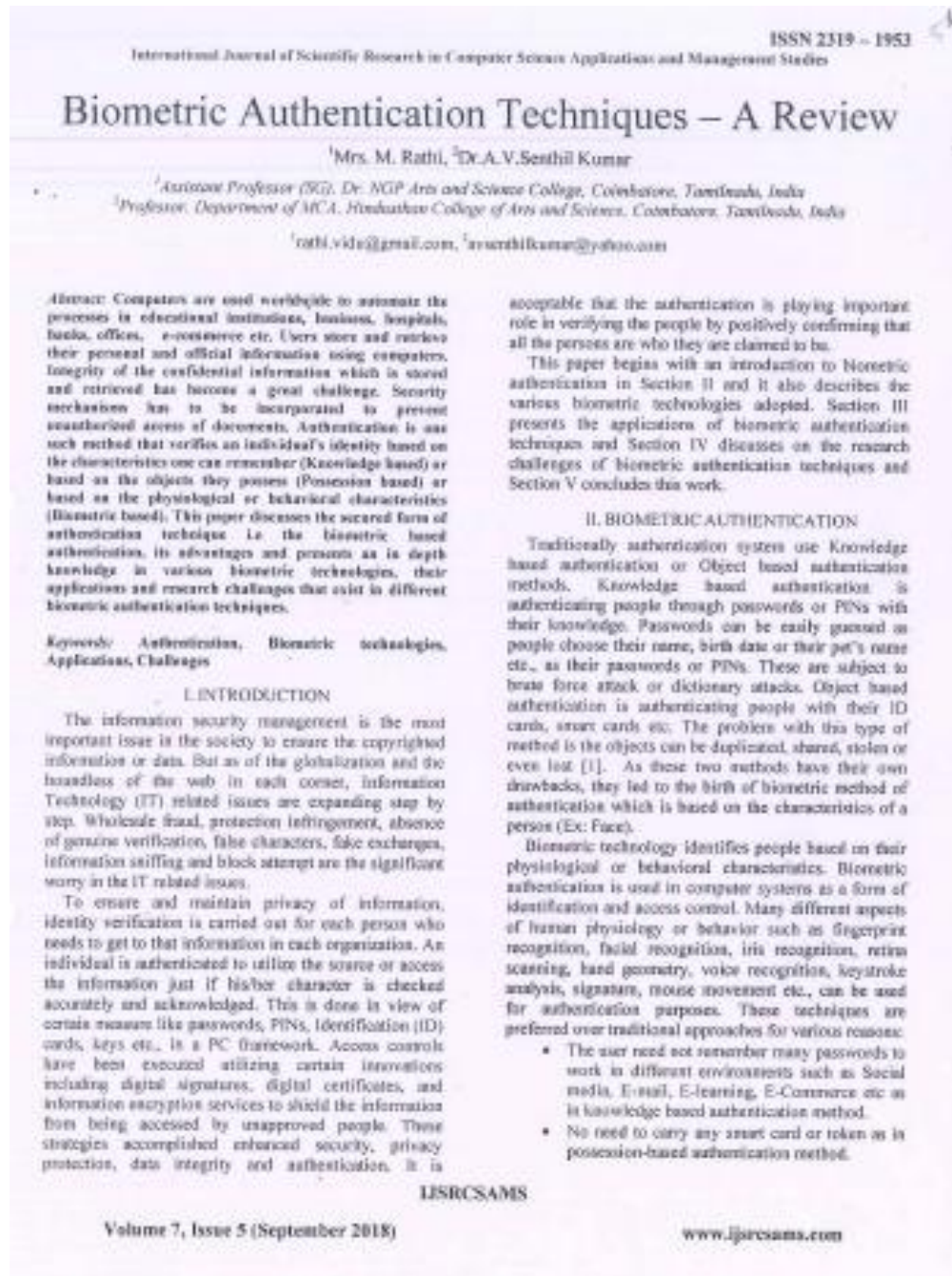
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)

Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India

Web: [www.drnpgasc.ac.in](http://www.drnpgasc.ac.in) | Email: [info@drnpgasc.ac.in](mailto:info@drnpgasc.ac.in) | Phone: +91-422-2369100

NAAC  
3<sup>rd</sup> Cycle

Criterion VI  
Metric 6.5.3







# Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)  
Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India  
Web: [www.drnpgasc.ac.in](http://www.drnpgasc.ac.in) | Email: [info@drnpgasc.ac.in](mailto:info@drnpgasc.ac.in) | Phone: +91-422-2369100

NAAC  
3<sup>rd</sup> Cycle

Criterion VI  
Metric 6.5.3

ICSE International Journal of Computer Sciences and Engineering Open Access  
Review Paper Vol-7, Issue-1, Jan 2019 E-ISSN: 2347-2693

## Exploration of Keystroke Dynamics Based Authentication on Fixed-Text and on Free-Text

M. Rathi<sup>1\*</sup>, A. V. Senthil Kumar<sup>2</sup>

<sup>1</sup>Department of Computer Technology, Dr. NGP Arts and Science College, Coimbatore, India

<sup>2</sup>Department of MCA, Hindusthan College of Arts and Science, Coimbatore, India

\*Corresponding Author: [rathi.nishu@gmail.com](mailto:rathi.nishu@gmail.com), Tel.: +91-9423-2369239

Available online at [www.ijcses.in](http://www.ijcses.in)

Accepted: 06/Jan/2019, Published: 11/Jun/2019

**Abstract**— Computer security is the protection of computing systems and the data that is stored or accessed. It is very important to ensure that the information remains confidential and only those who should access that information can. Username and password alone are insufficient in complex applications. Hence, a strong authentication method such as Biometric authentication method is required to verify one's identity using the unique biological characteristics of an individual. Existing security approaches can be strengthened by one of the behavioral biometric based technique known as Keystroke Dynamics. The main objective of this paper is to explore particularly on Keystroke Dynamics based Authentication (KDA). This technique can be applied in different domains like intrusion detection, online learning and assessment, e-banking etc., to authenticate the users. This paper presents a review of its applications using fixed-text (static passwords) and free-text (continuous). Comparing these two types of keystroke authentication methods, Free-text kind of authentication process was found to be better as it is not limited with username and password during the log-in session; it is continued until the end of the log-on session.

**Keywords**— Authentication, Keystroke dynamics, Behavioral Biometrics, Fixed Text, Free text, Biometric authentication

### 1. INTRODUCTION

Usage of the Internet for online shopping, e-learning, social interactions and net-banking have grown rapidly which poses security as a major concern. Networks are sometimes weak, which are most vulnerable and hijacked easily. Efforts are taken to secure the network through Network topologies and security protocols. The recognition process authenticates the validity of the user to determine if that user is a valid user or not. Authentication is the process of determining whether someone or something is, in fact, who or what it is declared to be. As the dependence upon computers and computer networks grows, the need for authentication has increased. Figure 1 shows the different types of user authentication methods. There are three conventional methods used for authenticating a person. These are possession based, knowledge based, and biometrics based. Possession based includes anything that a 'user must have' in their possession to log in, such as a smart-card, keys, a smart phone or passport etc. Knowledge based include that a 'user must know' in order to log in, such as his user name and password or personal identification number (PIN). Biometrics based includes biometric user data to login. Biometric methods can be further classified based on the physiological and behavioral characteristics of a person. Physiological

biometrics are those features that describe 'who the user is' depending on their physical attributes such as fingerprints, face, iris, retina scanning, hand geometry etc. Behavioral biometrics are related to the behavior pattern of a person, such as signature, voice, keystroke, mouse movement, etc.

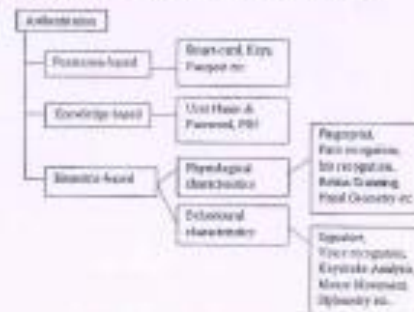


Figure 1. Authentication Methods

Although there exist a variety of authentication techniques, Keystroke Dynamics is a powerful behavioral biometric system that involves authenticating a person based on his



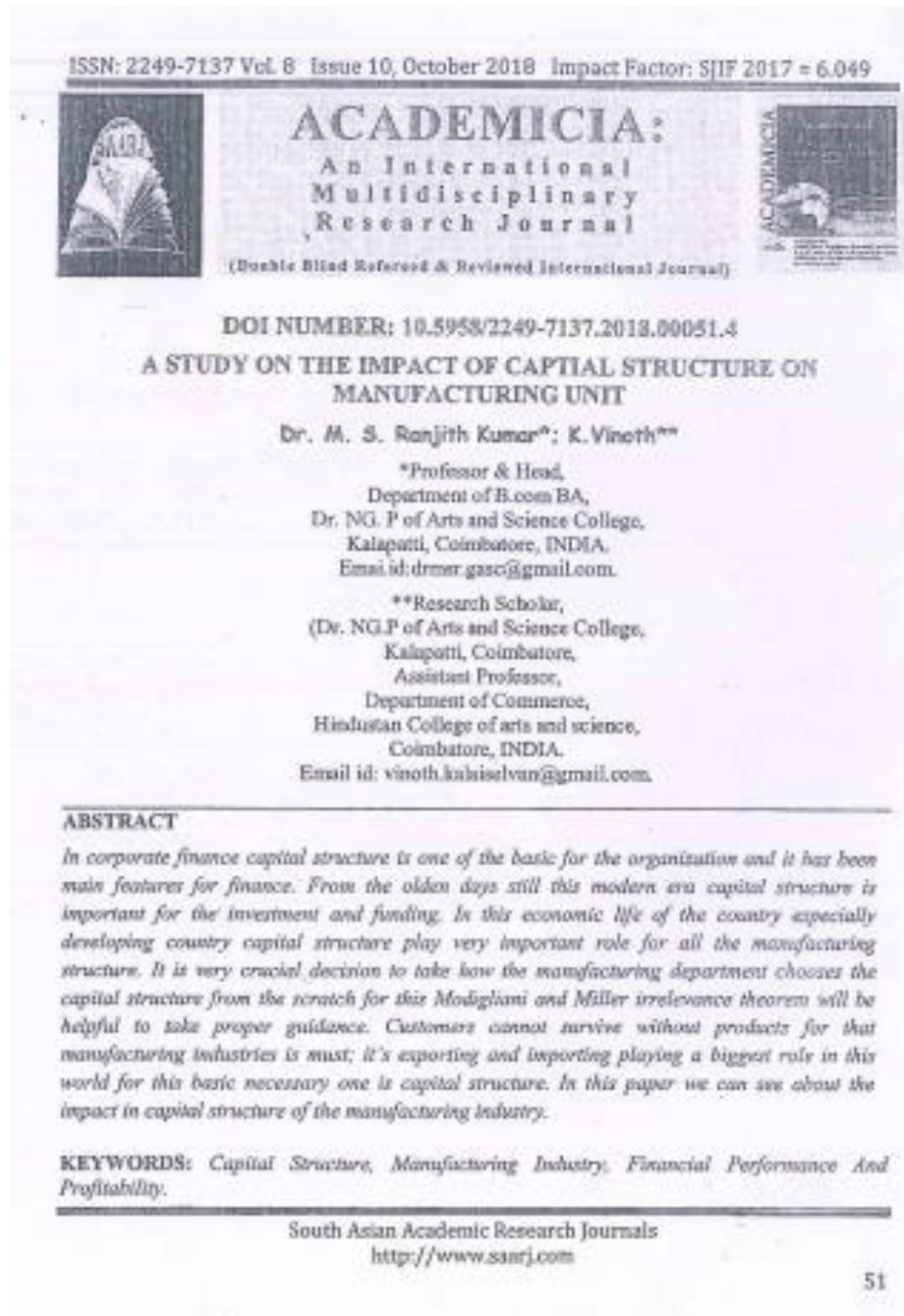


## Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)  
Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India  
Web: [www.drngpsc.ac.in](http://www.drngpsc.ac.in) | Email: [info@drngpsc.ac.in](mailto:info@drngpsc.ac.in) | Phone: +91-422-2369100

NAAC  
3<sup>rd</sup> Cycle

Criterion VI  
Metric 6.5.3





# Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)  
Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India  
Web: www.drnpgasc.ac.in | Email: info@drnpgasc.ac.in | Phone: +91-422-2369100

NAAC  
3<sup>rd</sup> Cycle

Criterion VI  
Metric 6.5.3

RESEARCH REVIEW JOURNALS		ICMRP-2018 SEP- 2018 Special Issue	ISSN: 2455-3063 (Online) RESEARCH REVIEW International Journal of Multidisciplinary www.rjournals.com (UGC Listed Journal)
<b>Trend in Sales and Profitability Positions of the Select Cement Industries in India</b>			
Dr. N.S.Ranjith Kumar & <sup>2</sup> K.Vinodh			
<sup>1</sup> Professor & Head Dr.N.G.P. Arts and Science College, Kalapatti, Coimbatore- 641048 (India)			
<sup>2</sup> Assistant professor Hinduathan college of arts and Science, Coimbatore – 641008 (India)			
<b>ARTICLE DETAILS</b>		<b>ABSTRACT</b>	
Article History Published Online: 03 Oct 2018		Financial management mentions to the efficient and effective management of funds in such a manner as to achieve the objectives of the firm. It is the specialized function directly attendant with the top management. The importance of this function is not seen in the 'line' but also in the capacity of the 'staff' in overall of a company. It has been defined differently by different pundits in the field. The term typically applies to an firm or company's financial strategy, while personal finance or financial life management refers to an individual's management strategy. It incorporates how to raise the capital and how to allocate capital, i.e., capital budgeting. Not only for long term budgeting, but also how to allocate the short term resources like current liabilities. It also deals with the dividend policies of the shareholders.	
Keywords Financial Analysis, Financial Decision Making And Planning, Trend Projection			
Corresponding Author Email: shreshthkumar1994@gmail.com			
<b>1. Introduction</b>			
Finance is regarded as the lifeblood of every business organization. This is because in the modern money-oriented economy, finance is one of the basic fundamentals of all kinds of economic activities. It is the master key which provides access to all the sources for being employed in manufacturing, promoting and trading activities. It has rightly been said that business necessarily money to make more money. However, it's also true that money to gain more money only when it is properly engaged. Hence, effective management of even business venture is closely linked with efficient management of its finance.			
In general, finance as the Reserve of money at the time it is needed. However, as a management function, it has a special meaning. Finance function may be defined as the procurement of funds and their effective utilization.			
<b>2. Definition for Finance</b>			
According to Paul G. Hastings, "Finance is the management of the monetary affairs of a company", it includes determining what has to be paid for raising the money on the best terms available, and devoting available funds to the best uses."			
According to Dr.AX.Nigrahoda, "Finance is the common denominator for vast range of corporate objectives, and the major part of any corporate plans must be expressed in financial terms".			
<b>3. Financial Analysis</b>			
In the financial management process, the primary stage in the process is a financial or review of the firm. Financial analysis is essentially the first step towards gaining a sound understanding of a business. Financial analysis is the evaluation of a firm's past, present forecast future financial performance and organization condition. Its objectives are to identify the firm's financial strengths and weakness and to provide the essential foundation for financial decision making and planning.			
<b>4. Business Finance</b>			
Business finance is that business activity, which is concerned with the acquisition and conservation of capital funds to meet financial requirement and overall objectives of a business enterprise.			
Financial functions of a business may be stated as the procurements of funds and their effective utilization.			
<b>5. Scope of the Study</b>			
The study aims to measure the liquidity, solvency, efficiency, profit and growth of cement industries and identify the drawbacks which are of the indicators of the low performance of the industry. The result of the study may help the management of the industries in taking suitable decisions for better performance in future the optimum utilization of resources, efficient management of activities, control on the costs and expenses, and enhancement of productivity is essential for the survival of the organization. Based on the analysis, this study will provide valuable suggestion which will enable the companies to overcome its weakness and enhance its financial performance.			
<b>6. Objectives of the Study</b>			
<ul style="list-style-type: none"><li>To estimate the trend in Sales and Profitability positions of the cement industries.</li><li>To contribute recommendations for the development of cement industries.</li></ul>			
<sup>1</sup> Introduction to business / Paul G. Hastings. Author: Hastings, Paul G. (Paul Guler), 1914-. Edition: 2nd ed. Published			
<b>7. Research Methodology</b>			
<b>Data Collection Method</b>			
Data has been collected from secondary sources namely annual reports, company manuals and other relevant documents. On websites, textbooks & journals. Top four players in cement sector in India are selected for the study. Statistical tools are used to analyze is Trend Projection			
<b>The companies are</b>			
One Day International Conference on INNOVATION IN MANAGEMENT PRACTICES (ICIMP-2018)			
542   Page			







## Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)  
Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India  
Web: [www.drngpasc.ac.in](http://www.drngpasc.ac.in) | Email: [info@drngpasc.ac.in](mailto:info@drngpasc.ac.in) | Phone: +91-422-2369100

NAAC  
3<sup>rd</sup> Cycle

Criterion VI  
Metric 6.5.3

International Journal of Scientific Research and Review

ISSN NO: 2274-531X

### A STUDY ON QUALITY OF SERVICE PROVIDED TO PASSENGERS WITH REFERENCE TO COIMBATORE JUNCTION

**Dr.B.Maheswari** M.Com<sup>2</sup>, M.Phil., PGDCA, B.Ed., Ph.D., SET, M.Com (CA), Assistant Professor,  
Department of Commerce (Business Analytics), Dr.NGP College of Arts and Science, Coimbatore.

**Mr. G.R. Dinesh Kumar** M.Com., M.Phil., Research Scholar, Department of Commerce,  
Kovai Kalaimagal College of Arts and Science, Coimbatore.

#### ABSTRACT

Services are usually defined as processes and actions that are intangible and at the same time complex to understand. As a service is mainly intangible, it can be hard for a passenger to evaluate the quality of the process. However, even in a service environment, there are tangible aspects which contribute to the complexity of a service there are many aspects to consider. SERVQUAL is a method used to determine the quality of service by comparing the expected and experienced level of quality of the passengers. SERVQUAL was created already in the mid-1980s by L. Berry, A. Parasuraman and V. Zeithaml. The method has been modified throughout the years and now has stabilized into separating the service into five main dimensions reliability, assurance, tangibles, empathy and responsiveness. As a service is mainly intangible, it can be hard for a customer to evaluate the quality of the process. The main objective of the study is to find out the quality of service provided to the customers and the expectations of the customers on service quality given by the railway department in Coimbatore junction. And for this purpose a sample of 200 is collected from Coimbatore junction and the respondents are those passengers travelling from Coimbatore to various cities. Percentage analysis, chi square, and factor analysis are used as statistical tool to analyze the data based on SPSS. The conclusion is that the passengers are highly dissatisfied on cleanliness of toilets in trains, the management has to look after this issue for the satisfaction of customers on delivery of service.

**Keywords:** Passenger, Service quality and Coimbatore.





Volume 7, Issue 11, 2018

Page No: 651



	<b>Dr. N.G.P. ARTS AND SCIENCE COLLEGE</b> (An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore) Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2 <sup>nd</sup> Cycle) Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India Web: <a href="http://www.drngpasc.ac.in">www.drngpasc.ac.in</a>  Email: <a href="mailto:info@drngpasc.ac.in">info@drngpasc.ac.in</a>   Phone: +91-422-2369100	<b>NAAC</b> <b>3<sup>rd</sup> Cycle</b>
		<b>Criterion VI</b> <b>Metric 6.5.3</b>

## MoU's

S.No.	MoU	Activity on MoU	Supportive Documents Link
1	Rajam Enterprises, 45, Peons Colony 5th Street, Kavundampalayam, Coimbatore - 641 030.	Discarding Used sheets	
2	National Council of Vocational and Research(NCVRT),720-B, Jaina Tower II, District Center, Janakpuri, New Delhi - 110 058.	Skill Enhancement Training Programme	
3	School of Distance Education, Bharathiar University, Coimbatore - 641 046.	Learner Support System	
4	Eco Trees India Private Limited(ETI), Tekno Therm Industries Old No.1/88, New No. 6, N.G.N. Street, New Siddhapudur, Coimbatore - 641 044.	Waste Management	
5	Nagaraj & Co, No.75, Ambedkar Nagar, Kamachipuram, Irugur, Coimbatore - 641 016.	Food waste Disposal	