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International Conference
on 'Ongoing Research in Management & IT'

incon-xv 2020

10th - 12th January
Pune, India

In Association With

SAVITRIBAI PHULE PUNE UNIVERSITY (Pune, India)

CETYS UNIVERSIDAD Mexico

CityUniversity of Seattle (Seattle, USA)

Knowledge Partner

ASMA ADOPTION OF SOCIAL MEDIA IN ACADEMIA

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INCON 2020 WILL BE STREAMED LIVE ONLINE

" SELECTED PAPERS WILL BE PUBLISHED IN UGC APPROVED JOURNAL* "ASM BUSINESS REVIEW SPECIAL EDITION - CONFERENCE PROCEEDINGS"
*Approval Awaited

ASM GROUP OF INSTITUTES: IBMR | IIBR | IPS | IMCOST | CSIT | GEMS | GJC

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About ASM

Celebrating 36 years of excellence in education

Established in 1983, Audyogik Shikshan Mandal (ASM) has completed 36 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 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 & 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 student with contemporary industry experience. A loaded calendar of seminars, conferences & events help in providing interactions with corporate stalwarts therby learning from their insights & experience.

The ASM Group of Institutes provide state-of-the-art infrastructure, which includes WIFI 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 over 72000+ alumni working with top-notch organizations in India & abroad.

Excellent sporting facilities, a busy calendar of social events and a global reputation for teaching makes 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 University of Pune, and engages in joint research program and R&D activities for industry-sponsored projects at all levels. ASM also host a number of research based events to bring together industry and academia, enhancing industry-institute-interface.

AWARDS & ACCOLADES

Reception of prestigious awards and honors is an adduce to the fact that ASM is one of the most coveted educational institute

- "Best Education Brand" by The Economic Times 2018-19
- "Leading Higher Education Group" by Business Excellence Research Group (BERG), Singapore
- "Academia & Industry collaborations for Interactive Curriculum to Drive Employability"- National Execution Award 2018 ASSOCHAM India
- "Digital Learning Award 2018" at HE&HR Conclave, from Govt. of Telangana
- "Best Innovative Institute" by WIEF'19
- "Business School of the Year" by Higher ED Award'19

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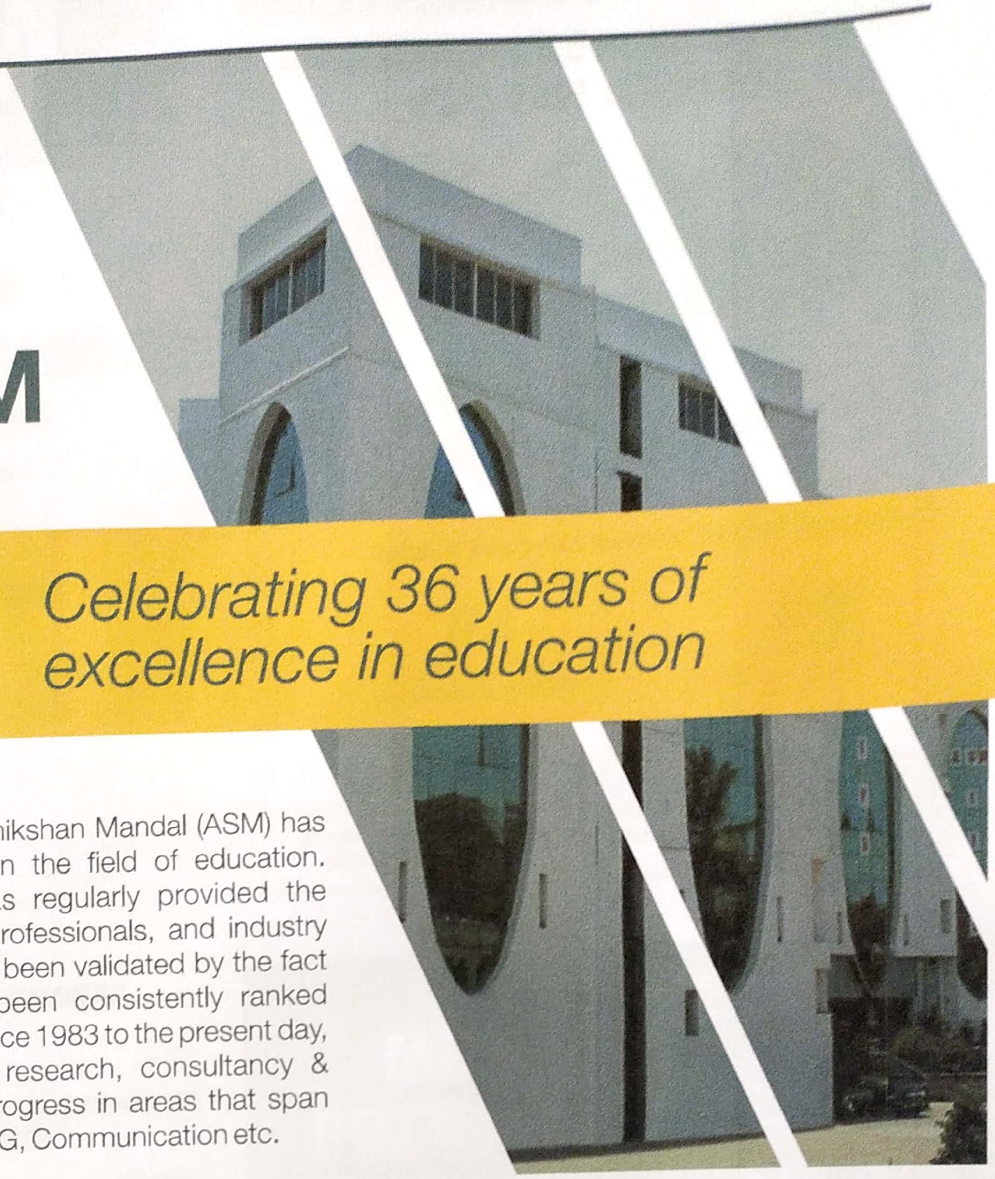
About ASM



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- "Best Innovative Institute" by WIEF'19
- "Business School of the Year" by Higher ED Award'19

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PGDM

Two years full-time AICTE approved

ASM's IBMR/IIBR - PUNE, IMCOST - THANE

DUAL SPECIALIZATION

Option A (Any One)

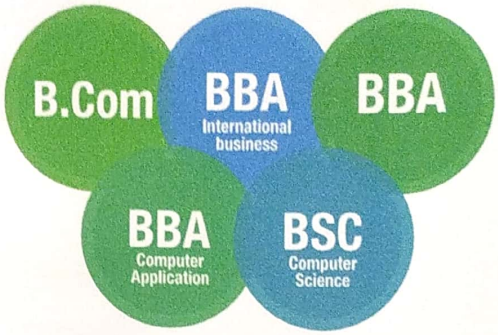
- **LOGISTICS MANAGEMENT** Integrated with Safeducate
- **ENTERPRISE MANAGEMENT** in association with SAP
- **INTERNATIONAL FINANCE** Integrated with US CPA
- **BUSINESS ANALYTICS & BIG DATA** Jointly Awarded by IBM
- **DIGITAL MARKETING (IIBR)** in association with HBP, IIMBX, TimesPro

Option B (Any One)

- **MARKETING**
- **FINANCE**
- **HRM**
- **OPERATIONS**

UNDERGRADUATE COURSES

SAVITRIBAI PHULE PUNE UNIVERSITY, FULL TIME COURSES



Optional Integrated Industry Oriented Specialization

- **BA** BUSINESS ANALYTICS (In collaboration with IBM)
- **DM** DIGITAL MARKETING (In collaboration with TIMESPRO)
- **LM** LOGISTICS MANAGEMENT (In collaboration with SAFE EXPRESS)
- **CC** CLOUD COMPUTING (In collaboration with IBM)
- **MC** MOBILE COMPUTING (In collaboration with IBM)

ASM's IIBR - PUNE

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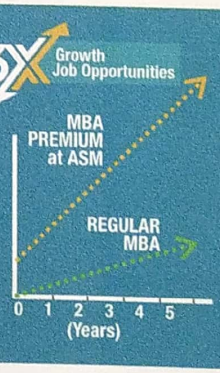
SPECIALIZATIONS

- Marketing
- Finance
- HRM
- IT
- Operations
- International Business Management
- Pharma & Healthcare Management (PHM)
- Tourism & Hospitality Management (THM)
- Supply Chain Management
- Rural & Agribusiness Management (RABM)

MBA PREMIUM

TRANSFORMATIONAL COURSES THAT NOT ONLY TEACHES YOU BUSINESS SKILLS BUT ALSO HOW TO SUCCEED



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MBA/MMS

DUAL SPCIALIZATIONS

IBMR 29TH BATCH
DTE CODE : 6102

IPS
DTE CODE : 6166

IMCOST 14TH BATCH
DTE CODE : 3125

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ASM's Business Excellence Program

Brings to You

ASM
www.asmgroup.edu.in
ExEd CENTRE

The Executive Education Centre

A flexible & convenient blend of courses curated for the top leaders of tomorrow.

Staying at the forefront of the educational industry, ASM is amped up to announce the establishment of the executive education centre.

Identifying the dearth of well-trained employees in the industry, ASM has curated economical courses for professionals to sharpen their competencies with a global mindset. These uniquely focused programs will surpass intellectual as well as physical boundaries, while updating or renewing the skills of working professionals or entrepreneurs. It aims to impart relevant and overarching edification to experienced executives and qualified employees. The tools taught are mapped to a real-world setting which help to build the stage for professional success. Growth-minded individuals can establish practical action plans for their organizations in a rapidly evolving global marketplace.

Always a strong advocate of innovative, diversified learning, ASM has collaborated with renowned national & International institutes bringing to you a faculty of excellence.

Preparing for promotion, finding the right department of work & adding value to your resume are the goals one can achieve with the help and guidance of these curated programs. One may opt for a set course or a combination of courses as per an individual's or company's interest. A company may also customize course as per the requirement of the organization at an exceptional value.

Harvard Business School Online

ASM's Business Excellence Program Integrated with ***HBS Online*** (Harvard Business School) Online Program

Disruptive Strategy | Strategies
Economics for Managers | Entrepreneurship Essentials
Financial Accounting | Global Business
Leadership Principles | Leading With Finance
Management Essentials | Negotiation Mastery
Sustainable Business Strategy

ASM's Business Excellence Program Integrated with ***IBM***

IBM Business Analytics Lab

PGP Business Analytics | Sectoral Analytics Courses
Professional Certificate Course | Financial Analytics

Member
SAP Student Academy Program

ASM's Business Excellence Program Integrated with ***SAP***

PG Program in Human Capital Management integrated with SAP Success Factors | SAP GRC SAP FI + GRC PGDM in Enterprise Management

IIMBx
Open | Knowledge | Now

ASM's Business Excellence Program Integrated with ***IIMBX***

Mastering Money & Debt Markets | Mastering Equity Stock Markets
Mastering Foreign Exchange Markets | Risk Management in Banking and Financial Markets | Creating Competitive Advantage through Organizational Design | Mastering Marketing Essentials
Strategizing Brand Management | Essentials of Marketing Management

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Academic Partners

Savitribai Phule Pune University, India

About **Savitribai Phule Pune University, India**

Savitribai Phule Pune University (formerly Pune University), established in 1949, is one of the premier universities in India. Rated as a 5 star university, it is the largest in the region, and is ranked amongst the top universities in the world. Famously known as the "Oxford of the East", it is finest and one of the most popular educational centers in the country, attracting students from the world over. Spread across a 411 areas, it houses 46 academic departments, comprises 307 recognized research institutes and 612 affiliated institutions offering graduate and under-graduate courses.

About **City University of Seattle, USA**

Established in 1973, City University of Seattle is one of the top ranked universities in USA. During it's rich history, the university has attained a network of more than 55,000 alumni from around the world, who have become leader in global business. City University of Seattle offers 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 studying at its 27 campuses across diverse countries.

City University of Seattle, USA

CETYS University, Mexico

About **CETYS University, Mexico**

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

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CEGR
(Centre for Education Growth & Research)

About **CEGR (Centre for Education Growth & Research)**

With over 5000 aligned academicians, corporate and researchers, the CEGR National Council comprises of 30 Chancellors and Vice Chancellors from various regions of India, Bureaucrats from AICTE, Association of Indian Universities and leading industrialists. CEGR is only education think tank to organize 56 successful events in 14 states on a single day under its flagship social initiative i.e. Indian Education Festival. Indian Education Festival benefited more than 12,500 persons on a single day. The 4 unique innovation include (i) Research Based Book in India for Academic Leaders i.e. Higher Education Leadership and Management, (ii) Research Based Book in India for skills gap i.e. Corporate Employability Skills (iii) Research Methodology for Faculty and (iv) First research based book in India for Faculty Career Orientation i.e. Higher Education Faculty Career Orientation and Advancement.

About **Institute of Computer Science Polish Academy of Science (IPI PAN), Poland**

As Edsger Dijkstra, a famous Dutch computer scientist, noticed "computer science is no more about computers than astronomy is about telescopes". It resonates well with what the institute of Computer Science of the Polish Academy of Science (IPI PAN) is doing. Research projects, conferences, publications and educational programs are all about such intriguing issues like computer architecture, artificial intelligence, data analysis, knowledge acquisition and representation, statistical and biologically motivated learning paradigm, decision theory, computer information systems, industrial management applications and knowledge management. Another great computer scientist, Marvin Minsky, once said that one doesn't understand anything until one learns it more than one way. This precisely what the Members of IPI PAN endeavor to achieve: understanding through inspiration, hard work and practical relevance.

Institute of Computer Science Polish Academy of Science (IPI PAN), Poland

ASMA
(Adoption of Social Media in Academia), India

About **ASMA (Adoption of Social Media in Academia), India**

A unique research initiative by FMA Digital, ASMA has emerged as one of the pioneers, helping educational institutes and universities harness the power of digital and social media for growth. ASMA has received lot of appreciation from academic leaders, influencers from higher education, industry bodies and associations such as AICTE, AIU, EPSI, AIMS, & Indian Education Network. Over 5000 academic stakeholders from 200+ universities have engaged with ASMA through initiatives like Annual India Trend Study, Portal, Business and Research conferences, MDPs, Research Publications etc.

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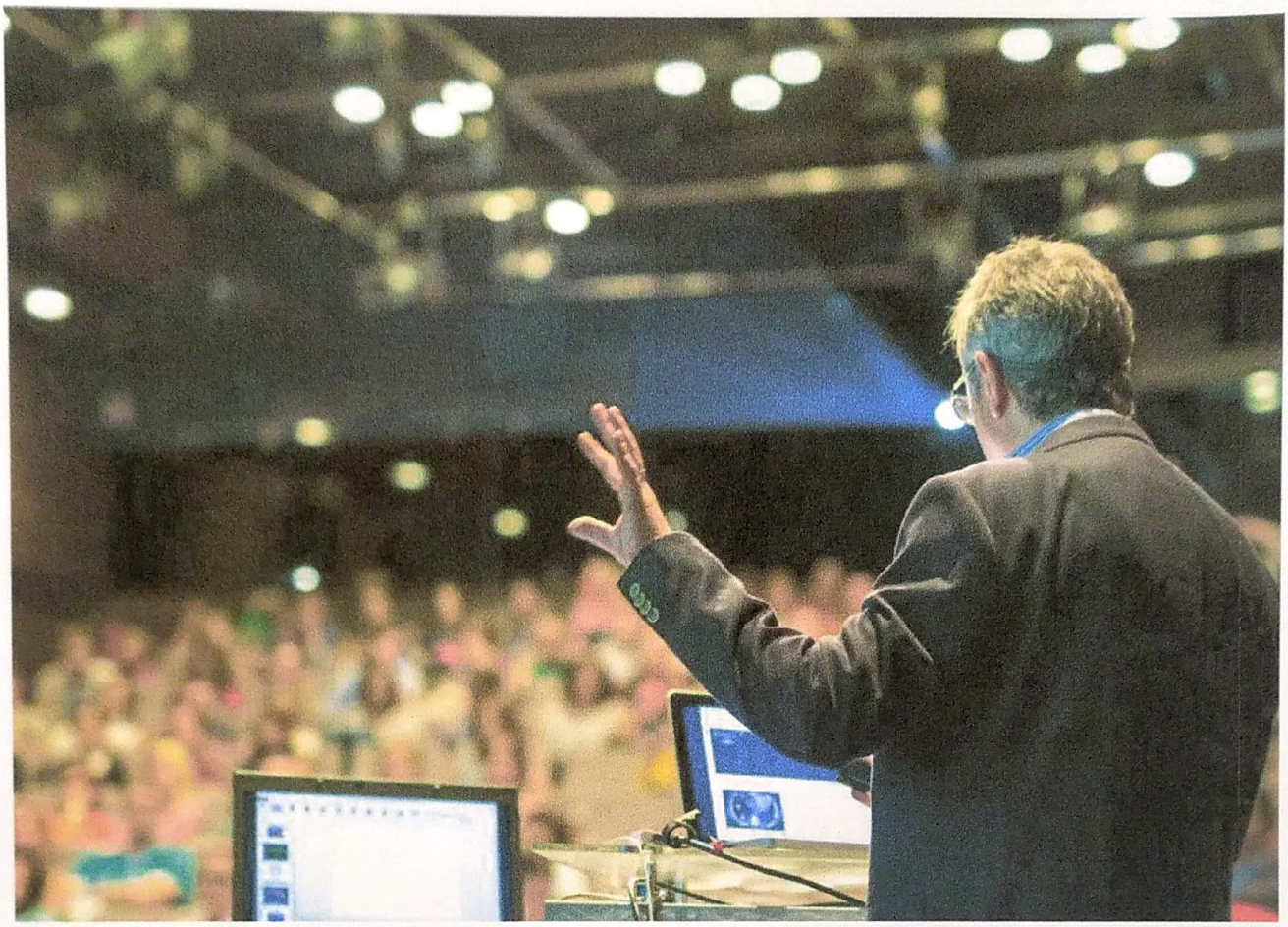

International Conference

On Ongoing Research In Management & IT

The central conference theme is Ongoing Research in Management Studies and Information Technology. Through this theme, ASM INCON 2020 intends to capture a comprehensive outlook featuring various pragmatic areas from management and information technology. Over the 3 day conference, representatives from academia and corporate will be presenting in-depth research papers to a jury comprising eminent personalities from academia and corporate.

This is a golden opportunity to learn from likeminded people, and industry peers & seniors. Participants will come face to face with new research techniques, best practices and methodologies while unearthing new insights from some of the sharpest minds from the industry and academic world.

Our previous International Conferences have been proven to be enormously beneficial for researchers in the academic circles due to the immense value capture in 3 days, but also for a golden opportunity offered to participants to interact with leaders from Academia, Corporate & Government sectors.

In addition to this, our conferences has been serving as a vital tool for the decision makers in the fields of academia, corporate houses, government undertakings and non-government undertakings, to come together and solicit solutions to the problems they're confronting.

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Conference Topics

" We invite quality research papers in the field of ongoing research, recent trends, innovative methodology, experimental methodology in functional areas of Global Business Management Environment. Your research paper may span over the themes and following sub themes of functional management areas preferably, but not restricted to only these themes and sub-themes. All other genuine, quality research papers in Global and National Business environment are welcome."

1 Strategic Management	2 Knowledge Management	3 Change Management	4 Finance & Economics	5 Banking
6 Marketing	7 Operation & Supply Chain	8 Agricultural Business	9 Information Technology	10 Human Resource Management
11 Education & Management	12 Talent Management	13 General Management	14 Project Management	15 Data Analytics

Rules & Guidelines

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 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 conferences.

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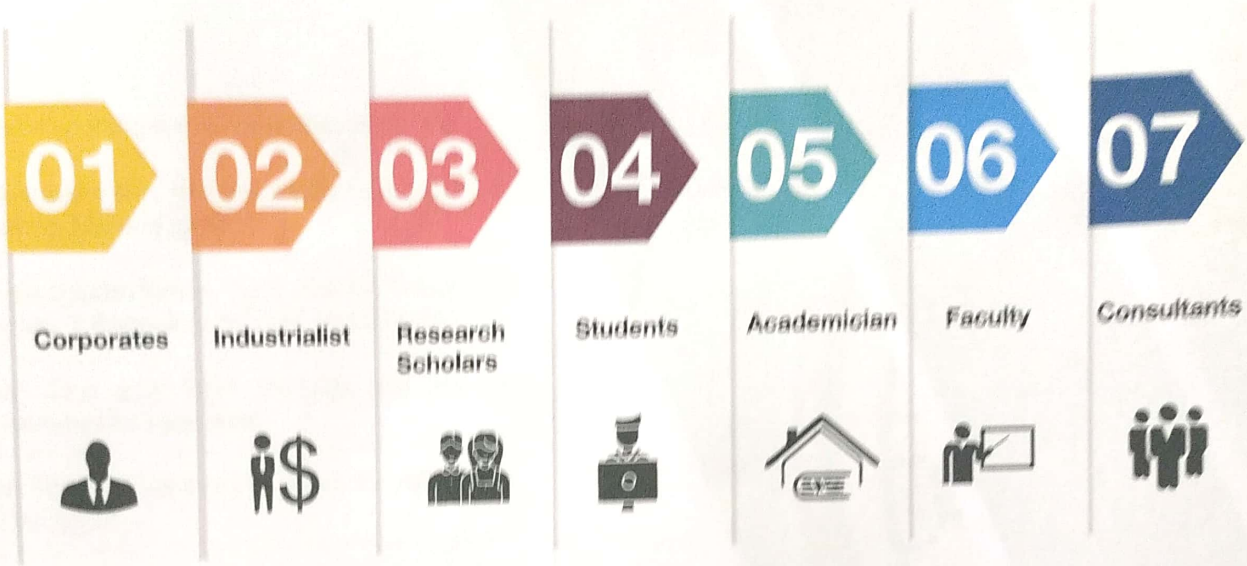
Who can participate



Procedure for Paper Submission

Submitted paper 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 Please specify your research area in the email. The participants who are willing to present in absentia, can present their papers through Skype / Video conference, if they wish to.

Registration Fees and Important Dates

Registration Fees	
Students	₹500/-
Research Scholars, Academicians, Faculty Members (Authors can submit Two research papers in same registration fees)	₹2000/-
Corporates, Industrial Consultants	₹3000/-
Foreign Delegates	USD $100
Absentia / Skype	₹500/-

Important Dates	
Conference	10th & 12th Jan 2020
Last date for submission of abstract	30th Dec 2019
Registration Starts	1st Dec 2019
Payment details will be conveyed with paper acceptance letter	-
Last date for registration	30th Dec 2019
Full Paper Submission	31st Dec 2019

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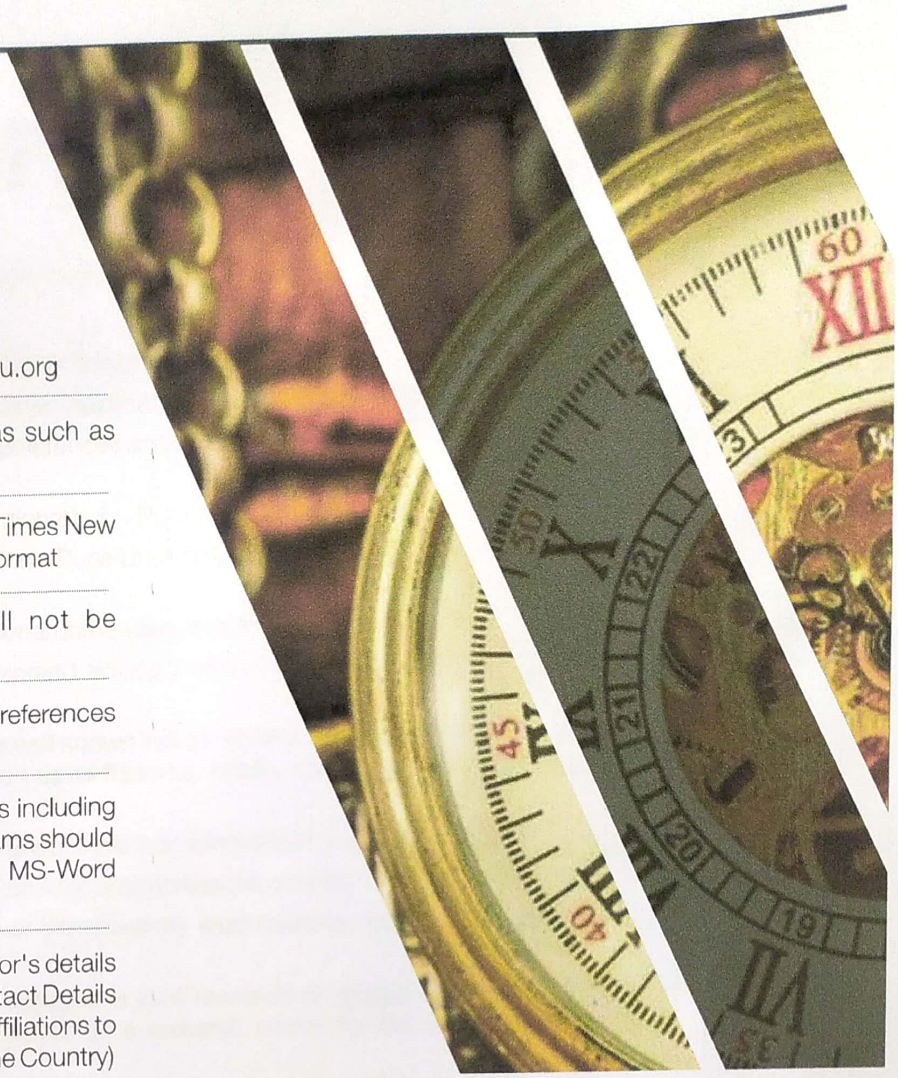

Rules and Guidelines for Research Paper Presentation for Participation

- Submit your papers to: 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 & diagrams should be in bpm formats inserted in the MS-Word Document
- The first page should contain the author's details (Title of Paper, Name 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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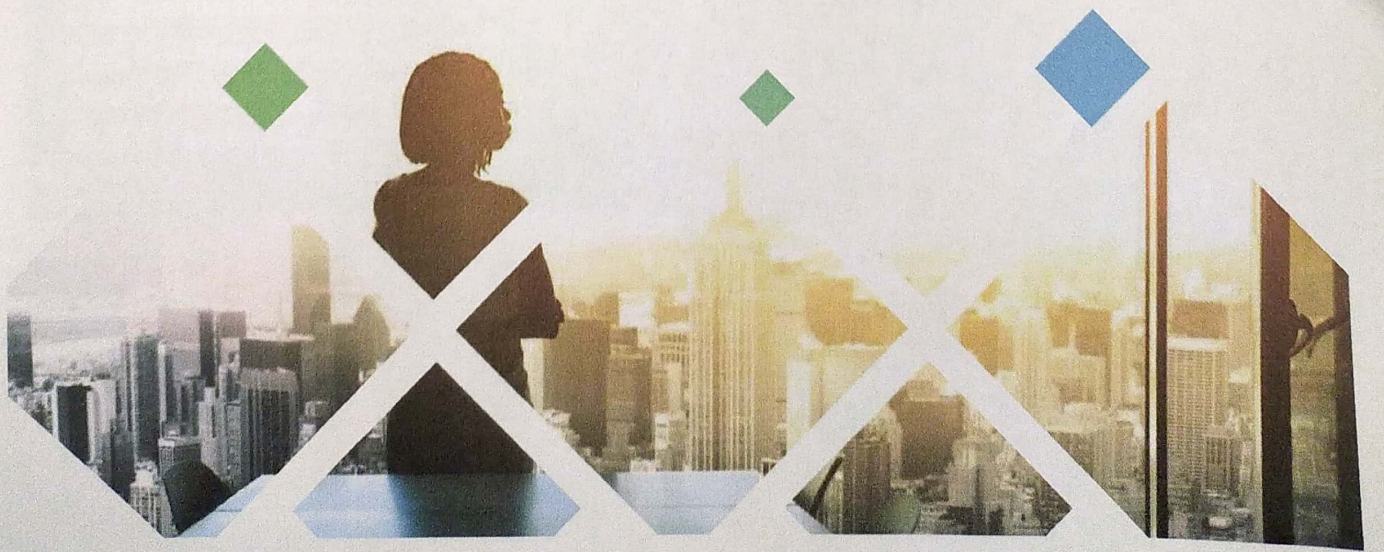
ASM Fact File

- A 36 year legacy in the field of education from kindergarten to doctorate
- Strong network of 72000+ 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 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 Sq. ft. built up area
- International Tie-ups



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Chairman, ASM Group of Institute

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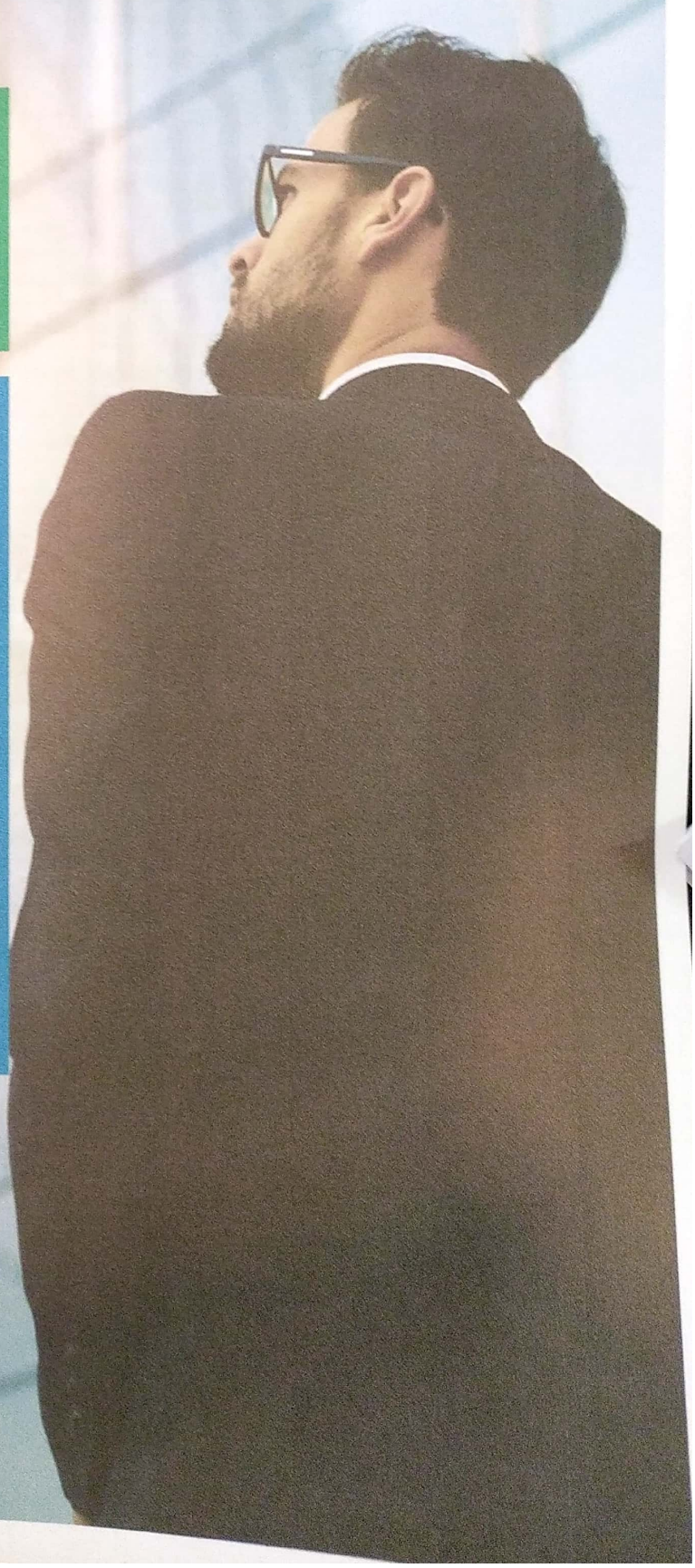

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Affiliated to Savitribai Phule Pune University & Recognised by Government of Maharashtra

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

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Permanently affiliated to Savitribai Phule Pune University & Approved by AICTE, Govt. of India

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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 MCCIA

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ASM GROUP OF INSTITUTES

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submit papers at: incon@asmedu.org

For further enquiries and clarification contact:

Dr. Satish N Pawar : 9766347359 | Prof. Hidayat Pirjade: 9309878236

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"A STUDY OF PROMOTIONAL STRATEGIES FOR EFFECTIVE MARKETING OF SMALL SCALE CHEMICAL COMPANIES IN PUNE DISTRICT

Dr. Dilip Aher
Associate Professor,
Institute of Business Management & Research, Chainchwad, Pune - 411018

Dr. Nilesh Anuthe
Associate Professor,
Institute of Business Management & Research, Pune

ABSTRACT :

Over the last fifteen years the Indian chemicals industry has graduated from manufacturing principle chemicals in a highly regulated market to being a grown-up industry in a liberalized economy. Upto 1991, India had a closed economy, with the domestic chemical industry enjoying safeguard in the form of differential import duties on raw materials and finished chemical products. Chemical manufacturing was largely controlled by licensing regulations. The chemical industry is among the fastest growing ones in India. The bulk of chemicals produced in India comprise either upstream products or intermediates, which go into a variety of manufacturing applications including fertilizers, pharmaceuticals, textiles, plastics, agrochemicals, paints and dyes.

Promotion is one of the main activities in the marketing programme. It performs the marketing task by informing, persuading and reminding the target customers (existing and probable), counters the competition, and builds a favourable company/ brand/ product image. Though every element of the marketing-mix and its related strategies are very important in the marketing but promotional strategies need to be defined separately to understand clearly and consistently about its strategic part by which the product and services offered by the marketers to customers.

The promotional strategy depends on the channel or route through which products of the firm flow to consumer. There are pull and push strategies in promotion. Pull strategies depend upon mass communication. Products are literally pulled by buyers through the channels on the basis of huge promotional efforts. In a pull strategy the product is pulled through the channel by creating customers demand. Customers compel retail shops to stock these mass-promoted products. The major reason for the growing importance of promotional activities in marketing is the ongoing revolution in global business practice after the globalisation that has changed the rules of marketing and the role of the traditional advertising activities.

The major factors underlying the strategic shift in marketing activities are as follows:

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A STUDY ON IOT TECHNOLOGY AND ITS APPLICATIONS

Ms.Sarika Laxman Shinde
ASM's CSIT College
Email :-
sarika.shinde@asmedu.org

Mrs.Vaishali Sathe
ASM's CSIT College
Email :-
vaishalibodade@asmedu.org

ABSTRACT :

"The very basic principle of technology to make our lives easier by leaving fewer things to be explicitly done by us? And solution for this is "IoT" Technology.

IoT is short for Internet of Things. It can be said the expansion of internet services.It is recognized as one of the most important areas of future technology and is gaining vast attention from a wide range of industries. In this paper we study applications & challenges in IOT Technology."

Keywords *Internet of things , sensors, communication.*

INTRODUCTION

The effect technology has on our lives is something beyond words. We are smarter, growing faster, learning in innovative ways and experiencing things every day, all because of technology and science. We might sit and think about on how forward and advanced the technology has become today, but those thoughts will hardly be able to match the levels to current advancement. So, while there is another new technology that is almost knocking on our doors, very few are aware of it. Internet of Things also known as 'IoT' is the latest ongoing talk of innovation in the world.

We all are aware of how internet has connected people to people, but now taking another step forward internet is going to connect things never thought before. Basically, Internet of Things (IoT) is a system of devices and things that are implanted with sensors, software and electronics to initiate the exchange and collection of data and information.

"The Internet of Things (IoT) is a system of interrelated computing devices, mechanical and digital machines, objects, animals or people that are provided with unique identifiers (UIDs) and the ability to transfer data over a network without requiring human-to-human or human-to-computer interaction."

Applications Area of IOT

Smart Home

Whenever we think of IoT systems, the most important and efficient application that stands out is the smart home, ranking the highest IoT application on all channels.

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RFID BASED SECURITY SYSTEM USING 8051 MICROCONTROLLER

Mr. RakeshKumar Nishad

Mr. Aditya Bijwe
Mr. Avanishkumar Patel
Mr. Prem Dhananjayan.

ABSTRACT :

RFID based Secured access system implemented on 8051 microcontroller . This is a very useful application of RFID (Radio-frequency identification) and is very commonly used in Industries, Institutes, Offices, Homes, Colleges and so on. A RFID system consists of a reader device and a transponder. A transponder or tag has a unique serial number which is identified by the reader. Here RFID has been interfaced with AT89C51 to provide secured access. The relevant messages are also displayed on a 16x2 LCD. RFID automated access for door controls to buildings, departments, rooms, secured closets (wiring, PBX, etc.) and cabinets is very cost effective and secure to use. Many people do not realize how easy it is to implement card access systems such as card access door or doors using RFID readers and RFID Cards or Keyfobs for Secured Access Control Management. You can even use smart readers for computer rooms and securing individual computers.

In fact access based entrance and exits using access smart technology is rapidly becoming the way of the future for many businesses, government buildings, hospitals, museums and other establishments requiring secured but easy to control access solutions. Access based systems use either 125 kHz RFID or 13.56 MHz RFID readers, cards and keyfobs

Key Words: AT89C51-8051 Microcontroller IC

List of Component :

- AT89C51 Microcontroller
- AT89C51 Programming Board
- 11.0592 MHz Quartz Crystal
- 2 x 33pF Ceramic Capacitors
- 2 x 10KΩ Resistor
- 10µF Electrolytic Capacitor
- Push Button
- 16 x 2 LCD Display
- 3 x 1KΩ Resistor
- 10KΩ POT
- EM-18 RFID Reader Module
- L293D Motor Driver IC
- Motor
- Connecting Wires

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RECESSION AND AUTO SECTOR IN INDIA

Prof. Sanjeevani Gaikwad
Assit Professor
ASM's CSIT, Pimpri Pune
Email – sanjeevanig1234@gmail.com

Prof Singam Pallavi
Assit Professor
ASM's CSIT, Pimpri Pune
E mail –singam.pallavi475@gmail.com

Objective:

- Auto sector continues to be on slide due to low consumer demand
- Data for September show a decline in passenger car sales by 24 per cent
- Commercial vehicle sales also down by over 62 per cent in September

A recession is a macroeconomic term that refers to a significant decline in general economic activity in a designated region. It is typically recognized after two consecutive quarters of economic decline, as reflected by GDP in conjunction with monthly indicators like employment. Recessions are officially declared in the U.S. by a committee of experts at the National Bureau of Economic Research (NBER), who determines the peak and subsequent trough of the business cycle which demonstrates the recession.

Automobile industry in India has been experiencing major stagnation for the past four quarters. A new report by Dr SoumyaKanti Ghosh, group chief economic adviser at State Bank of India, outlines five major reasons behind the slowdown in the auto sector.

Using an econometric decomposition exercise, the report has identified a decline in rural demand coupled with the liquidity crisis stemming from NBFC defaults as the key culprits behind the slowdown.

Weak consumer sentiments across all segments led to a massive decline in automobile sales in June 2019 with both urban and rural areas witnessing a demand distress.

While the total quarterly production of the automobile segment grew 7.21 million in June 2019 from 5.6 million in June 2014, the quarterly registrations recorded a decline of 0.32 million in June 2019 on a year-on-year basis. Notably, domestic auto sales as a percentage of production have dropped to 84.35 percent in 2019 from 85.27 percent in 2014.

Causes of recession in auto industries:

1. NBFC Crisis: After the dramatic default by IL&FS last September, the NBFC sector has been faced with a major liquidity crunch. The overall exposure of mutual funds to financial sectors plummeted by approximately Rs 64,000 crore

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A STATISTICAL ANALYSIS OF SMOKING HABITS OF RESIDENTS IN GREAT BRITAIN

Mr.Suklal Kumbhar
Asst.Prof ASM's CSIT
Mob No: 9623002878
suklalkumbhar9595@gmail.com

ABSTRACT :

The smoking habits of residents in Great Britain were investigated using questionnaires. Out of a men population of 25,221 that returned their questionnaires 17% are active smokers. Out of a women population of 26,323 that returned their questionnaires 16.2% are active smokers and Out of a total population of 51,544 that returned their questionnaires 16.6% are active smokers Using Chi-square test, significant differences were found in smoking habits with respect to Age group, differences were found with regard to smoking habit. Highest percentage of smoking in Men were in the age group, 16 – 24 year (Table7.) also highest percentage of smoking in women were in the age group, 16–24 year (Table8.). Based on the results of the study, public health campaign on the effect of smoking should target the more educated population especially students and working women

INTRODUCTION

Smoking habits are known to affect health of consumers. Smoking is linked to increased frequency of pulmonary infection, airway hyper-reactivity and chronic inflammation. The relationship between tobacco smoking and lung cancer has been stated worldwide about 4 million people die annually from tobacco related illnesses and by 2030 it is estimated that this value will rise to 10 million deaths each year and that 70% of these deaths will be in developing countries due to increasing rate of smoking. It is a cause of death which can be prevented. Although the adverse health consequences of tobacco smoking have been known for over 50 years and a large body of work over 30 years has highlighted the persistent and apparently widening health inequalities between people with different socioeconomic status and the contribution of smoking to these inequalities has been acknowledged.

Materials and Methods

Study population: The study population comprised of subjects that are above 15 years old resident in Great Britain. A total of twenty five thousand and two hundred and twenty one (25,221) men respondents returned their questionnaires. A total of twenty six thousand and three hundred and twenty three (26,323) women respondents returned their questionnaires. Questionnaires were designed and administered to the respondents with the request for demographic data and requests

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VIRTUAL COMMUNICATION: THE UNIFIED REALITY

Dr. Ravindra K. Pabshetwar
Assistant Professor
ASM's Commerce,
Science and Information Technology,
Pimpri, Pune.
E-mail:
ravindrapabshetwar@asmedu.org

ABSTRACT :

Virtual communication has become the norm for many organizations. As technology has evolved, time and distance barriers have dissolved, allowing for access to experts worldwide. The reality of business today demands the use of virtual communication for at least some work, and many professionals will sit on a virtual team at some point. Although virtual communication offers many advantages, it is not without challenges. This article examines the costs and benefits associated with virtual and face-to-face communication, and identifies strategies to overcome virtual communication's challenges. Emerging adulthood, specifically the transition to college, is often marked by changing social networks, increased responsibility, and separation from the parental home environment

Key words: *Virtual communication, virtual collaboration, FTF, technology, CMC*

INTRODUCTION

Through everyday life and interaction among the people, various situations come up from which we can learn a lot. Of course if we properly examine them. Speech, verbal or nonverbal is used as a tool in that mutual communication. In these diverse situations while communicating, emphasized are those with a goal, structured, focused, planned and represent some kind of a competition. These competitions are actually negotiations on a basic level part of the everyday life of people who negotiate or bargain for buying a car, an apartment, offices etc. If we look at this from an organizational perspective, the good inter-organizational and intra-organizational communication is essential for the success of the organization

Although the majority of undergraduate students report that they are enjoying college (Ruiz, Sharkness, Kelly, DeAngelo, & Pryor, 2010), many students appear to be struggling with the new challenges of the college environment. Over the past few decades, there have been marked increases in the number of college students reporting and seeking services for mental health problems (Pryor, Hurtado, DeAngelo, Palucki Blake, & Tran, 2010).

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THE IMPACT OF TALENT MANAGEMENT ON THE PERFORMANCE OF AN ORGANIZATION

Priyanka Gaikwad, Trupti Kadam
College Name:-ASM CSIT College, Pimpri
Qualification:-MBA-HR with NET & MBA in HR
Mail Id:-trupti@asmedu.org
Contact Number:-8999254180, 9405852482

ABSTRACT :

This research explores talent management practices & it's on performance of an organization. It was found that talent management is considered as the strategy of organization to retain employees. The strategy involves the human resource activities such as recruitment, selection, training and development and performance management.

The retention of talented employees is necessary for an organization to success and improve performance. In highly competitive market and technological changes, having the right employees is the key to ensure organizational success.

The impact of this research will create an opportunity to develop talent management strategy. It is expected that the identification and development of talent management strategy would result in additional benefits for the organization and its employees the performance of every organization is depending on the performance of their employees. If the employees have unique competencies which the competitors cannot replicate, the organization automatically gains a competitive edge over its competitors.So, for managing this unique human capital, the organizations are focusing on creating effective systems and processes for talent management.

Human resource is playing important role because greatest assets of the organization are its people. People though belong to diverse backgrounds therefore possess diverse talents so, this is an organization's responsibility to effectively manage the talent of its workforce, talent management

Keyword: *- Competitive Edge,Greatest Assets,Unique Competencies, Retention of Talented Employees.*

INTRODUCTION

Background of Talent Management:

In 1997, McKinsey released The War for Talent and awakened a new wave of interest in organizations to attract, develop, retain and maximize the performance of their talent. Two decades later, the war drums are still beating and the battle

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"WHATSAPP VISIBILITY CONTROL WITH USER CONSENT"

Mrs.Ujwala Falak
Asst.Professor,
ASM'S College of Commerce, Science & Information Technology
Pimpri, Pune
ishaborole@rediffmail.com

ABSTRACT :

In this paper, I researched on providing security on Personal number which is linked with WhatsApp. User should have choice to allow visibility of WhatsApp on Contact number saved in Phone book. Mostly everybody's uses their personal number for WhatsApp and same number is shared to many people like personal, business, community helpers etc. All people are allowed see and access personal data on WhatsApp which is violation of privacy. There is need to have additional security mechanism where user can have flexibility to allow or restrict people. Paper intends is to research on control WhatsApp visibility on user consent.I find that now Indian users were aware of the privacy settings and use them specially to limit the visibility of when they were last active, status. We also find that ---------% of respondents had been contacted by a stranger through the WhatsApp.

Keyword: *WhatsApp number security, Android, Mobile Instant Messaging (MIM), User Consent.*

INTRODUCTION

The popularity of Mobile Instant Messaging (MIM) applications has been markedly increasing in recent years as a way to cheaply stay connected with friends and family. MIM applications such as WhatsApp allow users to easily send text messages, videos, links, and photos.

Nowadays Mobile apps are eating the world. Every industries segment launching apps for their customer. All the apps use users contact number for installation and get linked with user number.

Each Mobile apps are linked with user contact numbers and users has all types of contact numbers like personal numbers, business numbers, social numbers and community helpers' numbers etc.

Currently all the user can see in their contact number whoever is using WhatsApp and they are allowed to message using WhatsApp. However, the visibility of users' personal information to other users on these networks leads to privacy concerns.

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IMPACT OF DIGITAL MARKETING AS A TOOL OF MARKETING COMMUNICATION: A BEHAVIORAL PERSPECTIVE

Prof. Haridini Bhagwat
ASM (CSIT) College of Commerce, Science and Information TechnologyPune

Prof. Rajan Kolage
ASM (CSIT) College of Commerce, Science and Information TechnologyPune

ABSTRACT :

This study shows the impact of digital marketing on behavioral prospect of consumers.

For conducting this study a sample of Indian consumers are surveyed to attain their behavioral pattern on digital marketing. Modern day marketing has been going through a radical change. Fast moving marketing trends based on the growth and innovation of new technologies as well as portable communication devices influencing the customer behavior significantly. A well designed marketing plan with specific digitalmarketing tools is the demand in the integrated marketing communication plan for this tech friendlyenvironment. High speed internet connectivity brings massive number of young crowd in social media indicating marketer should be more focused and concentrated in digital marketing tools for effective and Efficient targeting of market as well as to achieve other organizational goals.

Keywords: *Digital Marketing, Marketing Communication, Consumer, Bangladesh*

INTRODUCTION

Digital marketingis a broad marketing concept thatdescribes the marketingof products or services using digital technologies, mainly on the Internet, but also includes display advertising, mobile phones, and any other digital medium. Digital marketing is the promotion of products or brands through one or more forms of electronic media and it differs from conventional

marketing in that it involving the use of channels and methods that allow a business to analyze marketing campaigns and understand what is working and what isn't in a quicker and more authentic way. Typically digital marketers examine things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc.

Internet is the most widely use channel in digital marketing, yet there are other means including wireless text messaging, electronic billboards, mobile instant

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'MARKETING AND PROMOTIONAL BRAND BUILDING THROUGH SOCIAL MEDIA IN RELEVANCE TO HOME APPLIANCES'

Prin. Dr. D. D. Balsaraf
Prin.ddbalsaraf@gmail.com
Mobile: 9665808872

Dr. Bhagyashree B. Kulkarni
gaureegauree@gmail.com
Mobile: 9604421569

ABSTRACT :

Now a product is not only promoted with 'Word of Mouth', but also the product's attractive advertisements are posted on Facebook page. As social media is becoming very popular in the society, the trend of marketing is growing very fast. Along with marketing products, brands are gaining popularity. Businesses are also gaining more after the use of social media. Many of them use Facebook pages and Twitter accounts for business purpose.

Introduction

Now-a-days usage of mobile phones is increasing in considerable quantity along with being very regular. With the help of Whats app and Facebook smart phone is available on the tips of the figure. Which app groups are made for friends, relatives and employees of the same organization and person of the same culture, taste and hobby. There are groups of peers. There are female groups and male groups. There are also mixed groups. Good morning begins with message sharing and experiences, thoughts, ideas are shared with each other. Bulk data and information (useful data) is available on social sites. Information explosion as bomb in social media. Messages are forwarded endlessly. Social media communication is growing widely every day. Therefore, the researcher might say, mouth propagation turns into viral messages. Consumer behavior is influenced by the values and culture of individuals and groups of friends. And now a days these are groups called social media.

TheoreticalBackground: Purchasing Decision of Home Appliances:

Household appliances are mostly electrical and electronic articles such as refrigerators and washing machines such as washing machines, refrigerators, dishwashers, televisions, etc. Most of them are the most invested products. They are of high prices. Their characteristics are complex. There is a big difference between the options. At the same time, this product reflects the buyer's self-concept in the society there. These consumer goods are white goods. They are expensive. Repair fees for these products are high.

Importantly, each body in the house may show interest in purchasing home appliances. As is the family members in Home Home.

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CAREER OPPORTUNITIES AND CHALLENGES FACED BY BUSINESS SCHOOL STUDENTS

Mrs. Shakuntala B. Vibhute
Asst. Prof. ASM CSIT College

ABSTRACT :

Effective communication and proficient management approach is very essential to achieve organizational goals and objectives. New careers have opened new ways of employments for graduates taking into account the developments of the Digital Age. This paper attempts to explore various skills that graduates need to acquire to face the challenges posed by the Digital Age. It also focus on the need for curriculum development to prepare the graduate to face the real life scenarios on completion of the course. Some studies and research have found that they are not prepared for these interactions and that the graduates lack these communication skill

Key words: *Digital Age, Communication skills. Graduates, Business schools.*

Digital Age

Today, in this "Digital Age", time seems to fly faster and distances appear to have become shorter.It's Virtual Communication, almost instantaneous from anywhere, anytime. Class notes in class are giving way tocryptic messages delivered instantly to screens in the palms of our hands.The effect of this evolving technology on our society and our educational processes has yet to be determined, butthere are number of questions that arise therefrom. The change that is brought about by technology, affecting relationships with teachers and students. The learning outcomes and educational experiences observed by integrating technology into our learning systems and its effectiveness in the lives of students. The digital age world would give rise to new various new age jobs thereby shutting down of conventional jobs which are often mechanical in nature.The very societies that have been in the forefront of the Information Age are in difficult situation with the rise of AI(Artificial Intelligence), which is actually a formof meta-cognition resulting from advanced organic cognition, as suggested by McGowan in a recent article in the Forbes. She further says that more than 120 million individuals would need retraining to be able to function in the job market while the supply is a mere 20 million. Another articleby Clay Christensen mentioning the digital age as doomsday, predicts the closure of more than half of the American universities due to the inherent flaws in their latent structure which leaves their students woefully unprepared to face the digital transformation taking place around them. Several countries have started witnessing the merger and closure of universities due to their

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MATHEMATICS IN A CHANGING WORLD

Ms. Harshali Kholamkar
CSIT College
E-mail Id:
harshalikholamkar@asmedu.org

ABSTRACT :

"Neglect of mathematics works injury to all knowledge."

For appreciating the role of mathematics in the development of the society or in a broader term the world in totality we need to have a better understanding of the following;

- *What is mathematics?*
- *What is the importance of mathematics?*
- *What is development?*
- *Is there any need of Mathematics in the Changing World?*
- *What is the role of mathematics in the development of Society?*

- ***What is mathematics?***

Mathematics is a branch of science, which deals with numbers and their operations. It involves calculation, computation, solving of problems etc. Its dictionary meaning states that, 'Mathematics is the science of numbers and space' or 'Mathematics is the science of measurement, quantity and magnitude'. It is exact, precise, systematic and a logical subject.

Mathematics reveals hidden patterns that help us to understand the world around us. Now, much more than arithmetic and geometry, mathematics today is a diverse discipline that deals with data, measurements and observations from science, with inference, deduction, and proof; and with mathematical models of natural phenomena, of human behavior, and of social systems.

It may also be defined as, 'Mathematics is the study of quantity, structure, space and change; it has historically developed, through the use of abstraction and logical reasoning, from counting, calculation, measurement, and the study of the shapes and motions of physical objects.

In a simple way we can say that mathematic has originated from numbers and number system is a special field of it, from which other branches of mathematics are developed. It is a systematized, organized and an exact branch of science.

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Pune - 18.
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WOMEN PARTICIPATION IN HOUSEHOLD DECISION WITH SPECIAL REFERENCE OF HOME APPLIANCES

Dr. Meenakshi Jadhav
meenakshijadhav@gmail.com
Mobile: 9822093873

Dr. Bhagyashree Kulkarni
gaureegauree@gmail.com
Mobile: 9604421569

ABSTRACT :

Household decision of home appliances is the important decision in this technological era. Home appliances are expensive products. These are white goods. They are very useful in household activities. Like Washing machine makes easier the work of washing cloths. Mixer is very useful to prepare food. T. V. is the entertainment for whole family and more & more home appliances. So buying those products is the major decision of family. All family is indulged in this decision. Men, children and women are together decision makers. Women constitute more than half of the World's population. Women provides two third of the world's work, also educated and money earner. On this background it is important to search the participation of woman in buying decision of home appliances.

INTRODUCTION

Household decision of home appliances is the important decision in this technological era. Home appliances are expensive products. These are white goods. They are very useful in household activities. Like Washing machine makes easier the work of washing cloths. Mixer is very useful to prepare food. T. V. is the entertainment for whole family and more & more home appliances. So buying those products is the major decision of family. All family is indulged in this decision. Men, children and women are together decision makers. But generally we can see that mostly all decision are taken by men.

Now a day Women constitute more than half of the World's population. Women share two third of the world's work, and they are also educated and contributing to improve financial position of the family. On this background it is important to search the participation of woman in buying decision of home appliances.

Keywords:-

Home appliances:- the household appliances which are expensive and used for household activities like washing, grinding.

House hold decision :- it is the decision that is taken in the home with discussion in a family.

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CONSTRUCTION FIRM :A TECHNOCRAT OR AN ADMINISTRATOR?

Dr. Shruti Ganpule
(M. Com., NET, SET, Ph. D.)
Assistant Professor, Pratibha College of Commerce and Computer Studies
Email id: shruti.ganpule@yahoo.com
Contact No.:9326824274

Dr. D. D. Balsaraf
(M.Com., LLB, M. Phil, D.H.E., D.T.L., D.L.L.W., G.D.C & A., M.P.M., M.B.A., Ph. D.)
Member, State Backward Class Commission, Pune 411001

ABSTRACT :

New inventions in technology are moderately changing the scenario of construction industry. Though construction sector is labor oriented, the sector is changing its face these days. Construction industry is the second largest industry providing employment in India. It is constantly contributing at the rate of 8 to 10% in GDP of India. In near future, the policies of the Modi Government viz. 'Make in India', 'Smart Cities', 'Digital India', 'AMRUT yojana' and huge investment and development in infrastructure projects will result in growth in construction industry. The success of any business organization depends upon the style of administration of the organization. The construction industry is not an exception to it. Construction industry in India is rapidly implementing technological up gradation. However, the industry is still lagging behind as far as the administrative practices are concerned. The present paper studies how the industry is handling this challenge of adopting new techniques of management for better organization of construction site.

Key words: *Administrative Practices, Time and cost overruns, PMC*

INTRODUCTION

Introduction:

1.1 Indian Construction Industry:

Construction history is as old as mankind. New inventions in technology are moderately changing the scenario of construction industry. However, basically the construction industry is labor oriented. As per the figures of 12th five-year plan, around 31,000 registered construction firms offer employment to 41 million people in India. Construction sector is the second largest sector employing skilled, semiskilled and unskilled workers after agriculture sector. It is constantly contributing at the rate of 8 to 10% in GDP of India. Construction activities include construction of commercial, residential and industrial buildings, all types of industries, infrastructural facilities like dams, bridges, roads, railways, ports, airports and other public utilities. Though construction sector is labor oriented, the sector is

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"STUDY OF SENTIMENT ANALYSIS FROM SOCIAL MEDIA USING PYTHON"

Prof. Hidayat Peerjade
Asst.Professor, ASM's IBMR,
Pune, India
hidayat.pirjade@gmail.com

Prof. Prashant N. Wadkar
Asst.Professor, ASM's IIBR,
Pune, India
pnwadkar@gmail.com

ABSTRACT:

The sentiment analysis is analysis of users opinion or feedback. The feedbacks or opinion might be from social media or by other means. The study of social media interactions is the process of data gathering using social networking channels, its transformations before processing etc. And is covered in this study. The happenings related to business, riots, people opinions, etc. can be analyzed. It will help to monitor the activities which are happening and accordingly decisions can be taken by respective government and controlling authorities. Hence it is proving the best analysis for the future.

Keywords: *Social Media, Sentiment analysis, python, tweets, textblob, NLP (Natural Language Processing)*

1. Introduction :

Many users/customers/people are day by day relying more on feedbacks posted on the social network channels to make a variety of decisions like what movies to watch, what business to invest in, even opinions/comment on YouTube etc. It means consumers follow these reviews and get biased and behave accordingly while taking decisions. So It is possible to analyze these reviews and predict something. The python language made it possible by it's different library when the analyst follows a mechanism for sentiment analysis.

2. Objectives :

1. To study the mechanism of sentiment analysis.
2. Extending it to Analysis of Sentiment Analysis or
3. Extending it to real time Analysis of Sentiments by using Social Media or by Kaggle.com

3. Significance of the study :

It's the beginning of the researcher to study the mechanism of sentiment analysis, but it found that the tremendous potential in the Sentiment analysis, because hence forth many of the business, decision, predictions will depend on this analysis. So it is significant in various ways as mentioned above.

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TEST DRIVEN DEVELOPMENT (TDD): A HIGHLY NEEDED METHODOLOGY IN SOFTWARE ENTERPRISE

Prof. Vaishali Jawale
Assistant Professor
ASM's IBMR,
Chinchwad,Pune
vaishalijawale@asmedu.org

Dr. K. Nirmala Kumaraswamy
Research Guide,
ASM's IBMR,
Chinchwad,Pune
ksita_nirmala@rediffmail.com

ABSTRACT :

Businesses, small medium large, are constantly trying to reduce their costs and at the same time race up to the market. Software Testing approaches and methodologies are being designed increasingly to address both objectives – Speed and Quality. Over a period of time, software testing for business critical software and applications is being increasingly outsourced. Reasons are pretty evident – leveraging expertise, cutting down time to market, spike up productivity, cost-effectiveness, and improved code quality. Here comes the concept of TDD. In Software development world, test-driven development (TDD) is awell known and commonly useddevelopment methodology by which tests are initially created, and then the actual software code created, which aims to pass the newly-generated tests. Test-driven development offers the ability to take small steps when required. It allows a programmer to focus on the task at hand as the first goal is to make the test pass. Exceptional cases and error handling are not considered initially, and tests to create these extraneous circumstances are implemented separately. Test-driven development ensures in this way that all written code is covered by at least one test. This gives the programming team, and subsequent users, a greater level of confidence in the code. Designed as an offshoot of extreme programming, TDD follows the agile method of building software in iterations and involves clean, simple designs and code.

Keywords: *TDD, Quality, extreme programming.*

INTRODUCTION

Building a robust and resilient software/application is getting more and more critical, as most virtual interfaces offer new customers and opportunities. The software/application further links and interacts with third party applications that help deliver desired customer experience. For instance, Banking/Financial applications have numerous offshoots to complete the necessary transactions.Most importantly, getting third party expertise on board gives practical insights into the code's quality and provides an undoubted proof that the code works as intended.While these reasons remain true for outsourcing any type of software testing, it holds true for

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"PYTHON PROGRAMMING: FEATURES, APPLICATIONS, CAREER OPPORTUNITIES AND FUTURE"

Rajshri Chandrabhan Thete,
Assistant Professor,
ASM's College of Commerce, Science and Information Technology, Pimpri, Pune-18
Email:rajshri21thete@gmail.com,

Kapil Adhar Wagh
Assistant Professor,
ASM's College of Commerce, Science and Information Technology, Pimpri, Pune-18
Email: kapilwagh@asmedu.org

ABSTRACT :

Python is a widely used general-purpose, high level programming language. It was initially designed by Guido van Rossum in 1991 and developed by Python Software Foundation. It was mainly developed for emphasis on code readability, and its syntax allows programmers to express concepts in fewer lines of code. In this paper we first introduce you to the python programming features and applications. This paper also discusses about the reasons behind python being credited as the fastest growing programming language in the recent times supported by research done over the articles procured from various magazines and popular websites. This paper features about the application and most important features of python language.

Keywords- *Python, Programming languages, Real world programming, open source, object-oriented.*

1. INTRODUCTION

Python is a widely used general-purpose, high level programming language. It was initially designed by Guido van Rossum in **1991** and developed by Python Software Foundation. It was mainly developed for emphasis on code readability, and its syntax allows programmers to express concepts in fewer lines of code. Python works on different platforms (Windows, Mac, Linux, Raspberry Pi, etc.).Python has a simple syntax similar to the English language. Python supports a dynamic type system and automatic memory management and has a large and comprehensive standard library. Python interpreters are available for many operating systems. Python was designed to be easy to understand and use. Python is termed as a very user-friendly and beginner-friendly language in the recent times. Python is very flexible, because of its ability to use modular components that were designed in other programming languages.

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A STUDY OF THE STEGANOGRAPHY IN AUDIO

Kapil Adhar Wagh,
Assistant Professor,
ASM's College of Commerce, Science and Information Technology, Pimpri, Pune-18
Email: kapilwagh@asmedu.org,

Rajshri Chandrabhan Thete
Assistant Professor,
ASM's College of Commerce, Science and Information Technology, Pimpri, Pune-18
rajshri21thete@gmail.com

ABSTRACT :

The steganography is the method to keep the secret message hidden from the unknown resources. It is also referred as to hide the secret text behind the cover file. This method is being used since hundreds and thousands of the years. Only the difference is that we are using it now days in technical era.

The secret data can be hidden into any cover file like audio, image, video etc. As we all know that any type of data is present inside the computer memory in the form of binary numbers. As the binary number system contains only zero's and one's we can arrange our secret message, passwords by just replacing some binary numbers. This method is called as Least Significant Bits (LSB). This method is widely used in image steganography. In this paper we are going to learn about the various techniques through which the secret message can be hidden inside the audio file. These various techniques are LSB, Echo hiding, Phase coding, Parity coding, Spread Spectrum etc. The objective is to find the better method considering all the situations.

Keywords: *Steganography, LSB, Spectrum, Echo, Phase, Parity*

1. Introduction to Data Security

The current industries mainly demands for digital watermarking and finger printing of audio and video steganography. The music and movie industries are continuously searching for new methods of steganography. In broadcast monitoring, the detectors are used to extract the watermark of given file and report to the broadcasting events to notify the owner or distributor of broadcast status. Since internet is now a major medium for communication and data transfer. The steganography remains intact under transmission and transformation allowing us to protect our secret data. The cybercrimes are also reporting rapidly nowadays hence the steganographic methods should be that much effective and secure so that crimes can be minimized for that cryptography should be combined with steganography for security of the data come information.

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