


Ref. No. ASM/CSIT/ 96|09|2017-18

Date: 08|01|2018

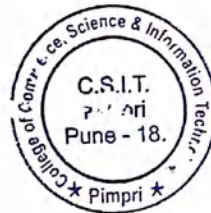
ASM College of Commerce, Science and Information Technology, Pimpri-18


**Subject:** Permitted to publish Research paper at conference free of cost.

This is resolve that the staff members of our college are permitted to publish their Research papers and attain the Conference without any fees for the Conference organized by Asm group, from time to time.

  
**Principal**

College of Commerce, Science &  
Information Technology  
S. No. 29/1+2A, Pune-Mumbai Highway,  
Pimpri, Pune - 411 018.



  
**Chairman**

## **6.2 Strategy Development and Deployment**

**6.3.2 Percentage of teacher provided with financial support to attend conferences/ workshops and towards membership fee of professional bodies during the last five years**

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# **List of Teachers receiving Financial Support**

ASM'S

College of Commerce, Science & Information Technology, Pimpri-18

**INCON Participated faculty list-year 2017-18**

1. Prof. Sarita Goyal,  
Prof. Kirti Bora
2. Dr. Minakshi Jadhav
3. Prof. Shakuntala Vibhute
4. Prof. Haridini Pandav
5. Prof. Vaishali Jawale
6. Prof. Ujwala Falak,  
Prof. Shubhangi Shinde
7. Prof. Ashwini Shivane,  
Prof. Vaishali Bodade
8. Prof. Sarika Shinde
9. Prof. Rajshri Thete,  
Prof. Pandhare Jyoti
10. Prof. Hidaytulla Pirjade
11. Prof. Sanjeevani Gaikwad
12. Dr. Jadhav K. M.
13. Prof. Anjum Khan



# **Brochure of Conference**



**INTERNATIONAL CONFERENCE**  
**ON ONGOING RESEARCH**  
**IN MANAGEMENT & IT**  
 JANUARY 12<sup>th</sup> - 13<sup>th</sup>, 2018



**incon-xiii**  
 12th - 13th January 2018  
 Pune, India



SAVITRIBAI PHULE  
 PUNE UNIVERSITY  
 (Pune, India)

IN ASSOCIATION WITH



CETYS  
 UNIVERSIDAD  
 Mexico

CityUniversity  
 of Seattle  
 (Seattle, USA)



UNIWERSYTET ŁÓDZKI  
 (Lodz, Poland)

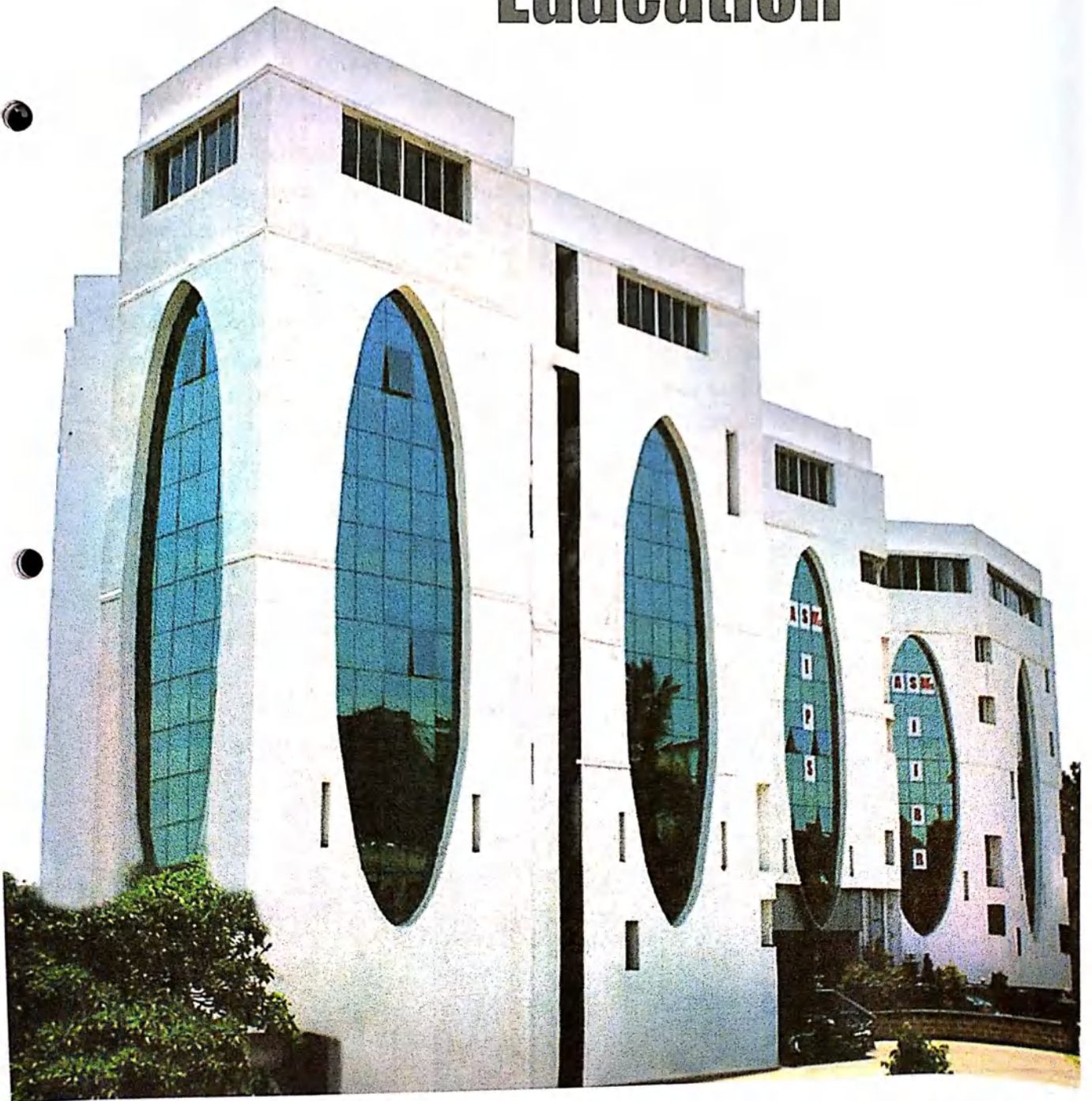
PROCEEDINGS WILL BE AVAILABLE ON EBSCO PUBLISHING  
 INCON 2018 WILL BE STREAMED LIVE ONLINE

ACCEPTED PAPERS WILL BE PUBLISHED IN THE CONFERENCE PROCEEDINGS BOOK WITH ISBN NO. & E-JOURNAL WITH ISSN NO.

ASM GROUP OF INSTITUTES: IBMR | IIBR | IPS | IMCOST | CSIT | GEMS | GJC | EMPROS [www.asmgroup.edu.in](http://www.asmgroup.edu.in)

SELECTED PAPERS WILL BE PRINTED IN EBOOK FORMAT WITH ISSN NO

# Celebrating 34 Years of Excellence in Education



# ABOUT ASM

Established in 1983, the Audyogik Shikshan Mandal (ASM) Group of Institutes has completed 34 glorious years in the field of education. Through this period, ASM has regularly provided the corporate world with well-prepared professionals and industry leaders. This history of excellence has been validated by the fact that the ASM Group of Institutes has been consistently ranked amongst the top B-Schools in India. Since 1983 to the present day, we have been leading the way in research, consultancy and education making ground breaking progress in areas that span industries such as Engineering, IT, FMCG, Communication etc.

The key factor in ASM's teaching pedagogy is the excellent industry-institute-interface, which provides the students with contemporary industry experience. A loaded calendar of seminars, conferences and events help in providing interactions with corporate stalwarts thereby learning from their insights and experience.

The ASM Group of Institutes provide state-of-the-art infrastructure, which includes Wi-Fi enabled campuses, sports facilities, well stocked libraries, computer centers, classrooms etc., all equipped with the latest in technology. ASM's placement cell has a track record to reckon with, which includes 66,000+ alumni working with top-notch organizations in India and abroad.

Excellent sporting facilities, a busy calendar of social events and a global reputation for teaching makes the ASM Group of Institutes a great place to study, and we are proud of the caliber of our academic community. Our vision is to provide the best education to each and every student who joins any of our institutes.

## ASM's Research Cell:

ASM's well-equipped research cell serves as a research center for the Savitribai Phule Pune University and engages in joint research programs and R&D activities for industry-sponsored projects at all levels. ASM also hosts a number of research based events to bring together industry and academia, enhancing industry-institute-interface.



# ACADEMIC PARTNERS

## ABOUT CETYS UNIVERSITY (MEXICO)

CETYS University is an educational institution of excellence, situated in the state of Baja California, Mexico. CETYS University seeks to establish just what it states in its mission, "To contribute in the development of persons with the necessary moral and intellectual capacity to participate in an important way in the economic, social, and cultural improvement of the country."



## ABOUT SAVITRIBAI PHULE PUNE UNIVERSITY (INDIA)

Savitribai Phule Pune University (formerly known as the University of Pune), one of the premier universities in India, was established on 10th February, 1949, under the Poona University Act. Rated as a 5-star university, it is the largest in the region, and is ranked amongst the top 3 universities of India. It is one of the finest and most popular educational centers in the country, and offers excellent programs in various areas including Science, Commerce, Arts, Languages and Management Studies.

Famously known as the 'Oxford of the East', the university occupies an area of about 411 acres, houses 46 academic departments, has around 307 recognized research institutes and 612 affiliated colleges offering graduate and under-graduate courses.

The university attracts many students, both national and international, due to its excellent facilities, which include excellent accommodation, hostels, well-stocked libraries, various scholarships, seminars, events, etc.



## ABOUT CITY UNIVERSITY OF SEATTLE (USA)

Established in 1973, City University of Seattle is one of the top ranked universities in USA. The university provides excellent infrastructure, a wide range of facilities and practical learning in its programs. During its 43-year history, City University of Seattle has attained a network of more than 55,000 alumni from around the world, who have become leaders in global business.

Aside from its flagship campus and headquarters in Seattle, City University of Seattle offers a multitude of programs at various locations throughout the state of Washington, Australia, Canada, China, Czech Republic, Mexico, Slovakia, Switzerland, and Vietnam, with a total of 9,000 students studying at its 27 campuses around the world each year, making it a truly global university.



CityU  
of Seattle

## INDO-EUROPEAN EDUCATION FOUNDATION [IEEF] (POLAND)

The Indo-European Education Foundation (IEEF) was established as an inter-active, interdisciplinary and holistic approach to create a bridge between India, Poland and EU. The Foundation provides a real platform for students, scholars, Universities, Institutes, organizations, NGOs, GOs, Individuals, and corporates/MNCs; where the stimulation of ideas, vision and plans for alternatives, and long-term partnership can be developed.

Through close and trustworthy partnerships among institutions, universities, organizations, and individuals, the Foundation facilitates a multi-dimensional cooperation with the ultimate goal of improving academic and business cooperation between India, Poland and EU.





**INTERNATIONAL CONFERENCE ON  
ONGOING RESEARCH  
IN MANAGEMENT AND IT**

# **INTERNATIONAL CONFERENCE 2018**

the 13<sup>th</sup> in the chain of Conferences organized by  
the ASM Group of Institutes in Pune (India)

The main theme for this Conference is "Ongoing Research in the fields of Management Studies and Information Technology".

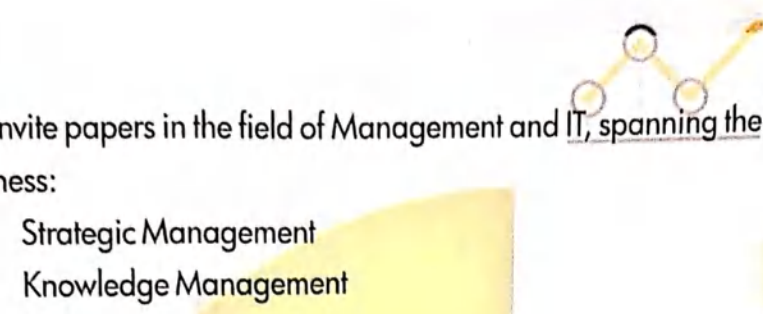
This theme covers a broader perspective of management and information technology representing various areas mentioned for submission of papers. Research papers for purposes of discussions have been solicited from the leading experts in the line for deliberations at the Conference.

**4** The Conference will commence with an introductory plenary session after which four concurrent sessions will be held for deliberations on various heads with their predetermined themes and sub themes on the basis of research papers submitted. These deliberations will be conducted in four concurrent sessions on 12<sup>th</sup> & 13<sup>th</sup> January, 2018. The concluding plenary session for the conference will have the chairpersons of the four groups, reporting to the assembly the details of the discussions that took place in their respective groups.

The International Conferences organized so far have not only been extremely useful for researchers in the academic circles but has also been offering an excellent platform for interactions between the academicians and representatives of the corporate as well as the Government sector. As a matter of fact, the conference has been serving as a tool for the decision makers in the fields of academics, corporate houses, government undertakings, and non-government undertakings, to come together and solicit solutions to the problems confronting them from time to time.


# RESEARCH TOPICS





We invite papers in the field of Management and IT, spanning the following areas of global business:

- Strategic Management
- Knowledge Management
- Change Management
- Finance and Economics
- Banking
- Marketing
- Operations and Supply Chain
- Information Technology
- Human Resource Management
- Education and Research
- Talent Management
- General Management
- Project Management
- Data Analytics



Note: The authors should present original research work. Papers should be focused on new concepts, ideas, models, thoughts developed in global business management.

Research papers are expected to reflect a global perspective.

Research papers can be forwarded as Research Conceptual Papers, Case Studies, Discussion Papers, Review Articles etc.

Authors should submit full paper including Abstract.

Video conferencing / Skype presentation facility is also available for deliberations at conference.

# KEY POINTS

## WHO CAN PARTICIPATE?

Corporates | Industrialists | Research Scholars | Faculty | Students | Academicians | Consultants

## REGISTRATION FEES

- Students - ₹500 per author - Maximum 4 authors per paper
- Research Scholars, Academicians, Faculty Members - ₹2000 per author (Authors can submit two research papers in same registration fees.)
- Corporates, Industrial Consultants - ₹3000
- Foreign Delegates - US \$100
- Absentia/Skype - Additional ₹500 per author per paper

## IMPORTANT DATES

Conference: 12<sup>th</sup> and 13<sup>th</sup> January, 2018

Last date for submission of papers: 24<sup>th</sup> December, 2017

Registration: from 1<sup>st</sup> December, 2017. Online transfer facility available. Payment details will be communicated with paper acceptance letter

Last date for registration: 30<sup>th</sup> December, 2017

## PROCEDURE FOR PAPER SUBMISSION

Submitted papers will be sent for a blind review. After review, the authors will receive conformation of acceptance and registration. After registration, final acceptance will be carried-out. Accepted papers will be published in the e-book with ISSN No. and conference proceedings book with ISBN No.

Send in your full papers at: [incon@asmedu.org](mailto:incon@asmedu.org)

Please specify your research area in the e-mail.

## RULES AND GUIDELINES FOR RESEARCH PAPER PRESENTATION FOR PARTICIPATION

- Submit your papers to: [incon@asmedu.org](mailto:incon@asmedu.org)
- The 'Subject' line should include areas such as Finance, Marketing etc.
- Single column format, Font: size 12, Times New Roman, 1.5 spacing. Only MS-Word format.
- Rich Text and PDF formats will not be considered for submission.
- Use Harvard referencing styles for references and citations.
- Maximum length of papers: 10 pages including references. All graphs, tables and diagrams should be in bmp formats inserted in the MS-Word document.
- The first page should contain the author's details (Title of Paper, Names of Authors, Contact Details  
i.e. Email ID and Contact Numbers, Affiliations to the Industry or Institution & Name of the country).
- Abstract should not be more than 200 words and should have 3 to 4 keywords.
- Provide a list of references used in papers.
- Maximum three authors per paper.
- Submission to INCON can be case studies, scholarly articles, working papers, research papers, policy review analysis etc.
- Research scholars can submit papers related to their area of research.
- Important: Submit full paper with Abstract. Only Abstract will not be considered for review.
- Papers will be accepted after review by appropriate authorities and acceptance will be communicated to authors via contact details.





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## ASM FACT FILE:

- A 34 year legacy in the field of education from kindergarten to doctorate.
- Strong network of 66,000+ alumni.
- Innovative teaching methodologies that go beyond the classroom.
- A dynamic Institute-Industry-Interface for 'Application-Skill' based learning.
- Regular national and international conferences and seminars attended by industry and academic stalwarts.
- Presence in 2 major cities: the educational hub - Pune; and financial capital of India - Mumbai.
- Institutes affiliated to the Savitribai Phule Pune University/ University of Mumbai and approved by AICTE.
- Regular visiting faculty from international universities, industries and research organizations.
- 7 Campuses, with 5000 students spread across 2 cities with state-of-the-art infrastructure to meet global standards.
- Prime location surrounded by Asia's well known industrial belts and surrounded by three major IT parks, along with conveniences such as multiplexes, hotels, shopping malls, hospitals, railway station, bus stand etc.
- Well experienced faculty, drawn from industry and academia from India and the world over.
- A placement team with impeccable track records across the country.
- A history of proven performances at the university examinations. Having produced over 200 university rank holders.
- A full-fledged research cell which engages in joint research programs and R&D activities for industry-sponsored projects, and serves as a research center for the Savitribai Phule Pune University.
- 7 Campuses; 6,00,000 square feet built up area.
- International Tie-ups.

# RESEARCH IN INDIA

India is believed to be the next big knowledge superpower, and its education system is considered as one of the main contributors to its economic development. Education here is widely known to be of the highest-quality, and as a result, it attracts numerous students from across the world.

With many highly-reputed research centers, which are equipped with world-class facilities, the country has a vast scope for research opportunities, and the government is consistently taking steps to promote, improve and increase research departments in the country.

Pune is popularly known as the 'Oxford of the East'. With over a hundred institutes and nine universities, the city witnesses students from all over the world converge for education. The Savitribai Phule Pune University (formerly known as the University of Pune), a 5-star university, is the largest university in the region, and is ranked amongst the top 3 universities of India. The University has over 70 research institutes under its belt, many of which are of national importance.

Home to some of India's most important research institutes, such as IISER (Indian Institute of Science Education and Research), which is ranked amongst the top research institutes in the country, Pune is a popular destination for research scholars.



incon

ENCOUNTERING INTELLIGENTSIA



## AUDYOGIK SHIKSHAN MANDAL (ASM) GROUP OF INSTITUTES

COLLEGE OF COMMERCE, SCIENCE  
& INFORMATION TECHNOLOGY  
(CSIT) & JUNIOR COLLEGE  
PIMPRI - CHINCHWAD, PUNE  
Affiliated to Savitribai Phule  
Pune University & Recognised by  
Government of Maharashtra

GEETAMATA  
ENGLISH MEDIUM  
HIGH SCHOOL &  
JUNIOR COLLEGE (GEMS)  
CHINCHWAD, PUNE  
Recognised by  
Government of Maharashtra

INSTITUTE OF BUSINESS  
MANAGEMENT & RESEARCH  
(IBMR)  
CHINCHWAD, PUNE  
Permanently affiliated to  
Savitribai Phule Pune University  
& Approved by AICTE,  
Govt. of India

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SCHOOL  
CHINCHWAD, PUNE  
BAVDHAN, PUNE  
TALEGAON, PUNE

INSTITUTE OF  
PROFESSIONAL  
STUDIES (IPS)  
PIMPRI, PUNE  
Affiliated to Savitribai  
Phule Pune University  
& Approved by AICTE,  
Govt. of India

INSTITUTE OF MANAGEMENT  
& COMPUTER STUDIES  
(IMCOST)  
THANE, MUMBAI  
Affiliated to University of Mumbai  
& Approved by AICTE,  
Govt. of India

INSTITUTE OF INTERNATIONAL  
BUSINESS & RESEARCH  
(IIBR)  
PIMPRI, PUNE  
Approved by AICTE,  
Govt. of India  
& Promoted by MCCA

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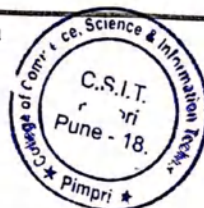
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For further enquiries and clarification contact:

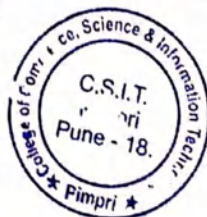
Prof. Prashant Wadkar: +91 9422419386 | Prof. Bhushan Pednekar: +91 9822663711

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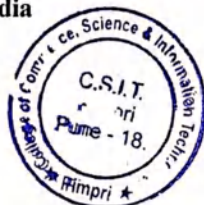


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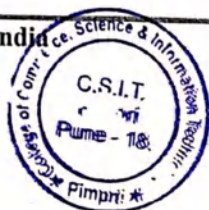


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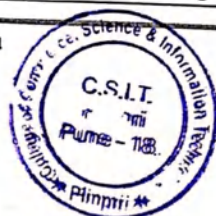
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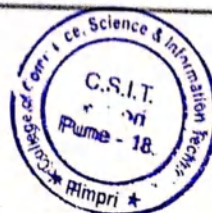
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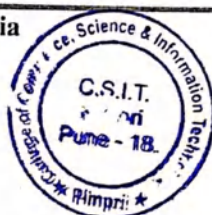
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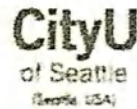


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International Conference  
on 'Ongoing Research in Management & IT'  
**incon - XIII**  
12th - 13th January 2018  
Pune, India

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# CERTIFICATE

This certificate is awarded to

*Prof. Ashwini shivane*

For Paper Submission/Presentation in ASM's  
"International Conference on Ongoing Research in Management & IT"  
at the ASM Campus, on the topic titled

*IOT (Internet of Things)*

*Dr. Sandeep Pachpande*

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*Automated storage Management.*

*Dr. Sandeep Pachpande*

Dr. Sandeep Pachpande  
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# **Abstract of Research paper**

**THE IMPACT OF GST (GOODS AND SERVICES TAX) IN INDIA****Prof. Sanjeevani V. Gaikwad**

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**Introduction:**

The Goods and Services Tax (GST), India's biggest tax reform since Independence, was rolled out past midnight on Friday at a gala event organised in the Parliament's Central Hall. A minute after the stroke of midnight, President Pranab Mukherjee and Prime Minister Narendra Modi pressed the button to launch the new indirect tax regime on a digital screen with 'GST' emblazoned on it in a golden hue.

Conceived on the principle of 'one nation, one tax, one market', the tax that subsumes 17 central and state levies was launched in the presence of Vice President Hamid Ansari, former Prime Minister HD Deve Gowda, Lok Sabha Speaker Sumitra Mahajan, Finance Minister Arun Jaitley, MPs, chief ministers, state finance ministers, officials of the Centre and states.

The movement of goods will now become much simpler across the country and cheaper as the new regime replaces the old system, where a product was taxed multiple times and at different rates.

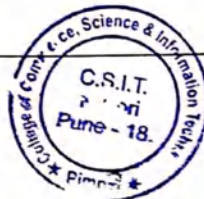
Here India TV brings to you the answers of some natural queries that will help you better understand what GST is, GST rates, what the new tax means for individuals, businesses as well as the economy.

**Historical background of GST:**

*GST was first recommended by Kelkar Task Force on implementation of Fiscal Reforms and Budget Management Act 2004 but the First Discussion Paper on Goods and Services Tax in India was presented by the Empowered Committee of State Finance Ministers dtd.10th Nov.10th, 2009.*

In 2011, the Constitution (115th Amendment) Bill, 2011 was introduced in Parliament to enable the levy of GST. However, the Bill lapsed with the dissolution of the 15th Lok Sabha.

Subsequently, in December 2014, the Constitution (122nd Amendment) Bill, 2014 was introduced in Lok Sabha. The Bill was passed by Lok Sabha in May 2015 and referred to a Select Committee of Rajya Sabha for examination.



## IMPORTANCE OF LISTENING IN BUSINESS COMMUNICATION

**Khan Anjum Sarfraz**

Asst. Professor, ASM's CSIT College

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**Abstract:**

*When someone is able to speak fluently, he/she thinks that he/she is good at communication skills but that is not true. Only speaking is not important and cannot be called as Communication Skill. Listening is equally important as speaking is. Genuine listening has become a rare gift—the gift of time. It helps build relationships, solve problems, ensure understanding, resolve conflicts, and improve accuracy. Listening builds friendships and careers. Effective communication often involves listening skills that develop your ability to really absorb what others say, and listen with an open mind. Just like becoming a better speaker, there are many benefits of becoming a better listener. By developing better listening skills, you will be able to get more information out of the conversations you have, increase others' trust in you, and people will be drawn to our inviting personality.*

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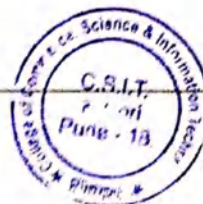
**Listening is different than hearing:**

Hearing refers to the sounds that enter your ears. It is a physical process that, provided you do not have any hearing problems, happens automatically.

Listening, however, requires more than that: it requires focus and concentrated effort, both mental and sometimes physical as well.

Listening means paying attention not only to the story, but how it is told, the use of language and voice, and how the other person uses his or her body. In other words, it means being aware of both verbal and non-verbal messages. Your ability to listen effectively depends on the degree to which you perceive and understand these messages.

Listening is not a passive process. In fact, the listener can, and should, be at least as engaged in the process as the speaker. The phrase 'active listening' is used to describe this process of being fully involved.



## IOT (INTERNET OF THINGS)

Mrs. Ashwini Shivane

Mrs. Vaishali Bodade

### **Abstract:**

*Internet of Things (IoT) is a new revolution of the Internet. Internet of Things (IoT) is can be said the expansion of internet services. It provides a platform for communication between objects where objects can organize and manage themselves. It makes objects themselves recognizable. The internet of things allows everyone to be connected any time and anywhere . Objects can be communicated between each other by using radio frequency identification (RFID), wireless sensor network (WSN), Zigbee, etc. Radio Frequency identification assigns a unique identification to the objects . RFID technology is used as more secure identification and for tracking/locating objects, things, vehicles.*

### **Introduction:**

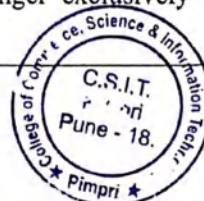
IoT systems allow users to achieve deeper automation, analysis, and integration within a system. They improve the reach of these areas and their accuracy. IoT utilizes existing and emerging technology for sensing, networking, and robotics.

IoT exploits recent advances in software, falling hardware prices, and modern attitudes towards technology. Its new and advanced elements bring major changes in the delivery of products, goods, and services; and the social, economic, and political impact of those changes.

### **IoT – Key Features:**

The most important features of IoT include artificial intelligence, connectivity, sensors, active engagement, and small device use. A brief review of these features is given below –

- **AI** – IoT essentially makes virtually anything “smart”, meaning it enhances every aspect of life with the power of data collection, artificial intelligence algorithms, and networks. This can mean something as simple as enhancing your refrigerator and cabinets to detect when milk and your favorite cereal run low, and to then place an order with your preferred grocer.
- **Connectivity** – New enabling technologies for networking, and specifically IoT networking, mean networks are no longer exclusively tied to major providers.



## FIDOOOP-DP: DATA PARTITIONING IN FREQUENT ITEM SET MINING ON HADOOP CLUSTERS

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### Abstract

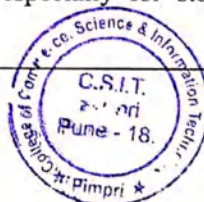
Traditional parallel algorithms for mining frequent item sets aim to balance load by equally partitioning data among a group of computing nodes. We start this study by discovering a serious performance problem of the existing parallel Frequent Item set Mining algorithms. Given a large dataset, data partitioning strategies in the existing solutions suffer high communication and mining overhead induced by redundant transactions transmitted among computing nodes. We address this problem by developing a data partitioning approach called FiDooop-DP using the Map Reduce programming model. The overarching goal of FiDooop-DP is to boost the performance of parallel Frequent Item set Mining on Hadoop clusters. At the heart of FiDooop-DP is the Voronoi diagram-based data partitioning technique, which exploits correlations among transactions. Incorporating the similarity metric and the Locality-Sensitive Hashing technique, FiDooop-DP places highly similar transactions into a data partition to improve locality without creating an excessive number of redundant transactions. We implement Fi Dooop-DP on a 24-node Hadoop cluster, driven by a wide range of datasets created by IBM Quest Market-Basket Synthetic Data Generator. Experimental results reveal that FiDooop-DP is conducive to reducing network and computing loads by the virtue of eliminating redundant transactions on Hadoop nodes. FiDooop-DP significantly improves the performance of the existing parallel frequent-pattern scheme by up to 31 percent with an average of 18 percent.

### Key Words:

Frequent Item set Mining, Parallel Data Mining, Data Partitioning, Hadoop Cluster, Map Reduce Programming Model

### Introduction

Parallel Frequent Item set mining is looking for sequence of actions and load balancing of dataset. Creating Hadoop cluster is especially for storage and analyzing data.





## CLOUD SECURITY POLICIES TO PROTECT FOR DEPLOYED DATA

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**Abstract:** *Cloud computing security or, more simply, cloud security refers to a broad set of policies, technologies, and controls deployed to protect data, applications, and the associated infrastructure of cloud computing. The security of cloud data is vital to any organisation, but every company is not confident about the security of their data on cloud. It is the biggest concern about cloud computing is the data security issues, data management and infrastructure management. This research paper focuses on data privacy and security. It is always a risk to handover the sensitive data to third party. Also it aims to suggest a solution for the same by combining the algorithms used and the digital signature.*

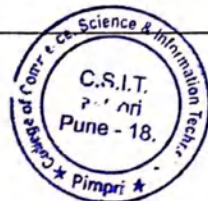
**Keywords :** *Cloud computing, Data security, Algorithm, Digital Signature, Cryptography.*

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### Introduction:

Cloud computing concept is not new, but in recent years this had commercial success, estimations revealing the fact that it will play a major role in information and communication technology. Cloud enables new service providers to offer a wide audience, initial infrastructure needs, at a minimal cost. The term "cloud" is used since the 90's in the context of dynamic changes of routes in telecom, for balancing the utilization and indicates that telecom infrastructure is virtualized, user not knowing on which channel data will be routed. The basic concept for cloud computing can be dated since 1961 in a speech by John McCharty, when he predicted that sharing processing time can lead to the provisioning of resources and applications in the utility form.

A Cloud is a flexible execution environment involving multiple stakeholders and providing measurable different granularity to meet a certain level of quality (quality of service) [2]. This is the materialization of the vision to transform the calculation into a



## AUTOMATED STORAGE MANAGEMENT

Mrs.Ujwala Falak

(Lecturer in Computer Science)

Mrs. Shubhangi S Shinde

(Lecturer in Computer Science)

### Abstract:

*The Oracle Database (Commonly referred to as Oracle RDBMS or simply as Oracle) is an object-relational database management System (ORDBMS) produced and marketed by Oracle Corporation. In recent IT terminologies, there has been gaining more importance for Shared Storage. It is the main and critical requirement for building and managing the Real Application Cluster (RAC) recommended by Oracle.*

*Using the ASM based shared storage for RAC database is a recommended method by Oracle. One of the major motivations behind use of ASM is that it removes the management hassles of raw devices and provides the performance advantage of the raw devices; also it offers better management and tuning of IO activity and eliminates the need for any volume management.*

*In this paper, case study has contained the benefit in relations with storage management which include Direct I/O, Asynchronous I/O, Striping, Mirroring; Load Balancing .This study provides prominent area in shared storage facilitating ease of administration and storage reliability.*

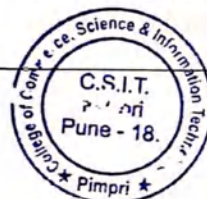
*Paper has provided important guidelines for management of Oracle Real Application Cluster (RAC).*

*Keywords: Real Application Cluster, Shared Storage, Automated Storage Management, Direct I/O, Asynchronous I/O, Striping, Mirroring, Load Balancing.*

### Introduction

Automatic Storage Management (ASM) is a new feature of Oracle Database 10g which provides a vertical integration of the file system and volume manager specifically built for the Oracle database files. ASM distributes I/O load across all available resource to optimize performance while removing the need for manual I/O tuning (spreading out the database files avoids hotspots). ASM helps DBAs manage a dynamic database environment by allowing them to grow the database size without having to shutdown the database to adjust the storage allocation.

Automatic Storage Management allows the DBA to define a pool of storage



## EMPLOYER BRANDING – AS A TOOL TO ATTRACT COMPETENT EMPLOYEE

**Dr. Pragya Singh**  
Assistant Professor,  
Pune, India.

**Mrs. Sarita Goyal**  
Assistant Professor, ASM's CSIT,  
Chinchwad , Pune, India.

### *Abstract:-*

*This paper is helpful to make understandable to all about employer branding as a core value of an organization. It focuses on organizational values, culture, system, attitudes and employee relations. This is a tool for HR (Human Resources) to attract and retain employees for an organizational effectiveness in this competitive world.*

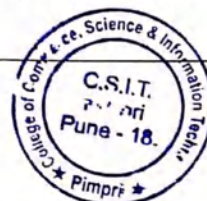
*A Strong brand needs a brand driven organization, which can assimilate the brand into employees (Keller K.et. at 2000).*

*The purpose of the proposed research will be to analyses the effect of employer branding and its impacts on various organization. This research will define the corporate brand, employer preference, employee motivation and organization performance.*

### **Introduction:-**

“Building a strong employer brand is not the sole responsibility of Human Resources. It is a team approach that starts from the leadership and includes Human Resources, Marketing and Finance. In fact, everyone in the organization is an ambassador of the Brand.”

Employer brand denotes an organization's reputation as an employer and Organization reputation shows the overall attractiveness of an organization. The term Employer Brand was first used in the early 1990s, and now a days this term is used globally. In today's world organizations are not attracting talented and competent employees rather they selects organizations based on organization reputation .In the 21st century, the image of the company attracts much talented employees so that the success of every company largely depends upon their efficiency to make their brand effective .Attracting and retaining talented employees has become for companies a big challenge these days. Employer branding can be one of the best way for attracting and retaining talented employers and solution to offset the shortage of talent. Employer



**A SOCIAL AND ECONOMIC STUDY OF THE WOMEN  
WORKERS IN UNORGANIZED HOUSING CONSTRUCTION  
SECTOR IN PUNE DISTRICT**

**Dr.Mrs. Minakshi P.Jadhav**

ASM group of Institute, CSIT College ,Pune

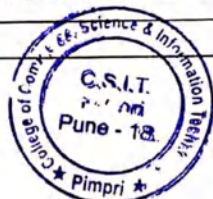
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**Abstract:**

*The first National Commission on Labour (1966-69) has defined unorganized labour as those who have not been able to organize themselves in pursuit of common objectives on account of constraints like casual nature of employment, ignorance and illiteracy, small and scattered size of establishments and position of power enjoyed by employers because of the nature of industry etc. Nearly 20 years later the National Commission on Rural Labour (NCRL: 1987-91) visualized the same scenario and the same contributory factors leading to the present status of unorganized rural labour in India.*

*According to NSSO estimates the total employment in the country has risen from 374 million in 1993-94 to 397 million in 1999-2000 (based on Usual Principal and Subsidiary Status). Out of this, around 28 million are in the organised sector and the balance 369 million in the unorganised sector. About 60% of the labour in the unorganised sector is engaged in agriculture and allied activities.*

*The researcher is concentrated only on the women workers who are working in the construction sector in pune district and how they are facing problems in the society. Majority of women constructive workers are facing lots of problems like absence of social security, low wages, gender discrimination, un equal wages rate for men and women workers. Unhygienic habits and place and its effect on health. Researcher adopted "descriptive research design" Data was collected from 30 women workers in pune district. The researcher has selected the " Simple Random sampling" from probability sample design. The data for this study has been collected through primary source. The primary data for this study was collected with the help of questionnaire. The secondary data was collected from the library and computer. The major findings of unorganised women worker's problem will be discussed in the full paper.*



## BUSINESS COMMUNICATION SKILLS: ONE ASPECT LEADING TO SUCCESS IN BUSINESS

*Mrs. Shakuntala B. Vibhute*

*Faculty, CSIT College,*

*ASM group of Institute*

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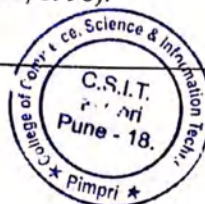
### **Abstract:**

*Business Communication encompasses such topics as marketing, brand management, customer relations, consumer behaviour, advertising, public relations, corporate communication, community engagement, interpersonal communication, employee engagement and event management. It is closely related to the fields of professional communication and technical communication. Communication skills are vital for smooth functioning of internal as well as external communication of an organisation. Communication is also necessary for motivation of the employees within an organisation. Business English and Soft Skills are the two important aspects that play a vital role in promoting the Business of an organisation. The main objective of the paper is to explore the role of use of Business English language in Business Communication and importance of Soft Skills in developing interpersonal relations within an Organisation.*

---

### **Introduction:**

Communication is the glue that holds a society together. The ability to communicate enables people to form and maintain personal relationships. And the quality of such relationships depends on the calibre of communication between the parties (Brennan, 1974). Communication is the process of sharing ideas, information, and messages with others in a particular time and place. Communication includes writing and talking, as well as nonverbal communication (such as facial expressions, body language, or gestures), visual communication (the use of images or pictures, such as painting, photography, video or film) and electronic communication (telephone calls, electronic mail, cable television, or satellite broadcasts). Communication is a vital part of personal life and is also important in business, education, and any other situations where people encounter each other (Encarta, 1998).



## IMPACT OF EMPLOYEES ABSENTEEISM ON INDIVIDUAL & ORGANIZATION PRODUCTIVITY

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### *Abstract:*

*Workers Absenteeism is a significant factor which decreases a significant amount of work time of worker or productivity of an organization. Ensuring a high level of productivity is an objective of all employers. Unfortunately unplanned employee absences have an impact on an organization productivity. The purpose of this chapter is to examine the consequences of absenteeism, we want to identify the casual effects of absenteeism on individual workers & organization productivity. Our goal is to provide a better theoretical understanding of these questions. A systematic attempt was made to investigate the impact of worker absenteeism on productivity. Absenteeism among workers is not only from point of view of cost concept, but it is important from the point of moral of employees. Research has consistently shown that employers have concerns regarding unplanned employee absences.*

**Key words:** *Absenteeism, Productivity, Individual Worker.*

### **Introduction:**

It has been observed that the phenomenon of absenteeism does not exist only on the Indian industry; it is a universal fact. The difference is only in terms of magnitude. The extent of absenteeism may differ from industry to industry, place to place and occupation to occupation. Absenteeism may be extensive in a particular department of an industry (or a concern). The absenteeism among the younger workmen is extensive on Mondays after the weekend, particularly among unmarried men who, after a late night on Sunday, perhaps with girl friends, find it difficult to get up and come to on time and concentrate on work; and it is lowest on pay day. The extent of absenteeism is greater among youngsters than among the older employees, greater among women than men. Youngman are generally found to absent for a variety of reasons, including restlessness and a sense of irresponsibility. In some cases, absenteeism of particular workers is due to reasons connected with a job, as a worker does not like his job or he

