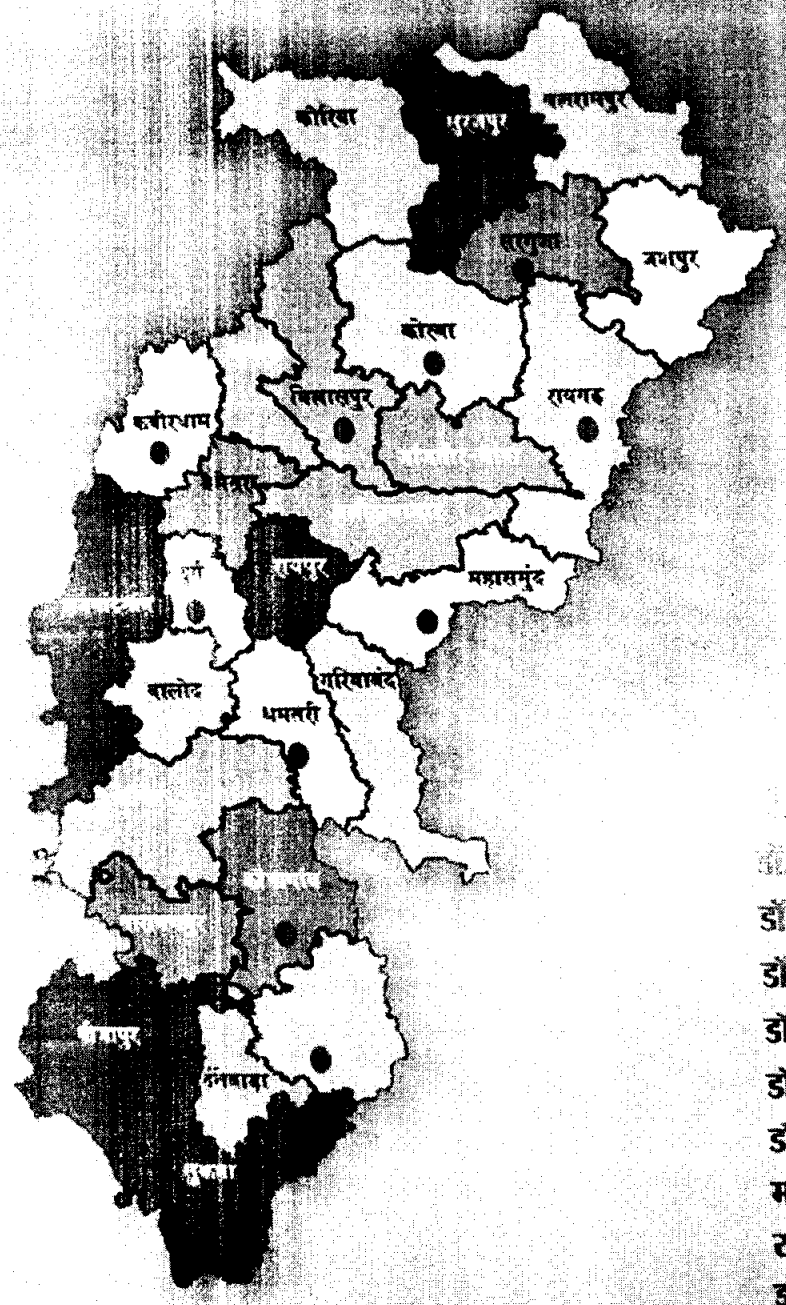
CRITERION-III

EVIDENCE(S), AS PER SOP

METRIC No. 3.4.6	Number of books and chapters in edited volumes published per teacher during the last five years
• E-copy of the cover page, content page or first page of the publication indicating ISBN number and year of publication for books/chapters and conference proceedings • Web-link of research papers by title, author, Department/ School/ Division/ Centre/ Unit/ Cell, name and year of publication	

समग्र छत्तीसगढ़



[illegible]लाल शुक्ल
डॉ. [illegible]न्द्रनाथ मिश्र
डॉ. सुशील त्रिवेदी
डॉ. एल.एन. वर्मा
डॉ. अशोक प्रधान
डॉ. शिवाकांत बाजपेयी
डॉ. लक्ष्मीधर झा
माधव हरदेवी
संजीव तिवारी
डॉ. शैलेन्द्र कुमार वर्मा

छत्तीसगढ़ राज्य हिंदी ग्रंथ अकादमी

अनुक्रमणिका

छत्तीसगढ़ जनजाति

डॉ. अशोक प्रधान

डॉ. शैलेन्द्र कुमार वर्मा

जनजाति

अनेक कारणों से भारत में मानव समाज का एक समूह पर्वतीय क्षेत्रों में जाकर निवास करने लगा। कालांतर में यह समूह विकास क्रम में दुर्गम स्थानों में निवास एवं दूरी के कारण निरंतर पिछड़ते चला गया। क्योंकि विकास का प्रकाश सम्यक रूप से उन तक पहुँच नहीं पाया। वर्तमान में भी मानव समाज का यह हिस्सा सभ्यता एवं विकास के जिन सोपानों पर खड़ा है निश्चित रूप से वह विकास के मुख्य धारा से दूर हैं। इन्हीं समुदायों को आदिवासी, वनवासी, वन्यजाति, आदिमजाति एवं जनजाति के नाम से संबोधित किया जाने लगा। जबकि प्रत्येक समुदाय का अपना स्वयं का नाम है। मानवशास्त्रीय दृष्टिकोण से जनजाति शब्द को प्रमुखतया स्वीकार किया जाने लगा। 'जनजाति' अंग्रेजी के "TRIBE" शब्द का हिन्दी पर्याय है जो भारतीय संविधान के लागू होने के बाद विशेष रूप से प्रचलित हुआ है। जनजाति को भिन्न-भिन्न विषय के विद्वतजनों ने अपने अपने अनुसार समझाने का प्रयास किया है। परंतु, प्रत्येक जनजाति को किसी एक परिभाषा के द्वारा समझाने में सफलता प्राप्त नहीं हुई है।

गिल्लिन एवं गिलिन के अनुसार- 'जनजाति किसी भी ऐसे स्थानीय समुदायों के समूह को कहा जाता है जो एक सामान्य भू-भाग पर निवास करता हो, एक सामान्य भाषा बोलता हो, और एक सामान्य सांस्कृतिक व्यवहार करता हो।'

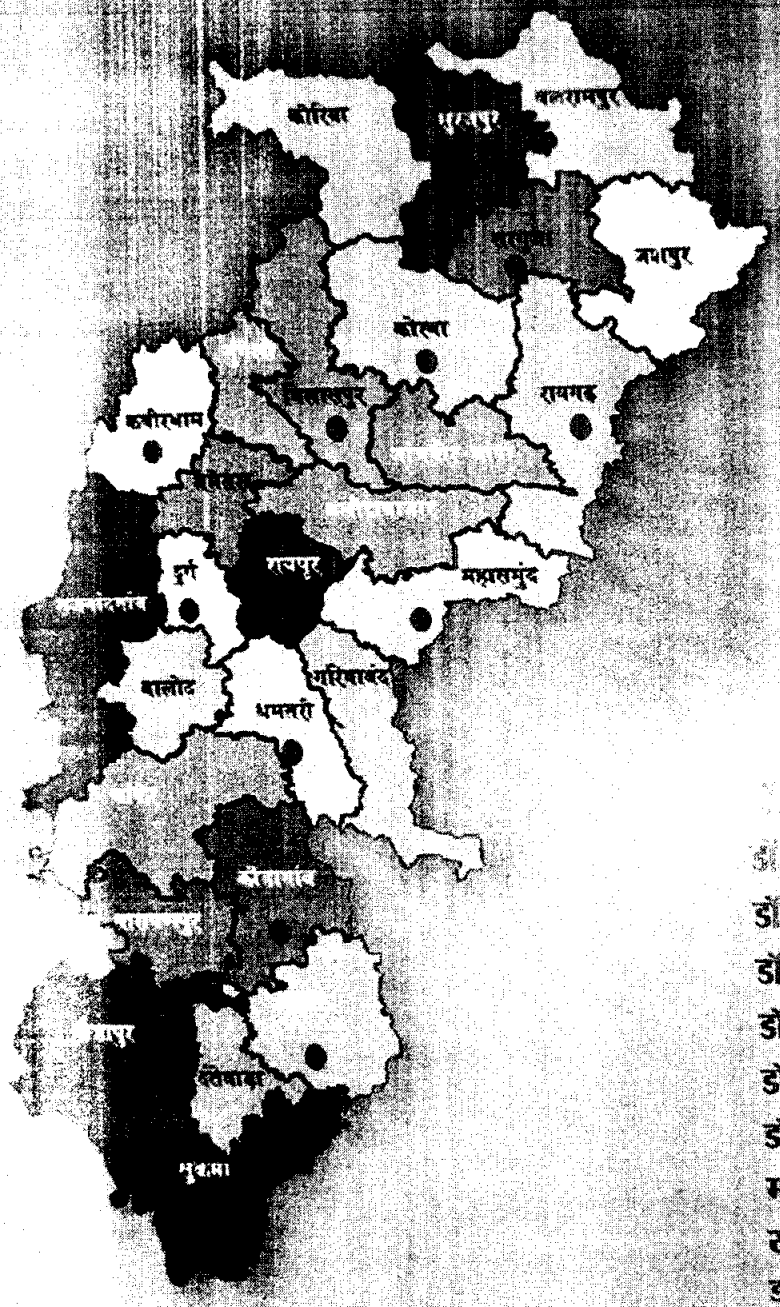
डी. एन. मजूमदार ने 'जनजाति' को परिवारों का संकलन कहा है जिसका अपना एक सामान्य नाम होता है, जिसके सदस्य एक निश्चित भू-भाग में रहते हैं, सामान्य भाषा बोलते हैं, विवाह, व्यवसाय या उद्योग के विषय में कुछ निषेधों का पालन करते हैं तथा एक सुनियोजित आदान-प्रदान की व्यवस्था का विकास करते हैं।

मानवशास्त्र की एक पुस्तक 'नोट्स एण्ड क्वेरिज' में जनजाति को 'एक ऐसा समुदाय बताया गया है, जो किसी विशेष भू-स्थान का स्वामी हो, जो राजनैतिक तथा सामाजिक दृष्टि से श्रृंखलाबद्ध स्वायत्त शासन चला रहा हो।'

इम्पीरियल गजेटियर ऑफ इण्डिया के अनुसार जनजाति ऐसे परिवारों का संकलन है जिसका एक सामान्य नाम है, सामान्य भाषा है तथा जो सामान्य भू-भाग में बसे हुए हैं अथवा उसमें बसे होने का दावा करते हैं तथा वे प्राय: अन्तर्विवाही नहीं होते, चाहे पहले ऐसी प्रथा उसमें पायी जाती रही हो।'

उपरोक्त परिभाषाओं को सामान्यत: जनजाति शब्द को समझने के प्रयास में दिया जाता है। परंतु जनजातीय समाज में पाए जाने वाली विभिन्नता और परिवर्तन के

समग्र छत्तीसगढ़



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छत्तीसगढ़ राज्य हिंदी ग्रंथ अकादमी

भाग–8

छत्तीसगढ़ की अनुसूचित जातियाँ

लेखक

प्रो. अशोक कुमार प्रधान
(प्रोफेसर)
मानवविज्ञान अध्ययनशाला
पं. रविशंकर शुक्ल विश्वविद्यालय, रायपुर (छत्तीसगढ़)

एवं

डॉ. शैलेन्द्र कुमार
(सहायक प्राध्यापक)
मानवविज्ञान अध्ययनशाला
पं. रविशंकर शुक्ल विश्वविद्यालय, रायपुर (छत्तीसगढ़)

समग्र छत्तीसगढ़

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पर्यावरण प्रदूषण : समस्या एवं निदान

डॉ. एस.के. जाधव

अदिती गौतम (रॉय)

छत्तीसगढ़ राज्य हिंदी ग्रंथ अकादमी

भारत सरकार के मानव संसाधन विकास मंत्रालय की प्रादेशिक भाषाओं में विश्वविद्यालय स्तरीय ग्रंथ–निर्माण योजना एवं अनुसूचित जाति कल्याण विशेष योजना के अंतर्गत छत्तीसगढ़ राज्य हिंदी ग्रंथ अकादमी के तत्त्वावधान में रचित एवं प्रकाशित।

संस्करण (प्रथम) : 2017

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19.

Chapter 4
Arbuscular Mycorrhizal Fungi and Tolerance of Salt Stress in Plants

Bhawna Saxena, Kamlesh Shukla, and Bhoopander Giri

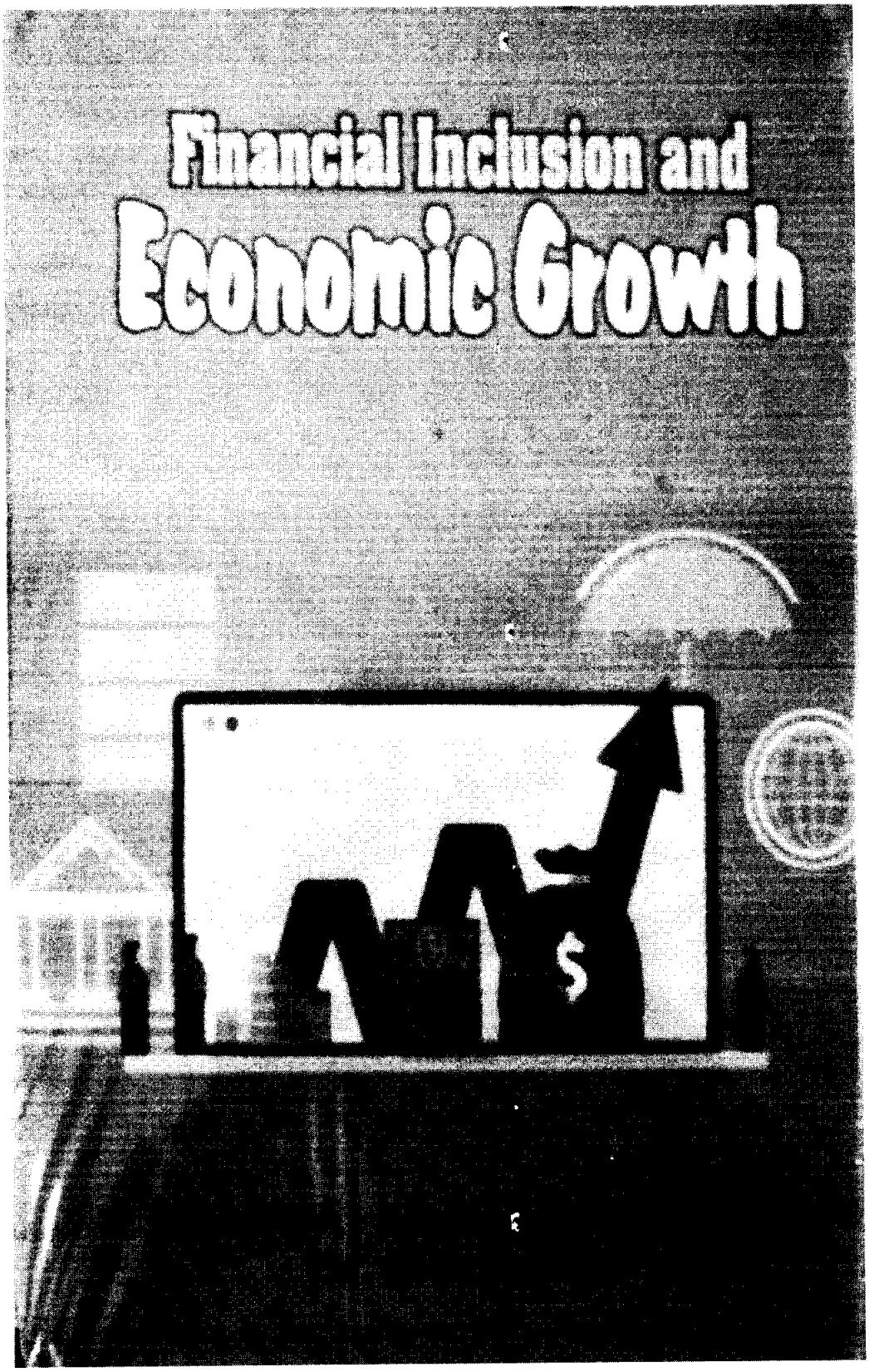
Abstract Soil salinity has become a serious land degradation problem and is increasing steadily in many parts of the world, particularly in arid and semiarid areas. Increased salinization of arable land is expected to have devastating global effects and would lead to 30% land loss within the next 25 years and up to 50% by the middle of the twenty-first century. Plants growing in saline conditions generally last to three distinct stresses, ionic, osmotic, and oxidative. The toxic effects of specific ions such as Na^+ and Cl^-, prevalent in saline soils, disrupt the structure of enzymes and other macromolecules, damage cell organelles, disrupt general metabolic activities, inhibit protein synthesis, and induce ion deficiency. Plants exposed to low water potential face the problem of physiological drought condition. Moreover, salinity creates nutrient imbalance in the plant due to decreased and differential uptake of nutrients and/or their translocation to the shoot and leaf tissues, rendering the plants weak and unproductive. Arbuscular mycorrhizal fungi (AMF) are ubiquitous soil microorganisms that build up symbiotic associations with the majority of higher plants, establish a direct physical link between soil and plant roots, constitute an integral component of the natural ecosystems, and predominantly exist in the saline environment. The extraradical hyphae of AMF run several

Tulasi Satyanarayana
Sunil K. Deshmukh
B. N. Johri *Editors*

Developments in Fungal Biology and Applied Mycology

Springer

Financial Inclusion and Economic Growth



Developments in Fungal Biology and Applied Mycology pp 501-523 | Cite as

Occurrence and Distribution of Mushrooms in Semi-evergreen Sal (*Shorea robusta*) Forest Chhattisgarh, Central India

Authors Authors and affiliations

Kamlesh Shukla, Bhoopander Giri, R. V. Shukla

Chapter

First Online: 30 December 2017

Abstract

Chhattisgarh is an important state covering largest semi-evergreen Sal (*Shorea robusta*) forest area in the country, where the Achanakmar–Amarkantak Biosphere Reserve (ABR) harbours a rich mushroom wealth in association with the varieties of tree species. Mushrooms, an

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Declining Share of Agriculture and Allied Services in India's GDP

Causes and Remedies (1960-61 to 2013-14)

A.K. Pandey, Radha Pandey and Ranu Agrawal

Importance of Agriculture and Allied Services: India is mainly an agricultural country. Agriculture is the most important occupation for most of the Indian families. In India, agriculture contributes about 16.0% of total GDP and 10.0% of total exports. Over 60% of India's land area is arable making it the second largest country in terms of total arable land. Agricultural products of significant economic value includes rice, wheat, potato, tomato, onion, mangoes, sugar-cane, beans, cotton, etc. Agriculture is the backbone of Indian economy. Though, with the growth of other sectors, the overall share of agriculture on GDP of the country has decreased. Still, Agriculture continues to play a dominant part in the overall economic scenario of India.

Indian economy is classified in three sectors – Agriculture and allied, Industry and Services. Agriculture sector includes Agriculture (Agriculture proper and Livestock), Forestry and Logging, Fishing and related activities. Industry includes Manufacturing (Registered and Unregistered), Electricity, Gas, Water supply, and Construction. Services sector includes Trade, repair, hotels and restaurants, transport, storage, communication and services related to broadcasting, Financial, real estate, Community, and social services

Agriculture plays a vital role in India's economy. Over 59% of the rural households depend on agriculture as their principal means of livelihood. Agriculture, along with fisheries and forestry, is one of the largest contributors to the Gross Domestic Product (GDP).

Agriculture Sector in Inclusive Growth

Causes, Consequences and Remedies

Dr. Sanjay Kumar

ı and extension, may be the most suited
for promoting new varieties of crops and
ces. But other thrusts, such as the livelihoods
ɔment of off-farm employment may also be

CONCLUSION

th is seen in non-farm employment in rural
k in terms of its share in rural employment
r continues to be the largest employer of rural
vided employment to about 60% of the male
)% of the female workers. The transition of
ı to non-farm sector has been fast in the recent
elf-employed households in the agricultural
ls the labour force, indicating a rise in the
ıarginal farmers working as labour. The trend
shown that agricultural wages have grown
ırm wages. The wage determinant analysis
ıgricultural productivity influences the
ɜnefitting agricultural labours. The share of
ed with agricultural wages. It is likely that
ector and agricultural sector will continue
ɔrove rural wages, which in turn, will have a
ihood and economic security in India.

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Role of Agricultural Sector in the Inclusive Growth

PRAGATI KRISHNAN AND ARCHANA SETHI

INTRODUCTION

The discovery of agriculture was the first big step toward life.

– Ar

The pre-independence period was a period of near
for the Indian economy. At the time of independer
economy was caught up in a vicious circle of poverty. Th
of Indian economy at the eve of independence as we inh
the British in 1947 focuses on two basic questions: the fi
a stagnant or a vibrant economy? and second is was it
of a developing economy?

Like every developing country the main occupat
too is agriculture. Agriculture is the mainstay of Indi
because of its high share in employment and livelihoo
is the most important sector of the Indian econon
perspective of poverty alleviation and employment
During the pre-British period, the condition of Indiar
was not at all satisfactory. India's economy unde
colonial rule was immensely rural and agricultural in n
90% of the country's population lived in villages and
living from agriculture. Even though the large propor
engaged in agriculture, the country was not self-suf
and raw materials for industry. The land settler
commercialization of agriculture, low level of produc
adverse effects of partition are some of the main
stagnation of the Indian agricultural system.

Optimal quantization table generation for efficient satellite image compression using teaching learning based optimization technique

Publisher: IEEE

Vikrant Singh Thakur ; Shubhrata Gupta ; Kavita Thakur All Authors

Abstract:
Communication of the satellite images plays a crucial role in many important applications such as change detection, land cover classification weather prediction etc. The increase in the demand of satellite images over the band limited channel requires good quality compression tools. Currently, the compression standard developed by Joint Photographic Experts Group (JPEG) is the widely used product for the compression of satellite images. Moreover, one of the important elements which influence the performance of JPEG compression standard is the nature of quantization table. The compression ratio and the decompressed image quality are determined all-together by the quantization table, and hence, the table strongly influences the whole compression performance. The author aims to generate better quantization tables to enhance the compression performance to achieve higher compression ratios while preserving high reconstruction quality for satellite images. A Teaching Learning based Optimization (TLBO) technique is employed to promote higher compression performance for satellite images. The aim is to identify optimal quantization tables that contribute to better compression efficiency in terms of image quality indexes Peak

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Handbook of Ecomaterials pp 1055-1101 | Cite as

Advances in Polymer-Based Photovoltaic Cells: Review of Pioneering Materials, Design, and Device Physics

Authors Authors and affiliations

Sanjay Tiwari, Tanya Tiwari, Sue A. Carter, J. Campbell Scott, J. V. Yakhmi

Reference work entry
First Online: 14 February 2019

Abstract

Photovoltaics, which directly convert solar energy into electricity, offer a practical and sustainable solution to the challenge of bridging the global demand and supply gap in energy along with carbon-neutral, renewable energy source. Recently significant progress in organic photovoltaic materials has been made to overcome technological and material barriers in order to develop organic or polymeric photovoltaic devices (OPVs or PPVs) with cost-effective efficiency with respect to the inorganic counterparts and to make them commercially viable for applications as flexible solar modules, semitransparent solar cells in windows, and photon recycling in liquid-crystal displays. Organic photovoltaics technology is rapidly emerging as a transformative technology with meliorating cell efficiency (currently ~13.2%), encouraging

(31)

Quantum dot as light harvester nanocrystals for solar cell applications

M. Patel, S. Sahu, A. K. Verma, P. Agnihotri, Surya Prakash Singh, Ramanuj Narayan, Sanjay Tiwari

In this article we are reviewing the application of quantum dot nanocrystals as light harvesters for solar cell applications. Three foremost ways to make use of semiconductor quantum dots in solar cells are metal-semiconductor photovoltaic (M), polymer semiconductor solar cell and quantum dot sensitized solar cell. Band energies can be controlled by size change in quantum dots which gives new ways to control the response and efficiency of the solar cell. Quantum dot solar cell reduces heat waste by multiple electron generation (MEG) and converts up to three electrons per photon. Therefore, more than 100% quantum efficiency is possible for quantum dot solar cells. Furthermore Quantum dot forms one or more intermediate bands (IBs) in the host semiconductor bandgap, enabling two-step absorption of sub-band gap photons. Since the IBs are electrically isolated from Valance Band and Conduction Band, their introduction increases short circuit current (Isc) and keeps open circuit voltage (Voc) unreduced.

Keywords
Nanocrystals, Solar Cell, Quantum Dot, Multiple Electron Generation, Intermediate Bands

Published online 8/2/2017, 17 pages

DOI: http://dx.doi.org/10.21741/9781945291371-4

Part of Recent Advances in Photovoltaics

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Description

Advancement in simulation and modeling of organic solar cells

Pooja Agnihotria, M.Patel, A.Verma, S.Sahu, Sandeep Pathak, Sanjay Tiwaria

Organic solar cells (OSCs) has recently received a great impulse as it is safe & clean substitute for the existing fossil fuel power plants, can be manufactured by low temperature processes at low-cost with a promising energy balance. During the past years OSCs performance has improved significantly but needs further improvements. Simulations/modelling are powerful tools for optimization of OSCs, reveal new insights, and predict the behaviour, performance, limitations, stability, dependency of OSCs & maximum attainable efficiency. In this paper we review a chain of simulation models (optical/electrical) for modelling state of the art devices, corresponding development in recent years on the basis of device physics and working principle, analyzing photo-absorption, quantum efficiency, short-circuit current, open-circuit voltage and fill factor of the device to meet photovoltaic needs.

Keywords
Organic Solar Cells, Drift Diffusion Model, Photo-active Polymer, Non-uniform Generation, Exciton

Published online 8/7/2017, 24 pages

DOI: http://dx.doi.org/10.21741/9781945291371-11

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https://doi.org/10.1063/1.1729992

(59)

Description

Recent advances in polymer solar cells

A. K. Verma, P. Agnihotri, M. Patel, S. Sahu, S. Tiwari

Polymer solar cells belongs to promising class of next-generation photovoltaic, because they hold promise for the realization of mechanically flexible, lightweight, large-area devices that can be fabricated by room-temperature solution processing. High power conversion efficiencies of >15% in tandem polymer solar cells based on semiconducting polymers are fabricated from solution-processing techniques and have unique prospects for achieving low-cost solar energy harvesting, owing to their material and manufacturing advantages. The potential applications of polymer solar cells are broad, ranging from flexible solar modules and semitransparent solar cells in windows, to building applications and even photon recycling in liquid crystal displays. This review covers the scientific origins and basic properties of polymer solar cell technology, material requirements and device operation mechanisms, while also providing a synopsis of major achievements in the field over the past few years. Potential future developments and the applications of this technology are also briefly discussed.

Keywords
Polymer Solar Cells, Flexible Transparent Solar Cells

Published online 8/2/2017, 11 pages

DOI: http://dx.doi.org/10.21741/9781945291371-10

Part of Recent Advances in Nanomaterials

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Description

Fill factor analysis of organic solar cell

Rashmi Swami, Sanjay Tiwari

Solar cell is a device used to convert light into electricity. It can be made by organic and inorganic materials. Its most important parameters are open circuit voltage, short circuit current, fill factor and conversion efficiency. This paper is based on the analysis of factors that affect the fill factor of organic solar cell using MATLAB. Fill factor is calculated using conventional organic solar cell model without series and shunt resistances and constant light generated current for two different cases –first using Exponential dark characteristic and second using Polynomial dark characteristic. We get that for exponential V-I relationship, increase in ideality factor n will reduce the fill factor and for polynomial V-I relationship, increase in m will increase fill factor. A large dependence of light generated current Iph on increasing operating voltage would cause a significant drop in fill factor. Increase or decrease in an additional factor would accordingly change fill factor. Dark current can be varied in two ways, one by varying mobility and other by varying injection barrier heights. In both the cases fill factor increases with .

Keywords

Organic Solar Cell, Fill Factor, Ideality Factor, Open Circuit Voltage, HTL, ETL

Published online 8/2/2017, 10 pages

DOI: https://doi.org/10.21741/9781945291371-12

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Description

Efficiency rise in PCDTBT:PC70BM organic solar cell using interface additive

Rashmi Swami, Rajesh Awasthi, Sanjay Tiwari

Low efficiency is one of the biggest problems with organic solar cell. In order to increase the efficiency of bulk hetero-junction organic solar cell we are using interface surfactant additive poly(oxyethylene tridecyl ether) (PTE) with blend photoactive layer. Here we are reporting on the enhanced photovoltaic (PV) effects by means of a polymer bulk-hetero-junction (BHJ) layer having PCDTBT as a low-band gap e' donor/HTL polymer and PC70BM as an acceptor/ETL, doped with poly(oxyethylene tridecyl ether) (PTE) which is an interface surfactant additive. For PCDTBT:PC70BM OSC, we recorded 0.886 V open-circuit voltage (VOC), 11.7 mA/cm2 short circuit current density (JSC), 47.4% fill factor (FF) and PCE of 4.9%. For PCDTBT:PCBM /0.PTE organic solar cell, we recorded VOC of 0.904 V, higher values of JSC of 13.8 mA/cm2, FF of 48.2% and improved PCE of 6.0% for a PTE concentration of ca. 0.164 wt%. Power conversion efficiency (PCE) reaches to 6.0%, by the addition of PTE to a PCDTBT:PC70BM system which is much higher than a reference device not including the additive (4.9%). Increase in efficiency is because of the increase in lifetime of charge carrier, which is due to the existence of PTE molecules at the interfaces sandwiched between the BHJ photovoltaic active layer and the anode and cathode, in addition to the phase separated BHJ domains' interfaces.

Keywords
Organic Solar Cell, PCDTBT, PCBM, PTE, IPCE, Bulk Hetero-junction

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Part of Recent Advances in Heterojunctions

References

Description

Status and potential of organic solar cells

Rashmi Swami, Sanjay Tiwari

Solar energy is clean and renewable energy which is generated from natural source sun. Solar cells are devices which convert solar energy into electricity, either directly via the photovoltaic effect, or indirectly by first converting the solar energy to heat or chemical energy. Inorganic and organic both types of solar cells are available. Organic solar cell research has developed during the past 30 years, but especially in the last decade it has attracted scientific and economic interest triggered by a rapid increase in power conversion efficiencies. This was achieved by the introduction of new materials, improved materials engineering, and more sophisticated device structures. Though efficiency of organic devices have not yet reached those of their inorganic counterparts (~10-24%), the perspective of low cost, low temperature and energy processing, low material requirement, can be used on flexible substrate, can be shaped to suit architectural application, are some advantages of organic solar cell that drives the development of organic photovoltaic devices further in a dynamic way. This paper gives an overview of organic solar cells. The field of organic solar cells profited well from the development of light-emitting diodes based on similar technologies, which have entered the market recently. We review here the current status of the field of organic solar cells and discuss different production technologies as well as study the important parameters to improve their performance.

Keywords
Solar Cells, Organic Electronics, Photovoltaic Devices, Semiconductors, Polymeric Materials

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Part of Recent Advances in Photovoltaics

References

(43)

Analytical study of current density-voltage relation in dye-sensitized solar cells using equivalent circuit model

Publisher: IEEE

Swati Sahu ; Mohan Patel ; Anil Kumar Verma ; Sanjay Tiwari All Authors

Abstract:
In this study, current density-voltage (J-V) relation in dye-sensitized solar cells (DSSCs) has been derived from simplified form of the standard equivalent circuit model. Current density-voltage (J-V) relation of an equivalent circuit for DSSC, which gives a more accurate data and well fitted to the experimental J-V curves and good agreement. Furthermore, the J-V curve is observed that the measurement of J-V curve devoid of the consequence of the series resistance which enhances the squareness of the J-V curve along with both Jsc and Voc remain same as before and demonstrating a potential scope to raise the fill-factor (FF) along with the conversion efficiency (η) of the DSSC by reducing the consequence of RS

Published in: 2017 International Conference on Energy, Communication, Data Analytics and Soft Computing (ICECDS)

Recent advances & perspectives in electron transport layer of organic solar cells for efficient solar energy harvesting

Publisher: IEEE

Pooja Agnihotri ; Swati Sahu ; Sanjay Tiwari All Authors

Abstract:
Organic Solar Cells (OSCs) represents as one of the most promising, economic & environmental friendly technology for solar energy conversion with ease in fabrication & minimal material usage. To become competitive in future, new innovations & breakthroughs are needed to enhance efficiency & stability of OSCs. This review summarizes research efforts & accomplishments to push devices power conversion efficiency. We address how the recent developments of the materials of photoactive layer, electron & hole transporting layer (ETL & HTL respectively) & different contact materials are building blocks for high performance OSCs with enhanced stability. Finally, to help researchers we present a brief summary & some perspectives to understand present challenges & opportunities in this emerging area of research.

Published in: 2017 International Conference on Energy, Communication, Data Analytics and Soft Computing (ICECDS)

Solution processed solar cells based on in-situ synthesis of CdSe quantum dots

Publisher: IEEE

Mohan Patel ; Swati Sahu ; Anil Kumar Verma ; Sanjay Tiwari All Authors

Abstract:
Successive ionic layer adsorption and reaction (SILAR) method is one of the easiest methods to grow the quantum dots (QDs) on porous oxides for solar cell applications. In this work CdSe quantum dot sensitized solar cells (QDSSCs) were fabricated. On FTO substrate mesoporous TiO_2 layer was deposited. This TiO_2 layer was sensitized by in-situ synthesis and deposition of CdSe QDs. CdSe QDs were deposited by SILAR method. The QDs were grown on TiO_2 by dipping the TiO_2 electrode in two different precursor solutions of two different ions for defined times. Cationic precursor solution of Cd^{+2} ion was prepared by 0.5M $Cd(NO_3)_2$ in ethanol and anionic precursor solution of Se^{-2} was prepared by 0.5M SeO_2 in ethanol. Quantum confinement effect was observed with each dipping (SILAR) cycle.

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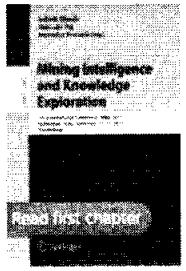
High-Quality Medical Image Compression Using Discrete Orthogonal Cosine Stockwell Transform and Optimal Integer Bit Allocated Quantization



Authors: Vikrant Singh Thakur, Kavita Thakur, Shubhrata Gupta

Publisher: Springer International Publishing

Published in: Mining Intelligence and Knowledge Exploration

SolutionProcessed....pdf

(12)

High-Quality Medical Image Compression Using Discrete Orthogonal Cosine Stockwell Transform and Optimal Integer Bit Allocated Quantization

Vikrant Singh Thakur[1(✉)], Kavita Thakur[2], and Shubhrata Gupta[1]

[1] Department of Electrical Engineering, National Institute of Technology, Raipur 492010, India
vikrant.st@gmail.com

[2] S.O.S. in Electronics and Photonics, Pt. Ravishankar Shukla University, Raipur 492010, India

Abstract. Communication of the medical image and videos has now raised as a vital concern for the telediagnosis of critical diseases. Currently, JPEG and JPEG2k codecs are the default compression tool to facilitate their communication over band-limited channels. However, most often, the performance of these existing codecs is found poor particularly at the higher compression levels. Hence, this paper presents a new medical image compression codec to achieve high-quality compression of the medical images, especially at the higher com-

Contamination of arsenic and heavy metals in coal exploitation area

R. Sharma

Ankit Yadav

Shobhana Ramteke

Suryakant Chakradhari

RECENT ADVANCES IN LIBRARY AND INFORMATION SCIENCE IN DIGITAL ERA

PROFESSOR A. K. VARMA FESTSCHRIFT

Edited by
Dr. Jitendra Shrivastava

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Author Productivity and Validity of Lotka's Law in the History Literature in the Universities of Chhattisgarh

Dr. Preeti Rani Mishra
Dr. (Smt.) Maya Verma

Introduction

Bibliometrics is applied as a popular technique by the information scientists to study the characteristics of subjects and nature of citations in different branches of knowledge. The Bibliometrics study involves in various aspects of documents used to identify the pattern of publication, coverage of journals, citations and authorship. It is also involves the process of collection counting analysis and interpretation of citation given in the printed documents. Bibliometrics was expanded in two dimensions that is quantitative qualitative study of Bibliometrics phenomena. The quantitative analysis developed three basic laws of Bibliometrics that is Lotka's law, Zipf's law and the Bradford law.

Aims and objectives

The major objectives of the study are the following :

1. Ranking list of cited Authors
2. Productivity of authors by applying Lotka's law

Methodology

The data for this study were gathered from PhD thesis of history subject in the Universities of Chhattisgarh. Multi-authored books were counted and analyzed to be able to determine the most productive authors as well as the most collaborative authors. The number 10 was chosen to serve as a yardstick for measuring the most productive as well as the most collaborative authors. The 10 most productive and the 10 most collaborative were counted. The Spearman rank correlation coefficient was adopted for correlating ranked data in order to determine the correlation between the productive authors and the collaborated authors.

Table No. 1
Ranking List of Authors

Rank No.	Author's Name	No. of Citations
1	Ramendra Nath Mishra	172
2	Prayag Dutta Shukla	152
3	Hiralal Rai Bahadur	142

Recent Advances in Library and Information Science in Digital Era

Professor A. K. Varma Festschrift

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Metadata Harvesting? How it is useful in Information Management

Dr. SantuRamKashyap
Shalendra Singh Kushwah

Metadata

Metadata term is used by Philip Bagley in 1968 his book "Extension of programming language concepts". In today's Information Technology scenario Metadata is very common term. Metadata is nothing but data about data or information about information. Metadata is a powerful tool which is useful to retrieve and access required information through internet. In the age of information explosion bundle of information available on internet, most of them are useless. In this situation metadata plays key role. It works as cataloguing to find specific information for users.

Metadata summarizes basic information about data, which can make finding and working with particular instances of data easier. For example, *author*, *date created* and *date modified* and *file size* are examples of very basic document metadata. Having the ability to filter through that metadata makes it much easier for someone to locate a specific document.

According to Search engine optimization (SEO) glossary "Metadata is data that describes other data. Meta is a prefix that in most information technology usages means an underlying definition or description."

Metadata is defined as the data providing information about one or more aspects of the data, such as:

- Means of creation of the data
- Purpose of the data
- Time and date of creation
- Creator or author of the data
- Location on a computer network where the data were created
- Standards used

Harvesting

In the Open Archives Initiative context, harvesting refers specifically to the gathering together of metadata from a number of distributed repositories into a combined data store. The primary focus of the OAI has been technical and the nature of its work so far is an application-independent specification for metadata harvesting known as

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Design of Web Pages for Renowned Chhattisgarh State University Libraries: Identification of Information Content

Dr. Harish Kumar Sahu

Abstract

Present Erathe World Wide Web is a tool of navigational on the Internet that enables browsing of information linked to other related information. Web site helps in accessing universe of knowledge irrespective of their location. With the easy help of WWW and related Internet technologies any organization and institution can make their presence on the Internet. Objectives of this study are to analyze University Library Web Sites, their information content, library and its activities, for providing information services available on-line, for promotional aspects, for giving links to relevant important sites and for collecting feedback from users. The University Library's Web Site should also support the mission to strengthen and enhance the University's research, teaching, learning and public service programs by facilitating easy access to varied information and resources. Considerable attention should also be given to (a) Organization of information. Less time for page to load the browser (b) Less time to read or download (c) Current information and (d) Less time for page to load the browser. This paper will discuss the information content of the University Library Web Page and the organization of information so as to make the Web site a successful Web Site after a brief survey of five renowned Chhattisgarh state based University Library Web Sites.

1. Introduction

Web Sites are a means of publicity for organization hosting the page. A web page has link, so that user can move easily between pages in the Web Site, or jump to another related sites. In creating official web page of a University Library considerable through should be given to determine the kind of information and its presentation on successful Web Page.

2. The Web Site Planning

The Information included in a University Library is quite varied. While planning a University Library Web Site some criteria should be worked out e.g. objectives and aims, audience, information content, goals and structure of Web Site etc.

MANAGING LIBRARY IN ELECTRONIC ERA:
Principles and Practice

Editors
Surendra Sethy
Rabindra Kumar Mahapatra

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Electronic Library: Librarian in Changing Activities

Harish Kumar Sahu*

ABSTRACT

This paper attempts the concept of electronic library is information stored electronically and made accessible to users through electronic systems and networks. One of the central tenets of the electronic library is the delivery of information, whenever required, to the user's desktop, wherever that may be. Library professionals therefore, will increasingly need to provide their services in some electronic form rather than accept face-to-face contact with their users. As academics become more willing and more accustomed to using electronic information on a regular basis, they will become increasingly dependent on technology for information access. An additional factor is that in networked environments, information providers can supply their information directly to the end-user and so bypass the library entirely. Thus the move to an electronic information environment will radically alter the way in which a library operates and interacts with its users, and library professionals will need to consider their own future role as intermediaries. It will form a crucial part of an

* Assistant Professor, Pt. Ravishankar Shukla University, Raipur (C.G.)

Digital Payments-Weighing its pros and cons in terms of Governme and Citizens

Mr. Abhay B. Rathore
Assistant Professor Govt. BSD College, Kunkuri (Jashpur), CG

Dr. S. K. Indurkar
Assistant Professor Institute of Management Pt. R. S. University Raipur CG

Abstract

While Singapore which marks 61% of Cashless Transactions (as per Master Card Advi ... ing Cashless Society Report, 2016) of can't be compared with India where only 2 ... Cashless Transactions of total volume of economic transactions are done, there's an ... inclination towards digital payments after the demonetization move by Hon. PM Narendra M ... People are valuing the easiness of doing transactions through various POS, E ... PayTM, SBI Buddy etc) as well as there has been a surge in applications for Online Bank ... from customers. Prepaid Cards such as Pockets by ICICI Bank also has been ... preferred choice of prepaid wallets. Yet there are challenges in terms of Digital ... building secured e-infrastructure which needs to be taken care. Amidst the wave of Demonet ... and its discomforts and push towards Digital Payments the paper peeps into the ... challenges for digital payments.

Keywords: Demonetisation cashless transaction digital payment

Introduction

In a country marked by 68.4 cash transactions and value of such transactions seizing of total transactions, a move by Hon. Prime Minister Shri Narendra Modi slashing out the Rs. 1,000 notes and Rs. 500 notes and pushing countrymen towards cashless payments are considered a brave move. The reserve money to the broad money ratio — an indicator on the scale of cash in circulation — is around 0.18 for India which is very high. If compared with developing country peers, India's ratio is three-and-a-half times that of China's, triple than of Brazil and double that of Mexico.

If we deep into the mindsets of people here in India, we frequently come across the motives of collecting cash in paper form as it signifies the materiality attached to it in terms of value. Moreover, this sentiment of value attached to only paper form is deep rooted. Given all major benefits of safe, secure, unspoiled electronic form of currency we still forward reasoned of sticking to cash transactions. These very sentiments can be traced during the scenario of cash withdrawal limits by RBI. People came out with reasons of functions at marriage, daily shopping, hospitals, etc.

The major benefit of digital payments is its trace. We can figure out the parties involved in the ... transferred. This becomes a great barrier ... of people who want to have unaccounted cash ... collected. The second wholesome benefit ... payments is its easiness of handling and safety. ... transferred through digital mediums doesn't ... of being continued physically, it can't get ... can be damaged.

Thinking in terms of Government and ... Administration's digital payments is very ... times of printing and handling of paper ...

However, while discussing the great ... payments, we should also not overlook ... and level of digital literacy in India. The ... penetration is as low as 34.8% as per internet ... com. The number of mobile phones ... crossed 1 billion in Jan 2016 as per TRAI ... level of digital literacy is still at its nursery ... grave concerns regarding the implementation ... payment's campaign, it can be acclaimed that India along with its missionary institution ... a remarkable attempt in catering different ... digital payments.

Customers Susceptibility towards Reference Groups: An Empirical Analysis

Sanskrity Joseph, G.K. Deshmukh and S.K. Indurkar
Institute of Management, Pt. Ravishankar Shukla University, Raipur

ABSTRACT

Man, is a social being. Therefore, all the decisions taken by men are influenced by society at large. The objective of the present study is to understand the influence of reference group existing in the society on the buying behavior of consumers. Kindle eBook Reader have become a necessity for consumers across globe. The researchers have tried to examine the influence of reference group on Smartphone users and their susceptibility towards informational, utilitarian and value expressive influences of reference group by collecting data from 100 respondents across the city of Raipur. The data was collected through schedule and was analyzed by using SPSS. The findings of the study reveal that there is significant difference among consumers with respect susceptibility to reference group influence.

Keywords: Consumers' Susceptibility, Influences, Reference Group

INTRODUCTION

Consumers are the kings of the markets who determine the fate of companies across globe. Every individual at some or the other point of time is either customers or consumers irrespective of their country, religion, caste or ethnicity. All individuals are different therefore all consumers are different, but researchers across globe have tried to classify consumers in different categories on the basis of similarities in their behavior. Buying is a [illegible] consumers passes through a series of steps before making a buying [illegible] by a felt deprivation or expectation of specific satisfier for [illegible] want of a customer fundamentally leads to information search [illegible] which can provide viable solutions to the defined problems.

[illegible] finding solutions in the market. Information is available namely [illegible] (i) marketer dominated sources and (ii) non-market dominated [illegible] Marketer dominated sources are basically application of promotion tools like advertisement, leaflets and brochures etc. by a marketers to attract a customer. Further non marketer dominated sources is related with availing information from people whose opinion we value while taking a decision. The people who fall under the circumference of non marketer dominated sources are referred to as reference group. Hyman (1942) coined the concept of reference group and defined reference group as a *group that influences the attitude of those individuals who use it as a reference point for evaluating their own situations.* Further Bourne (1957) added more dimensions to the concept and referred *Reference Group as a group which gives a reference, support or information of any product/service which help in taking decision on it.* According to Blackwell, Miniard and Engel (2001) reference groups can be analyzed by studying the impact of these groups on decision making process of individuals. Widing *et al.* (2003) broadened the concept and included institutions, groups and people as reference groups whose behavior values and opinions can be used as a point of reverence while taking purchase decisions.

Profiling Social Customer: A Study

Dr. G.K. Deshmukh, Dr. Sanskrity Joseph and Dr. S.K. Indurkar
Institute of Management, Pt. Ravishankar Shukla University, Raipur, Chhattisgarh, India

ABSTRACT

This is an empirical, view type paper. The purpose of the study is to understand the concept of social customer and profile them according to the distinct characteristics exhibited by them with reference to their influence regarding social media influence on buying behavior. The authors have discussed their viewpoints in reference to influence of social media on buying behavior of customer after collecting data from primary sources and empirically analyzed the data to draw important conclusions. The key findings of the study highlights that social customers can be identified in four distinct categories namely: Developers, Diffusers, Drivers and Deniers based on their usage of social media and use of social media for the purpose of referencing and acting while taking purchase decisions. This is a fairly original paper which discusses the profile of social customers based on their distinct characteristics and analyses the behavior of each cluster of social customer.

Keywords: Social Customer, Social media, Developers, Diffusers Drivers and Deniers

INTRODUCTION

Consumers are social beings who communicate with one another to understand and express their feelings and thoughts. Communication takes place through formal and informal medium with one another. Communication means and channels have seen renaissance in the recent times due to advent and development of internet. The growth of internet is all pervasive and can be felt through the increased users of internet. Internet World Stats (2016) while analyzing the growth of internet users indicated that the increase in number of registered user of internet rose to 3631 million in comparison to 360 million users in the year 2000. They further highlighted that the highest number of registered users were found in Asian subcontinent and the contribution of Indian users was abbreviated to 462 million in 2016. The all-pervasive spread of internet has led to growth of virtual markets which is often termed as social commerce. Liang, and Turban (2011) opined that social commerce is the marriage of two individually different concepts namely ecommerce and social media platforms. Social commerce deals in performing all kinds of commercial activities by using social media platforms. The growth of social media and its easy accessibility through mobile handsets have enabled the marketers to reach the desired customers in virtual markets as well without developing a brick and mortar setup and establishing a large dealer network. Hajli (2015) commented that social media platforms are no longer simple web addresses on web 2.0 rather they have emerged as shopping services which helps in developing customer network across web who are engaged in discovering, recommending rates and quality of products and services to be purchased on web.Park, Shin, and Ju (2014) and Goh, Heng and Lin (2013) have identified two widely categorized types of social commerce which explains the correlation between ecommerce and social media namely.

1. Social networking sites that are used as tools of promotion mix and
2. E-commerce websites that provide links on social media platforms to enable customers to interact with company professionals or other users.

Investigating SERPERF of Financial Institutions: A Study

Dr. S.K. Indurkar, Dr. Sanskrity Joseph and Dr. G.K. Deshmukh
Institute of Management [illegible]
Pt. Ravishankar [illegible]

ABSTRACT

[illegible] era of service revolution, service quality has indeed become [illegible] guishes one financial institution from another. Management of [illegible] portant strategic concern for financial institutions across all glo[illegible] particularly service institutions because of its intangible offerings [illegible] service quality parameters. In fact, measurement of service [illegible] from theoretical estimations of academicians and practical de[illegible]

[illegible] purpose of the study is to empirically measure the quality management [illegible] selected financial [illegible] across and within financial service sector in the state of Chhattisgarh so that it can help to [illegible] understand how they are managing their services to cope with growing customer expectations, increasing [illegible] attention on service quality performance parameters like reliability, responsiveness, assurance, empathy [illegible] tangibility.

[illegible] findings of the study reveal that banking service experiences, maximum service performance gaps on [illegible] assurance parameter. The security and brokerage companies' experiences, maximum service performance [illegible] on empathy parameter whereas insurance companies experience service performance gap in all the [illegible] service quality dimensions i.e. tangibility, reliability, responsiveness, assurance and empathy respectively in [illegible] insurance sector.

Keywords: SERPERF, Tangibility, Reliability, Responsiveness, Assurance and Empathy

INTRODUCTION

In the era of service sector evolution and revolution, service quality has indeed become a differentiating factor which distinguishes one financial institution from another. Management of service quality has therefore become an important strategic tool for financial institution across all corners of the globe. The service sector is tremendously huge and diverse in the present scenario. This includes services like banking, insurance, transportation, hotel, healthcare, entertainment, accounting, legal consultancy, hospitality, communication and many more which can be provided on social as well as commercial itself an organization needs to be globally competitive, it should produce products and services of superior quality at competitive prices and on time as demanded by the customers. Survival of the firm depends on its ability to produce the best quality product or service maximising customer satisfaction. Chatterjee (1993) opined that the winners of tomorrow are those who are today paying attention to quality and customer service. Chakrabarty, Whitten and Green, (2007) opined quality of services as the "conformance to customer wishes in the delivery of a service".

Lehtinen and Lehtinen (1991) in their study, identified that service quality could be obtained from the association between the customer and the components of the service

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From Idea to Successful Business Innovation: A Study

G. K. Deshmukh[1] and Sanskrity Joseph[2]

Abstract

Purpose: *The purpose is to study the factors influencing adoption and diffusion of innovation of Paytm amongst customers in the city of Raipur, Chhattisgarh, India.*

Design/methodology/approach: *Authors have done empirical research and analyzed the data gathered through primary sources using logistic regression and discussed their viewpoints.*

Findings: *It was found that innovative feature in a product or service, influence adoption and diffusion of innovation. Further it was also found that education has significant role in formation of intention to adopt.*

Originality/value: *This is a fairly original paper which studies and discusses adoption of innovation.*

Keywords: Adoption, Diffusion, Innovation, Intention, Logistic Regressionc

1. Introduction

A marketable innovation is a result of continuous invention or a chance discovery. A discovery is a chance which depends on favorable luck but an invention is a result of continuous endeavors on part of stakeholders like government, academic institutions, scientific laboratories and companies. Ironically developing countries who have understood the importance of innovation are steadily making progress to improve their innovation index but are trailing behind in developing a proper framework for innovation. Pullakat (2016) highlighted that India, has improved its global innovation index ranking from 81st position in 2015 to 66th position in 2016 holding the highest rank in central and southern Asia. A close analysis of top five economies according to global innovation index namely Switzerland, Sweden, United Kingdom, United States of America and Finland disclosed that they have holistic framework in terms of education and infrastructure for better translation of research outputs into business ventures. The Indian government with policy framework like Make in India, startup India and Skill India are providing support to bridge the gap in converting a good invention into a marketable innovation. Indian academicians and researchers across time frame have invariably highlighted that Indian innovators and entrepreneurs face multitude of problems related with insufficient funding, lack of government initiatives and non availability of network of venture capitalist that can help them in translating their dreams into a working profit making projects.

1. Assistant Professor, Institute of Management, Pt. Ravishankar Shukla University, Raipur Chhattisgarh, India
2. Assistant Professor, Institute of Management, Pt. Ravishankar Shukla University, Raipur Chhattisgarh, India

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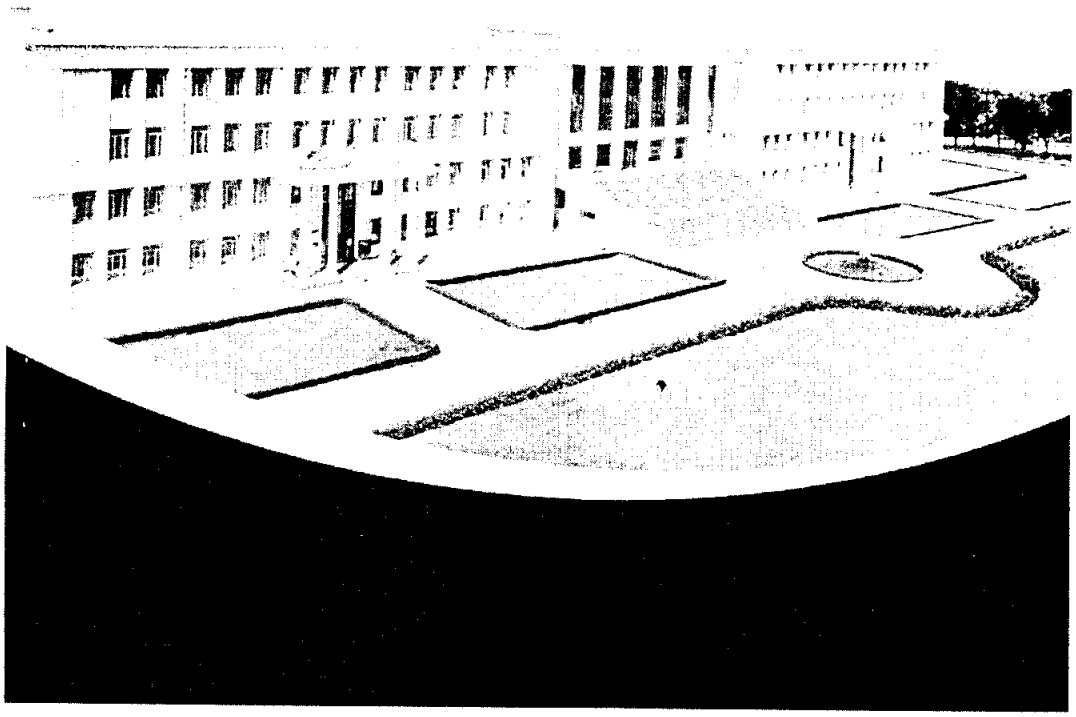
PARADIGM SHIFTS

IN BUSINESS PRACTICES AND TECHNOLOGY



PARADIGM SHIFTS IN BUSINESS PRACTICES AND TECHNOLOGY

Conceptualizing Corporate Reputation: An Empirical Analysis

G. K. Deshmukh[1], Sanskrity Joseph[2]
[1,2]Assistant Professor, Institute of Management, Pt. Ravishankar Shukla University, Raipur

Abstract

Corporate Reputation (CR) is the qualitative outcome of a company's strategic orientation (STO). It is an outcome of long-term planning and implementation of continuous of interrelated activities as perceived by stakeholders. Researchers, academicians, and professionals have tried to study the concept and impact of CR. The present study tries to empirically define the concept of CR by identifying its underlining elements, such as STO of corporate, social obligation of corporate, and value proposition of corporate. Further, the study tries to correlate customer's perception of CR on the performance of company in terms of trust, brand loyalty, and repatronage intention.

Keywords:

Corporate Reputation, Strategic Orientation, Social Obligation, Value Proposition, Brand Loyalty, Re Patronage Intention

Introduction

The concept of corporate reputation (CR) has attracted academicians, researchers, and practitioners since time immemorial. CR is an abstract term which is a result of combination of host of factors that keep evolving and changing from time to time. CR or goodwill as mentioned in books of accounts is considered as a fictitious asset which plays an important role in attracting and retaining almost all stakeholders of business. Kay (1995) in his study underlined the premise that CR is an important indicator of business performance. Academicians, researchers, and practitioners have, therefore, understood that CR is that qualitative aspect of business which directly or indirectly influences the quantitative indicators of business performance. In practice,CR is a complex strategic decision which is related with various concepts which helps in distinguishing one corporate from another as per the perception of stakeholders in competitive environment. Nisbett and Ross (1980) highlighted that marketing practices related with creation of brand or corporate identity are often linked with CR which leads to creation of misleading premise and judgments which is often short term and changes with the short-term goals of companies. Later on the companies' relationship with its stakeholders is also considered as a barometer to judge and establish CR. The CR of a company is often judged in terms of its financial dealings by financial institutions and credit-rating agencies. Diamond (1991) underlined that money lending institutions often assess the credit worthiness of companies in order to assess its CR. The companies which are able to create an impression that they are just and fair while undertaking a financial obligation related

* Corresponding author: G. K. Deshmukh (gkd16@yahoo.co.in)

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Conceptualizing Corporate Reputation: An Empirical Analysis

G. K. Deshmukh[1], Sanskrity Joseph[2]
[1,2]Assistant Professor, Institute of Management, Pt. Ravishankar Shukla University, Raipur

Abstract

Corporate Reputation (CR) is the qualitative outcome of a company's strategic orientation (STO). It is an outcome of long-term planning and implementation of continuous of interrelated activities as perceived by stakeholders. Researchers, academicians, and professionals have tried to study the concept and impact of CR. The present study tries to empirically define the concept of CR by identifying its underlining elements, such as STO of corporate, social obligation of corporate, and value proposition of corporate. Further, the study tries to correlate customer's perception of CR on the performance of company in terms of trust, brand loyalty, and repatronage intention.

Keywords:

Corporate Reputation, Strategic Orientation, Social Obligation, Value Proposition, Brand Loyalty, Re Patronage Intention

Introduction

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* Corresponding author: G. K. Deshmukh (gkd16@yahoo.co.in)

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Skill Statements of Companies

An Analysis between Reality and Dreams

SANSKRITY JOSEPH* AND G.K. DESHMUKH*

ABSTRACT

All Individuals are unique. The set of knowledge, skills and abilities possessed by an individual in the form of competencies differentiates one individual from another. In recent times studies conducted by researchers and professional agencies indicate that the competencies possessed by individuals are different from competencies desired by market. The gap in demand of desired competencies and shortage of individuals with required skill set has created a hypothetical unemployment in the market where there are job opportunities but there are no individuals who can be employed. The employed human resources with their desired skill sets provide competitive advantage to their employers in the markets. The companies due to shortage in availability of desired man power in the market are facing acute challenges with respect to attraction and retention of employees in their respective companies. The cost of retaining and attracting right manpower has increased in recent time which has posed manifold challenges for HR managers. Many a times the companies are unable to portray their employer brand properly to aspirants and existing employees which result in higher attrition rates for companies.

In the above backdrop the researchers have tried to analyze the following issues: (i) the skill gap existing between the demanded skill and achieved skills of individuals and (ii) The perception gap existing between established employer brand and perceived employer brand in terms of skills required by companies.

Keywords: Skill Gap, Competencies, Employer Brand, Retention, Manpower.

INTRODUCTION

All Individuals are unique. The set of knowledge, skills and abilities possessed by an individual in the form of competencies differentiates one individual from another. The companies all over the world don't simply provide employment to individuals rather they employ individuals who possess the desired skill set which matches their job description. The scarcity of desired talent pool in the market has

* Faculty, Institute of Management, Pt. Ravishankar Shukla University, Raipur, Chhattisgarh, India. E-mail: gkd166@yahoo.co.in

Adoption and Diffusion of Innovation Amongst Textile Retailers in Chhattisgarh: A Study

G.K. Deshmukh[1] and Sanskrity Joseph[2]

INTRODUCTION

Competition is the driving force of monopolistic economy which is characterized by large [illegible] of sellers who offer heterogeneous offerings to large number of buyers. In monopolistic com[illegible] non price competition has dominated its economy more in comparison to price comp[illegible] Heterogeneous product offerings with different features, application of all aspects of pro[illegible] mix and establishment of new sources of product procurement and delivery are domina[illegible] markets for establishing the point of differentiation between two sellers. The sellers are appr[illegible] diverse markets and selling more commodities to distribute their fixed cost on large nu[illegible] products manufactured or distributed by them. In recent times monopolistic competition [illegible] fueled by advent of information technology. Information technology is helping the mark[illegible] [illegible] of the untapped markets for product sourcing as well as product delivery from new, di[illegible] [illegible] remote markets from geographically dispersed suppliers. Further the symbiotic relat[illegible] [illegible] and information technology is also helping the marketers to reach the un[illegible] [illegible] the combination of information technology with market research has led to deve[illegible] [illegible] systematic approach for marketers to reach different sellers and procure goods and s[illegible] according to needs, preferences, and purchasing power of their target customers. Market re[illegible] and information technology have paved way for many innovations. Innovation can be def[illegible] "an idea perceived as new by the individual" (Rogers, 1983). Adoption and diffusion of inno[illegible] has become more evident and clear in monopolistic economy. Schumpeter (1939) opined [illegible] final and last stage of development of technology must be related with diffusion of techno[illegible] the market. A large plethora of research has been conducted to understand the process of ad[illegible] and diffusion of technology. Rogers (1962) indicated that adoption and diffusion is a syste[illegible] process which can be studied in five stages namely (i) awareness, (ii) interest, (iii) evaluation, [illegible] trial, and (v) adoption. Researchers have also studied the parameters which guide the proce[illegible] technology adoption and diffusion. Narayanan (2001) opined that technology adoption and diff[illegible] is correlated with developing innovation, diffusion or propagation of innovation, time require[illegible] innovation to propagate amongst different units of social systems. Change is the key to innov[illegible] In recent times markets have witnessed introduction of large variety of new products and serv[illegible] The desire for change by consumers have prompted marketers to produce better quality pro[illegible]

[1] Assistant Professor, Institute of Management, Pt. Ravishankar Shukla University, Raipur, Chhattisgarh
E-mail: gkd16@yahoo.co.in
[2] Assistant Professor, Institute of Management, Pt. Ravishankar Shukla University, Raipur, Chhattisgarh
E-mail: sanskrityjoseph@gmail.com

Profiling Social Customer: A Study

Dr. G.K. Deshmukh, Dr. Sanskrity Joseph and Dr. S.K. Indurkar
Institute of Management, Pt. Ravishankar Shukla University, Raipur, Chhattisgarh, India

ABSTRACT

This is an empirical, view type paper. The purpose of the study is to understand the concept of social customer and profile them according to the distinct characteristics exhibited by them with reference to their influence regarding social media influence on buying behavior. The authors have discussed their viewpoints in reference to influence of social media on buying behavior of customer after collecting data from primary sources and empirically analyzed the data to draw important conclusions. The key findings of the study highlights that social customers can be identified in four distinct categories namely: Developers, Diffusers, Drivers and Deniers based on their usage of social media and use of social media for the purpose of referencing and acting while taking purchase decisions. This is a fairly original paper which discusses the profile of social customers based on their distinct characteristics and analyses the behavior of each cluster of social customer.

Keywords: Social Customer, Social media, Developers, Diffusers Drivers and Deniers

INTRODUCTION

Consumers are social beings who communicate with one another to understand and express their feelings and thoughts. Communication takes place through formal and informal medium with one another. Communication means and channels have seen renaissance in the recent times due to advent and development of internet. The growth of internet is all pervasive and can be felt through the increased users of internet. Internet World Stats (2016) while analyzing the growth of internet users indicated that the increase in number of registered user of internet rose to 3631 million in comparison to 360 million users in the year 2000. They further highlighted that the highest number of registered users were found in Asian subcontinent and the contribution of Indian users was abbreviated to 462 million in 2016. The all-pervasive spread of internet has led to growth of virtual markets which is often termed as social commerce. Liang, and Turban (2011) opined that social commerce is the marriage of two individually different concepts namely ecommerce and social media platforms. Social commerce deals in performing all kinds of commercial activities by using social media platforms. The growth of social media and its easy accessibility through mobile handsets have enabled the marketers to reach the desired customers in virtual markets as well without developing a brick and mortar setup and establishing a large dealer network. Hajli (2015) commented that social media platforms are no longer simple web addresses on web 2.0 rather they have emerged as shopping services which helps in developing customer network across web who are engaged in discovering, recommending rates and quality of products and services to be purchased on web.Park, Shin, and Ju (2014) and Goh, Heng and Lin (2013) have identified two widely categorized types of social commerce which explains the correlation between ecommerce and social media namely.

1. Social networking sites that are used as tools of promotion mix and
2. E-commerce websites that provide links on social media platforms to enable customers to interact with company professionals or other users.

SERVICES IN EMERGING MARKETS

Editors

Dr. Sapna Parashar

Dr. Jayesh P Aagja

Ms. Tripurasundari Joshi

NIRMA UNIVERSITY

INSTITUTE OF MANAGEMENT

NAAC ACCREDITED 'A' GRADE

Institute of Management

NIRMA UNIVERSITY

Ahmedabad

Investigating SERPERF of Financial Institutions: A Study

Dr. S.K. Indurkar, Dr. Sanskrity Joseph and Dr. G.K. Deshmukh
Institute of Management
Pt. Ravishankar Shukla University

ABSTRACT

- era of service revolution, service quality has indeed become
- uishes one financial institution from another. Management of
- portant strategic concern for financial institutions across all glob
- articularly service institutions because of its intangible offerings
- of service quality parameters. In fact, measurement of service
- on theoretical estimations of academicians and practical deliv

- purpose of the study is to empirically measure the quality management practices of selected financial
- tions across and within financial service sector in the state of Chhattisgarh so that it can help to
- erstand how they are managing their services to cope with growing customer expectations, increasing
- petition on service quality performance parameters like reliability, responsiveness, assurance, empathy
- angibility.

- findings of the study reveal that banking service experiences, maximum service performance gaps on
- rance parameter. The security and brokerage companies' experiences, maximum service performance
- s on empathy parameter whereas insurance companies experience service performance gap in all the
- ice quality dimensions i.e. tangibility, reliability, responsiveness, assurance and empathy respectively in
- rance sector.

Keywords: SERPERF, Tangibility, Reliability, Responsiveness, Assurance and Empathy

INTRODUCTION

- era of service sector evolution and revolution, service quality has indeed become a
- rentiating factor which distinguishes one financial institution from another.
- agement of service quality has therefore become an important strategic tool for financial
- tution across all corners of the globe. The service sector is tremendously huge and
- rse in the present scenario. This includes services like banking, insurance,
- sportation, hotel, healthcare, entertainment, accounting, legal consultancy, hospitality,
- mmunication and many more which can be provided on social as well as commercial
- s.If an organization needs to be globally competitive, it should produce products and
- ices of superior quality at competitive prices and on time as demanded by thecustomers.
- survival of the firm depends on its ability to produce the best quality product or service
- maximising customer satisfaction. Chatterjee (1993) opined that the winners of
- morrow are those who are today paying attention to quality and customer service.
- akrabarty, Whitten and Green, (2007) opined quality of services as the "conformance to
- stomer wishes in the delivery of a service".

Lehtinen and Lehtinen (1991) in their study, identified that service quality could be
- tained from the association between the customer and the components of the service

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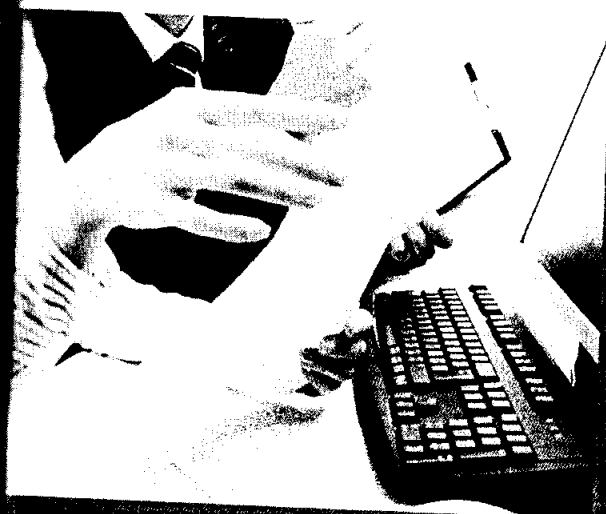

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Editors

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Dr. Jayesh P Aagja

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Customers Susceptibility towards Reference Groups: An Empirical Analysis

Sanskrity Joseph, G.K. Deshmukh and S.K. Indurkar
Institute of Management, Pt. Ravishankar Shukla University, Raipur

ABSTRACT

[illegible] Therefore, all the decisions taken by them are influenced by society at large. The [illegible] of the present study is to understand the influence of reference group existing in the society on [illegible] of consumers. Kindle eBook Reader have become a necessity for consumers across globe. The researchers have tried to examine the influence of reference group on Smartphone users and their susceptibility towards informational, utilitarian and value expressive influences of reference group by collecting data from 100 respondents across the city of Raipur. The data was collected through schedule and was analyzed by using SPSS. The findings of the study reveal that there is significant difference among consumers with respect susceptibility to reference group influence.

Keywords Consumers' Susceptibility, Influences, Reference Group

INTRODUCTION

Consumers are the kings of the markets who determine the fate of companies across globe. Every individual at some or the other point of time is either customers or consumers irrespective of their country, religion, caste or ethnicity. All individuals are different therefore all consumers are different, but researchers across globe have tried to classify [illegible] categories on the basis of similarities in their behavior. Buying is a [illegible] consumers passes through a series of steps before making a buying [illegible] by a felt deprivation or expectation of specific satisfier for [illegible] of a customer fundamentally leads to information search [illegible] which can provide viable solutions to the defined problems.

[illegible] solutions in the market. Information is available namely [illegible] marketer dominated sources and (ii) non-market dominated [illegible] dominated sources are basically application of promotion tools like [illegible] leaflets and brochures etc. by a marketers to attract a customer. Further non marketer dominated sources is related with availing information from people whose opinion [illegible] value while taking a decision. The people who fall under the circumference of non marketer dominated sources are referred to as reference group. Hyman (1942) coined the concept of reference group and defined reference group as a *group that influences the attitude of those individuals who use it as a reference point for evaluating their own situations.* Further Bourne (1957) added more dimensions to the concept and referred *Reference Group as a group which gives a reference, support or information of any product/service which help in taking decision on it.* According to Blackwell, Miniard and Engel (2001) reference groups can be analyzed by studying the impact of these groups on decision making process of individuals. Widing *et al.* (2003) broadened the concept and included institutions, groups and people as reference groups whose behavior values and opinions can be used as a point of reverence while taking purchase decisions.

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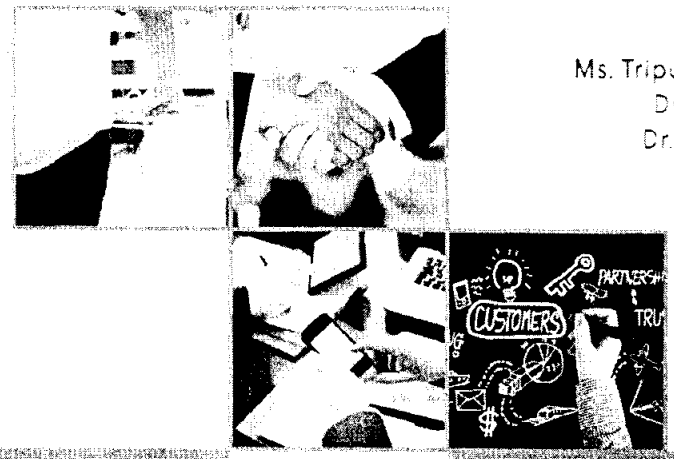

Ms. Tripurasundari Josh
Dr. Jayesh P. Hagja
Dr. Sapna Parashar

NIRMA
INSTITUTE OF MANAGEMENT
NAAC ACCREDITED 'A' GRADE

Institute of Management
NIRMA UNIVERSITY
Ahmedabad

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Skill Development in India: Challenges and Strategies

Dr. Susheel Kumar Indurkar, Sr. Assistant Professor
Institute of Management,
Pt. Ravishankar Shukla University, Raipur
Dr. Abhisekh Dubey, Assistant Professor
Kushabhau Thakre Patrakarita University, Raipur

INTRODUCTION

Globalization, increase in competition and knowledge have triggered the needs for highly skill workforce in both the developed as well as in developing nations. Any countries socio and economic growth largely depend upon the skills and knowledge posses by the human capital of that country. As it has been observed that the countries which is having highly skill workforce tends to have higher economic growth and also has higher per capita income. Now a day's all the developing as well developed nation requires skilled workforce not only to boost their industrial and economic growth but also to meet the global standards of quality employment.

Education, vocational training is the main pillars of the employment, one who have education but if he/she is not having desired skill to getup the job then such education is sheer waste of time, resources and money. India being second largest populated country of the world after china and is also the home of large number of

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Identifying Pied Pipers of Social Media: A Study

G.K. Deshmukh[1], Sanskrity Joseph[2] and Yogesh Soni[3]

INTRODUCTION

are not alien to one another due to distance or frequency of meeting. The penetration of land mobile telephony coupled with continuous internet access has brought individuals together in on platforms facilitating decision making. The concept of reference groups which studied the ct of referencing on buying behaviour is an expressive phenomenon which has existed in both graphical and virtual markets since long decades. Hayman (1942) describes reference group as a that influences the attitude of an individuals' by providing a reference point based on their group . The Hindu (2014) highlighted the fact that India will become the second largest internet market world by end of December 2014. *The emphasizing growth of internet has made it essential for ters to understand the impact of virtual world on customers across the world and especially in* Widing et al. (2003), opined that reference groups is basically an inclusion of individuals or of individuals who are referred by customers for taking decisions due to commonly shared beliefs, s and opinions. *It has become interesting and challenging for marketer to identify the actual and ary reference sources to devise and draft strategies to understand the cues and motives which sitively instigate a customer in varied stages of buying beginning from need recognition to ase followed by satisfaction which influences repurchase through a platform more respectively and titled social media.*

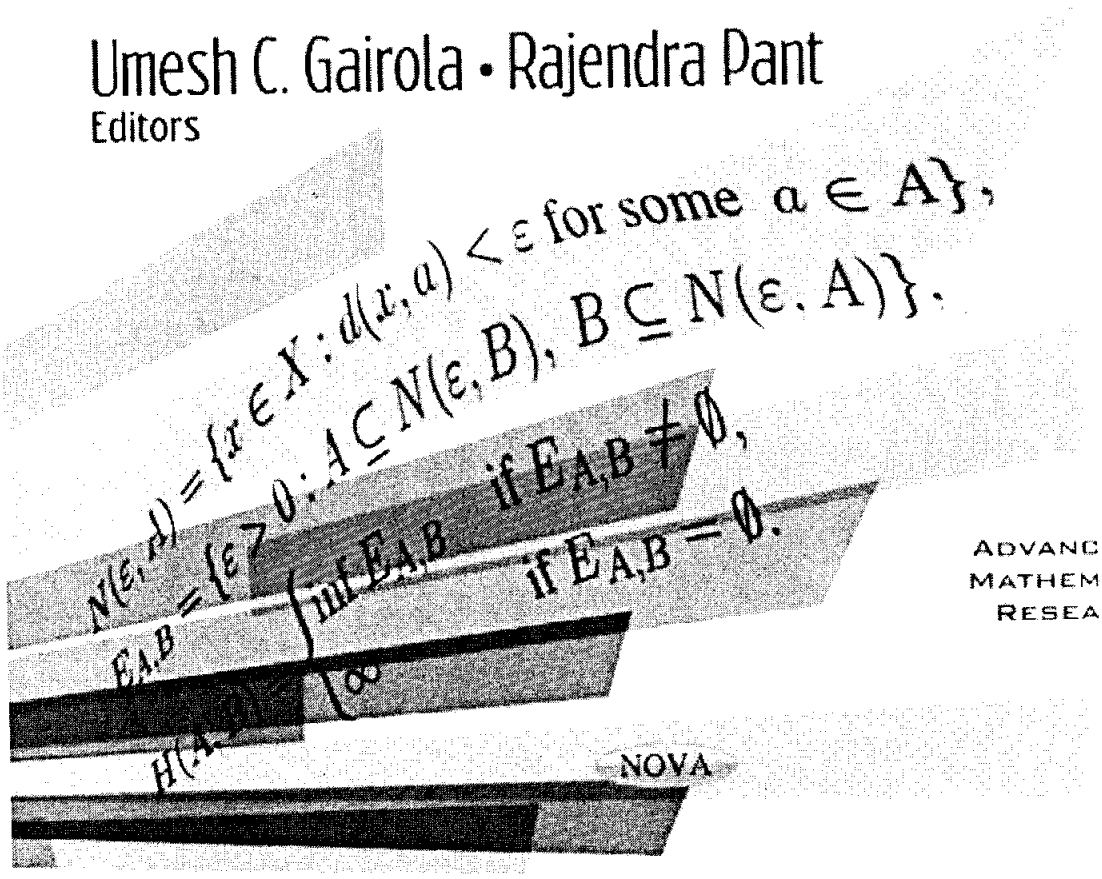
Social media is an internet based platform which normally takes format like blogs, discussion ns, networking sites and content communities by linking people through internet for mutual ange of things of interest. Marketo (2010) defined social media as "the production, consumption exchange of information through online social interactions and platforms" in *The Definitive Guide 2B Social Media*. Marketers by and large understand that valuable information regarding their cts, services and company related with process of selling and buying for benefit of either customer mpany can be transmitted through social media with a fairly little cost of communication. The keters must understand that reference groups are usually conformed by the social network of an idual: family members, friends, colleagues and inspirational figures (Bachmann et al., 1993) in or virtual world, and can be a source of brand associations that mold the mental representations a sumer has of himself (Escalas and Bettman, 2003) with respect to decisions regarding pre purchase

sistant Professor, Institute of Management, Pt. Ravishankar Shukla University, Raipur, Chhattisgarh
il: gkd16@yahoo.co.in
sistant Professor, Institute of Management, Pt. Ravishankar Shukla University, Raipur, Chhattisgarh
ail: sanskrityjoseph@gmail.com
sistant Professor, AVS Presidency International College, [illegible] Chhattisgarh
il: yogesh.soni89@gmail.com

Recent Advances in Fixed Point Theory and Applications

Dedicated to the diamond jubilee birth anniversary of Shyam Lal Singh

Umesh C. Gairola • Rajendra Pant
Editors



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Chapter 15

AN APPLICATION OF FIXED POINT THEOREMS TO LOCAL ATTRACTIVITY OF CERTAIN FUNCTIONAL INTEGRAL EQUATION SOLUTIONS

Hemant Kumar Pathak and Ekta Tamrakar, *
S.o.S. in Mathematics, Pt. Ravishankar Shukla
University, Raipur (C.G.) 492010, India

Abstract

In this paper, an application of fixed point theorem of Aghajani, Banas and Sabzali is given to prove the existence of solution of a generalized functional nonlinear integral equation. Under certain additional condition, the local attractivity of the solutions is also shown.

Keywords: Measure of noncompactness; modulus of continuity; fixed point theorem; functional integral equation; local attractivity of solutions.

AMS Subject Classification: 45G10; 45G99.

1. Introduction

The concept of measure of noncompactness has played an important role in nonlinear functional analysis, especially in the study of metric and topological fixed point theory. It may be observed that several papers have been published on the existence and behavior of solutions of a wide class of nonlinear differential and integral equations via a measure of noncompactness.

The aim of this paper is three folds. Firstly, to obtain a generalization of Darbo fixed point theorem which compliments to fixed point result of Aghajani, Banas, and Sabzali via a measure of noncompactness in Banach spaces. Secondly, to indicate the applicability of the obtained results to existence theorem for some nonlinear functional integral equations.

*E-mail address: hkpathak05@gmail.com (H. K. Pathak), tamrakarekta@gmail.com (E. Tamrakar)

आरपी यूनीफाइड

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[SOCIOLOGY]

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समाजशास्त्र का परिचय तथा समकालीन भारतीय समाज

लेखक

डॉ. ए.पी. श्रीवास्तव

एवं

डॉ. एल. एस. गजपाल

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