INDEX

List of Research Papers published per teacher in the journals notified on UGC care list

| SR.NO.	NAME OF THE FACULTY	TITLE OF THE RESEARCH PAPER	YEAR OF PUBLICATION	PAGE NO.
1	Ms. Tejaswini Parab	Data Mining	2018-2019	2-4
2	Ms. Rachana Shetye	The Development of competencies for entrepreneurship	2018-2019	5-9
3	Ms. Anjali A. Gaikwad	Cyber Security in India	2018-2019	10-13
4	Ms. Prachi Shah	Stress Management	2018-2019	14-16
5	Ms. Jigna Sadhu	A Comprehensive Analysis of GST in India	2018-2019	17-19
6	Ms. Rajlaxmi Rathi	Challenges in Online Marketing	2018-2019	20
7	Mr. Iqbal Baig	Recent Trends in Business Communication	2018-2019	21

JOGESHWARI EDUCATION SOCIETY'S

COLLEGE OF COMMERCE SCIENCE & INFORMATION TECHNOLOGY

(AFFILIATED TO UNIVERSITY OF MUMBAI)

JES Education Complex, Caves Road, Arvind Gandbhir Campus, Jogeshwari (East), Mumbai - 400 060.
Tel : 022 2824 5527 / 83568 67783 | **Email :** jescollegecom@gmail.com | **Web :** jescollege.edu.in

ACADEMIC YEAR

2018 - 2019
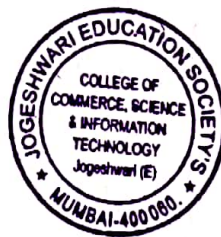
AJANTA

**Peer Reviewed Refereed
and UGC Listed Journal**

Journal No. 40776

ज्ञान-विज्ञान विमुक्तये

**IMPACT FACTOR / INDEXING
2018 - 5.5
www.sjifactor.com**

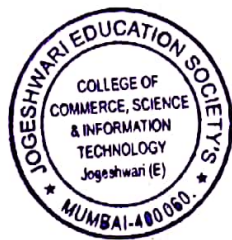3·1

❖ EDITOR ❖

Asst. Prof. Vinay Shankarrao Hatole
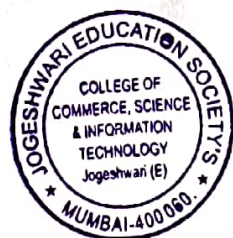M.Sc (Maths), M.B.A. (Mktg.), M.B.A. (H.R.),
M.Drama (Acting), M.Drama (Prod. & Dir.), M.Ed.

PRINCIPAL
JOGESHWARI EDUCATION SOCIETY'S
COLLEGE OF COMMERCE SCIENCE
& INFORMATION TECHNOLOGY
Caves Road, Jogeshwari (E), Mumbai-400 060.

JOGESHWARI EDUCATION SOCIETY'S
COLLEGE OF COMMERCE, SCIENCE
& INFORMATION TECHNOLOGY
Jogeshwari (E)
MUMBAI-400060.

2

Scanned with CamScanner

✎ CONTENTS OF PART - III ❧

I

8. Data Mining

Tejaswini S. Parab

Abstract

The development of technology and business has generated large amount of databases and huge data in various areas. Nowadays, companies also agree that data is important asset to organization and given rise to approach to store and manipulate this precious data for further decision making. Data mining is the process of extraction of useful information and patterns from large amount of data; it is also called as knowledge extraction. It is a powerful new technology with great potential to help companies focus on the most important information in their data warehouses. In data mining different algorithms and techniques like Neural Networks, Association Rules, Decision Trees, Classifications, Clustering, Artificial intelligence etc are used for extraction of knowledge from database. This paper focused on scope of data mining and few data mining techniques, algorithms for organizations to improve their business.

Keywords: development, database, manipulate, knowledge, potential, techniques

Introduction

Knowledge Discovery in Data is the big process of identifying valid, new, potentially useful and ultimately understandable patterns in data. Data mining is the process of extraction of useful information and patterns from large amount of data. It consists of more than collection and managing data; it also includes analysis and prediction. The goal of this technique is to find patterns that were previously unknown. Once these patterns are found they can further be used to make certain decisions for development of their businesses. The business problem drives an examination of the data that help to build a model to describe the information that ultimately leads to the creation of the resulting report. Data mining has many benefits for companies; company is able to produce pattern and facts that were undetected before the use of data mining and it saves time and money.

INTERNATIONAL RESEARCH FELLOWS ASSOCIATION'S

RESEARCH JOURNEY

UGC Approved Journal

Multidisciplinary International E-research Journal

RECONNECTING WITH THE PRINCIPLES AND PRACTICES OF TRIBAL LIFE PAST AND PRESENT

PRINCIPAL
JOGESHWARI EDUCATION SOCIETY'S
COLLEGE OF COMMERCE SCIENCE
& INFORMATION TECHNOLOGY
Caves Road, Jogeshwari (E), Mumbai-400 060.

- GUEST EDITOR -
Prin. Dr. Ravindra B. Ghagas

- CHIEF EDITOR -
Dr. Dhanraj T. Dhangar

- EXECUTIVE EDITORS -
Dr. Anjali R. Mascarenhas
Mr. Shirish B. Jadhav | Mr. Vipul S. Thakare

Printed By : **PRASHANT PUBLICATIONS, JALGAON**

: C O N T E N T S :

PRINCIPAL
JOGESHWARI EDUCATION SOCIETY'S
COLLEGE OF COMMERCE SCIENCE
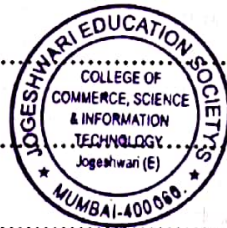& INFORMATION TECHNOLOGY
Caves Road, Jogeshwari (E), Mumbai-400 060.

V

PRINCIPAL
JOGESHWARI EDUCATION SOCIETY'S
COLLEGE OF COMMERCE SCIENCE
& INFORMATION TECHNOLOGY
Caves Road, Jogeshwari (E), Mumbai-400 060

COLLEGE OF
COMMERCE, SCIENCE
& INFORMATION
TECHNOLOGY
Jogeshwari (E)
MUMBAI-400 060

मराठी

The Development of Competencies for Entrepreneurship

Prof. Rachana Devendra Shetye
Assistant Professor,
JES College of Commerce and Information Technology,
1/3, G.R. Loke CHS, Shivtekadi, Caves road, Jogeshwari (E), Mumbai - 400 060

Abstract :

This research helps to understand the need of knowledge and skill for tribulian entrepreneur to develop entrepreneurship. Competencies refer to skill and knowledge that leads to performance. Measurable skills, abilities and personality traits that identify successful entrepreneur. Competence indicates sufficiency of knowledge and skills that enable someone to act in a wide variety of situations. Entrepreneurship plays an eminent role in creating an avenue for employability for tribal communities, providing self-employment for those who have started a business of their thereby enhancing the economic status of the tribal sector as well. The study that have been conducted reveal the impact of entrepreneurial activities in India as well as other countries.

Key words : Competency, Performance, Successful Entrepreneur, Self-Employment.

Introduction :

Tribal entrepreneurship reaching new heights but turning problems into opportunities, there is a rise in entrepreneurship across tribal groups of India. By connecting agriculture and forest produce with markets using technology, creation of self-help groups and creating self-sustainable enterprises, a number of tribal entrepreneurs are changing the face of tribal India. The Guest of Honor, Dr. M. S. Swaminathan said, "it is high time we respect tribal wisdom and bring tribal in to mainstream development. Their invaluable knowledge will help us with innovation ideas to improve our livelihood and environment security."

Tribal settlements, villages and towns are the three main components of India's social formation. A sharp distinction between tribal settlement and village and between village and town cannot, however, be easily drawn due to some common characteristics shared by them. There are big tribal villages in some parts of the country and they are not significantly different from non-tribal, multi-caste villages.

Tribal Identity in India :

Article 46 of India's Constitution states: "The State shall promote with special care the educational and economic interests of the weaker sections of the people, and, in particular, of the Scheduled Castes and the Scheduled Tribes and shall protect them from social injustice and all forms of exploitation." There are, however, tribes which are not Scheduled Tribes (STs) and are generally weaker sections of India's population, like the Scheduled Castes (SCs). A large number of tribal in India live in hilly and forested areas where population is sparse and communication is difficult. They are spread over the entire sub-continent, but are found mainly in the states of West Bengal, Jharkhand, Orissa, Chhattisgarh, Rajasthan, Gujarat and Maharashtra.

Tribal Social Structure :

Following characteristics of Indian tribes :

1. Kinship as an instrument of social bonds;
2. Lack of hierarchy (rigid status distinctions) among men and groups
3. Absence of strong, complex, formal organizations;
4. Communitarian basis of landholding;
5. Little value on surplus accumulation, on the use of capital, and on marketing
6. Lack of distinction between form and substance of religion; and
7. A distinct psychological make-up for enjoying life.

Bose (1972) classifies the tribal people into three main categories :

1. Hunters, fishers and gatherers;
2. Shifting cultivators; and
3. Settled agriculturists, using the plough and plough-cattle.

Process of Change among Tribes of India :

Tribes are becoming conscious, both socially and politically, of maintaining and preserving their ethnic and cultural identity and also of protecting themselves against exploitation by dikkus (outsiders). They have stressed their political solidarity. This may, however, result in a new form of ecological-cultural isolation. Tribes have generally taken such steps due to their economic backwardness and a feeling of frustration.

Importance of Entrepreneurial competency :

1. Analytical Thinking is refers to apply logic to solve problems.
2. Creative Thinking helps to develop new strategies to get the job done.

Is Hereby Awarding This Certificate To

As a Recognition of the Publication of the Paper Entitled

Cyber Security in India

PRINCIPAL

JOGESHWARI EDUCATION SOCIETY'S
COLLEGE OF COMMERCE SCIENCE
& INFORMATION TECHNOLOGY
Caves Road, Jogeshwari (E), Mumbai-400 060.

Editor : Vinay S. Hatole

AJANTA

Ajanta Prakashan

❧ CONTENTS OF PART - I ❧

I

2. Cyber Security in India

Anjali Ambadas Gaikwad

Abstract

As we all know that this is the era where most of the things are done usually over the internet starting from using internet to dealing with the online transaction. Since the web is considered as worldwide stage, anyone can access the resources of the internet from anywhere. The internet technology has been used by few people for criminal activities like unauthorized access to other's private data, network, scams, etc. These criminal activities or the offense/crime related to the internet is termed as cyber crime which, are increasing immensely day-by-day. Various Governments and companies are taking many measures in order to prevent these cyber crimes. To address the issue of cyber security, various frameworks and model has been developed. It also introduces the cyber security in terms of its framework. Besides various measures, cyber security is still very big online security concern to many. Therefore, Cyber Security plays an important role in the field of information technology. Securing the information has become one of the biggest challenges in the present day. This paper mainly focuses on challenges faced by India with respect to securing information on web and also new technology that are helpful to protect the information on web.

Keywords: online, technology, network, cyber security, information

Introduction

Today everyone is dealing with emails, chat, video call, and audio call over internet just by click of button, but no one is thinking about its security or the data they transfer over a network is safe or not, the data will be delivered without alteration or with some unwanted alteration. The answer lies in cyber security. This courtesy is solved by cyber security. Now everyone is using internet and done so many transaction about data, finance, and many more. Technology is trending every day and users are increasing day –by-day and with this, the risk is also increasing tremendously. With effect of all this cyber crime is also rapidly increasing. Today more than 60% people are doing transaction on internet. Even latest technology like mobile computing, cloud computing, business, E- Banking is increasing rapidly. So this field requires more safety than all others.
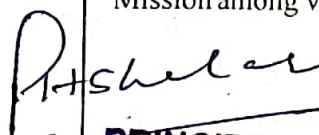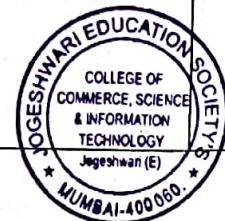
PRINCIPAL
JOGESHWARI EDUCATION SOCIETY'S
COLLEGE OF COMMERCE SCIENCE
& INFORMATION TECHNOLOGY
Caves Road, Jogeshwari (E), Mumbai

JOGESHWARI EDUCATION SOCIETY'S
COLLEGE OF
COMMERCE, SCIENCE
& INFORMATION
TECHNOLOGY
Jogeshwari (E)
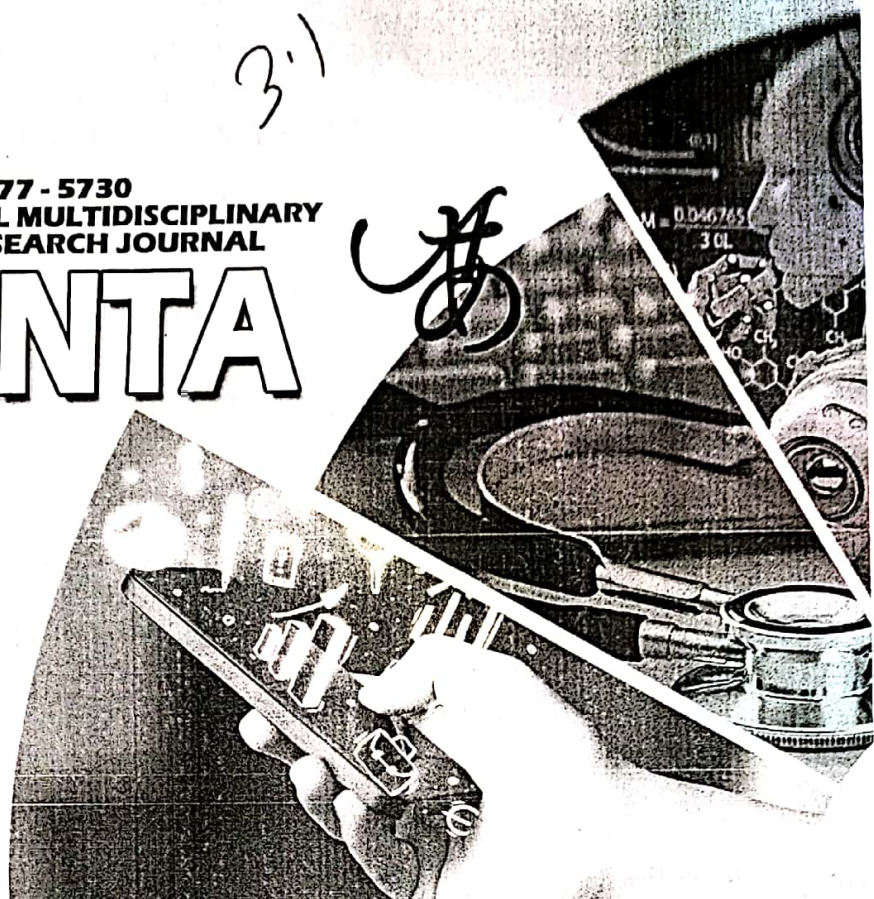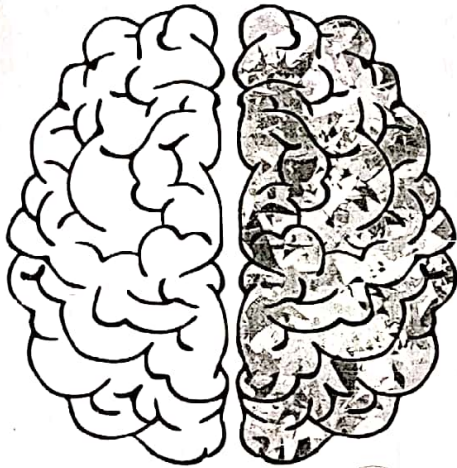MUMBAI-400 060.

Ajanta Prakashan

ॐ CONTENTS OF PART - I ❦

II **PRINCIPAL**
JOGESHWARI EDUCATION SOCIETY'S
COLLEGE OF COMMERCE SCIENCE
& INFORMATIO:- TECHNOLOGY
Caves Road, Jogeshwari (E), Mumbai-400 060.

JOGESHWARI EDUCATION SOCIETY'S
COLLEGE OF COMMERCE, SCIENCE & INFORMATION TECHNOLOGY
Jogeshwari (E)
MUMBAI-400 060.

Scanned with CamScanner

21. Stress Management

Prof. Prachi Devang Shah

Assistant Professor, Assistant Professor at JES College of Commerce and Information Technology

Abstract

Stress is a complex concept. It is an inevitable result of work and personal life. Certain principles and methods of preventing stress management can be used to create healthier environment. Stress management with its different techniques can improve the efficiency of individual and hence can create healthier environment in the surrounding place which can solve various problem and bring effective result to achieve goals. Stress if taken positively works as a great asset and can be used as a tool to achieve peak performance. Stress management is unconscious preparation to fight against the fear which not only develops the confidence but also boosts the potential of an individual which eventually gives benefits to the organisations.

Introduction

Today's new era is full of luxury, all facility are available at the doorstep. Modern era is having lots of means and modes of facilities then traditional one. But the unwanted fruit of modern time is 'Stress'. Stress is inevitable for every individual. It is unavoidable and hence this project is about Stress, its types and stress management, causes and consequences, effects of stress, and how to manage the stress.

Objective

Not a single organization or workplace is free from Stress. This is competitive era which come with the by product called "Stress". When a situation cannot be avoided then one must learn to tackle with situation and once it is learned it will not affect on one's confidence but it will also have impact on behavior, performance, attitude etc. Hence the main objective of this topic "Stress Management" is to understand the concept of stress, its sources and effects and ways to manage stress.

Scope of the Study

This paper provides all the important reasons of stress which will enhance the performance of Individual as well as organisations. Techniques of Stress Management helps to

AJANTA

Ajanta Prakashan

∾ CONTENTS OF PART - I ∾

PRINCIPAL
JOGESHWARI EDUCATION SOCIETY'S
COLLEGE OF COMMERCE SCIENCE
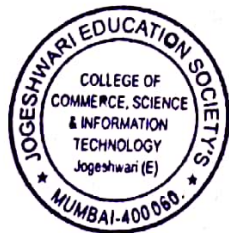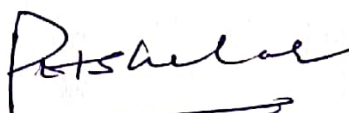& INFORMATION TECHNOLOGY
Caves Road, Jogeshwari (E), Mumbai-400 060.

JOGESHWARI EDUCATION SOCIETY'S
COLLEGE OF COMMERCE, SCIENCE & INFORMATION TECHNOLOGY
Jogeshwari (E)
MUMBAI-400 060

25. A Comprehensive Analysis of Goods and Services Tax (GST) in India

Prof. Jigna Bhavesh Sadhu

Assistant professor, Assistant Professor at JES College of Commerce and Information Technology

Abstract

A GST means a goods and services tax. GST act was passed in the Parliament on 29th March 2017.The act came in to effect on 1st July 2018 midnight and special provision applicable to the state of Jammu and Kashmir extra step had to taken before the state could join GST Regime "One nation one tax". GST is the dual tax system.By amalgamating a large number of Central & State taxes into a single tax the aim are to mitigate cascading or double taxation in a way & pave the way for a common national market. GST is a one Indirect Tax for the entire country there are so many positive & negative impact of GST. GST is also mainly technologically driven. All Activities like Registration, Return Filling, Application for Refund & Respond to Notices need to be done online on GST portal. It launched different rate of Tax Percentage Rate Notified are [0% , 0.125% , 1.5% , 2.5% , 6% , 9% , 14%] the rate was not more than 40% there is no negative list under GST except the supplies defined under Schedule 3 of the CGST and negative list of services is different the exempt services.

Keywords: GST Regime, national market, goods and services tax, Registration.

Introduction

GST means goods services and tax is an Indirect Tax which has replaced many indirect tax in India. ForE.g. Service tax, Custom Duty, Education Tax,VAT, luxury tax. The Introduction of GST on 1st July 2018 it is a merger of a large number of Central & State taxes into a Single tax.The idea of moving towards GST was mooted by the Union Finance Minister in his Budget for 2006-07.It was proposed that GST would be introduced from 1st April 2010.GST is a comprehensive Indirect Tax levy on manufacture, sales & consumption of goods as well as services at the national level.France was the first country to introduce this system in 1954.Today it has spread to over 140 countries. The recent country to implement GST is Malaysia.GST will make India one unified common market.

JOGESHWARI EDUCATION SOCIETY'S
COLLEGE OF COMMERCE SCIENCE
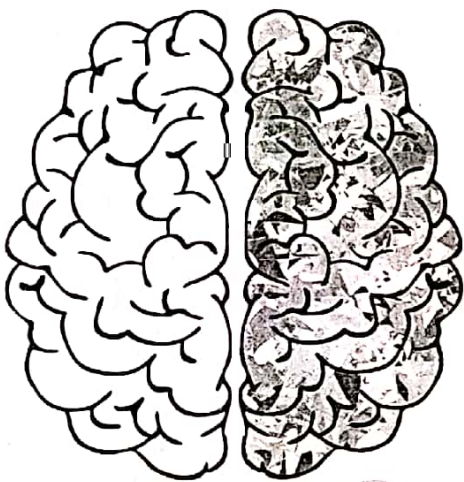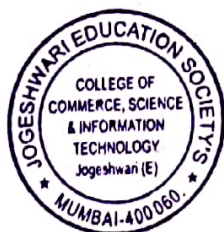& INFORMATION TECHNOLOGY
Caves Road, Jogeshwari (E), Mumbai-400 060.

2. Challenges in Online Marketing

Rajlaxmi Rathi

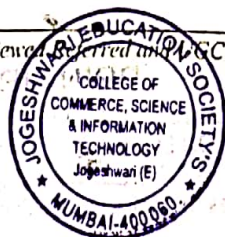Assistant Professor, JES college of Commerce and Information Technology.

Abstract

Online marketing is a process of marketing any brands using internet. Great deal of attention has been focused on opportunities in online marketing with little attention on real challenges companies are facing going digital. There are so many problems faced with the internet that marketers must understand & respond to few of those like change in customers taste, preferences as per changing trend, lack of trust with unknown virtual traders, limited web-access for low income groups especially in rural areas, continued high cost broadband connections, technology gap between user & providers, security of privacy. This paper focuses on challenges in online marketing for marketers and customers, and solutions to tackle the challenges for improvement in online marketing.

Key Words – online marketing, internet, challenges,

Introduction to Online Marketing

Marketing is identifying needs, taste, preferences of the customers. It is the process of managing the flow of products from point of origin to the point of consumption to the end user. Online marketing is a tool that has made buying and selling of goods and services through internet. Technology has been changing day by day so to meet customers' requirements through online it is a challenging task as there is lot of competition in online market. Now-a-days internet has become essential part of everyone's life whether it is home or office. These technologies have made life comfortable as compared to traditional marketing. Marketer has an advantage as he doesn't have to invest so much as compared to other mode of business like setting up a physical store. Minimum amount is required to start the business as there is no need to pay rent, salary etc. The utmost important benefit to online marketer is he will be his own boss controlling future security. There are many benefits to customers as well like they can shop at any time & any were enjoying discounts, offers, cashback and most importantly getting goods & services delivered at right price and right time. Once the customer gets satisfied from the product or service it develops trust towards companies offering different products online. These days many

15. Recent Trends in Business Communication

Prof. Iqbal Salim Baig

Assistant Professor, JES College of Commerce, Science and Information Technology.

Abstract

This research is completed to know how the communication has become faster in business. Effective communication is important for successful organisation. As earlier it is very difficult in India to communicate in business, but now-a-days technology has made it easier to communicate in business.

It is a fact that continually advancement in technology has brought many dramatic changes in business communication in India. The day may not be far off when business communication will be done in a paperless manner favouring green technology.
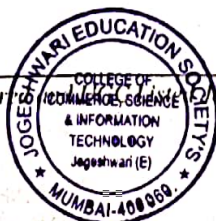
Communication is one of the most important part of human life as well as mean of business expansion. In the business sector various communication methods are used to promote a product or services, or organization; it is also used to deliver information and receive information from others. It is also a means of relaying between a supply chain, for example the consumer and manufacturer. Business communication is known simply as "communications". It encompasses a variety of topics, including marketing, branding, customer relations, consumer behaviour, advertising, public relations, corporate communication, community engagement, research & measurement, reputation management, interpersonal communication, employee engagement, online communication, and event management etc. Communication is neither transmission of message nor message itself. It is the mutual exchange of understanding, originating with the receiver. Communication needs to be effective in business.

Introduction

Meaning of Business Communication

The transmission of a message from a sender to a receiver in an understandable manner. A process through which individual mutually exchange their ideas, values, thoughts, feelings and actions with one more people.