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ONE-DAY INTERNATIONAL CONFERENCE

PEOPLE CONNECT: NETWORKING FOR SUSTAINABLE DEVELOPMENT

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BLOCK CHAIN TECHNOLOGY: PARADIGM SHIFT IN BUSINESS

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Block Chain Technology is creating significant interest across the globe. It has spread its roots into various frontiers like finance, healthcare, industries, forecasting, energy management, payment and money transfers, trade, cyber security, networking and IoT, voting and other applications where transparency and decentralization act as the key players. Block chain technology has a number of features like distributed shared public ledger, digitally signed transactions, chained blocks, public processing nodes, Block chain integrity algorithm, and flat ledger. These features have the potential to significantly transform financial technology as long as they are tailored to match the confidentiality, data protection, regulatory compliance, reliability, and scalability needs of financial institutions.

Keywords: Block Chain Technology, Intermediary, Smart contract, Ethereum.

ROLE OF GSTN IN MAKING INDIA'S INDIRECT TAX SYSTEM TRANSPARENT

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GST is one of the crucial tax reforms in India which was long pending. It was supposed to be implemented from April 2010, but due to political concerns and conflicting interests of various stake holders it was long unsettled. It is only on the 1st of July, 2017 that GST was implemented all over India. It is a comprehensive tax system that will subsume all the indirect taxes of central, state governments and a unified economy into a seamless national market. It is expected to iron out

wrinkles of the existing indirect tax system and play a vital role in the growth of India. GSTN is a national uniform utility which is expected to create a business friendly environment. It is the first of five proposed NIUs to inherit India's taxation and other financial IT services along with the Tax information network, expenditure information network, National treasury Management agency and new pension system. GSTN provides services directly to tax payers such as registration returns and payments through a 'common GST portal' and back-end services to the tax departments of the centre and the state on request. GSTN also collaborates with private third party service providers to create applications for GST related services and develops utilities for tax payer profiling and fraud detection. This paper highlights as to how GSTN helps the government in improving its fiscal health and make the tax collection system more transparent and making tax evasion difficult. The study also aims to know the advantages of GSTN in India's Indirect tax administration system.

Keywords: Goods and Services Tax, Goods and Services Tax Network, National Information Utility, Government's Fiscal health and Fraud detection.

CHALLENGES OF NETWORKING – A CRITICAL REVIEW

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Networking refers to creating a group of allies to engage in an active manner by means of frequent interaction for mutual benefit. 'Networking' strongly emphasizes on 'How can I help?' rather 'What can I get?'. Networking is being stimulated swiftly in every sphere of individuals' / groups' lives. Face to face networking and social media networking have become the very essential aspect of modernity. Harvard Business Review states that networking has been existing since 2000 years which has facilitated our existence. Networking promotes communication in new forms and widening the knowledge. Hence networking needs to be nurtured and cared well. The primary aspect is 'building relationships'. If contacts and relationships are successfully maintained and sustained as well, the network would be very much inclined to extend assistance at any point of time. The billion dollar question arises when it comes to the successful maintenance of the network. The proposed paper aims to make an attempt to sustain the network with a special reference to work environment.

Keywords: networking, existence, sustainability

SYNERGIZING HRM THROUGH NATIONAL QUALIFICATION FRAMEWORKS (NQF): A SUSTAINABLE AND PROGRESSIVE SHIFT WORLDWIDE

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In the present competitive era of digitalization, networking plays a vital role towards attaining sustainable development. Everything in the corporate world seems to be integrated to achieve better triumph. Similarly, the economic development of certain nations demands integration. This synergy is possible through National Qualification Frameworks (NQF). Level descriptors are the integral part of any qualification framework. The learning level of an individual is assessed through this indicator. Nevertheless, NQF with the help of this indicator certifies the human resource for certain level of expertise. As a result, the certified human resource could be the right person for a certain desired job across the globe. Hence, the human resource could be transformed from one nation to another. Nevertheless, the authors in this paper bring out the scenario as to how HRM could be synergized and it could lead to progressive and sustainable growth worldwide.

Keywords: NQF, HRM, Qualification Framework, Vocational Education, Skill training

A STUDY ON SOCIAL NETWORKING AND ITS EFFECT ON JOB SATISFACTION AND PRODUCTIVITY

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Social networking sites are one of the essential tools that play an important and beneficial role in any organization. It helps in promotion, collaboration and co-ordination within work groups which in turn helps in supporting the exchange of information between cross functional, hierarchical or geographic boundaries. In

order to maintain a strong networking culture and to be benefited positively from both organizational and individual levels, managers and employees should expand the informal network within and outside the organization.

The purpose of the study is to analyze the effects of social networking sites on employees' job satisfaction and productivity. It also helps us to understand the existing relationship between social networking sites and employees performance. The data is collected from organizations in the hospitality industry. Through this study there is an analysis on the factors like 'Effect of social networking sites on employees' productivity', 'Impact of social networking sites on employee job satisfaction', 'Influence of social networking sites on employees' morale and attitude' and the contribution of social networking sites towards employees' commitment'.

The data is collected through convenient sampling from employees of various hotels. The result of the study proves that there is a positive relationship between social networking sites and employee productivity.

Key Words: Social Network, Job Satisfaction, Employee Performance

NETWORKING WITHIN ORGANIZATIONS AND ITS EFFECTS ON EMPLOYEE ENGAGEMENT

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Networking through which the exchange of information or services happen among individuals, groups, or institutions is a potential tool in getting employees engaged in organizations. Employee engagement contributes to the optimum performance of employees in organizations. Networking among co-workers and between employees and management improves the engagement level of employees through better organizational commitment, improved job satisfaction and making them to be engaged to the organization physically, cognitively, and psychologically as they feel better connected to the organization through networking. Along with internet and social networking sites, intranet is another means for networking in organizations. Organizations need to encourage networking among its employees and also promote networking between management and employees as a means for increased employee engagement.

Key words: Networking, Employee engagement

AGNOSTIC DATA COMPRESSION BETWEEN EDGE AND CLOUD IOT PLATFORM

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Due to rapidly adopting different IOT devices at edge layer which translates the data into various formats like JSON, GeoJSON, XML, SenML, etc., Processing & real time transfer of data from edge to cloud is becoming a mammoth task. Many times data files contain a format which is not parsed by the big data layer in cloud. It is essential to keep a data compressor and real-time migration agent which transfer the data from edge to cloud seamlessly in the defined compression formats (e.g. Avro, Parquet, etc...). This paper deals with agnostic data compression between edge and cloud IoT platforms.

Keywords: IOT Devices, Data format, Edge, Big Data, Data compression, data migration

EMERGING BUSINESS INTELLIGENCE MODELS AND APPROACHES IN REAL TIME APPLICATIONS

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Business Intelligence (BI) system combines operational data with analytical tools to present complex and competitive information to planners and decision makers. Business Intelligence is mainly used to provide assistance in the process of decision making. It is all about taking disorganized information and turning it into a useful and accessible format so that data utilization can be efficiently performed. BI works through certain stages of the life-cycle model of Business Intelligence functionality. In a BI lifecycle model, a set of tools are provided to analyze raw data to help in making strategic and operational decisions, along with guidance to understand as to what to look for in raw data. With the current development in the technologies used in businesses, BI aids work in every real-time application fields

such as Healthcare, Banking, Higher Education, Organization, etc. In the future, the competence requirements of Business Intelligence will increase in the same way as consumer expectations increase. It is, therefore, convincing that companies increase at the same pace or even faster to stay competitive. This paper illustrates the pointers of Business Intelligence architecture and its stages in varied fields and its applications.

DATA MINING TASKS AND TECHNIQUES FOR INDUSTRIAL APPLICATIONS

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Data mining is the process of extracting the useful data, patterns and trends from a large amount of data by using techniques like clustering, classification, association and regression. In this paper we are going to discuss about various Data mining applications and techniques used presently.

Keywords: Data Mining, Patterns, Clustering, Classification, Association

SELF DIAGNOSIS AND SELF HEALING TECHNOLOGY IN CLOUD COMPUTING

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Cloud computing requires a robust, scalable and high performance infrastructure. To provide a reliable and dependable cloud computing platform, it is necessary to build a self-diagnosis and self-healing system against various failures or downgrades. This paper describes the self-healing function, a challenging topic in today's cloud computing systems, from the consequence – oriented point of views and the usefulness of autonomic computing in cloud computing.

Keywords: Self-Healing, Consequence Oriented, Autonomic computing and Cloud Computing

A STUDY ON THE IMPACT SOCIAL NETWORKING AS A SOURCE OF RECRUITMENT

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For a long time recruitment relied solely on print publications especially newspapers and magazines to post vacant positions and attract people to apply for jobs. Therefore, the reach was limited and talent could not be tapped easily. Over the years networking and references have helped in recruitment and later on company websites and job portals have also contributed to the same, but the world of social networking has opened up this space to a different level whereby vacancies at different locations can be seen by millions of people at one time. Social networking has made recruitment more efficient and effective if used in the right way.

A STUDY ON WORK LIFE OF WOMEN EMPLOYEES IN EDUCATIONAL INSTITUTIONS AT BENGALURU

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The role of working women has changed throughout the world due to economic conditions, social needs and demands. This results in a scenario in which working women have tremendous pressure to develop a career and balance their personal lives. This study highlights the degree of and the relationship between job stress and work life balance among female faculties in substantial colleges & universities in Bengaluru. There is a vital need to know whether the balance level of teachers with regard to their work and family lives is good in order for the smooth functioning of the institution. This paper focuses on the overview of the various challenges and issues faced by women employees to achieve work life balance.

Primary data were collected with the help of 100 structured questionnaires from female faculties and secondary data was collected from earlier research work through various published journals, papers, online articles. The data was analyzed using ANOVA and various statistical tools and methods. The study revealed there is a positive and negative level of Job satisfaction and Work Life Balance. However, through new training & welfare programs it is now possible to lower the

level of depression. Hence, this research study will definitely help teaching faculties on balancing towards work life and personal life.

Key Words: Job Satisfaction, Job Stress, Work Life Balance, Female Faculties

HUMAN RESOURCE MANAGEMENT RECRUITMENT THROUGH SOCIAL SITES

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India has opened its business market to multi-national companies through the art of living together for the purposes of productive efficiency, human wellbeing and for industrial progress. One cannot possibly imagine how life would be without TVs, automobiles, birth control pills, etc. We find new technologies intriguing and fascinating. The technology of tomorrow is expanding in all directions and new technologies are leaving humans with endless possibilities. The importance of global availability of information and the speed of technology developments has made life easier in the organizations.

Thus, the paper aims at proving the importance of recruitment through social sites as it acts as a win-win process to not only the company, but to potential candidates as well. The paper also suggests to the readers that adaptability to change towards social recruiting channels than sticking on to traditional methods as a symbol of up gradation is essential in and moving along with the fast track world.

Keywords: Recruitment, win-win, offline, social media, up gradation.

IMPACT OF SOCIAL MEDIA ON MALL BUSINESS AND GROWTH

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Social Networking is an online platform making use of the Internet to build network or relationships with other people/entities. Social networking strategies have proven to be of great use in increasing business growth of organizations. In this paper, we examine the various social media strategies that are used by shopping malls for their sustainable growth. We also examine how these social media strategies are used effectively by malls to generate business and we also examine how these strategies can help in creating sustainable business growth for malls. In this research paper, we make use of surveys done of customers of malls

and retailers in shopping malls to understand the impact of social media on malls. The results of the survey show majority of people visiting shopping malls are a part of social networking platforms. It also shows that retailers who make use of social media to promote their businesses have a better connect with customers and are able to increase their footfalls and business. This paper highlights that well-planned social media strategies can help mall stores to attract customers to the store and persuade them to buy their products and thus increase their revenue.

Keywords: Social Media, Strategies, Mall, Business, Growth

**A STUDY ON NETWORK MARKETING IN KARNATAKA
A CASE STUDY ON TUPPERWARE INDIA LTD WITH SPECIAL
REFERENCE TO BENGALURU**

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From last one decade India is becoming the major hub for most of the direct selling companies in the world and is going to be one of the biggest market in the world because of its huge middle class, high entrepreneurial culture, massive international connections and technology base .As the competition is increasing tremendously it has become necessary for the companies to find out innovative ideas for marketing their products. In this Context direct selling business has taken it prominence in the present Scenario and also compelled the producers to think in an innovative ways to sell their products at reasonable and affordable prices to the consumers. The Tupperware Company launched its business In USA in the year 1946 and The Tupperware Company entered India in the year 1996 and started its operations from New Delhi with a focus on kitchenware and plastic products useful in three areas – food storage, food serving, and food preparation. In the first year of its inception in India, it appointed 15 distributors by directly recruiting candidates and training them, through a specially designed 14-week training program in Delhi and Mumbai. Today Tupperware India sells around 200 products and it is reported that the firm has invested over USD 45 million here so far. The brand awareness of Tupperware in major metros like Delhi and Mumbai is around 80 per cent. Thus This paper aims to study the impact of direct selling business i.e., Tupperware Company in Karnataka with special reference to Bangalore and the study offers suggestive measure in order to improve the direct selling business in the study area and also to highlight the benefits and challenges associated with

direct selling business with regard to Tupperware company Then 150 samples were chosen deliberately with a view to analyze the impact of direct selling business on Tupperware Company.

Keywords: Direct Selling, single level marketing, Multi-level marketing, Tupperware India

A STUDY ON BENEFITS OF NETWORKING THROUGH CONCEPT OF CASHLESS TRANSACTION

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Modern businesses are technology driven and networking is a part of the activity. People have come closer due to technology and doing business is no longer confined to a specific physical area. The market is now virtual, making buying and selling as simple as clicking on a button. Technology is definitely talking the world by storm. Products and services are becoming easily accessible, thanks to the influence of technology. It would not be wrong in saying that technology has become an indispensable part of every individual's life. Along with technology, networking has also become very popular.

Of the several technological inventions that we are getting accustomed to, the most debated and discussed about is the concept of cash-less transactions. It reduces the risk of carrying hard cash and ensures the safe method of cash transfer. However, it is not only the reduction of risk but it also serves in assisting an individual who runs short of finance at any given situation or place. The only gadget that one needs to carry along for enabling cash-less transaction is a smart phone and of course internet connectivity.

This paper tries to critically analyze the advantages and shortcomings of networking through the digitalization process and its influence over cash-less transaction on the common man who forms the major part of the population in India.

Key words: Cash-less transaction, networking, technology, economy, life-style.

FARMERS' AGGREGATION: A NETWORKING APPROACH

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Networking of farmers has become the need of the day. Connecting farmers through a network will facilitate the marketing ability to sell their agriculture produce in the market. Aggregation is the process of networking small farmers into a collective unit, either through self-organization or through linkages with other supply chain actors, to achieve economies of scale in production and distribution. Aggregators, which may be input suppliers, producer associations, cooperatives, or other agricultural actors, coordinate with all value chain activities through supplying missing links in the market, such as affordable financing or transportation. While aggregators benefit from increased business from smallholders, small farmers benefit from decreased cost of agricultural inputs, increased access to new technologies and technical assistance, and reduced intermediary costs in bringing food from farm to market.

Key words: Aggregation, Commodity Markets, Risk mitigation

SUSTAINABLE DEVELOPMENT THROUGH RURAL WOMEN ENTREPRENEURSHIP - ROLE OF NETWORKING AND SHGS: A STUDY

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The Dalit and Tribal women of the Uttarakhand hills – victims of both globalization and climate change, painfully experience precarious existential levels. Women form the backbone of the socio-economic-cultural aspects in the hill districts of India. Low agricultural productivity, a low level of industrial development, harsh geographical conditions and the nature of the terrain has led to

high male migration from the region. The large male out-migration increases the burden of performing agricultural, animal husbandry and other economic activities on the women (Bora, 1996). Thus, all rural households are permanently or temporarily headed by women making them important contributors in the rural economy. In this context a woman's roles and responsibilities are pivotal not only to the management of natural resources but also the management of the domestic economy (Chen M.A 1993).

Women's entrepreneurship has a tremendous potential in empowering women and transforming society. The improvement in women's economic position may not only increase their happiness, but also enhance their status (Sharma, 2000). Moreover, this workforce in the production process will enrich the national economy by way of ensuring optimum utilization of human and material resources for adequate employment opportunities in the hill contexts.

The changing impact of globalization is strongly felt in the changed attitude and behavioral patterns of entrepreneurs. Enterprises especially those of Dalit and tribal women are struggling for survival. The inherent limitations make women unable to cope with the turbulent changes in the rural economy.

This study explores the entrepreneurial abilities, network among SHGs so to enhance the resilience of women entrepreneurs and their human capital dimensions in the hill scenario.

WOMEN ENTREPRENEURSHIP AND ITS INFLUENCING DIMENSIONS OF EMPOWERMENT: AN EVALUATED MODEL

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Women entrepreneurship has become one of the most coveted careers in the world of globalization and privatization. This has led women to plunge into it. However, the causes for the inflow of women in the field of business are slightly different from those of men, but it has provided an opening for their hidden capacities to be explored. Entrepreneurship is a medium through which women can become economically independent, gain empowerment, social recognition, status and equality. There are certain basic reasons as to why women enter the world of

business and pursue entrepreneurship. This paper will analyze the influences of women entrepreneurship on empowerment in the form of economic self-sustainability, social empowerment and creation of employment opportunity.

Key words: Women Entrepreneurship, Empowerment, influencing factors

NETWORKING THROUGH SELF-HELP GROUP IN TOURISM SECTOR FOR SUSTAINABLE DEVELOPMENT

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India is a land of abundant resources especially in terms of human resources. India is also home to different cultures and traditions and hence makes it mystic and interesting for people both within the country and internationally. Though we have such a wealth of resources, there is a huge gap between the haves and the have-nots. Utilizing this resource which is also being called the Intellectual capital in an appropriate way, could help many in the country come out of poverty and deprivation and ensure sustainable development.

The Governments both at the center as well as individual states have hitherto been focusing attention on financial inclusion through the introduction of various schemes and propositions. Promotion of Entrepreneurship Development is one among them. Entrepreneurship not only makes an individual financially secure but also assists in providing employment to others, which contributes to sustained economic growth. Presently India is ranked 3rd among 184 countries worldwide in terms of travel and tourism and the total contribution by the sector towards our GDP is expected to grow by 7.9 % per annum between 2016-26. Similarly, this sector is estimated to account for 9% of the total employment opportunities generated (38.4 million jobs)

This paper attempts to endorse entrepreneurship through network, among individuals, irrespective of their education background, to empower themselves either individually or through the formation of an association, for the purpose. This study adopts the theoretical method for its observations.

Key Words: Entrepreneurship, networking, sustainable development, empowerment.

ROLE OF SOCIAL MEDIA IN PROMOTING TOURISM BUSINESS – A STUDY ON TOURISM PROMOTION IN ODISHA

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The use of Internet and other information communication technologies has led to a new era for the tourism industry. Social media, as one of most powerful online networking tools, has been integrated into social and economic life in the real world. Wikipedia defines social media as the means of interactions among people in which they create, share, exchange and comment contents among themselves in virtual communities and networks. It includes social networking sites, blogs, micro blogs, consumer review sites, content community sites, wikis, internet forums and location based social media. Social media has emerged as the new way in which people connect socially, by integrating information and communication technology (such as mobile and web-based technologies), social interaction, and the construction of words, pictures, videos and audio. It is actually more than just a new way to communicate. Instead, it refers to an entire online environment built on people's contributions and interactions. The importance of social media is growing in the realm of the tourism industry. More and more researchers are undertaking studies in the areas of the impact of social media on the tourism industry. Social media has proved to be a major communication vehicle that spread across the globe like wildfire. The tourism industry is one of the sectors that has benefitted the most from the internet and as a result social media has become an integral part of any central or state tourism promotion and planning. This study investigates use of social media by Odisha Tourism in the promotion of tourism. The primary objective is to develop a framework on social media for promotion of tourism in Odisha.

Keywords: Tourism, internet, social media, marketing, business, Promotion

ROLE OF TOURISM IN CONNECTING PEOPLE WITH BUSINESS

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“Desha Thirugabeku, Kosha Odabeku”. This is a very popular proverb in Kannada, which means “In order to acquire knowledge and to earn money one should travel around the world and should read more books”. Traveling is my favourite hobby and I have travelled widely across India. I have also visited foreign countries like The UAE, Sri Lanka, Malaysia and Thailand. I have attended an international Kannada conference held at Singapore.

A STUDY ON SUSTAINABLE TOURISM AND ITS PRACTICES WITH REFERENCE TO ‘BHUTAN’

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The research is based on a study on sustainable tourism and its practices with reference to ‘Bhutan’. Tourism is a growing sector and is expanding spontaneously by enhancing its brands and quality in order to attract various tourists from all over the world. Bhutan is an upcoming tourist destination by attracting quality tourists and practicing sustainability. As Bhutan has a long term strategy of controlled tourism and focuses on its reputation as a exclusive and distinctive destination while ensuring long term sustainability of the industry and contribution to the economy. One of the key factors in the success of Bhutan’s tourism strategy has been the privatization of the industry. Bhutan has focused on the strategies to promote and develop its eco-tourism and nature based tourism. With eco-tourism being the fastest growing market in the tourism industry in general and with the strength of the country natural assets.

The paper also discusses various issues like sustainable tourism, practices, strategies and participation of local community.

A descriptive analysis will be presented along with appropriate facts and figures. This paper will be useful for tourism organizations, academicians, decision makers and all other stakeholders involved in tourism.

Key words: Tourism development, Sustainable development, Sustainable tourism.

SOUTH ASIA TOURISM: A PANACEA FOR SUSTAINABLE REGIONAL DEVELOPMENT

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The tourism sector is becoming a vehicle for sustainable economic development. It has been contributing significantly to the Gross Domestic Product (GDP) of any country in an increasing order. For that reason, many economies worldwide have bestowed the tourism industry with many privileges for sustainable economic development in the long run.

In past two decades the world economy has witnessed many ups and downs and reforms. The world in the twenty-first century is preparing and hunting for sustainable mantras. On the other hand, the role and participation of the services sector in every economy, advanced and emerging, has paved the way for crucial changes in the direction and discernment of economic agenda. It is no wonder that even The United Nations World Tourism Organization (UNWTO) has rightly predicted that tourism activities are potential drivers towards inclusive and sustainable economic growth.

This paper attempts to compare the tourism industry's prosperity for the achievement of SDGs with statistics that have been collected from authentic sources. The paramount dynamic role of tourism sector in economic development in the South Asia region, which has witnessed weaken in its progress and growth from its inception due to many reasons. It has been brought the norms of UNWTO on SDGs towards making strategies and action works.

A STUDY ON 'FACEBOOK' AS A PLATFORM FOR LEARNING ENGLISH IN THE INDIAN CONTEXT

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English as a global language has created an effect in everyone's life. In the modern era of technology, English has become a networking language for people across the globe. The primary source of the research for this paper is Facebook. The objective of the paper is to discuss the importance of learning the English language through various websites accessed through Facebook. The paper focuses on the problem of speakers less proficient of in the English language for networking in Facebook. It emphasizes the fact that a user can improve his or her language proficiency through the websites by making use of various functions provided in it. Proficiency in the English language helps the user to network with others in a smooth manner. These situations are seen in relevance with the Facebook users in India.

Keywords: Facebook, Language, Proficiency and networking.

ENGLISH AS A NETWORKING LANGUAGE IN THE BUSINESS WORLD

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Business is an activity of exchanging goods, and this process involves different modes of communication that builds networks. Networking promulgates effective decoding phenomena in the business process and English is an effective language to overcome barriers in business networking. The appliance of English discourse and its various aspects in business has established Business English and it plays a pivotal role in establishing business network across cultures and countries. This explains the crucial role of English as a Networking Language in the business world.

THE ROLE AND IMPACT OF SOCIAL MEDIA ON SALE OF CRYPTOCURRENCY: BITCOINS

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Social media networks plays a dominant role in many aspects of our modern lives. The advent of social media has bolstered cryptocurrency in a unique way. The rate at which social media is growing is tremendous; trust and goodwill are the basis of social networking. Global companies have identified social media marketing as a potential marketing platform, utilizing them with innovations to power their products. Cryptocurrency is seen in a big way in the social media. The value of bitcoin lies as much in the idea behind it as the technology that makes it work. A lot of Bitcoin's value derives from how we envision it within the depths of the internet. The various social media like the Facebook, twitter, internet relay chat, WhatsApp, slack and instagram have helped people to get more awareness on cryptocurrency. This paper discusses about the role and impact of social media on cryptocurrency with special reference to bitcoins and other aspects of bitcoins like the challenges, growth and benefits, and how it bolsters the growth of bitcoins in Indian scenario.

Keywords: Social Media, social media marketing, bitcoins, cryptocurrency

IMPACT OF SOCIAL MEDIA ON SMALL AND MEDIUM ENTERPRISES: A CONCEPTUAL STUDY

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The author in this article describes the various previews of small and medium enterprises (SME), which are carved by the social media. Today, the market tends to be progressive; hence, functioning time has shrunken. Digitalization could be given the credit for this. The way digitalization has built a network among people is astonishing. The corporate world take this as an opportunity, hence, the small players take opportunity and widen their profits.

Marketing is the key function of any business, but social media marketing has embraced itself through its numerous benefits. The present study provides insights on the role of social media in the growth of SMEs. Also, the study analyzes the impact sustained by social media marketing towards the development of the enterprises that operate in local, regional or national markets.

Keywords - SME, Sustainable Development, Social Media, Digitalization

A REVIEW ON SOCIAL MEDIA REVOLUTIONIZING THE SMALL AND MEDIUM SCALE INDUSTRIES IN THE MODERN AGE

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The primary goal of this paper is to examine the effects of web-based social networking applications on private company business visionaries. It will additionally analyze how entrepreneurs are driven to utilize online networking applications.

Online networking applications in the present time have turned out to be powerful instruments for evolving entrepreneurs for advertising and providing exposure to their products and/or services. Business administrations make use of social networking sites to reach the consumers by creating fan pages for the followers where the customer suggestions are recorded for enhancement of their businesses. This paper reveals how different platforms of social media have affected the small and medium scale industries in evolving and revolutionizing business through various clever tactics. Additionally, based on the survey it is inferred that there is a positive effect of online networking applications on independent venture business people.

Keywords: social media, small and medium scale, online networking

A CONCEPTUAL STUDY ON SOCIAL MEDIA MARKETING STRATEGIES: NEED OF THE HOUR

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Today, we are in the era of technology which has made people more tech savvy and has enabled us to interact with each other easily. Social media helps us in connecting with our friends, families and acquaintances who especially live away from us. Apart from this, media platforms like Facebook, Whatsapp and Twitter which create a loyal connection between product and individuals lead to large advertising opportunities. Similarly, other social media platforms like blogs create a stage to post comments on any event which needs publicity. Nowadays, users are

acquiring followers and subscribers and directing them to your social networking page. These alternate forms of media have a competitive edge over other popular public media platforms like Television because there is a time gap between social event occurrences and the time it takes for news of the same to be broadcasted.

This research paper emphasizes on the strategies which can take this viral marketing mode beyond the normal social media at present. As a result, it can also help in building your community strong enough to make your marketing effective and initiative buying.

Keywords: Social Media, Blog, Twitter, Facebook, Social Advertising

Advantages of Social Networking in MGNREGA: An Analysis of the Village Panchayat in Tamil Nadu

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Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) is an important welfare scheme in India offering wage employment for hundred days to citizens for their livelihood security and to create durable assets in villages. In this context, the village Panchayat is a primary agency to implement the MGNREGA scheme at the grassroot level. The village panchayat has been implementing the scheme through different activities like issuing job cards, maintenance of the MIS, muster rolls, and audit statements to the block, district and state level authorities as information and communication components through information technology platforms. However, the stakeholders and the beneficiaries do not have adequate knowledge about information related to the scheme and fail to use the technology in the scheme. There is an information gap to disseminate the message, lack of knowledge in calculating wage and lack of knowledge in getting services in the bank and other institutions in the scheme among the rural people as well as stakeholders. In this background, social media and social network plays a vital role in empowering the beneficiaries and stakeholders through using various applications for their information related to MGNREGA. Now, the scheme is expanding through various networks and is particularly connecting the beneficiaries and youth to know about what happening in the MGNREGA at the grassroot level. Documents, photos, worker's information have been published in the web portal as knowledge dissemination in the state level. Hence, this paper

attempts to study the impact of social network on the MGNREGA's beneficiaries, stakeholders as well as village panchayat activities.

Keywords: MGNREGA, Village Panchayat, MIS, Social Network

DEMAND BASED AGRICULTURE SUPPLIES THROUGH ICT APPLICATIONS FOR SMARTER INDIA

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India is still surviving because of agriculture, which is the backbone of India. However, in recent years, agriculture in India is losing its governance gradually in comparison to the global scenario. The decay stage of the agriculture in India includes development in the industrial sector, lack of awareness of modern technology among the farmers, lack of importance given to food security, agriculture and a lot of food wasted by youngsters. Farming communities face a lot of problems in maximizing crop productivity. One of the reasons for this is that expert scientific advice on crop production and marketing is not reaching the farming community in a timely manner. The demands of Indian farmers across the country are diverse. Information and communication Technology (ICT) based agriculture; facilitate the distribution of essential information for the farmers at the right time. Here, in this paper we discuss about the base things that are to be considered and policy making implemented though ICT for the welfare of agriculture.

Keywords: Agriculture, farmers, ICT.

DEVELOPMENT INITIATIVES AND SOCIAL MEDIA INTERVENTIONS: A STUDY OF TELANGANA STATE

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Developmental projects (irrigation, infrastructure and welfare) launched on a massive scale for speedy progress of Telangana state involves bottlenecks like land acquisition, environment clearance, displacement, rehabilitation, relief, shortage of

funds and prioritization attracting protests from the affected populace. These include flagship projects i.e., Mission Bhagiratha, supply of safe drinking water to households and Mission Kakatiya, to ensure irrigated water to all land holdings by restoring lakes. The government has to tread carefully to convince stakeholders about larger interests involved in these projects and an information campaign using social media platforms, creating Facebook, Twitter and WhatsApp accounts for the Chief Minister's Office (CMO) and other important departments was launched to educate and motivate people to participate in development process. A direct two-way communication was established with stakeholders and information transmitted using mobile technology. Few applications have become popular like MyGHMC and RTA's m-Wallet. This paper examines the government's success in using social networking sites in educating people and employing an effective feedback channel. Did the government's initiatives reduce confrontation? Has the social media campaign created a positive image among the public about schemes initiated? Content generated by government's social media and the feedback it received is taken as secondary source and its effects have been studied by comparing it with reports that have appeared in mainstream media. From addressing/resolving minor civic issues to dispelling misinformation campaigns on major projects, SNSs became an effective redressal mechanism.

Keywords: Development, Displacement, Mission Bhagiratha, Social Media, Telangana

EXPLOITING SOCIAL MEDIA TO DRIVE THE BUSINESS AND THE ECONOMY

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Business is among the most important activities that drive the country's economy. If there is a tool that can drive business, the said tool, by extension, will drive the economy too. One such tool which has emerged lately, but swiftly is social media. It is a tool that is seemingly rooted in egalitarian principles since it gives equal opportunities to all the stakeholders associated with it – be it the marketer, the customer, potential or existing, the government, the local community, etc. An emerging market economy (EME) like India which is always on the lookout for opportunities to grow its economy through its business community, among other things, will therefore ignore social media at its own peril. The researcher, through

this study, seeks to identify the factors that justify the statement that social media, through business promotion, can drive the country's economy. Further, the researcher infers that there is a flip side to the promotion of business undertaken through the social media route. The researcher concludes that marketers should be careful before disseminating any content that seeks to promote business through the social media. Otherwise the business concerned may end up achieving the opposite of what it intended to achieve in the first place.

Key words: democratic; flip side; social media; dissemination

ROLE OF SOCIAL MEDIA IN PROMOTING SUSTAINABLE DEVELOPMENT

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Today sustainable development is the common goal of world countries. Sustainable development is an integrated and holistic approach that calls for the participation of individuals, groups, organizations, public and governments at individual, local, regional, national and global levels. The goal of sustainable development is not confined to one locality or region or nation, but it is for the entire globe. This is also not for a few years, but into the distant or for the entire future. Thus, spatially and temporally, its scope is very wide. It requires people to think globally and act locally. Informed and conscious citizens can utilize poverty alleviation programs effectively, leading to their success. These citizens can also play a responsible role in promoting environmental protection in various walks of their lives. The advances in information and communication technologies have introduced mediated-communication which in turn enabled the relationship development process and spread the concern for sustainable development. The social media has enabled an individual to communicate with hundreds or even thousands of other people ideas, opinions, products, services, and culture across the world. Social media enabled users to learn about new ideas and social movements as their friends and colleagues become involved in them. Social media empower viral marketing of ideas, events, and organizations by enabling the rapid sharing of information received from one contact to all others. Since the early 90s, the conventional media played a remarkable role in creating awareness about the concept of sustainable development. However, this trend has changed with the emergence of social media which spread sustainable development concepts

through peer learning. This paper is intended to explore the extent of social media's contribution to sustainable development and how it is uniting like-minded people and driving them to take collective action.

Keywords: Sustainable development, social media, environment, common concerns, traditional media, Climate of opinion and participation.

THE ROLE OF SOCIAL MEDIA IN DRIVING THE ECONOMY

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Social media encompasses a variety of Internet based technologies such as social networking sites, blogs and micro blog content communities, collaborative projects and virtual game words. Social Media is one of several technology trends that will be responsible for shaping the freelance economy. The use of social media for personal, professional and business purposes is rising quickly, as are the number of tools available. Most economic development organizations have recognized the enormous potential of social media for place marketing, boosting their SEO (Search Engine Optimization) and engagement.

Economic development agencies have an excellent opportunity to use social media to effectively deliver their programs and services. Social media tools provide timely, engaging, interactive, targeted and low-cost ways to market a community, gain, intelligence, and communicate and build relationships with stakeholders.

Ever since social media has grown its status from the basement to the penthouse, people have started to look at social media jobs respectfully. Every industry is making money hand over fist from social media and there's no denial in that. Hence, the paper highlights the role of social media in driving the economy.

Keywords: Social Media, Economy, Facebook, Internet.

**A PARADIGM SHIFT IN SOCIAL NETWORKING -
THE EMERGING FUTURE**

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Human being is a social being. The act of communicating to share information by speaking, writing or through signs forms an important part of being that social human being. Telecommunication Networks which grew from optic fiber to wireless applications made a huge difference to Social behavior, attitudes, beliefs and knowledge. The network operates by connecting people through computers and peripherals using switches, routers, and access points. The exchange of goods and services from 'brick and mortar' to 'click and conquer' is a tremendous growth for all business sectors. An insight on the shift from Traditional Commerce to e-commerce and from e-commerce to m-commerce is discussed. This paper provides an overview on the history of Internet and the evolution of World Wide Web along with the Virtual Communities and Web Portals. The technology that has emerged from various generations - 1G, 2G, 3G, and 4G refers to the growth of the generation next. The next level to be upgraded is 5G by 2020. This paper aims to study the changes we can expect in the emerging future with 5G Network as an upcoming trend setter.

Keywords – *Telnet, e-commerce, virtual communities, m-commerce, 5G Network*

**CUSTOMER AWARENESS ON PAYMENT BANKS, THE LATEST IT-
ENABLED INDIAN BANKS CONNECTING PEOPLE – AN EMPIRICAL
STUDY**

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After many decades, in the history of Indian Banking Sector, the RBI has issued 'in-principle' license for selected companies to launch Payment Banks. This is a major step of RBI to reach small villages and low income group of people as a part of financial inclusion. The utilization of Information innovation has been getting

propelled day by day, and the Indian economy is moving towards cashless economy, there is a requirement for the general population to know about different IT-enabled banking services. The present paper provides a purview of awareness level among the people towards Payment Banks. The study is based on structured questionnaire. For the purpose of the study both primary data as well as secondary data has been used. A standard methodology has been adopted and various statistical tools like ANOVA, Post hoc tests have been used to extract the output.

Key words: Payment Banks, IT-enabled banking services, awareness, cashless economy.

SUSTAINABLE AGRICULTURE THROUGH ICT IN INDIA

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This paper that sought to assess the application of knowledge management (KM) approaches in managing indigenous knowledge (IK) for sustainable agricultural practices in Tamil Nadu, with a specific focus on Dindigul District. The paper revealed that IK was acquired and shared within a small, weak and spontaneous network, and thus knowledge loss was prevalent in the surveyed communities. There were distinct variations in the acquisition of agricultural IK both in different locations and between genders.

Information and communication technologies (ICT), culture, trust, and status influenced the sharing and distribution of IK in the surveyed communities. The research findings showed that KM models can be used to manage and integrate IK with other knowledge systems, taking the differences into account (for example, gender, location, culture, infrastructure). The paper concludes with recommendations for the application of KM approaches for the management of IK and its integration with other knowledge systems for agricultural development in Tamil Nadu, including Dindigul district.

Keywords: Sustainable development, Agriculture, ICT

SOCIAL NETWORK TECHNOLOGY AND THE HIGHER EDUCATION SECTOR: A QUALITY ENRICHING RELATIONSHIP

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In India, the education sector has also been affected by the use of social media sites like, Facebook, LinkedIn, Google+, instagram, twitter, YouTube etc. Many universities and education service providers have reportedly increased use of social media marketing to promote their courses and attract students. Educators are becoming aware of the potential benefits of social media in education. Many faculties had realized the fact that 75-80% of students are on social media. Social media has made available a platform where people can discuss and widen their knowledge base. This paper highlights the benefits of using social network platform for students, faculty and institutions. It also highlights different social network strategies could be opted by education sector.

Keywords: Social media technology, Social Media Strategies, Virtual Teaching

FACEBOOK ADDICTION, LONELINESS AND PSYCHOLOGICAL WELL-BEING AMONG COLLEGE STUDENTS

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The aim of the present study is to assess the level of Facebook addiction, loneliness and psychological well-being among college students. The data was collected from 60 students (30 males and 30 females) using Facebook Addiction Scale by Bergen, UCLA Loneliness scale by Russel, Peplau and Psychological Well-being scale by Ryff. The obtained data was organized for statistical analysis. Descriptive statistics was computed along with 't' and Pearson's product moment correlation. The 't' test results revealed that there is no significant gender difference on loneliness and psychological well-being, but a significant gender difference on Facebook addiction was seen among college students; with males having greater scores than females. The correlation co-efficient revealed that there is a significant negative relationship between Facebook addiction and well-being, between Facebook addiction and loneliness and between loneliness and well-being. Further, a Linear Regression Analysis was done to check the extent of influence of Facebook addiction on psychological well-being. The result revealed

that 52.5% of Facebook usage contributed to lowered psychological well-being among college students.

Key words: Facebook addiction, Loneliness, Psychological well-being, College Students.

A STUDY ON SOCIAL MEDIA AND ITS IMPACT ON YOUTH

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Social media is the most recent form of media and has gained astounding worldwide growth. It has become a part of everyone's life. Social media is a very broad term and really encompasses several different types of media, such as videos, blogs, etc. It is a place where you can transmit information about other people. Social media is a vehicle for communication and it lets everyone share content that other people can share in turn with their online connections. It provides young people with a range of benefits and opportunities to empower themselves in a variety of ways. Young people can maintain social connections and can access more information than ever before. It has become a place where we spend many hours of the purpose of business or leisure or socializing with others or other purposes. The present study attempts to find out the impact of youth in the usage of social media especially college students in various fields of arts and science streams. The study comprises of 200 students selected randomly from various academic institutions in and around Bengaluru city.

Keywords: Social media, Social network, Youth

A STUDY ON THE IMPACT OF SOCIAL NETWORKING SITES ON STUDENT'S ACADEMIC PERFORMANCE

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Today's world is a global village. Everyone is connected to one another in this network generated by the Internet. As said by Marshall Mc Luhan, a philosopher of communication theory, "The new electronic independence re-creates the world in the image of a global village." This electronic independence is inherently

dependent upon the Internet. It illuminates the lives of thousands of people by spreading knowledge internationally, thereby making us global citizens. But unfortunately, students instead of using them for enhancing their knowledge are significantly led by distraction that is brought by social media sites, making them to spend lesser time on studies and more on the use of various social media applications.

The study intends to find out the impact of social networking sites and assess its adverse effects on their academic performance. It also tries to throw light on the various factors leading to their poor academic performance due to excessive usage of the social media. The study also intends to offer suggestions to manage the current trend of using the social media and cope up with their studies as well as bringing a balance between the effective usage of the social media and their studies.

**A STUDY ON THE IMPACT OF SOCIAL NETWORKING SITES ON
COLLEGE STUDENTS: WITH SPECIAL REFERENCE TO
MANGALURU CITY**

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The intention of this research aims to create an immense level of awareness among the youth exposed to social networking sites and findings will not only bear results as to how adversely and positively is the youth affected by the usage of these sites, but also will help the youth to understand the usage of these networking sites efficiently. Facebook, My Space, Twitter, LinkedIn, Skype and Ning are a few such sites that attract the youth to tune in to them and thereby evaluate their own merits and demerits. It has now become an evident and usual sight to face individuals being insensitive to chat in places of worship, homes when relatives and guests are around, highways, schools, colleges and social gatherings wherein they are so preoccupied and engrossed with their phones that they do not even bother to look up as to where they are which results in their inability to prioritize as to what is important and what isn't. Attention has thus been shifted from real to virtual world and visible to invisible friends.

Keywords: Social networking; Facebook; Twitter; Internet, My Space.

A STUDY ON THE INFLUENCE OF SOCIAL NETWORKING ON THE INTER-PERSONAL RELATIONSHIP AND ACADEMIC PERFORMANCE OF COLLEGE STUDENTS IN THE CITY OF BENGALURU

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Social networking is used by people all around the world to exchange ideas through tools like Twitter, Facebook, Flickr and Blogs quickly and widely than the conventional media. Its purpose is to promote and aid communication among themselves in virtual communities and networks. Internet also provides benefits in the area of intellectual, emotional development and also presents risks as well as opportunities to teenagers and children's development in functional and societal challenges. Social media offers today's youths a portal for entertainment and communication. However, this type of technology might cause harm than good. It is not only changing how we communicate, but how we interact with each other in daily life. The purpose of this study is to examine if the various networking sites has influenced the relationship among individuals in terms of interaction among friends, families and the society around them. This study also focuses if social networking has affected the academic performance of students in this generation. For this, an exploratory research has been conducted whereby data are collected from both primary and secondary sources through a sample survey with the help of a questionnaire. The results indicate that the impact of social networking has not negatively affected the inter-personal relationship but the proportion is at a marginal level which may later on cause a negative impact to families and friends if their no proper consideration given for the time spent on these sites. Further, the study also finds that there is a negative impact on academic performance of the students due to the various sites that they use on a daily bases.

Key words: Social Networking, College Students, Academic Performance, Inter-Personal Relationship

AN IMPACT OF SOCIAL NETWORKING ON COLLEGE STUDENTS WITH REFERENCE TO SOUNDARYA INSTITUTE OF MANAGEMENT AND SCIENCE

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Social networking continues to grow in popularity where, technology is a vital part in today's students' success. This paper deals with cases how social networking has affected the students. A survey has been conducted on random students and we have tried to understand the impact of social networking sites on the social life. This study was carried out on individuals in the age group of 18 to 29 years. 50 samples were selected with a structured questionnaire. Hence, the impact generated due to social networking sites/applications are studied from point of view of youngsters.

In this research paper a questionnaire is framed which focuses on the increased use of social networking sites and helps to understand the background for using it. As youngsters, are they utilizing their precious time for good purposes or not? These things matter a lot for the overall development of the student's community.

Keywords: Social Network, learning efficiency, Privacy policy

IMPACT OF FACEBOOK ADDICTION ON THE STUDY HABITS OF SOCIAL WORK STUDENTS: WITH SPECIAL REFERENCE TO TUMKUR DISTRICT

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The intention of this research was to examine the extent of social work students addiction in using Facebook, the amount of their study habits such as management of time, competency in attending tests, note-taking, reading, writing, field work

practice, report writing, presentation of class seminars, participation in group discussions in the class and if correlation exists between the two.

Researchers used the Bergen Facebook Addiction Scale (BFAS), it contains the six important elements of addiction such as salience, mood modification, tolerance, withdrawal, conflict, and relapse and the Study Habits Questionnaire (SHQ) were used with 123 social work students from different post-graduate colleges affiliated under Tumkur University. SPSS and Excel were used to compute data, researchers adopted correlation and simple percentile statistical tests to examine impact of Facebook addiction. Social work students studying in different colleges in Tumkur University have largely high degree of addiction in Facebook. On the other hand, they are found to exhibit low extent of practicing study related activities. Correlation analysis revealed significant yet positive coefficient values of the six Facebook addiction elements with overall study habits. Findings can be used by social work educators by integrating it in classroom activities. At the same time, this study is a pathway for further studies with bigger scope and inclusion of demographic variables in estimating Facebook addiction, social network or online addiction are recommended.

Keywords: Facebook, Addiction, Social Work, Study

IMPACT OF SOCIAL NETWORKING ON FAMILY, COLLEGE AND SOCIETY

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Social Networking is becoming ever more intertwined in our lives to share information and to develop social and professional contacts. Constant use of social media has a huge impact on family; college and society as a whole as the number of people using these platforms has been increasing day-by-day. The last decade has seen a continuous rise in the utilization of social networking sites among teenagers especially among college students. This scenario has affected the communication of youngsters with their families. For that reason, this paper attempts to highlight the use the social networking sites among youngsters and what influence this trend have on communication and relationships with their family and friends and what difficulties they face understanding emotions and developing strong relationships with their peers.

Keywords: Social Networking sites, social media, communication, relationships, teenagers

IMPACT OF SOCIAL NETWORKING ON FAMILY, COLLEGE AND SOCIETY

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Social media is a platform for people to discuss their issues and opinions. Before knowing the aspects of social media, people must know what social media is? Social media are computer tools that allow people to share or exchange information, ideas, images, videos and even more with each other through a particular network. In this paper we cover all aspects of social media with its positive and negative effects. The focus is on particular fields like business, education, society and youth. In this paper we describe how these media platforms affect society in a broad way.

Keywords: social media, business, society, youngsters, education.

IMPACT OF SOCIAL NETWORKING ON YOUNG GENERATION

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Social media sites provide a platform for discussion on various issues that have been not noticed in today's world. This study is conducted to check the impact of social networking on the education of the younger generation. This is a survey based research and the data was collected through a questionnaire. 200 youngsters filled the questionnaire and a non-random sampling technique was used to select sample units. The main objectives was as to check the effects of social media on young generation, to check out the benefits of social media for the younger generation and to determine the attitude of youth towards social media and finding the total use of time spent on social media sites. Here the data collected was checked in the form of frequency and percentage. Respondents replied that WhatsApp was their favorite form of social media, followed by Facebook, Skype, twitter and lastly YouTube.

Social media promotes unethical pictures, video clips and images among the youth. Anti-religious and communal posts create serious issues among people of different communities and faiths.

KEYWORDS: Social Media, WhatsApp, Facebook, Twitter, YouTube

IMPACT OF SOCIAL NETWORKING ON YOUTH

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As social networking sites continue to grow in esteem, it is our assertion that technology is a vital part in today's human race. This conceptual research study drew a random sample (N=30) of boys and (n=30) of girls who were respondents of our research, 20 PUC students, 20 undergraduates and 20 post graduate students of REVA University. Overall social media seems to have a negative impact of families and their relationships with each other.

KEYWORDS: social networks, vigor, learning efficiency, people connect, correlation

IMPLICATIONS OF SOCIAL NETWORKING TECHNOLOGIES IN LIBRARY SERVICES

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Social networking is a social structure that lets the user interact and work collaboratively with other users, including the ability to browse, search, invite friends to connect and interact with the web world. Social network has created a new platform for library and information professionals to provide library services in an effective and innovative way. In this paper, we are intended to describe the possible implications of social networking technologies in the field of library and information services.

PHYSICAL EDUCATION AND NETWORK

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The greatest value of computers may reside in the ability to provide improved support to classroom instruction, and the variety of software programs for such use continues to grow. Commercial and shareware programs are available to track grading, student athletic performance, and fitness; conduct health assessments; provide simulations of disease; and monitor research projects, among other functions. The development of individualized software is becoming more common. The availability of hypertext, where selected words in the text of a document can be used as links to other points in a document, has made such software development much easier. Today's physical education teachers have many professional development opportunities available to them via social media. The face of professional development has been changed because of the long reaching arm of the internet. Every day, physical educators from around the world learn new things from each other on social media. Multiple times a year, online PD conferences are held where physical education teachers can watch and learn from anywhere in the world. The various social media platforms such as twitter, Facebook and pinterest offer great avenues to share and obtain physical education related information and ideas.

Keywords: Physical education, internet, Facebook, twitter, pinterest, network

THE EFFECT OF SOCIAL NETWORKING SITES ON THE ACADEMIC PERFORMANCE OF COLLEGE STUDENTS WITH SPECIAL REFERENCE TO GFGC SORABA, SHIVAMOGGA DISTRICT, KARNATAKA

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Social networking sites have become an integral part of life in recent years. In view of this, this study was conducted to analyze the effect of social networking sites on the academic performance of college students. The study was conducted using the primary data collected through a structured questionnaire. The study reveals that most of the college students use social networking sites for the purpose of communication with family and friends. Social networking site are improving knowledge regarding products, services and organizations, but they are not affecting the way you speak or write in your everyday life. It is one of the important tools improving the academic performance through e-learning in the recent years.

Key words: social networking, communicate, e learning

IMPACT OF SOCIAL NETWORKS ON LEARNING EXPERIENCES – A STUDY ON SELECTED COLLEGES OF BANGALORE

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The rapid changes in technologies made people to think- to be creative, easy going and realized them to adapt the change for better learning process. Teaching perspective has changed from tradition to technological era, due to this education system also adopting the technology in terms of teaching and sharing the knowledge. Social networks such as Whatsapp, Likndin, Facebook , Slideshare are creating the platform for teaching community to share information mutually and give the practical exposure to student. Social networks are providing the opportunity to facilitators for innovative teaching. Today, education sector growing globally and commercially, we compete to develop the attitude of learning, gain knowledge and experience. The main objective of the study is to analyze and understand the implications of social networks in education sector. The study is confined to selected college of Bangalore. The sources of data considered for the study is primary and secondary data. The outcome of the study may be useful for practicing innovative teaching methodology and creating learner centric pedagogy in education system.

Key Words: Social Network, Learning experience and Teaching Pedagogy

EDUCATIONAL USE OF SOCIAL NETWORKING TECHNOLOGY IN HIGHER EDUCATION & PLACEMENTS

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This paper covers the social networking usage in the education sector & facilitation of placements. Technology provides a lot of opportunities for education that can be accessed by everyone across the globe. Social Networking helps us to widen our knowledge. It connects all the subject experts across the globe & helps to exchange the views & share the information. Educational sector has undergone a drastic change and gained a new dimension. Networking has made the Knowledge sharing process very easier & simple. It collaborates the employers & employees across the globe and helps job seekers & job providers to find the right people for the right job. It helps us to update our knowledge on latest technologies.

Keywords: Knowledge Sharing, Connecting experts, professional networking sites, Latest Technology updates.

THE IMPACT OF SOCIAL NETWORKING ON FAMILY, COLLEGE AND SOCIETY

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The tremendous advancement happening in the technology and communication field has brought unimaginable changes in everyone's day-to-day lifestyle. From the era of wired devices it has now reached the era of wireless devices. All these changes are the results of the basic invention of new ways of communication, i.e. "internet". It has laid the foundation for the rise of social networks. We can communicate, share thoughts, messages and go live wherever we are, with multiple people at the same time. All this slowly started with one or two sites, but now we can see multiple social networking sites like Facebook, Twitter, LinkedIn, Hike, WhatsApp, Google+ etc. So we can say that society is becoming more of online communities because this is where most of the social networks tend to exist. Social media has provided new opportunities to people to engage in social

interaction on the internet. Social media is a catalyst for sharing information and accelerates the entire process. In this research paper I have discussed what the positive and negative impacts of social networking sites on family relationships, students in a college and society etc. are.

Keywords: Social network, family, society, social media sites, Facebook, Twitter.

IMPACT OF SOCIAL NETWORKING ON FAMILY, COLLEGE AND SOCIETY

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There are numerous ways, positive and negative, in which social media impact college students. Understanding absolute volume of time and the type of activities for which college students use social networking sites is crucial for higher education administrators. Researchers have begun to empirically examine impacts on Family, College, and Society. They find that social media are not the problem-the problem is the precise use and purpose of social media activities that make the difference. This paper presents the impact of Social media on Family, College and Society.

Key words: Social media, Social media Activities

IMPACT OF SOCIAL NETWORKING ON FAMILY, COLLEGE, AND SOCIETY IN DINDIGUL DISTRICT, TAMIL NADU

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Social Network sites have spread widely all over the world and are used by various users for several reasons and purposes. Very little practical evidence is available regarding the effect of using social networks on college students' academic performance and social engagement. As per the survey of previous research 90% of college students use social networks. Heavy technology usage often leads to addiction, especially in teens and young adults. However, this addiction is not limited to the millennial generation, as more and more adults from older generations are starting to utilize social networks to stay connected with their

friends and families. Spending countless hours on the social sites can distract the focus and attention from a particular chore or assignment.

More importantly, Students now spend more time online and end up wasting time. There have also been many cases of fraud institutes providing bogus degrees online and children fall into this trap. The teaching fraternity feels that the social websites have blurred the line between formal and informal writing. Students often use online jargon even while doing homework or writing exam papers. The new online fever has taken a hit at their inter-personal skills and made them averse to real communication. The physical and emotional imbalance caused by social media makes students irritable and dull.

This paper attempts to examine the impact of social networking on families, college students, and society as a whole in Dindigul district of Tamil Nadu state in India.

PERCEPTION OF ACADEMICIANS TOWARDS THE USE OF SNS IN HIGHER EDUCATION

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Social Media is growing dynamically, but in academics social media is considered to be the deteriorating agent. Social Media has deep roots in almost all industries including Higher education and have been adopted it. Social Media has become a Buzz word among the people in the society due to its immense and pool of benefits of it. Through Social Media platform like Facebook, Twitter, LinkedIn etc the younger generation is getting engaged with their peer group in order to share their views towards the happenings in the Society as well as to generate, disseminate the knowledge, content to others. Social Media has made remarkable footprints in terms of connecting new people and sharing knowledge. Among all Platforms, facebook has won the trust of large sector of people. These social media offers the Academicians with lots of opportunities to deliver the knowledge to the students in classroom and virtually. This makes many premier educational institution across the nation to offer Online Classes by Industry experts to their students and even Open Universities' Distance Education is effectively reaching the students .via Social Media Platforms particularly YouTube Videos.

This survey is conducted to know the perception of Academicians towards the use of SNS in Higher educational institutions. It revealed that the large numbers of academicians are using Social Media Networking and had left a positive impact on delivering a quality and effective teaching. Also it is learnt that there would be exponential growth in the usage of SNS in future.

Keywords: Social Media, Higher education, Facebook, Twitter.

ONLINE SOCIAL NETWORKING AND ITS CHRONIC INFLUENCE ON THE ACTIONS AND LINKS OF GENERATIONS OF PRESENT ERA

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Social media has modernized the way we look at ourselves, the way we perceive others and the way we mingle with the world around us. Although social media has many positive proposals, including advancing consciousness of specific causes, advertising businesses and encouraging friendships between individuals who may have never met without social networking, its uncontrollable usage can also lead to negative inferences. In the present era of technological and communication advancement, it is essential that each one of us should spend some time to analyze the unconstructive implications of online social media usage on the human experience. The exceeding usage of social media has become a global crisis impacting all generations, and if not controlled, this can lead to severe social concerns. In this digitized world, people of various age groups like to spend a lot of time on social media for personal, professional as well as irrelevant deeds. Since the acceptance and popularity of social media sites endlessly grows, networks such as Twitter, Facebook, Instagram, WhatsApp etc. continue to evolve. At this context, here, the paper tries to give an insight on the significance of social media and the influence of Online Social Networking (OSN) on the generations of current epoch at various levels. The paper concludes by mentioning a few health issues related to over usage of social media and also by analyzing the presence of OSN as a boon or bane.

IMPACT ON SOCIAL MEDIA IN CONNECTING THE WORLD AND DISCONNECTING THE SOCIETY

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The purpose of the study is to understand the impact of social media on individuals, be it college going students, working individuals, homemakers, businessmen or any other person who come under the ambit of social networking. Social media is the tool that connects the entire world with a click of few buttons. The study tries to understand the social media's role in development of communication virtually and its influence on each of this category. The study also focuses on the impact of social media in the lives of individuals, its uses and abuses. How much has social media helped in connecting people is the question of the hour and needs an answer. If the social media is helping individuals in developing a good communication between individuals, then why there is a decline in human values should be understood. The effect of social media in politics, the impact of social media on society, the impact of social media on commerce, the moral challenges faced in social media and the impact of social media on personal relationships.

Key words: social-networking, people connect, sustainability

IMPACT OF FACE BOOK AS A SOCIAL NETWORKING SITE (SNS) ON YOUTH GENERATIONS: A CASE STUDY ON TUMKUR CITY

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In the present scenario social networking sites such as face book is becoming more popular among the young generation. However social networking site has become a part and parcel of each individual in today's world because they are more prone to access SNS on a regular basis to share their views, comments and even thoughts, it also noticeable that people would like to give their own statement regarding commendable and contemporary situations. Face book has turned to be a powerful platform for the young generation to share their own perspectives on different aspects of individual in particular and country in general. It also has various interesting features through which motivate the young generation to become more and more face book savvies. Therefore this research paper is an

attempt to study and reveal the both positive and negative impact of Face book on the young generation specifically the present generation of Tumkur city. To make the authentic analysis and bring out the systematic structure of this research paper 100 samples have been collected and analyzed in order to fulfill the objective of conducting this research study. Thus the study has turned into an efficient and proper shape through some Cartographic and statistical observation which was followed by the findings and conclusion were focused on understanding the impact of Face book on the young generations in Tumkur City.

Keywords: Face book Savvies, contemporary situations, SNS,

SOCIAL NETWORKING - A SUPPORTING TOOL IN HIGHER EDUCATION

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Social networking is a platform which provides online service for building social networks among people who share similar personal or career interest, activities, backgrounds etc. Social network sites have been widely used across the world by various users for different reasons and purposes.

Social networking is a growing phenomenon and is especially important in academics these days. Social networking has been a significant tool in learning and sharing knowledge. It is used as a tool to share, exchange information and ideas in virtual communities and networks. Social networking sites have become popular among students and faculties in the field of higher education.

Keywords: Social Networking, Education, Students.

USAGE OF SOCIAL NETWORKING AND ITS IMPACT

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Social networking sites have become very popular avenues for people to communicate with family, friends and colleagues from around the corner or across the globe. Social networking has transformed the way the connected masses communicate. Social media is a platform for people to discuss their issues and opinions. Before knowing the various aspects of social media, people must know what social media really is. Social media are computer tools that allow people to

share or exchange information's, ideas, images, videos and even more with each other through a particular network.

Keywords: social media, business, society, education, networking.

ROLE OF COMMUNICATION TECHNOLOGY AND THE IMPACT OF INFORMATION TECHNOLOGY ON BUSINESS

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There is an old truth which says that 'Spiritual tradition compares the action of every individual to a ripple spreading across the world and then on to the cosmos'. This seems to be the best way to describe information technology (IT) and the assurance towards the quality of potential excellence. Beyond all the hype and jargon of the information, application of computers in towards business has revolutionized today's workplace.

Communication technology and information technology in a wider sense looks into the different base of working culture. IT works and can be made to work for us. It is intended to give an action without a caution preview of the amazing potential that lies for the immediate information available easily to all of us.

In this study, you will come across the origin of communication, its evolution into the more advanced world of networking and its application in the day-to-day world of business and commerce. As always, the aim here is to provide basic fields of knowledge from which you can embark on a fascinating voyage of discovery, as millions across the world are doing.

Today the world thinks of digitalization and a cashless economy, of which we cannot think without computer integration and networking. This can bring new waves into the world of IT.

Keywords: Information Technology (IT), Kondratiev wave, binary code, geostationary satellites, packet switching, market revolution.

**THE HIDDEN DANGERS OF SOCIAL NETWORKING
– A SHORT STUDY**

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The past decade has seen the emergence and rapid advancement of social networking media. It has been profoundly changing the way people interconnect with each another around the world. These days, social networking seems to be the desired mode of staying in touch with family, friends and acquaintances alike. In fact, we have even allowed it to permeate our culture and overrun our lives and we don't really know how it will affect us or how it even really works for that matter.

Though social networking has numerous benefits, there are several hidden dangers to using them. This short research piece outlines and throws light on a few but very significant and surprising underlying hazards of this modern online phenomenon.

Keywords: Social networking, media, online phenomenon

**IMPACT OF SOCIAL NETWORK FOR NETWORKING
IN TEACHING AND LEARNING**

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In present scenario, social networking seems to have had a deep impact on our social structure and intrasocial interaction. It has proved to be a concept that has caught the human society by storm. One of the monumental achievement is, this Social Media has created a realm of digital environment in today's New Age Teaching and Learning. However, social networking can be defined as an online computer network through which people interact and bond with each other. In simple words, it is virtually, society, where one can know other people and

communicate with them. Undoubtedly and Unquestionably, it's an emphatic assertion, that we find a social networking global phenomenon that has caused a huge paradigm shift in the world of New Age Teaching and Learning and in the field of communication. Social Networking has become very popular during the past few years, and it plays a significant role in our life nowadays. It helps us in every fields of life such as political field, economic field and educational field. This paper will summarize some of challenges and opportunities to use social networking as educational tool.

Keywords- Social networking; E-learning; Education, connected approach of learning, Collaborative generation.

DIRECT SELLING AS AN OUTCOME OF NETWORKING

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Direct Selling is the marketing and selling of products directly to consumers away from a fixed retail location. Modern direct selling includes sales made through the party plan, one-on-one demonstrations, and other personal contact arrangements as well as internet sales. Textbook definition is: "The direct personal presentation, demonstration, and sale of products and services to consumers, usually in their homes or at their jobs". Direct selling often uses Multi-Level Marketing (MLM). It is a type of direct selling in which the sales force is compensated not only for sales they generate, but also for the sales of the other sales people that they recruit. This recruited sales force is referred to as the participant's "down- line", and can provide multiple levels of compensation. Other terms used for MLM include network marketing, community commerce etc.

Keywords: Direct Selling, Networking, Multi Level Marketing, Word of Mouth



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