

DVV CLARIFICATION

3.3.1	Number of research papers published per teacher in the Journals notified on UGC care list during the last five years				
	3.3.1.1. Number of research papers in the Journals notified on UGC CARE list year wise during the last five years				
	HEI Input :				
	2021-22	2020-21	2019-20	2018-19	2017-18
	1	3	1	1	5

INDEX

Sr. No.	Findings of DVV	Page No.
1.	Screenshots of research articles clearly showing the title of the article, affiliation, name of the journal, year and authors name. If the links and DOI number are not available	05-15


PRINCIPAL
SMT. PRAMILA GOKULDAS DAGA
GIRL'S COLLEGE, RAIPUR (C.G.)

3.3.2 Number of research papers per teachers in the Journals notified on UGC website during the last five years.

Sl.No.	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number	Link to the recognition in UGC enlistment of the Journal /Digital Object		
							Link to website of the Journal	Link to article/paper/abstract of the article	Is it listed in UGC Care list/Scopus/Web of Science/other, mention
2021-22									
1.	EFFECT OF FUNDAMENTAL CHANGES IN LEADERSHIP PATTERN	DR. POONUM AHUJA	Commerce	Printing Area: Interdisciplinary Multilingual Refereed Journal	2022	2394-5303	www.vidyawarta.com/03	http://www.printingarea.blogspot.com	YES
2.	BRANDING :AN EMERGINE TREND	DR. POONUM AHUJA	Commerce	Vidyawarta: Interdisciplinary Multilingual Refereed Journal	2021	2319-9318	www.vidyawarta.com/03	http://www.printingarea.blogspot.com	YES
3.	Design and simulation of CPW Fed Slot Antenna at different frequencies	Mr. Mayank Yadu	Computer Science	NVEO Natural Volatiles & Essential oils	2021	5480-5487	www.nveo.org	https://www.nveo.org	YES
4.	Comparative Analysis of various RF MEMS Based Antennas	Mr. Mayank Yadu	Computer Science	Design Engineering	2021	0011-9342	http://www.thedesignengineering.com	http://www.thedesignengineering.com/index.php/DE/article/view/1979	YES

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							Link to website of the Journal	Link to article/paper/abstract of the article	Is it listed in UGC Care list/Scopus/Web of Science/other, mention
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5.	Study of recent trends in "Mobile - APPS market"	D. Nagesh Rao	Commerce	JICR journal	2020	0022-1945	http://www.jicrijournal.com	-	YES
2019-20									
6	INCREASING E-MARKETING TRAND IN INDIA	DR. POONUM AHUJA	Commerce	Vidyawarta: Interdisciplinary Multilingual Refereed Journal	2019	2319-9318	www.vidyawarta.com/03 .	http://www.pritingarea.blogspot.com	YES
2018-19									
7	egkleqUn ftys esa ,l-ch-vkbZ ds vUrxZr vkoklh; .k dk ewY;kadu	Dr. Renuka Bakshi	Commerce	Printing Area: International Multilingual Refereed Research Journal	2018	2319-9318	www.vidyawarta.com/03 .	http://www.pritingarea.blogspot.com	YES
8.	jk;iqj ftys esa ,l-ch-vkbZ ds vfrfjDr .k dh fLFkfr	Dr. Renuka Bakshi	Commerce	Printing Area: International Multilingual Refereed Research Journal	2018	2394-5303	www.vidyawarta.com/03 .	http://www.pritingarea.blogspot.com	YES

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							Link to website of the Journal	Link to article/paper/abstract of the article	Is it listed in UGC Care list/Scopus/Web of Science/other, mention
9.	AFFECT AND AWEARNESS OF ADVERTAISMENT ON ONLINE PURCHING BEHAVIOUR OF WORKING AND NONWORKING WOMEM WITH SPECIFIC REFERENCE TO REDYMADE GARMENTS	DR. POONUM AHUJA	Commerce	Vidyawarta: Interdisciplinary Multilingual Refereed Journal	2018	2319-9318	www.vidyawarta.com/03 .	http://www.pritingarea.blogspot.com	YES
10.	A STUDY ON EFFECT OF ONLINE SHOPPING ON RETAIL BUSINESS	DR. POONUM AHUJA	Commerce	Printing Area: Interdisciplinary Multilingual Refereed Journal	2018	2394-5303	www.vidyawarta.com/03 .	http://www.pritingarea.blogspot.com	YES
11.	BUYERS BEHAVIOUR AND ONLINE SHOPPING	DR. POONUM AHUJA	Commerce	Printing Area: Interdisciplinary Multilingual Refereed Journal	2018	2394-5303	www.vidyawarta.com/03	http://www.pritingarea.blogspot.com	YES

EFFECT OF FUNDAMENTAL CHANGES IN LEADERSHIP PATTERN

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ABSTRACT

Leadership is an important element of the directing function of management. There are many style and approaches of leadership. The task of this paper is to explore transformational and transactional leadership style and identify the difference between them.

INTRODUCTION

The success of an Enterprise depends on a great extent, upon Effective Leadership. The importance of Leadership in any group/organization is too obvious to be over emphasized. Leadership is the ability to built up confidence and zeal among people and to create an urge in them to be led. Without leadership an organization/group is simply a mass of Man, Machine and Material.

Acc. to Jame J.Cribbin. :- Leadership is a process of influence on a group in a particular situation at a given point of time, and in a specific set of circumstance that stimulates people to strive willingly to attain organizational objectives and satisfaction with the type of leadership provided.

Acc. To Peter Drucker :- "Leadership is not making friends and influencing people, i.e. salesmanship, it is the lifting of man's personality beyond its normal limitations".

Leadership is neither bossism nor synonymous with management. It is a personal Quality; an effective Leadership can pull out the organization from darkness to light, and push

into the path of development and success. In brief Leadership is the function of stimulating the followers to strive willingly to attain organizational objectives.

IMPORTANCE OF EFFECTIVE LEADERSHIP

Lawrence A. Appley remarked that the time had come to substitute the word leadership for management. Although leadership is a old concern but it has become more acute during the last few decades due to the complexities of production methods, specialization and social changes in Modern organization. A good dynamic leader is compared to a 'dynamo generating energy' that charges and activates the entire group in such a way that near miracles may be achieved. Thus, Leadership is important in organization because leaders are the people who can make things happen. It means that without leaders it will be difficult for an organization to achieve their goal.

QUALITIES OF GOOD/EFFECTIVE LEADERS

A good leader secures desired behavior from his followers. It depends upon the quality of leadership he is able to provide. Some of the desired qualities of good leaders are:-

- 1 Communication Skills
- 2 Courage to accept responsibility
- 3 Good Personality
- 4 Sound education and Professional competence.
- 5 Responsible
- 6 Sociable
- 7 Honesty and Integrity of Character
- 8 Creative Thinking.

IMPORTANCE OF MANAGERS

The successful manager is known as 'someone who reaches necessary results by following the prescribed activities and by following the prescribed limits'. Some important functions of managers are planning, directing, organizing and controlling. Managers are responsible for the coordination, procurement and distribution of human and material resources that are necessary for an organization (Ubben &

BRANDING :AN EMERGING TREND

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ABSTRACT:

Branding is an effective marketing strategy tool that has been used with frequent success in the past. In this research paper researcher study about importance of brand in today's scenario. How it is helpful for producer in creating and maintaining image of product which not only increases sales and profit but also built Goodwill. Success of business very much depend on branding strategy of any that company.

INTRODUCTION

Today's is a time of tough competition. Every Producer wants his product to be successful and cover a large market area. For this purpose every producer wants his products to have a different and unique image so that it can not only be recognize easily but also attract maximum number of consumer and thus sales and profit of the enterprise may be increased. Due to impact of globalization products are multiplying and becoming more and more similar. To create a different image of product, the producer determines a particular and get that brand registered so that other producer may not copy it. According to American Marketing Association, "A Brand is a name, term, symbol or a design, or a combination of them which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors."

Branding is a management process by which a product is branded. It is a general term

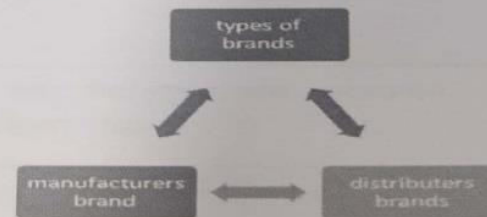
covering various activities such as giving a brand name to the Product, Designing a brand mark and establishing and popularizing it. There are some points which one should keep in mind while selecting a good brand name:

- 1 Easy:-** The Name should be Easy to read and to be pronounce and also Understandable.
- 2 Descriptive:-** It should be Descriptive in Nature.
- 3 Appropriate and Unique:-** The name should be according to product and must be different from other brands name.
- 4 Registered:-** Once brand name is decided by producer it must be registered so that no other firm can use that name.
- 5 Economic:-** It should be economic so that it could be easily printed and embossed on packages.

TYPES OF BRAND

In his sementice of branding Thomas F. schutte classified the brands into following two broad categories

- 1 Manufacturer brand:-** These stress the identity of manufactures.
- A National Brands:-** Brand for a particular region.
- B Blanket brands:-** One brand name for all the product of a manufacturer e.g. Godrej products, Bajaj products etc
- C Multiple brands:-** Brand name given each variety of products e.g. various brands paste of Colgate, various brands soaps of tatas.
- 2 Distributers brands;-** It stress the identity of the retailers. These are Private brands, Store brands, Dealer brands, House brand etc.



BRAND TESTING

Design and Simulation of CPW Fed Slot Antenna at different frequencies

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Abstract

This document proposes the 5.8 gigahertz planar wave guide powered broadband Associate in Antenna (CPW) for wireless energy harvesting. The CPW-powered slot antenna is used as a receiving element, that receives attractive force energy from the environment. and CPW transmission lines are used for rectenna design. Compared to Hertz and CPW, the microstrip line wants an earth affiliation for the association of the active parts gift inside the rectifier circuit. For the protection of the antenna data, cryptography has been performed on every ends of the transmitter and receiver exploitation the cryptanalytic algorithm. throughout this publication, the target is to seek out the foremost economical force to possess for the transmission keep with the power gettable inside the battery at each occasion. throughout this study, it' assumed that the miles that the energy gathering mode could also be a compound Poisson mode that the channel is static, these assumptions cause a compound Poisson version for the electrical garage unit. during a very versioning approach, the authors acquire a necessary circumstance for the optimality of on-line power policies. This circumstance is used to derive the association between the sending force and thus the content of the battery.

Introduction

Radiofrequency energy recovery (RFEH) may be an emerging and essential technology due to its advantages over standard additional optical [1], mechanical [2] and thermal [3] recovery technologies. The objective of this research is to research and develop efficient RFEH modes and devices, capable of producing enough energy for the operation of low-power stand-alone systems corresponding to wireless device networks (WSN), IoT devices, to radio frequency identification (RFID) systems and so on collecting surrounding energy is a well-known technique. Most of the exploitable close-up energy sources are found in stellar radiation, heat sources and physical movement, and which have already been collected victimization of panels of electrical phenomena [4], electricity [5] and KE reapers [6], respectively. However, none of them offer infinite power due to the character of their energy reserves. Harvesting energy from radio waves can be a possible method of energy harvesting, during which the collected structures are given out until the source signal is interrupted. There are many approaches to applying wireless power. Near-field inductive coupling generally operates over distances less than a few centimeters, but it is characterized by high efficiencies [8], [9]. Inductive coupling strategies do not retain the properties of radio propagation. They operate at abundant distances shorter than the signal wavelength from the source of the structure. This approach is all the rage in reversible wireless battery charging of commercial products, such as electric razors or toothbrushes. the magnetic coupling between 2 devices (normally coils) allows the transfer of energy in the near field. The transmitters and receivers used in this technology are generally huge [10], [11] and energy can only be transferred over short distances where the distances are similar to the physical dimensions of the receiver and also of the transmitter. the maximum output power in the market is simply achieved near an optimal operational target [12]. A transfer efficiency of up to 70% is obtained, taking into account the loss between the transmitter and the receiver, at distances not exceeding 1 m, however, the overall efficiency of the system with this technique is less than 20%. Energy can also be transferred by

Comparative Analysis of Various RF MEMS Based Antennas

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Abstract: Harvesting of broadband Radio Frequency Energy has great scope in recent times. In our study, it has been seen that numerous antennas are used in phrases for the radio Frequency Energy Harvesting batteries are used as a chief supply of power for maximum of the embedded and far-off structures There are numerous types of power that may be scavenged, like thermal, mechanical, sun, wind, and wave. The want of non-stop presenting of electricity to the structures, however because of its restrained functionality, a few self-powered gadgets are used for a further electricity deliver to those structures. The technique which is used for generating power obtained from encircling surroundings was named for power harvesting. Energy harvesting, which originated through the water wheel and windmill, is widely being measured as a low-renovation answer for an extensive variety of programs, however in my paintings the radio frequency could be used for power harvesting. This evaluate paper is set to the contrast of numerous techniques which has been designed for MEMS primarily based on antennas.

Keyword: MEMS; RF; Energy harvester

1. Introduction

Method used for use and the improvement for the energy harvesting of planar antennas which is used for Radio frequency can be carried out through numerous researchers. The technique by which we can get power at the normal surroundings can produce energy is named as This power may be harvested from numerous reassets to be had withinside the ambient surroundings together with thermal power [3, 4], mechanical power residences of extensively applied ambient power reassets were made available . on the available ambient power reassets, RF power and are substantially growing because of the superiority of wi-fi signals, together with base stations using cellular networks [8] also with networks with Wi-Fi [9], TV transmitters and radio [10–12], and micro wave radios examine to the alternative power reassets, RF power offers a highly low power. Energy harvesters for low electricity gadgets, in addition to programs associated with wi-fi sensor networks (WSNs), enlarge considerably the working lifetime, and gift a brand-new task because the harvesting gadget must be as correct as in measurement with sensor nodes. This approach may be mainly beneficial in growing more the wi-fi networks shifting towards very



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Certificate of Publication

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Study of recent trends in "Mobile-APPS market"
(With reference to undergraduate students from Nagpur)

Authored by

Mr. Nagesh Rao
Researcher

Has been published in

JICR JOURNAL, VOLUME XII, ISSUE X, OCTOBER/2020



Dr. R. Rezwana Begum, Ph.D Editor-In-Chief
JICR JOURNAL



<http://jicrjournal.com>

01

INCREASING E-MARKETING TREND IN INDIA

{COMPARISON OF DEVELOPED CITIES}

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ABSTRACT

India is a developing country with many developed cities. Although it is not very long that E-Commerce industry is introduced in India but then also tremendous increase in use of internet can be seen. We have elevated Information Technology sectors/Internet facilities which impetus E-Marketing. India is witnessing an unprecedented economic boom which changes the methodology of doing business transactions. This paper helps us in understanding the pattern and items which are mostly purchased from E-Market.

1 INTRODUCTION:-

E-Marketing means buying and selling of goods and services on Electronic media or over Internet using web browser. According to university of California, Los Angeles {UCLA} CENTER FOR COMMUNICATION POLICY {2001}. Online shopping has becoming the third most popular internet activity after E-Mail/Messaging and Web browsing. Earlier business was never virtually to do anything from technology but today the world has been changing and with changing world the way of doing business is also changing. India is witnessing an unprecedented

economic boom which changes the methodology of doing business transactions. Changing lifestyle and standard of living of people changes the thought process and pattern towards shopping. E-Market helps both buyers and sellers in its own way and makes every single transaction simple and easy. E market helps sellers in cutting cost and unnecessary expenses which increases their profit while buyers are experiencing convenience on purchasing product at any hour without visiting shops.

2 REVIEW OF LITERATURE:-

Some of the literature which come across while study are as follows:-

A E-Commerce impact on Indian Market "A Survey on social impact":-Hiwarkar{2013}

E-Commerce is promising as a significant instrument to make sure comprehensive growth. The conventional model of business is under going a aquatic change due to evolution of online shopping. It was also found that safe and secure payment modes are vital along with the need to discover and popularize innovations such as mobile commerce.

B E-TAIL INDUSTRY AND INDIA :-C SHEKAR {2015}

This is new type of industry selling goods and services through Internet. It is found that youngsters are more interested in online shopping also unmarried respondents are more attracted towards online shopping as comparing with married respondents. smart phone play important role in expanding online market. One of the important facts which encourage online marketing trend is job timing. People have enough money which they can spend on their needs but they don't have time, here online shopping comes as a great relief. Also cash on delivery is the most selected option for payment.

3 OBJECT OF STUDY:-

The Research has been Conducted with the following object:-

1 To Study the increasing trend of E-Marketing in India.

रायपुर जिले में भारतीय स्टेट बैंक की अतिरिक्त ऋण (TOP UP LOAN) की स्थिति

रेणुका प्रशांत बक्षी
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डॉ. उमेश गुप्ता

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स्वयं के आवास के किसी हिस्से की मरम्मत या साज-सज्जा (रेनोवेशन) के लिए रकम की आवश्यकता है तो कई बार जल्दबाजी में इसके लिए व्यक्तिगत ऋण के लिए आवेदन कर देते हैं जबकि इन परिस्थितियों में हम अपने पुराने आवासीय ऋण पर टॉप अप ले सकते हैं।

जिस तरह अपने मोबाइल के रिचार्ज वाउचर पर टॉप-अप बैलेंस डलवाते हैं उसी प्रकार आवासीय ऋण पर टॉप अप ऋण भी लिया जा सकता है। यह ऋण आवासीय ऋण के ऊपर अतिरिक्त ऋण के रूप में होता है और इसकी ईएमआई आवासीय ऋण की ईएमआई के साथ ही लिया जाता है।

किसी व्यक्ति को कितना टॉप अप ऋण प्राप्त होगा यह मूल आवासीय ऋण की राशि के आधार पर निर्धारित किया जाता है। कुछ दशाओं में भारतीय स्टेट बैंक आवासीय ऋण की मूल राशि (Principal) के १०० प्रतिशत तक टॉप अप ऋण के रूप में प्रदान किया जाता है। इसके लिए कुछ नियम व शर्तें होती हैं लेकिन यह ऋण आसानी से प्राप्त किया जा सकता है क्योंकि बैंक के पास ग्राहक की समस्त जानकारी

पहल से होती है अतः इस ऋण हेतु अधिक से अधिक एक सप्ताह का समय लगता है। इसके लिए बैंक और ग्राहक का संबंध आवासीय ऋण का पुर्नभुगतान का रिकार्ड आदि के आधार पर टॉप अप ऋण लेते समय बैंक से कुछ छुट भी सकते हैं।

यह ऋण आवासीय ऋण के बराबर या उससे थोड़ी अधिक ब्याज दर पर मिल जाता है। सामान्यतः आवासीय ऋण की ब्याज दर ८ से ९ प्रतिशत के आसपास है जबकि व्यक्तिगत ऋण की ब्याज दर ११ प्रतिशत से अधिक होती है। इसके पुर्नभुगतान अवधि भी सामान्यतः आवासीय ऋण की अवधि के बराबर होती है।

अतिरिक्त ऋण के पैमाने:—

भारतीय स्टेट बैंक आवासीय ऋण पर अतिरिक्त ऋण देने के लिए कुछ नियमों या पैमाना का पालन करती है। इनमें आवासीय ऋण का पुर्नभुगतान रिकार्ड बेहतर होना, आवासीय एवं अतिरिक्त ऋण के भुगतान के लिए पर्याप्त आय का होना आवश्यक है क्योंकि यह ऋण मकान की सिक्योरिटी पर मिलता है अतः जिस मकान पर अतिरिक्त ऋण ले रहे हैं उसकी कीमत भी दोनों ऋणों (आवासीय ऋण एवं अतिरिक्त ऋण) से अधिक होनी चाहिए।

अतिरिक्त ऋण के लाभ:—

१. अतिरिक्त ऋण की ब्याज दर अन्य किसी भी ऋण की तुलना में कम होती है।
२. इस ऋण से प्राप्त राशि का उपयोग पर किसी प्रकार की कोई पाबंदी नहीं होती है।
३. इसके लिए ग्राहक को कोई सम्पत्ति बंधक या गिरवी रखने की आवश्यकता नहीं होती है बल्कि यह ऋण मौजूदा आवासीय ऋण के आधार पर दिया जाता है।

४. इस ऋण की प्रक्रिया में औपचारिकता को पूरा करने की आवश्यकता नहीं होती है। अतः ऋण प्रक्रिया जल्द ही पूरी होती है।

५. इस ऋण के भुगतान की अवधि भी अधिक होती है। अतः ग्राहक अपने ईएमआई का भुगतान आसान किस्तों में कर सकते हैं।

अतिरिक्त ऋण की आवश्यक शर्तें:—

अतिरिक्त ऋण लेने के लिए निम्नांकित योग्यताओं का होना आवश्यक है जो सामान्यतः सभी

महासमुन्द जिले में भारतीय स्टेट बैंक के अन्तर्गत आवासीय ऋण का मूल्यांकन

रेणुका प्रशांत बक्षी
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प्रस्तुत अध्ययन पूर्णतः द्वितीयक संमको पर आधारित है छत्तीसगढ़ राज्य के महासमुन्द जिले में भारतीय स्टेट बैंक द्वारा प्रदान किये गये आवासीय ऋण का मूल्यांकन कर यह जानने का प्रयास किया गया कि जो व्यक्ति अपना घर लेना चाहता है लेकिन उसके पास उस घर को खरीदने के लिए पर्याप्त पूंजी नहीं है तो वो बैंक से ऋण लेकर अपने घर का सपना पूरा कर सकता है। भारतीय स्टेट बैंक ऋण प्रदान करने में कितना, ससार्थक सिद्ध हो रही है। यह योजना ने केवल महासमुन्द जिला बल्कि पूरे राज्य में लागू किया गया है ?

प्रस्तावना —

भारतीय स्टेट बैंक द्वारा प्रदान किये जाने वाले आवासीय ऋण का मुख्य लक्ष्य अपने ग्राहको के लिए आवास हेतु आसान तरीके से ऋण उपलब्ध कराना है। आवास या घर एक ऐसा स्थान है जहाँ हम दिन भर के थकान के पश्चात् आराम करने और अपने परिवार के साथ सुन्दर और सुखद क्षण व्यतीत कर सकते हैं। स्वयं का मकान किसी भी व्यक्ति के लिए जीवन का सबसे महत्वपूर्ण और आवश्यक जरूरत

होती है और इसको तैयार करने या लेने के लिए आवश्यक चित्र की आवश्यकता होती है जिसे आवासीय ऋण के द्वारा पूरा किया जा सकता है।

स्वयं का घर का सपना पूरा करने में भारतीय स्टेट बैंक द्वारा प्रदान किये जाने वाले आवासीय ऋण वास्तव में एक अनमोल प्रयास है—

छत्तीसगढ़ राज्य के निर्माण के पूर्ण यह योजना उतना प्रसिद्ध नहीं था लेकिन वर्तमान में इस योजना से अधिक लोग लाभ उठ रहे हैं।

अध्ययन का उद्देश्य :-

१. महासमुन्द जिले में भारतीय स्टेट बैंक के आवासीय ऋण की स्थिति का अध्ययन करना।

२. भारतीय स्टेट बैंक का आवासीय ऋण योजना महासमुन्द जिले के लोगो के स्वयं के मकान बनाने का सपना पूरा करने में कितना सार्थक है, अध्ययन करना।

३. जिले में आवासीय ऋण योजना के प्रभाव का अध्ययन करना।

शोध परिकल्पना :

शोधार्थी अध्ययन के द्वारा महासमुन्द जिले में भारतीय स्टेट बैंक के आवासीय ऋण योजना का मूल्यांकन में निम्न परिकल्पना होगी।

१. जिले में आवास ऋण के अन्तर्गत प्रदान किये जाने वाली राशि पर्याप्त है।

२. ग्राहको के चयन प्रक्रिया उचित है।

३. आवासीय ऋण योजना की स्थिति संतोषजनक है।

अध्ययन का क्षेत्र व अवधि —

अध्ययन का क्षेत्र छत्तीसगढ़ के महासमुन्द जिले को लिया गया है तथा वित्तीय वर्ष २०११-१२ से २०१५-१६ तक की अवधि को शोध के लिए चयन किया गया है।

शोध प्रविधि —

यह अध्ययन पूर्ण रूप से द्वितीयक संमको पर आधारित है तथा छत्तीसगढ़ राज्य के महासमुन्द जिले के समस्त विकास खण्ड को इकाई माना गया है।

भारतीय स्टेट बैंक का आवासीय ऋण योजना :

आपका अपना घर एक सपना होता है हर

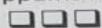
the use of constructivist strategies in the classroom also appeared to increase. "Technology can provide the vehicle for accomplishing constructivist teaching practices" (Rakes et al., 1999, p. 3). So, increasing the skill levels of teachers with regard to computers and providing additional opportunities for teachers to integrate technology into lessons may encourage the use of constructivist behaviors.'

Conclusion

Constructivism and technology can work together to provide enriching environments for learners to discover and create their own knowledge, that is contextualized. A 'reform' in teaching practices can bring about a transformation in pedagogy. To quote Nanjappa and Grant, 'As Morrison, Lowther, and DeMeulle (1999) aptly suggest, "Technology and a constructivist approach need not be at odds with each other. If we change our view of computers from merely a means to deliver instruction to one of a tool to solve problems, then the reform movement can influence the use of technology, and technology can influence the reform of education" (p. 5).'

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AFFECT AND AWARENESS OF ADVERTISE- MENT ON ONLINE PURCHASING BEHAVIOUR OF WORKING AND NON WORKING WOMEN {WITH SPECIFIC REFERENCE TO READYMADE GARMENTS}

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ABSTRACT

We all know globalization affect not only our economic life style but it has deep impact on our social lifestyle. New technology and fashion changes market trend daily. It is said that "Advertisement is art of creating demand". Here in this research paper we study how awareness of advertisement affect the purchasing behavior of working and non working women.

INTRODUCTION

An advertisement is the promotion of a product, brand or service to a viewership in order to attract interest, engagement and sales. Advertisements come in many forms, from copy to interactive video and have and have evolved to become a crucial feature of the app marketplace.

An advertisement is different from other types of marketing because it is paid for, and because the creator of an advert has total control over the content and message.

OBJECT OF STUDY:-

- 1 Level of awareness of working and non working women towards readymade garments.
- 2 Affect of advertisement towards online purchase of readymade garments.

HYPOTHESIS

- 1 Advertisement affects the purchasing behavior of working and non working women.

01

A STUDY ON "EFFECT OF ONLINE SHOPPING ON RETAIL BUSINESS"

{WITH SPECIAL REFERENCE OF RAIPUR CITY}

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ABSTRACT

Online shopping is changing the way people use to shop. Virtual shops attract customer by offering them tempting Deals, Discounts and Services. These facilities are beneficial for buyers but does it affect Retail business? This study helps us in understanding the effect of online shopping on retail business. Is virtual shop affecting the turnover and profit margin of retail shopper? And how retail shopper can use online market to increase sale and profit which is important in today's competitive world. Although area is limited in Raipur city but it helps us in understanding the subject as online trend is increasing in Raipur city also.

1 INTRODUCTION: -

Online shopping means buying goods and services on electronic media. Online shopping is a popular shopping style now a day and emerged as a status symbol. Busy and changing lifestyle of people are attracting them towards E-shop. As it is an easy and convenient way of shopping goods from anywhere {either from home or office}, at any hour {24/7 round o clock}, and at any day {even holidays}. Buyers can visit various sites with just a click. They can

search products of their choice, compare price and policy of product, availability with different vendors with help of shopping search engines which shows the same product and its availability along with price and policy of different e-retailer.

Online shops also known as E-shop and Virtual shop not only allows buyers to buy goods directly over internet but also buy services like Taxi service {ola ,uber etc}, urban club for services like Home parlour, Plumber, Electricition etc, Booking movie and games tickets on line etc.

There are many leading E-stores in Indian some of them are Amazon, Flipkart, Snapdeal, Myntra, Ebay, etc, which not only provide goods and services at reasonable price but also deals in quality products with many facilities like cash on delivery, easy monthly installment, easy return, exchange policy etc. It is seen that advent of internet has created a paradigm shift of the traditional way people shop.

Retail business is a business which earns profit by selling goods and services through different channel of distribution. The term retail is typically used for a business who identify the demand of people and try best to satisfy them by supplying. Filling of small order of large number of people is retail business. There are many types of retail shops some of them are:

a. Departmental Store:- A Departmental Stores provides a wide range of products under one roof. A buyer can easily satisfy all their needs under same roof as almost every product are available here.

b. Discounts Stores: - It is another type of retail shop which is almost same as departmental stores but deals in cheaper price goods. Here huge range of product is offered under discounted rate. The compromised quality is offered as compared to departmental stores. Vishal mega mart is an example of discounted stores in India.

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BUYERS BEHAVIOUR AND ONLINE SHOPPING

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ABSTRACT

Online shopping is the recent phenomenon in the field of E-marketing. from last two decades the popularity of online marketing is increasing. This research paper is an effort to understand the relation between buying behavior and online shopping. people irrespective of their caste , age, gender , qualification, occupation surf internet for not only buying but also for doing their routine work like bill payment, booking tickets, internet banking etc. Introduction of jio sim enhance the use of internet in India. paper give suggestions to encourage online shopping and directions to E-vendors to present their sites in attractive way.

1. INTRODUCTION

In today's technological world online shopping or E-business phenomenon is very known and common, because of internet becoming mainstream, the revolution of internet in the whole world has created a paradigmatic shift in the way people shop traditionally. Last two decades are the year of radical changes, development of communication, information technology and high speed internet connection