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# Understanding Successful Academic Leadership: A Case Approach

**Ms. Shalaka Parker**

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## Abstract

**Purpose** – To analyze and understand the practices used by Academic Leaders in B-schools in Pune, to bring about successful Academic Leadership and also the conditions under the effects of which such practices are heightened or diminished.

**Design/Methodology/Approach** – Two B-Schools in Pune were approached: one a very reputed and branded institution (*Institution A*) and the other an average rated institution (*Institution B*). So as to protect the identities of the Academic Leaders participating in or influenced by this study, the names of the B-schools under study are kept confidential. Academic leaders of these two B-Schools were interviewed to find out:

1. What practices are used by Academic Leaders to bring qualitative change in the Institution?
2. What gives rise to successful Academic Leadership?
3. Under what conditions are the effects of such practices heightened or diminished?
4. Which variables effectively “link” the Academic Leaders' influence to student learning?

**Findings** – The Leader of Institution A was a transformational leader with excellent administrative skills, interpersonal skills, communication skills, a foresighted vision and mission for the institute, in-

depth knowledge, avid experience and an insight into academics. Also the leader provided information showing encouraging signs of addressing progress, via implementing effective practices in the areas of successful leadership, identifying variables which link Academic Leaders' practices to student learning and analyzing and strategizing to further develop the conditions enhancing or combat the conditions diminishing successful leadership practices.

However, the Academic leader of Institution B, though an old and experienced employee of the Institution, recently posted as a Director was very complacent, with a very few leadership skills and administrative skills. Most of his plans to bring about a successful change in his institute were still on paper.

## Institution A

### A) Successful Leadership Practices in B-Schools under Study

Successful academic leadership practices identified in the B-Schools are described using a Classification System developed by Leithwood and Riehl (2005). This classification system identifies nine specific practices aimed at setting directions, developing people and redesigning the organization as “the basics” of successful leadership –probably not sufficient for success, but necessary in almost all contexts.

**1) Setting directions:** Evidence reviewed by Leithwood and Riehl (2005) suggested that successful leadership creates a compelling sense of purpose in the organizations by developing a shared vision of the future, helping build consensus about relevant short-term goals and demonstrating high expectations for colleagues' work.

In **Institution A**, direction-setting was closely linked to demands for greater accountability, namely; Goal alignment which ensured that both people from top to bottom in an institute and all its departments are working to achieve similar goals, Empowerment of faculty members which provided them with an opportunity to develop and hone critical thinking skills so that they can have the tools needed to resolve problems and conflicts. Students' learning and infusing of employability skills was central to the direction – setting activities of the institute.

To empower faculty, the academic leader considered how he is able to energize the team and inspire individuals.

*Leithwood, K.(2005). Understanding successful principal leadership: progress on a broken front, Journal of Educational Administration, ISSN: 0957-8234.*

**2) Developing people:** Leithwood and Riehl (2005) include, among the practices in this category, providing support for individual colleagues' ideas and initiatives, providing intellectual stimulation (e.g. reflect on existing practices, question taken-for-granted assumptions and consider new practices) and modeling important values and practices (“walk the talk”).

The Director of **Institution A** was instrumental in developing second line of leadership from the faculty members in his institution by building a team culture, using problem solving techniques, implementing

interpersonal skills development activities, activities leading to the development of critical thinking in the faculty members and elevating their intellectual capacities through trainings, faculty exchange programmes, job rotations, provision of sabbaticals etc. Deputing faculty to foreign institutions as experts and inviting foreign faculty to the Indian campus prevents faculty members from growing intellectually stale and also creates in them vibrancy and dynamism. In some respect, faculty-staff exchange programs are like sabbaticals for the personnel involved and, as with sabbaticals, benefits accrue to both the individual and the institution. The Director had taken conscious efforts to support faculty members, staff and students in times of crisis, had acknowledged good work, and engaged faculty members in critical reflection. He is also visible and accessible to faculty members, staff, students and parents, very readily and is always available to provide assistance as needed.

**3) Redesigning the Organization:** Leithwood and Riehl (2005) include in this category of successful practices, building a collaborative culture at the institution, creating structures to encourage participation in decision-making, and building productive relationships with parents and the wider community.

As stated by Anton Chekov, knowledge is of no value, unless put into practice. This is the guiding principle for the Leader of this B-school in Pune. He provides a platform for students to apply their knowledge while on campus. The industry demands graduates “WHO DO” and not those “WHO JUST KNOW”. He has introduced some of the teaching methodologies which bring in experiential learning, leverage technology and gaming/ simulation- based

learning. Incorporating these has enabled a long way to bridge the gap of knowledge to application. He has created a culture of trust, open news, equity and consensus.

### **B) Factors giving rise to successful Academic Leadership**

Leithwood and Riehl (2005) state that factors stimulating successful leadership practices could include, for example, on-the-job learning, professional development experiences, socialization processes and individual traits. These are factors both internal to leaders, as well as features of their external environments.

The Director of **Institution A** displayed a keen awareness pertaining to all the factors that give rise to successful Academic Leadership, viz:

1) His concept of '*educational quality*' is inclusive of the learners/students, the intellectual capital, the infrastructure, the industry-institute interaction, pedagogy, curriculum, use of advanced technology, research, processes and outcomes.

2) *He displayed an in depth awareness regarding the role of academic leaders* in Systems Development, Stakeholders' & Facilitators' development and development of the human capital in the context of meeting the challenges of globalization.

3) *He stated the need for academic leaders* to be groomed and trained in the following areas for the qualitative growth of Higher Educational Institutes.

a) Knowledge of institutional policies and related regulations.

b) Hiring, selecting, and evaluating faculty and staff.

c) Participating in student and faculty recruiting efforts.

d) Using leadership skills in the office and academic administration.

e) Managing people and finances.

f) Developing faculty and staff.

g) Carrying out administrative duties.

h) Goal setting and planning.

i) Participating in various roles in team efforts.

j) Participating in institutional governance.

k) Participating in interdisciplinary curriculum development.

l) Representing the institution, department, or discipline

m) Participating in outreach and community efforts. (CSR Initiatives)

4) *He emphasized the need to* incorporate web-based technologies as a part of the pedagogy, which enhances faculty learning by providing faculty with more ways to communicate, exposing them to a collection of internal and external online resources.

5) *He also emphasized the need to create awareness for the private higher education industry that only academicians should lead academic organizations. The reason for that is universities are such unique organizations that, if anyone can understand them sufficiently or get a modicum of support from the faculty without being involved with them closely are the people from academics.*

### **C) Variables linking Academic Leaders' practices to student learning**

The indirect nature of a high proportion of school leadership effects has prompted research about those variables or conditions in classrooms and schools that are open to significant influence by those in

leadership roles; and produce demonstrable improvements in student learning. Variables meeting both these requirements are identified in the Institution A under study. Classroom variables fitting this description include: Time on task, Quality of instruction/instructional climate, Curriculum, Safe and orderly climate, Faculty and staff participation in decision making, school culture, faculty commitment, etc.

The Director of **Institution A** has dynamically contributed for the personal and professional development of the students, faculty members and society at large.

- i. He has taken initiatives to bring the industry and academia together and fill in the gap. For instance, he has tied up with the Stock Exchange Training Institute, Mumbai, and decided to introduce an MBA in Financial Markets because it realized that MBA Finance is not good enough to handle financial markets. To conduct activities that would enable students to relate to the society. For instance, he made his students spend a day with the expansive dabba wallahs association in Mumbai to learn operations management, strategic approach & human resource management. He along with his team of faculty members have made attempts to develop in the students a global perspective with an Indian mindset by encouraging students to start their own enterprises with could range from a Tiffin service to an online store in order to inculcate the sense of ownership from the beginning & learn the nuances of business management. Marks are given to students on registering their company, on developing a product & even on opening a bank account for their company.
- ii. Along with the support from the management, he intends to start incubation cells and organize business plan contests to enhance the decision making, entrepreneurship, communication skills of the students.
- iii. In order to develop leadership skills in the students, he has organized, leadership development programmes for students wherein students adopt children from the slums, spend the weekend mentoring them, guiding them on their studies & career and also inculcate ethics, by conducting reading of the religious scriptures.
- iv. So as to develop the emotional and social quotient of the students, because employers do consider EQ, social bent of mind & concern for society and environment as important aspects of the students' personality, he has made his students work closely with NGO's and analyze, why a certain problem is happening, find solutions on the basis of knowledge gained in the classrooms.
- v. To develop a creative, innovative and strategic bent of mind among the students, he has introduced "DESIGN THINKING" for students, which enables students' thinking out of the box in the classrooms, wherein the programme encourages the students to employ design thinking. Students handle projects such as making readymade products without preservatives or re-designing a sugarcane machine.
- vi. To develop the administrative and managerial skills of the students, he has redefined the credit system of his institution, wherein 10 out 36 total credits are based on activities done outside the

classroom. One these programmes, Assessment and Development of Managerial and Administrative Potential or ADMAP, have students literally run the institution. The ADMAP programme divides the students into 22 committees that run the college's administrations right from academics to public relations.

- vii. Besides, he also is striving for international accreditation, by Association of MBAs (AMBA), European Quality Improvement System (EQUIS), the Association to Advance Collegiate Schools of Business (AACSB). This would ensure international recognition, and further enhance the quality of his B-schools.

### **Institution B**

The Director of Institution B had pessimistic and not good enough inputs regarding the implementation of successful leadership practices, factors that give rise to it and also the effects of these practices on the students' performance. He stated that due to the heavy interference of the management/owners the Academic leaders though bestowed with potential and capacity did not have a free hand in executing their duties. This has resulted into a very clichéd working pattern within the confines of the managerial/owner grid. Certain management issues and practices that inhibit the growth of the institution noticed were:

- i. Lack of effective communication between the head of institution, faculty members and other stakeholders, which is more of orders rather than consultation.
- ii. Resources are poorly managed and misused denying good services to students and faculty members.

- iii. The Director is never involved in quality assurance processes because the management does not feel the need for his involvement.
- iv. This academic institution has been made a business center with the sole purpose of making money.
- v. The institution B is under the extensive umbrella of the same management and needs to go in for sharing of resources, infrastructure facilities ,funds, which does not give an independent identity to either and keeps the WORKFORCE unhappy.
- vi. The contract system of appointments is a typical feature of this institution as a result of which faculty members keep on moving out almost every after one or two years. They do not have a sense of belongingness towards the institute and lack dedication and devotion towards it.
- vii. The lop-sided uneven utility of funds leads to inadequate and improper infrastructure which does not lead to a conducive work environment.
- viii. No transparency in the pay policies of the employees.
- ix. Lack of advanced equipments for teaching and research.
- x. Accountability and Transparency: Creating a transparent, logical and well understood set of rules for budgeting and accounting are lacking in the Institution.
- xi. No efforts for strengthening the Industry-Institute Interface, nor the Faculty student exchanges on the national or international front.



- xii. No efforts for the professional development of the faculty members and students. Etc.

**D) Conditions enhancing or diminishing the efforts of the Academic Leaders**

This section specially throws light on the conditions which depress, neutralize or enhance the strength or nature of relationships between leadership practices and their effects on students and the institution. Bringing about a qualitative change is not an easy task for these leaders due to the unresponsive administrative processes. So these academic pillars have to have a strong commitment to the mission of Higher Education as this change requires consistency in work and implementing effective practices.

- i. Time and Support for Personal and Professional Development of the Faculty Members by the Heads of the Institutions and Management.
- ii. Sanctioning and consistency in budget for a state-of arts infrastructure.
- iii. Formal leadership training for the academic leaders.
- iv. A strong Industry- Institute Liaison.
- v. Inculcation of a research orientation and a thirst for knowledge among faculty members by appropriate motivation strategies in the form of rewards and recognition
- vi. Revision of Salary and Employment Conditions of the teaching fraternity to attract talented personnel to the teaching industry.
- vii. Shift from the Traditional to the Non traditional methods of teaching for the students.
- viii. Academic Advising-It synthesizes and contextualizes students' educational experiences within the frameworks of their

aspirations, abilities and lives to extend learning beyond campus boundaries and timeframes.

- ix. Internationalization of the curriculum which could be defined as an effort to introduce an international, intercultural or global dimension into course content and materials and into teaching and learning methods.
- x. Administrative leadership which includes a variety of positions that involve managing groups of various sizes and compositions such as trustees, departments, administrative office etc. Mostly administrative leadership involves hiring (and sometimes firing), resource allocation, alumni engagement and managing the changing and complex roles of faculty, staff and students.
- xi. A congenial climate which forms the emotional feel of a campus, department or course where in students feel welcome, intellectually stimulated, emotionally and socially supported.
- xii. Marking Scheme- Marks are one of the main means of signifying the level of learning of the students. However, marks do not communicate much information about the kinds of complex, cognitive, affective and motor learning. Academic leaders have to design a marking scheme that would besides learning represent attendance or participation of the student in class activities his/her cognitive achievement, his/her critical thinking skills etc. This would ensure better student engagement and improve employability skills.
- xiii. Provision of Out of Class Learning to students via industry internships, industry

based projects, national and international social competitions, 24 hours dialogue with the faculty, a Wireless Laptop for Every Learner, expansion of a Wireless Infrastructure, and provision of technical experts.

accomplished by the creation of freedom to exercise those rights. It is the responsibility of the top level management to guide the higher academic institutions to practice democracy and turn them in to places of academic freedom.

## **Conclusion**

Working within the framework of the management is walk on a tight rope for the academic leaders as the routine administrative tasks leave them with no time to lead or think or operate strategically. Many educational institutes in India lack management that is conducive for academic and research activities to thrive. In order to be productive and prosperous, higher academic institutions should be administered by creative minds. The majority of people who play the most important roles in the management lack modern management traits that are important and these people are rarely top academicians.

Higher academic institutions are places where knowledge creation and development is supposed to take place. In order to accomplish this goal, higher academic institutions must be managed by persons of academic standing who have the ability to offer quality leadership that will result in the achievement of the institutional objectives. They must be persons who value knowledge and know how to create it through the efficient use and organization of academic resources, like the Director of Institution A. The faculty members and students can carry out research and undertake new initiatives to enrich academics. The conventional way of management is driven by the constraints for faculty members and students' democratic rights. The recognition of faculty members and students rights should be

# Role of Librarian in Knowledge Society through Social Networking Sites

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## Abstract

Today, the walls of a library are giving way to digital environments to establish the links with information and virtual. Information is a valuable resource. The traditional libraries should be transformed into hybrid libraries focused on providing information collected in the form of books and electronic sources to survive and to meet the need of end users. This paper describes the role of librarian in social networking. Librarians are increasingly using social media tools to promote services and highlight resources to their patrons. This article discusses how the librarians will play the role and practices of social media in an academic library. Modern libraries how are creating the society of knowledge. The librarians are constantly open to any changes in their field and eager to improve their skills and knowledge.

**Keywords:** *social networking, types of social media, library services*

## Introduction :

Social Networking – It is the way the 21st century communicates now. The term social networking (networking sites) refers to a process of relationship building among a group of people who have a common interest. It could be a group consisting of individuals having interactions with each other, bonded by sentiments having common goal. The use of online social networks by libraries and information organizations is also increasingly prevalent and a growing tool that is being used to communicate with more potential library users, as well as extending the services provided to individual libraries. It could

enable librarians and end users not only to interact, but to share and change resources dynamically in an electronic medium.

Social media is fast becoming a regular part of our everyday lives. Its online communities carry a strong and influential voice, and there is much to be gained from engaging directly with people through these channels, whether that is to network, promote information service, or just stay up to date with the latest information and knowledge. Social media presents a good number of opportunities for libraries. Social connections have become very important and have improved the library profession tremendously in knowledge society.

With new networking tools, information can now flow in a multi-faceted dimension (library to user, user to library, library to library, and user to user), rather than the one way stereotype form of library to user. In the social network site, the user is a participant, a co-creator, and a builder of knowledge. The dynamic nature of this technology enables users to have an open access to knowledge and contribute local content on the social network space.

**Definition of Social Networking:** 1. According to Computing Dictionary, The development of social and professional contacts; the sharing of information and services among people with a common interest computers. The use of Web sites or other online technologies to communicate with people and share information, resources, etc. (<http://dictionary.reference.com/>)

2. Social networking includes the various online technology tools that enable people to communicate easily via the internet to share information, opinions and experiences. It facilitates conversations and

interactions between individuals, groups of people and virtual communities. Social media can include text, audio, video, images, podcasts, and other multimedia. (Ayiah, 2011). The definition of social media continues to evolve depending on the technology available. (<http://www.whatissocialnetworking.com>)

### Popular Social Networking Sites used by librarians

- 1) **Facebook:** (<http://www.facebook.com>) most popular now because it is librarian- friendly, with many applications like JSTOR search, World Cat, and much more. Librarians can interact with users to know their information need. Libraries try to link some of these specialized library applications to Face book.
- 2) **MySpace:** (<http://www.myspace.com>) MySpace is a social networking website offering an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music, and videos. It is headquartered in Beverly Hills, California In Academic institutions where the students are; libraries have taken advantage of this site to post, calendar, custom catalog search tools, and blog features to improve their presence.
- 3) **Ning:** <https://www.ning.com> Librarians can get connected with users, library associations, and more. The Library Association utilizes this platform to discuss topical issues among the members. Ning is an online platform for people and organizations to create custom social networks, launched in October 2005 Ning offers customers the ability to create a community website with a customized appearance and feel; feature sets such as photos, videos, forums and blogs; and support for [Like](#), plus integration with [Facebook](#), [Twitter](#), [Google](#) and [Yahoo!](#). Ning, Inc. is owned by [Mode Media](#). Ning was co-founded by [Marc Andreessen](#) and [Gina Bianchini](#). By June 2011 there were over 90,000 social websites running on the Ning Platform.



- 4) **Blogs:** <https://www.blogger.com> Here, librarians can periodically post messages; share information on a particular subject or issue, and allow users to contribute to content. They can write articles, news on topical issues and expect an instant reaction from their users.
- 5) **Wikis:** <http://en.wikipedia.org> is a free online encyclopedia that gives a background knowledge and definition of concepts. It offers a platform for users to access, edit and contribute to content. This is a collaborative web page for developing web content.
- 6) **LinkedIn:** <http://www.linkedin.com> Librarians can get patrons connected with specialists in their particular field of interest via LinkedIn. Librarians can use this platform to render specialized services such as Strategic Dissemination of Information (SDI).
- 7) **Twitter:** <https://twitter.com> a micro blogging application, to keep staff and patrons updated on daily activities, like frequently updated collections. Users can utilize this platform to type in short messages or status update. Librarians in Nigeria can use this platform to give users firsthand information on the on-going national elections. Users can send Instant Messages (IM) on complaints or ask questions on a particular issue and get a feedback on the spot using twitter.
- 8) **YouTube:** [www.youtube.com](http://www.youtube.com) In institutional events such as important highlights of inaugural lectures, conferences and workshops are disseminated via the YouTube.

- 9) **Flickr:** <http://www.flickr.com> Librarians can use this tool to share and distribute new images of library collections. Cover page of new arrivals of both books and journals can be disseminated to users via Flickr
- 10) **Library Thing:** A tool that enriches the library OPAC. Once an account is created, a list of books with ISBNs is sent to Library Thing which sends back a piece of code which is pasted into the footer of the Library OPAC. Librarians can utilize this to send a list of current publications to users. Library Thing is a social cataloging web application for storing and sharing book catalogs and various types of book metadata. It is used by authors, individuals, libraries, and publishers. Based in Portland, Maine Library Thing was developed by Tim Spalding and went live on August 29, 2005. As of December 2015, it has over 2,000,000 users and 100 million books catalogued.



- 11) **SlideShare:** [www.slideshare.net](http://www.slideshare.net) Encourage faculty, staff, and students to share their slideshow presentations for the greater community to access on Slide Share. It's a great way to disseminate information.
- 12) **Del.icio.us:** With this social bookmarking tool, you can create a custom directory for library patrons. Teach them to search by your tags, and it will be easy to find useful Internet research links.



- 13) **Teacher Tube:** (<http://www.teachertube.com/>) Teacher Tube, which is a YouTube for teachers, presents an excellent opportunity for instructor-librarian collaboration. Instructors can guide students to helpful library resources, and vice versa



### Benefits Of Social Networking Sites to Libraries :

Social networking sites have its own advantages to Librarians and Users. The major benefits are followed:

- Social networking sites will facilitate collaborations and promote effective communication between Librarians and their patrons.
- It will generate a flow of information excluded from search engines and Library Catalogues.
- Some writers, as cited in suggesting that social networking sites will lead future delivery of information to meet search queries
- The crucial aim of librarians is to make library resources available to patrons so if social networking sites will help achieve this goal then it should be pursued vigorously.
- Social Networking Sites well linked to a library's web page has the potential of reaping great results by attracting and serving Distance Education Students.
- It will help African Librarians and Libraries to keep pace with technologies and compete effectively with the developed World.

**Impact of Social Networking on Library:** As libraries to remain relevant with contemporary audiences, social media is viewed as an important tool for enticing and retaining patrons who are already familiar, into the world of social media.

Following presents the example of the aims or purposes.

1. Provide news or information for users
2. Provide links to recommended Internet Resources
3. Book reviews, information about new books
4. Provide entertainment or amusement for users
5. Provide news or information for librarians
6. Book discussions
7. Provide news or information for trustees
8. Provide research tips
9. Communication among librarians (in a library system) (Clyde, 2004)

#### **Social Networking Opportunities for Libraries:**

Social networking presents some important opportunities to libraries which include marketing of library services and reference services.

- A) **Marketing of library services** – the growing population of patrons and librarians that make use of social networking is an indication that it is an ideal vehicle for marketing the services of libraries to patrons. Librarians can spread awareness of library services to those who may not be aware of these services via social media.
- B) **Reference Services** – the use of social networking tools enable librarians to identify library patrons on the social cyberspace and pro-actively provide the type of information that would normally result from reference service.

#### **Roles of Librarians:**

Libraries play important roles in providing information for research and access to knowledge. In order to stay relevant in the socially networked environment and meet the growing needs of their users, libraries therefore need to pro-actively embrace the new technologies and face the challenges for better services delivery. Librarians are responding to the popularity of social networking sites and their expanding role in the creation, use, and sharing of information by engaging them as a central medium for interacting with library patrons and providing services to meet their information needs. Role of the 21st

century librarians in electronic era. Librarians must possess these skills:

- **Identity management** – Librarians should be able to examine profiles of users to mirror their information needs and match them with the library collections.
- **Network awareness** - Should be able to share views and create awareness of the different social network sites and their uses.
- **Expert search** – The 21st century librarian should be an expert in web navigation; able to find friends of friends, and potential library users with common interest.
- **Contact management** – Librarians can cross-link people and ideas among the conglomerate of different groups.
- **Context awareness** – should be diversified in knowledge and able to link information to people's profiles.
- **Collaborative:** Social Network ensures knowledge sharing, establishes a communication link with experts and allows users to develop a team working skill.
- **Flexibility:** Easy content creation and sharing, easy to update files and personal contact.
- **Library as Educator:** Libraries should play important roles in educating patrons about the new technologies and the social networking skills. We can educate our users on new skills and competencies needed to flourish in the new environment. Users need to know how to navigate the web as new method of learning requires a form of connectivity with other people as knowledge is no longer acquired in a linear manner. Librarians can and should educate patrons on the use of these social networking tools to adapt to new ways of accessing, communicating and sharing knowledge. Brilliant use of the social cyberspace promotes opens access to knowledge.

#### **Challenges Using Social Networking In Libraries :**

The library should think and crack the challenges to stand as a good social partner in the online collaborative environment. The following major challenges should mull over while implementing social software in the library as:

- **Organization Support:** To have a commitment from the management for collaborative web tools.
- **Resources:** Be aware the tools are cheap and easy to install, but do not underestimate the resources you need. Facilitation for a blog or a wiki is very important,

especially in the beginning, so users are not frustrated in their first steps.

- **Software:** Implement a solution on your own server or rely on an application service provider.
- **Training:** Web2.0 might be easy, but many people from the organization are totally new to the applications. Things such as tagging, RSS or basic upload functions have to be often explained.
- **User Orientation:** Developing a web-based communication, culture needs orientation. Blogs are totally different from a workflow based intranet. Therefore a policy can help to explain the advantages and also show the limits of interaction.
- **User Participation:** In the beginning usually only few users participate; that's why a critical mass of contributors is important. Web2.0 tools are ideal for revolutionary marketing, where motivated contributors serve as multiplicity and can easily train others to join.
- **Privacy, IPR, copyright issues of social software:** Storing personal data on remote systems raises obvious privacy issues, but IPR and copyright issues also need exploring.

#### **Suggestion and Conclusion:**

The above identified challenges could be solved through the following strategies:

- Organizing a public awareness forum such as library orientation, conferences, symposia, workshops to create awareness and educate librarians and users on the social networking services and applications.
- Embracing current change in order to remain relevant and adapt to the new ICT driven environment.
- Imbibing a maintenance culture so as to manage the few available ICT facilities effectively.
- Provision of stable power supply will encourage and facilitate the effective use of these tools.
- Pro-active training of librarians to acquire 21st century skills to adapt to the changing ICT environment.
- Government should take an active role in providing ICT facilities to institutions.
- Educating the public on the issue of copyright law and violation.

In conclusion, this paper has tried to examine the concept of social networking and its application to library services with particular reference academic enlightenment. It has been observed that librarians have not fully embraced these social networking tools in library services. As such, there is a need for a pro-

active awareness and training to educate both the librarians and the users on the invaluable importance of utilizing social networking in library services.

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## **The Rising Focus of Learning Management System on Higher Education - A Future Perspective**

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### **Abstract**

*Emergence of Quality Education in India has become a predominant essential factor for each and every educational institutions in India in order to differentiate and develop the competency themselves they are relying on technological advances. Learning Management System is one among that technological innovation which was brought in to education sector to provide a unique kind of experience to their respective stake holders using it. Information Technology can be rightly said as an important component for innovation as it rightly enables concept of Electronic-Learning and it can provide certain conditions for an organization to be able to work with new businesses with an enriched processes. In today's academic scenario, the educational institutions are striving themselves to finding the right combination of learners, teachers and their respective systems and protocols to manage the learning Environment. In this context, Learning Management Systems (LMS) creates a communication and interaction path between learners and teachers in virtual environment for Educational Purposes. This conceptual paper majorly focuses on the emerging and rising technology learning management system as a competitive tool which strategically creates a unique educational*

*platform for teachers and learners in a dominant manner. Also, through which the researchers would like to identify and examine the needs, importances, benefits, issues and challenges faced by the organizations in order to successfully implement Learning Management System into their core business services.*

**Keywords:** Learning Management System, Higher Education, Etc.,

### **The Rising Focus of Learning Management System on Higher Education - A Future Perspective**

#### **1. Introduction**

In the current scenario, Learning Management System (LMS) in higher education plays a major and vital role among the educational institutions worldwide, where in these Learning Management System are used to enhance learning sessions in the most appropriate and effective manner, so that teaching and learning would be an different kind of experience felt by both the teachers and learners community. In our day today technology transformation, where in the traditional way of



teaching and learning would be replaced through the introduction of enhanced Learning Management System (LMS). These Learning Management System can also be known as Virtual Learning Environment, where in these Virtual Learning Environment mainly functions through web based interface which is used for content delivery and also helps in terms of various reporting through which learners performance can be measured.

## 2. Significant Importance and Need of Learning Management System(LMS) in Higher Educational Environment :

The Usage of Learning Management System in the educational environment has overcome lot of difficulties between the learner and teacher, in fact the relationship between them become more stronger than ever before because of the increasing interaction and assessing the quality of information readily available for the learner to take it away from anyplace in the world provided they do have quality internet connection. The Emergence of Technology paved a way in the Educational Environment to make use of this Learning Management System in a wider manner, where in it has changed the way of teaching and learning in many educational institutions since the earlier 1990's (Pishva, D., Nishantha, G.G.D. and Dang, H. A., 2010). This paved a way between to the technology and education gets integrated to each other and provides a new kind of experience to their stake holders in a most predominant manner. As a result, the communication between the learner and teacher increased, at the same time, it raised to a new kind of challenges upcoming and started to prevail in the field of education. (Pishva, D., Nishantha, G.G.D. and Dang, H. A., 2010).

E-learning plays an important role in the field of education, and its need and importance increase every day. Learning environments can take a myriad of distinct forms. Learning management systems (LMS) have emerged as a major platform to support effective learning platform, where as these learning management systems are used widely throughout Higher Education Institutions (HEI) on various aspects and the need to know and understand its adoption and usage arises.



Fig.No.1. Various Aspects of Implementing Learning Management System in Education



Fig.No.2. Global Learning Management System (LMS) Market Revenue Share

## 3. Benefits of Learning Management System:

- The learner can get access to the information from anywhere at any time.
- Most modern Learning Management Systems have developed mobile applications through

which learners can access e-learning content on any device.

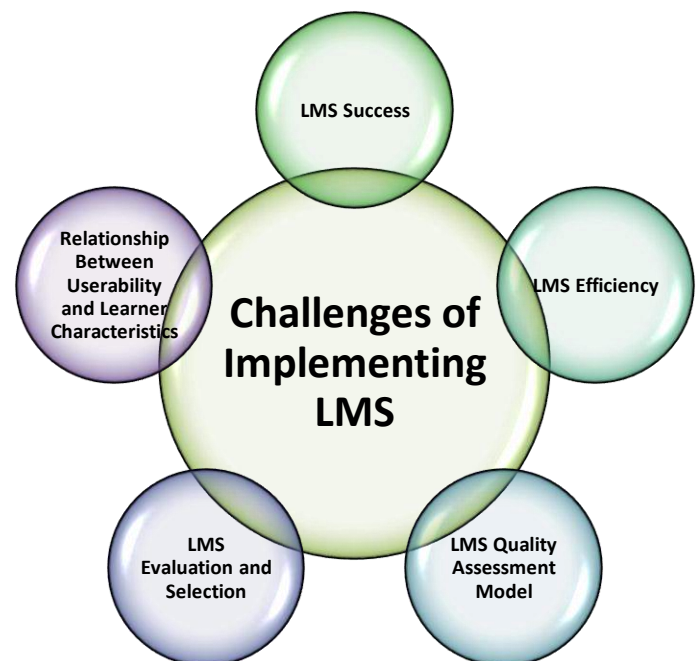
- All the course materials are available at a central location where in the learners are able to access and exchange various resources.
- All the Learners will have a quick and vibrant communication. Their opinions are shared among themselves within their learning community members.
- This Virtual Learning Environment keeps the Learner and Teacher to have a strong relationship to get and share information in order to enhance quality education.
- The Learner will certainly have new kind of learning experience through learning management system and keep them more involved to the learning environment. In addition to that it saves more time for the learner to search and find information apart from the most generic way through which fast learning can be ensured with an appropriate content.



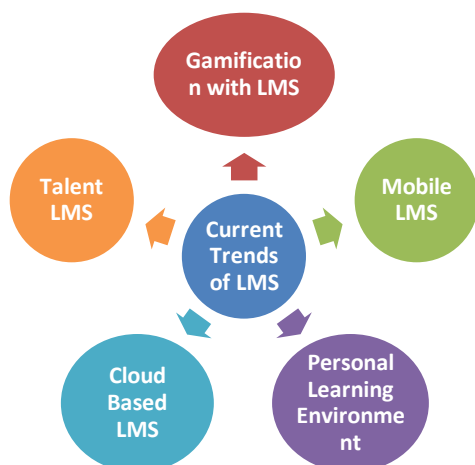
**Fig.No.3. Benefits of Learning Management System (LMS)**

#### 4. Major Trends, Issues and Challenges of Implementing the Learning Management System in Higher Education Sector:

In this modern era, most of educational institutions have started to use Learning Management Systems actively for all specific needs and peculiarities of business. There are so many varieties of Learning Management Systems available out there with certain competency, which allow them to build their own courses by using on pre-built content templates, extensions, features, and inserting media. Here the researcher tries to inhibit the various challenges of Learning Management Systems (LMSs). Also, when building an E- Learning solution, ensure it will have high level of scalability, user-friendly interface and simple reporting. As lack of these features is one of the main reasons that users do not want to use Learning Management System to a certain level. **Sergey Valuy (2017)**. Here are some common Learning Management System implementation challenges that one should consider before going fourth and purchasing one.



**Fig.No.4. Challenges of Implementing Learning Management System**



**Fig.No.5. Trends of Learning Management System**

### **5. Current Scenario of Learning Management System in Higher Education**

On those earlier days of learning, learners were majorly associated with educational institutions like schools, colleges and universities. After a period of time, learners perceived that teaching and learning is over, once they had graduated and moved out of the university. Then at certain point of time learners start to believe that continuous learning and teaching for the whole life was associated with the teacher's community. At present the total scenario of teaching and learning has changed, where the knowledge is rapidly evolving in a manner that for one to remain productive. In this context the learner needs to learn continuously and progressively irrespective of his profession that he holds up with in order to keep himself knowledge enriched and to remain competent in this changing business environment (**Anita Chandwani; Shraddhaanil Kumar**). Continuous and Progressive learning is very much essential and significant due to frequent change in the technology (**Anita Chandwani; Shraddhaanil Kumar**) and to keep ourselves ready in order to adapt such technological change.

In this 21st century, most of the educators realized that learners of this generation are completely different

from those of earlier generation what we had earlier in terms expectations, objectives, perception and reality in the way they approach the problem and in turn take correct decisions too. The learners of this generation are generally demanding a change in the classroom teaching because of their ability to gather information faster than any other generation (**Ahmad Tasnim Siddiqui; Mehedi Masud, 2012**) given the resources available today for use in the classroom, such as overhead projector, LCD projector and so on. The most toughest job is to integrate all available effective resources into a defined tool. In order to sort these major differences in teaching and learning, learning management system is such a kind of tool which predominantly addresses real life challenges of faculties, learners and educators. Learning Management System is an enriched and enhanced powerful tool which helps the classroom teaching more effective and efficient way to the learners and teachers.

At present the world which we live in is more competitive, where education has become more global need and learners are looking for major innovation in learning with the help of technological revolution and usage of worldwide web (Internet) like submitting online assignments, reading online lecture notes, giving online exam etc. Electronic-Learning is a kind of learning experience where most learners expect and now a day's learners frequently use internet to access social media websites like Facebook, Orkut, Google Plus (**Monarch Media Inc.2010**) to keep themselves updated in terms of communication perspective and in order to share their views and opinions to outside world. This in turn encourages all children to reach up to their fullest potential (**Gretchen Rhines Cheney, Betsy Brown Ruzzi and Karthik Muralidharan (2005)**). In this

changing scenario teachers are well qualified and even then classroom has become an outdated way of learning to these upcoming generation, these became a predominant challenge for the educators to offer and bring a different kind of experience these generation learners they do expect from these educators. For which educators got a solution through the adaptation of Learning Management System, where it overcomes all the deficiencies and it became a new technological platform wherein both teacher and learner would get the complete fullest satisfaction towards teaching and learning.

#### **6. Conclusions:**

Learning Management System (LMS) works as a lever for the broader scope for improvement in teaching and learning in the educational environment. Self-growth and career development of learners are very much assured through Learning Management System. Massive Open Online Courses, NPTEL, Apna Courses, Coursera, Future Learn, Moodle helped learners to understand the importance of Learning Management System. The purpose of knowledge and awareness of Learning Management System is to improve quality of education in various aspects, by supporting educational environment in the knowledge gained by the learners. A Learning Management System learner can create wonder in career and life. It is need of hrs.

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## **"Revolution in Indian Banking System"**

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### **Abstract**

Banking system occupies an important place in nation's economy. A banking institution is indispensable in a modern society. It plays a pivotal role in the economic development of a country. Thus, economic development of a country depends upon success of banking industry and success of banking Industry is determined to a large extent by how well then needs of its customers have been understood and satisfied. To compete with the private banks, the public sector banks are now going in for major image changes and customer friendly schemes. Increasing competition and technology driven products are some of the trends which the banking industry is currently experiencing. The technology oriented banking has become one of the latest success mantra in market especially to win over the customers. Due to entry of private banks which are known for technical and financial innovation their professional management has gained a remarkable position in banking sector.

### **Introduction**

A bank is a financial institution that provides banking and other financial services to their customers. A bank is generally understood as an institution which provides fundamental banking services such as accepting deposits and providing loans. There are also nonbanking institutions that provide certain banking services without meeting the legal definition of a bank. Banks are a subset of the financial services industry.

A banking system also referred as a system provided by the bank which offers cash management services for customers, reporting the transactions of their accounts and portfolios, throughout the day. The banking system in India, should not only be hassle free but it should be able to meet the new challenges posed by the technology and any other external and internal factors. For the past three decades, India's banking system has several outstanding achievements to its credit. The Banks are the main participants of the financial system in India. The Banking sector offers several facilities and opportunities to their customers. All the banks safeguards the money and valuables and provide loans, credit, and payment services, such as checking accounts, money orders, and cashier's cheques. The banks also offer investment and insurance products. As a variety of models for cooperation and integration among finance industries have emerged, some of the traditional distinctions between banks, insurance companies, and securities firms have diminished. In spite of these changes, banks continue to maintain and perform their primary role- accepting deposits and lending funds from these deposits.

A bank is an institution which accepts deposits from the general public and extends loans to the households, the firms and the government. Banks are that institutions which operates in money. Thus, they are money traders. With the process of development, functions of banks are also increasing and diversifying. Now, the banks are not nearly the traders

of money, they also create credit. Their activities are increasing and diversifying.

Banks, therefore, is such an institution which accepts deposits from the people, given loans creates credit. A bank has been often described as an institution engaged in accepting of deposits and granting loans. It can also be described as an institution which borrows idle resources, makes funds available to. It does not refer only to a place of tending and depositing money, but looks after the financial problems of its consumers.

### **Literature Review**

#### **Origin and Development of Banking**

There seem so be no uniformity amongst the economist about the origin of the word 'Bank'. It has been believed that the word 'Bank' has been derived from the German word 'Bank' which means joint stock of firm or from the Italian word 'Banco' which means a heap or mound.

In India the ancient Hindu scriptures refers to the money - lending activities in Vedic period. They performed most of those functions which banks perform in modern times. During Ramayana and Mahabharata eras also banking had become a full-fledged business activity. In other words the development of commercial banking in ancient times was closely associated with the business of money changing.

In simple words, bank refers to an institution that deals in money. This institution accepts deposits from the people and gives loans to those who are in need. Besides dealing in money, bank these days perform various other functions, such as credit creation, agency job and general service. Bank, therefore is such an institution which accepts deposits from the people,

gives loans, creates credit and undertakes agency work.

#### **Meaning and Definition of Banking**

##### **Meaning of Banking**

You know people earn money to meet their day to day expenses on food, clothing, education of children, having etc. They also need money to meet future expenses on marriage, higher education of children housing building and social functions. These are heavy expenses, which can be met if some money is saved out of the present income. With this practice, savings were available for use whenever needed, but it also involved the risk of loss by theft, robbery and other accidents.

Thus, people were in need of a place where money could be saved safely and would be available when required. Banks are such places where people can deposit their savings with the assurance that they will be able to with draw money from the deposits whenever required.

Bank is a lawful organization which accepts deposits that can be withdrawn on demand. It also tends money to individuals and business houses that need it.

##### **Definitions of Bank**

###### **1. Indian Banking Companies Act –**

“Banking Company is one which transacts the business of banking which means the accepting for the purpose of lending or investment of deposits money from the public repayable on demand or otherwise and withdraw able by cheque, draft, order or otherwise”.

2. Dictionary Meaning of the Word 'Bank' – The oxford dictionary defines a bank as “an establishment



for custody of money received from or on behalf of its customers. It's essential duty is to pay their drafts on it. It's profits arises from the use of the money left employed by them".

The above definitions of bank reveal that bank is an Business institution which deal in money and use of money. Thus a proper and scientific definition of the bank should include various functions performed by a bank in a proper manner. We can say that any person, institution, company or enterprise can be a bank. The business of a bank consists of acceptance of deposits, withdrawals of deposits, Making loans and advances, investments on account of which credit is exacted by banks.

### Importance of Banks

Banks play an important role in the economic growth of a country. In the modern set up, banks are not to be considered dealers in money but as the leaders of development. The importance of bank for a country's economy can be explained in following ways

- Banks by playing attractive interest rate on deposits try to promote thrift and savings in an economy. The investment of these savings in productive channel results in capital formation.

- The scattered small savings in the country can be put to optimum use by commercial banks. Banks utilize this amount by giving loans to industrial houses and the government. By providing funds to the entrepreneurs, bank help in increasing productivity of capital.

- Banks help in remitting money from one place to another. The cheque, bank draft, letter of credit, bills, hundis enable traders to transfer large sums of money from one place to another.

- By their ability to create credit, the banks have placed at the disposal of the nation a large amount of money. The bank can increase the supply of money through credit creation.

- With the growth of banking activity, employment opportunity in the country has increased to a considerable extent.

- The banks help in capital formation in the country. A high rate of saving and investment promote capital formation.

- Money deposited in the bank and other precious items are now absolutely safe. For keeping valuables, banks are providing locker facilities. Now people are free from any type of risks.

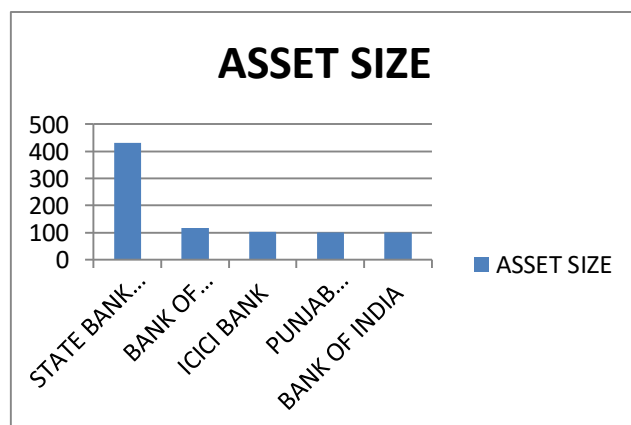
### OBJECTIVES OF THE STUDY

- ❖ To Estimate the asset size of Banks
- ❖ To Study the growth in banking activities
- ❖ Analyse the growth of UPI

#### 1. Asset Size of banks in for FY 18-19.

(in billion US dollars)

STATE BANK OF INDIA	BANK OF BARODA	ICICI BANK	PUNJAB NATIONAL BANK	BANK OF INDIA
431.95	117.42	103	101.75	100.03



Interpretation :

In term of assets size of 5 top leading banks in Indian banking system State Bank of India hold the largest no of asset size that is 431.95 US billion \$ ,second largest leading bank is Bank of Baroda which holds 117.42 US billion \$, ICICI Bank holds 103 US billion \$, Punjab National Bank holds 101.75 US billion \$ and the 5 largest Bank of India Holds 100.03 US billion \$. With a 431.95 billion US dollar worth of assets, the State Bank of India, a government-owned bank, is the largest bank in the country.

## 2. No of Banks in India

Region al Rural banks	Publi c Secto r bank s	Privat e Sector banks	Foreig n Banks	Financial institutio ns
56	20	22	44	4

Interpretation :

There are currently 56 Regional Rural banks working in India , 20 nationalized or public sector bank,22 private sector banks,44 foreign banks which have branches and presence in India and Financial institution consist of 4 which includes institutes li NABARD , NHB , SIDBI etc.

## 3. BANKING ACTIVITIES ( In Percentage)

Selli ng of Mut ual Fund	Wealth manage ment	Bank Assura nce	Derivati ves trading	FOREX manage ment
64.2 9 %	65.29 %	85.71 %	14.29 %	71.43 %

### INTERPRETATION:-

Over the last three decades, there has been a remarkable increase in the size, spread and scope of activities of banks in India. The business profile of

banks has transformed dramatically to include non-traditional activities like merchant banking, mutual funds, new financial services and products and the human resource development. Derivatives, understandably, remains the least profitable business opportunity for banks as the market for derivatives is still in its nascent stage in India.

## 4. Capital Adequacy Ratio of Banks in Various countries in 2018 ( in % )

Indonesia	19.9
Germany	19.1
Brazil	17.2
South Africa	16.6
Italy	16.0
Spain	15.3
Canada	15.2
Portugal	15.2
Argentina	14.8
India (All banks)	14.6
Australia	14.5
China	13.6
Russia	12.2
India ( PSBs)	11.7

Interpretation :

Public sector banks in India control about 70 per cent of the market, thus their capital health is of more importance than private or foreign banks. Compared to India, most other countries, except China, have private banks as key players in the banking segment. So, comparing India's PSBs with other countries' banking system may seem misleading



at first, but not when seen in the larger context of PSBs' market share. At the end of the June quarter, PSBs had a capital adequacy ratio of 11.7 per cent, as against 14.6 per cent of India's banking system as a whole. The capital of PSBs, 11 of which are under the RBI's PCA framework, clearly doesn't match up with the global capital adequacies.

### 5. Growth in Deposits of Indian Banks over past few years

( US\$ billion )

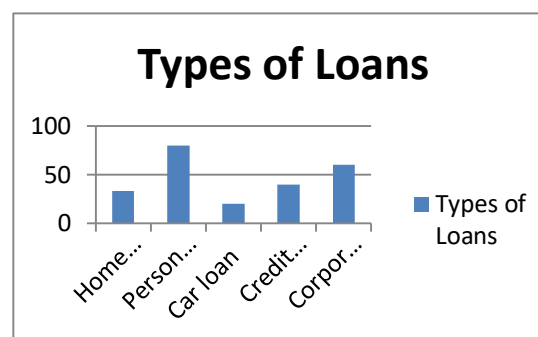
YEAR	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
DEPOSITS	1342	1313	1349	1479	1415	1413	1400

Interpretations:

Bank deposits in India have been trending down since FY10, falling off to sub-10% over the past one year from an average of 17% over FY09-13 and 12% over FY13-16. This is surprising since excess deposit inflow in the wake of demonetization was estimated to be Rs 2.8-4.3trillion (implying excess growth of 3.0-4.7%). More importantly, the significant reduction in term deposits (particularly retail term deposits) to sub-5% over the past three years despite real interest rates being at one of the highest levels is a cause for concern. Analysis of term deposit inflow during the DeMon period suggests larger inflow of term deposits with maturity less than one year or in the form of savings deposit. This, in turn, suggests the trend of abnormal growth would have been normalized by now.

### 6. Major types of loan granted by Indian Banks

Types of loans	Home Loan	Personal Loan	Car Loan	Credit Card	Corporate Loan
Percentage	33.33 %	80.00 %	20.00 %	40.00 %	60.00 %



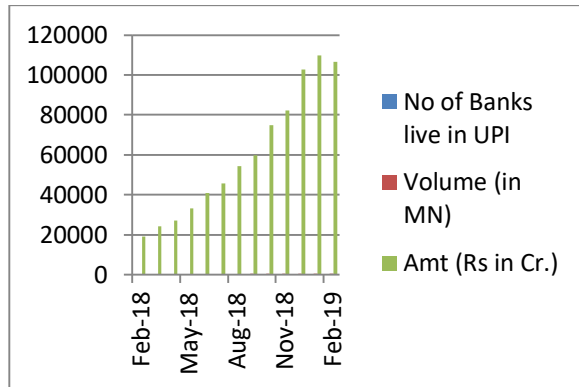
Graph no 6.2

Interpretations:

Almost 80% of the banks see personal loans as having the greatest potential for default, followed by corporate loans and credit cards. Many banks additionally perceived a level of riskiness in the SME and farm loan sector.

### 7. UPI monthly statistics

Month	No of Banks live on UPI	Amount (Rs. in Cr.)
Feb 18	86	19126
Mar 18	91	24172
Apr 18	97	27021
May 18	101	33288
Jun-18	110	40834
Jul -18	114	45845
Aug-18	114	54212
Sep-18	122	59835
Oct-18	128	74978
Nov-18	128	82232
Dec-18	129	102594
Jan-19	129	109932
Feb-19	139	106737



Graph 7.2

### Interpretations:

Due to digitalization and advanced technology in banking system of India is started using UPI applications which is mobile based and is used for online fund transfer in form of NEFT and IMPS, comparing to Feb-18 in above graph no 7.2 the number of banks has started using UPI application like BHIM Axis pay, BHIM SBI pay, Google pay (Tez) App, BHIM UPI app, PhonePe App, Bonus App-Paytm etc. which is increasing day by day and results in 106737.12 Cr. Rs by the month of Feb-19.

### FINDINGS

- ❖ In pre independence the banks are not being privatized after the India adopted the liberalization policy the banks get privatized. Because of the banks are become privatized and the private banks are capturing the market share then the banks are get awarded about the customer retention and customer relationship management is being done.
- ❖ Nowadays banks only not providing the main functions but also providing more functions or activities like mutual fund, merchant banking, wealth management, etc.

❖ In previous time there is no competition but nowadays there is so much competition in banking sector now the banks are seeing that customer is most important and its having wide choice. For retuning to customer and in market banks developing.

❖ The main important thing is to risk management the capital adequacy is most important in the banks in previous time the banks are not much expanded and the capital adequacy is also low. But as the banks are growing there is drastically increase in the capital adequacy in the banks.

❖ Bank deposit growth fell to a five-decade low in fiscal year ended March 2018 as the demonetization bonanza withered away and the lure of other savings instruments such as mutual funds and insurance eroded banking competitiveness. Data from the Reserve Bank of India (RBI) website shows aggregate deposits in the banking system grew a mere 6.7% in 2017-18, the lowest since fiscal 1963. Bankers say the reversal from the huge deposits collected in light of the November 2016 demonetization together with the steady movements of savings away from bank.

### CONCLUSION

- ❖ The study can be concluded that the due to nationalization and liberalization how the banks are grown up.
- ❖ Nowadays the banks are also conscious about the survival in the market.
- ❖ Nowadays the banks are aware about the customer's raising expectations and about the customer retention.
- ❖ They are also providing the customer the services immediately as per the requirement.
- ❖ The banks should apply the strategies that are been used by the NBFC'S.
- ❖ The banking sectors has shown growth after the introduction of government schemes such as Jan Dhan Yojana, the Jan Dhan Yojana 5.37 crore bank accounts deposits grows from Rs 4.74 lakh to Rs 27,000 crore in a year

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# Data Mining: Process of Knowledge Invention

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## I. Abstract

*Data mining is the process of discovering patterns in large data sets involving methods at the intersection of machine learning, statistics, and database system.*

*Data mining is a latest powerful technology which helps companies to focus on the most important information in the data they have collected such as behavior of their customers and potential customers, predication of any diseases in healthcare and many more.*

*Data mining is the process of extracting meaningful information from data by using different techniques such as clustering, regression, artificial intelligence etc.*

*Different data mining tools are also available in the market which will help the different organization for improve their business. So this paper is an overview of data mining concept, techniques and different applications of data mining.*

**Keywords:** *artificial intelligence, clustering, data mining, data set, regression.*

## II. Introduction

Data mining is the process of finding anomalies, patterns and correlations within large data sets to predict outcomes. Different types of data mining are there such as text mining, web data mining. Data mining can be classified as Descriptive and Predictive data mining.

## DATA MINING consists of following components:

- Database and Data warehouse
- Database and Data warehouse Server
- Knowledge Base(KDD)
- Data mining Engine
- Pattern Evaluation Method
- Graphical User Interface

## Following are the steps of Data Mining Process:

### 1. Data Cleaning:

As data in the real world can be incomplete, inconsistency so it required to be cleaned. So in data cleaning data get cleaned.

### 2. Data Integration:-

Data is mostly stored in different locations in various format such as documents, spreadsheet etc. so data should be integrated at one place in the data integration process.

### 3. Data Selection:

Data in the repository contains lots of data than required. So in the data selection process data that is required for analysis is only selected.

### 4. Data Transformation:

In data transformation process data is transform into a form that is suitable for

data mining by aggregation, normalization etc.

#### **5. Data Mining:**

Data mining is the process to extract pattern from data by using different complex and intelligent methods.

#### **6. Pattern Evaluation and Knowledge Representation**

In pattern Evaluation true pattern based on knowledge will identifies. In Knowledge representation output of mined data is presented to the user in understandable way. Different visualization and representation techniques are available which can be used for the same.

### **Data Mining Techniques:**

Following are the different data mining techniques which help to create optimal results.

#### **1. Classification Analysis**

This data mining technique is used to retrieve important and relevant information about data, and metadata. Data is classifies into similar classes by using algorithm.

#### **2. Association Rule Learning**

Association techniques is use to identify the relation between different variable in the databases. It will help to find hidden information within the data.eg. Store layout, basket data analysis, product clustering, catalog design

#### **3. Clustering Analysis**

Clustering is the process of identifying the clusters or similar groups in the data. It helps to understand natural grouping in data set. It uses different algorithms k-

means clustering algorithm, Fuzzy c-means clustering algorithm, MST based clustering algorithm etc

#### **4. Regression Analysis**

Regression analysis is used to locate the relationship between variables. It will helps to identify how one variable changes when value of independent variable changes.

#### **5. Prediction**

In the prediction analysis future events can be predicted using various prediction algorithms.

#### **6. Sequential Patterns**

Sequential patterns analysis is one of data mining technique that seeks to discover or identify similar patterns.

#### **7. Decision trees**

As the name indicates it looks like a tree. In this technique, each branch of the tree is observed as a classification question and the leaves of the trees are considered as partitions of the dataset related to that particular classification. This technique is mostly used in prediction analysis.

### **Data Mining Applications:**

Now a day's data mining is using in extensive areas such as

1. Finance
2. Healthcare
3. Intelligence
4. Telecommunication
5. Energy

6. Education

### III. Benefits of Data Mining:

Benefits of data mining varies from organization to organizations such as .Sales and marketing departments can mine customer data to identify the customer behavior and to improve lead conversion ratio. Financial industry use data mining tools to build risk models and detect fraud. The manufacturing industry uses data mining in quality issues, product safety, improve operations. In health care data mining is used to predict the various diseases to improve the health care and to reduce cost. Various predictive models can be used to predict student success analysis, to forecast career path etc.

### IV. Results and Conclusions

In this study, the data mining concepts, process, and application areas are examined. In the light of the literature studies it is observed that data mining is applied to many areas in our country. Many researchers in different area have studied data mining and found meaningful results by using data mining tools and techniques.

So by using data mining will convert hidden data into meaning full information which ultimately reduced the cost and time and improve the business or performance of the organization.

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# **THE ELECTRONIC HEALTH RECORD: CONCEPTS, ENCOUNTERS AND REFLECTIONS**

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## **Abstract**

As a result of the need of grasping or working up a structure for the electronic organization of the remedial narratives of the Psychiatric Hospital in Havana, a review of the composition open at the national and worldwide measurement was made. From the specific point of view, this method requires the arranging of a database and a structure that meet both the foundation's information essentials and the objective need of a national restorative information system, of an association with that structure, that is up 'til now hypothetical, anyway in actuality certified. This will drive each facility subsystem of helpful history the board to be arranged in a way by which they are not segregated from the national system and they are not established on individual criteria, anyway on institutionalized structures went for being easily associated with a national intranet to which the family specialist's work environments will be composed on a subsequent stage.

**Keywords:** Electronic restorative history, therapeutic data, human services, Electronic medical history, medical information, health care

## **The clinical history**

In the quest for an answer, which went past what profane experience could portray as a clinical history, it was conceivable to characterize the clinical history (HC), as the arrangement of reports that developed of the connection between the specialist and the patient and, as of the second 50% of the twentieth century, as the enlistment of the relationship set up among clients and the emergency clinic or essential consideration [1].

Presently, the principal accounts with clinical data are because of the Hippocratic "specialists" of the century V (AC), who felt the scholarly need to record recorded as a hard copy, with accuracy and request, their expert experience before the individual sickness of their patients; something that, truth be told, served them basic apparatus, both for the treatment of different patients

with comparative signs and side effects as to show their students [3].

Today, with the advancement of medication, this report isn't restricted to describing or uncovering straightforward certainties, as those Hippocratic specialists may have elucidated, yet they incorporate decisions, archives, methodology, data and patient's assent; so, it is a record that is created after some time and archiving the specialist tolerant relationship. That is the reason, when discussing clinical history, it tends to be attested that, on a fundamental level, it is a private, individual record that has certain moral, lawful, instructive, measurable and therapeutic qualities [1].

From the clinical perspective, it would then be able to be asserted that HC starts with the main scene of the ailment or wellbeing control, in whose setting the patient is visited, either in essential consideration or optional.

The HC is the principle record in the emergency clinic data framework, basic in its welfare and managerial viewpoints. It additionally comprises the total record of the consideration gave to the patient during his disease and of this, his amazing quality as an authoritative archive [1].

Thus, HC is one of the principal components in institutional medication that is practiced in our days. This archive is the source that, notwithstanding gathering an entire wellbeing report, conveys restorative reasoning, records perceptions, analyses and mediations that reflect one or a few issues; However, its customary organization faces a few troubles, which have been apparent during every day practice as its disintegration or misfortune, in light of the fact that the history regular, in its paper group, can just exist in a spot and at a particular time, in decided conditions, just as the nearness of poor, messy and fragmented composition that It ruins the elucidation of the message that is proposed to be sent. Another of its constraints is that it can just contribute inactively to basic leadership and this makes it hard to break down for logical purposes or arranging of wellbeing techniques [5].

### **Creation**

As per the "All inclusive Spanish Encyclopedia", accessible on the Internet, the HC comprises of nine scenes or Fundamental parts: 1

- Anamnesis proximal: Information that rises up out of the meeting with the patient; on a basic level, it is a mode for recognizable proof.
- Remote Anamnesis: Information, both about the individual history of the patient and the identified with the relatives in the wellbeing occasion.
- Physical assessment: Information coming about because of the assessment and physical perception of the patient.
- Diagnostic impressions: Registers one or a few conclusions, produced using the discoveries gathered in the physical assessment, upheld by the anamnesis. It incorporates the names of the foundational and oral illnesses.
- Complementary tests: Information about the aftereffects of the tests - biopsies, imagenography, research facility investigation, among others-, that the specialist solicitations to affirm an analysis.
- Definitive findings: Information about the illnesses or conditions displayed by the patient.
- Forecast: Indicates the likelihood of progress or disappointment of the treatment that will be completed.
- Plan (treatment): All phases of treatment are accounted for. It is done in a systematic way and rationale. The perfect treatment and the real treatment for the patient to pick ought to be pondered by your conditions, the arrangement that best suits your needs and capacities.
- Evolution: Registers bit by bit every one of the methodology applied and their potential difficulties, the organized drug, the materials utilized, the tasteful strategy utilized, the hour of consideration, the span of the system, the state where the patient is gotten and how it develops

### **Electronic Medical Record**

In all the Cuban emergency clinic organizations, the HC is taken care of in paper position, with the bothers that its filling, stockpiling and protection creates, to the point that, in the most recent decades and to encourage their preservation, capital establishments, for example, medical clinics Brothers Amejeiras and Julio Trigo, among others, have utilized outpatient accounts, as on account of family specialists (essential consideration), where the patient is in charge of saving and store said stories. Sadly, along these lines, this archive loses its showing attributes and keeps up all the previously mentioned disadvantages concerning the conventional HC [1].

For some reasons, wherein, actually, the headway of new advances of the data and correspondence, the improvement of the electronic therapeutic record (EHR) has discovered a space for improvement and discussion. On a fundamental level, Sánchez and partners feature the favorable circumstances for the wellbeing framework (or the political managerial, for instance), which exhibits the computerization of restorative data, and inside it, of the HC of every patient [6].

The developing interest for suitably organized data, in mix with checking advancement of software engineering, has permitted the improvement of the HCE. The PCs permit to improve the clarity, availability and structure of the data, despite the fact that they request uncommon consideration in information gathering [5].

Jimenez, expresses those angles that ought to be considered as a component of the advancement of the EHR[7]:

- Clinical and wellbeing data: ideas, capacities and qualities.
- The recognizable proof of individuals.
- How to accomplish a novel and shared story, a background marked by each middle and confined, of each inside and open from different focuses; the historical backdrop of each inside and the wellbeing history with data began in all wellbeing focuses.
- How to compose or structure clinical data, data design.
- The reconciliation of departmental data: research facilities, drug store, symptomatic imaging and others, for example, clinical-regulatory frameworks.
- The reconciliation of data from corresponding frameworks to the clinician, for example, those of word related wellbeing, general wellbeing and correlative advantages.
- Genetic and genomic data.
- The data norms.
- The utilization of the legitimate arrangements with respect to HC to the EHR.
- The security and privacy of the data.
- Inferences from the clinical data framework.
- The EHR and its association with research and educating

### **Standardization**

When talking about standardization, it alludes, on a fundamental level, to the utilization of norms. A standard is the standard that must be pursued or to which the practices, undertakings, exercises, laws, measures, understandings must be balanced; they are the implies that control the nature of products or administrations that organizations sell or offer. The improvement or adjustment of an EHR



framework suggests the investigation of existing models in such manner, particularly the ISO guidelines. Innovative advances in information systems and advances of the correspondence, fuelled by the blast of the Internet, power another origination of telemedicine, which makes it conceivable to station the normal effect of these new advances on the models current sterile [8].

### **1. SNOMED**

SNOMED (Systematized Nomenclature of Human and Veterinary Medicine) is a structure of coding planned by the American College of Pathologists (CAP), with wide acknowledgment for depict the aftereffects of clinical tests. It has a multiaxial coding structure with eleven fields, which gives it a more noteworthy explicitness than different kinds of coding, and gives it a worth extensive for clinical purposes. SNOMED at present planning its improvement with other institutionalization associations, for example, HL7 and ACR-NEMA (DICOM). SNOMED is an up-and-comer.

### **2. Understand codes**

The READ Classification System (RCS), arranged by J. Peruse during the 80s of the only remaining century, is a Multiaxial restorative classification utilized in the United Kingdom. The READ Clinical Codes were embraced by the National Health Service in 1990, and have been incorporated into the EHR frameworks. As of now, they have joined with SNOMED.

### **3. LOINC**

Another significant coding condition is LOINC (Laboratory Observation Identifier Names and Codes). These codes were planned by an impromptu gathering of clinical pathologists, scientists and suppliers of lab administrations, with help from the Hartford Foundation, the National Library of Medicine and the AHCPR (Agency for Health Care Policy and Research). The goal is to have widespread codes to utilize them with regards to ASTM E1238 and HL7 form 2.2 for messages containing research facility results and clinical perceptions. The database incorporates records that speak to Laboratory perceptions: science, toxicology, serology, microbiology and other clinical factors. The LOINC database is utilized by the CDC and the Veterans Department. It is viewed as a feature of HIPAA (Health Insurance Portability and Accountability Act).

### **4. GMN**

The GMN classification (Gabrieli Medical Nomenclature), created and upheld by Computer-based Medicine, Inc., is intended to speak to restorative terms or expressions in the authoritative structure or vernacular in which they can show up in a clinical record. It's a PC based terminology that is self-refreshed with new terms. The classification utilizes six branches or tomahawks for the whole field. The Gabrielli restorative classification was embraced by ASTM as a standard.

### **5. UMLS**

The UMLS (Unified Medical Language System) language framework is supported by the National Library of Medicine. Contains a metatassaurus that connections biomedical wording, semantics and configurations of the most significant coding frameworks. Associate therapeutic terms (eg, ICD, CPT, SNOMED, DSM, CO-STAR, and D-XPLAIN) with titles of the NLM restorative file (codes MeSH) and between them. UMLS additionally incorporates an extraordinary vocabulary, a semantic system and a guide of data sources. Together these components, would in the long run speak to every one of the codes, vocabularies, terms and ideas that will establish the establishments of a PC foundation restorative in 1995, the UMLS metatassaurus contained 223,000 ideas and 442,000 terms.

### **Encounters**

In the last ten or fifteen years, the estimation of PCs in medication has implied that the medicinal informatics rise as an interdisciplinary research field critical for this science. A short survey in such manner features the advancement of explicit advances in the improvement and utilization of the EHR, an innovative and methodological instrument that guarantees noteworthy [10].

Consistently, the quantity of specialists who are keen on the administration of the EHR increments. On a basic level, a worldwide scale, the hesitance to structure HCE frameworks by experts in the Medicine is because of an assortment of components: cost, accessibility of well-approved frameworks, obstructions to enter the information, loss of uniform guidelines, among others, in which the security of data, just as the specialized legitimate viewpoints [10]. As indicated by Timey, the discoveries of controlled clinical preliminaries demonstrate that in a system of PCs, where it is conceivable to enter data identified with patients, costs decline fundamentally, both for the patient and for the medical clinic establishment [10].

In an examination, did in the Emergency Service and Outpatient Clinics of Cuajote Hospital in Peru, where the framework called lolci 2000 was utilized (Management Administration System Clinic and emergency clinics, lolimiso), 11 a model that looks for the institutionalized enrollment of all exercises that are completed with the patient, from their entrance to the exit of the foundation of wellbeing [10], the full scale process, dictated by the activity performed by the doctor in the activity of his calling and that prompts determination, treatment and anticipation, is exemplified in the EHR, while the catch of the information is done from the restorative records, which begin, truth be told, an information by every patient, and when getting together with the remainder of the data (consequences of corresponding tests, x beams, and so forth.), coordinate all the clinical data about the patient [10,12,13].

### **Reflections on the HCE in the HPH**

The improvement of new data and correspondence advances (ICT) has released the rise of new teaches and advances in medicinal sciences, for example, telemedicine, software engineering restorative, reengineering, computerized analytic methods that until yesterday would have appeared sci-fi. Albeit today we consider the patographic accounts [2], contained in the Edwin Smith Papyrus or the votive headstones of the sanctuary of Epidauros [2] as the ancient times of the HC, the HC the same number of the despite everything we know in its paper design, it is additionally as of now part, of need, of that ancient times; while were the Hippocratic specialists of the fifth century BC, the first to feel the scholarly need of record recorded as a hard copy, with accuracy and request, your experience of specialists even with the individual his patients, 3 the wellbeing experts of the twentieth century, were continuators of that work, as it was they who culminated such work and gave the establishments so today, in the time of data, we are discussing electronic records of complete degree in the medicinal regard for the populace.

Also, with regards to the prerequisites mentioned by the measurable office and affirmation of HPH, notwithstanding the exemplary components of the following anamnesis, a delicate and equipment instrument that empowers the catch of fingerprints and the photograph of the patient, as basic components for their recognizable proof. This design, practically customary, can be consolidated in light of the kinds of meetings, and conventions for unique cases, for example, those utilized for the administration of habit cases, while that, in explicit instances of psychopathology, a normal ought to be

looked for between the changed flows and execute those that permit a complete comprehension by an authority. In the advancement of this instrument, it ought to encourage the presentation of the data enrolled in the drafts or therapeutic records, for this, you could think about a type of human-machine cooperation, reliant on the console, however notwithstanding the voice.

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## FUTURITY OF E-COMMERCE IN INDIA

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### ABSTRACT

The E-Commerce market is thriving and poised for robust growth in Asia. There are players who made a good beginning. Their success depends on their understanding of the market and offering various types of features. This paper gives an overview of the future of E-Commerce in India and discusses the future growth segments in India's E-Commerce. Also find out various factors that would be essential for future growth of Indian E-commerce. And represent the various opportunities for retailers, wholesalers, producers and for people. In this paper we found that the Overall E-Commerce will increase exponentially in coming years in the emerging market of India.

Keywords: SEM, Online Marketing, or E-commerce, Pay-per-click (PPC)

### INTRODUCTION

The E-commerce Industry in India has come a long way since its early days. The market has matured and new players have entered the market space. In the present dynamic scenario, e-commerce market in the B2C space is growing in demand as well as in the array of services. The transition to online purchasing from traditional purchasing is taking a long time in the Indian market. E-commerce includes not only buying and selling goods over Internet, but also various business processes within individual organizations that support the goal. As with e-commerce, e-business (electronic business) also has a number of different definitions and is used in a number of different contexts.

This paper deals with the conceptual knowledge of search engine marketing or e-commerce, current and future aspects of e-commerce in Indian context. This paper discusses about the top motivator factors of shopping online. The present development would be a valuable addition to researchers and academicians; and useful theory for practitioners, advertisers, and entrepreneurs. The further research areas are; the quality of sponsored ad text, ad position, Search Engine Optimization (SEO), PageRank, yellow pages, bid management etc.

### CONCEPTS AND DEFINITIONS

Electronic commerce or e-commerce refers to a wide range of online business activities for products and services. It also pertains to "any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact."

A more complete definition is: E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and

redefine relationships for value creation between or among organizations, and between organizations and individuals.

### DIFFERENT TYPE OF E-COMMERCE:

- i) B2B E-Commerce: Companies doing business with each other such as manufacturers selling to Distributors and Wholesalers selling to retailers. Pricing is based on quantity of order and is often negotiable.
  - ii) B2C E-Commerce: Businesses selling to the general public typically through catalogs utilizing shopping cart software. By dollar volume, B2B takes the prize, however B2C is really what the average Joe has in mind with regards to e-commerce as a whole. For example [indiatimes.com](http://indiatimes.com).
  - iii) C2C E-Commerce: There are many sites offering free classifieds, auctions, and forums where individuals can buy and sell thanks to online payment systems like PayPal where people can send and receive money online with ease. EBay's auction service is a great example of where customer-to-customer transactions take place every day.
  - iii) Others: G2G (Government-to-Government), G2E (Government-to-Employee), G2B (Government-to-Business), B2G (Business-to-Government).
- ### E-COMMERCE IN INDIA

For developing countries like India, e-commerce offers considerable opportunity. E-Commerce in India is still in growing stage, but even the most-pessimistic

projections indicate a boom. It is believed that low cost of personal computers, a growing installed base for Internet use, and an increasingly competitive Internet Service Provider (ISP) market will help fuel e-commerce growth in Asia's second most populous nation. The first e-commerce site in India was rediff.com. It was one of the most trafficked portals for both Indian and non-residents Indians. It provided a wealth of Indian-related business news a reach engine, e-commerce, and web solution services. The past 2 years have seen a rise in the number of companies enabling e-commerce technologies and the internet in India. Major Indian portal sites have also shifted towards e-commerce instead of depending on advertising revenues.

The web communities built around these portal sites with content have been effectively targeted to sell everything from event and mouse tickets the grocery and computers. The major in this services being Rediff.com and the net and India plaza with started a shopping section after In spite of RBI regulation low internet usage e-commerce sites have popped up everywhere hawking things like groceries, bakery items, gifts, books, audio and video cassettes, computer etc. none of the major players have been deterred by the low PC penetration and credit card.

#### FUTURE OF E-COMMERCE IN INDIA

India is developing rapidly and if development is to be measured, how can we ignore the role of e-commerce in it. The internet user base in India might still be a mere 100 million which is much less when compared to its penetration in the US or UK but it's surely expanding at an alarming rate. The number of new entrants in this sphere is escalating daily and with growth rate reaching its zenith it can be presumed that in years to come, customary retailers will feel the need to switch to online business. Insights into increasing demand for broadband services, rising standards of living, availability of wider product ranges, reduced prices and busy lifestyles reveal this fact more prominently thereby giving way to online deals on gift vouchers. Going by the statistics, the E-commerce market in India was worth about \$2.5 billion in 2009. It rose to \$8.5 billion by 2011 thus depicting a definite surge in the last two years. According to a statement released by the Internet and Mobile Association of India (IAMAI), these figures would reach up to \$12 billion by 2012! To understand this scenario, we can divide E-commerce into three broad categories which include physical services, physical goods and virtual goods. Another category that is gradually making its mark is the

Local commerce (couponing, yellow pages, classifieds etc.) which offers significant overlaps with E-commerce. The 1st category of physical services is definitely the major contributor which includes travel ticketing, jobs, matrimonial and event management websites with travel sites accounting for 75% of all E-commerce industries! It provides attractive deals too. The 2nd category of physical goods is the one currently gaining considerable attention, thanks to the hype created by new startups/stores being launched daily. Leaders in this division are Flipkart, Infibeam, Homeshop18, Indiatimes, Naaptol, Letsbuy etc. each of which offers everything from mobile phones to pet food. The 3rd and final category of virtual goods and gift vouchers like online music, software's, movies, games, Taj Hotel gift vouchers, Reebok gift vouchers, Pizza Hut gift vouchers etc. have been relatively lagging behind in India as compared to Europe and America, primarily due to piracy concerns and the social perspective of Indians. But the scenario is expected to change with the digital downloads segment expected to grow in the Indian E-commerce market due to the explosion of mobile devices and the services available over the Internet at special discounts. Certain unique attributes of the E-commerce industry in India such as cash on delivery mode of payment and direct imports that lower costs considerably are probably going to bring about a speedy growth in this industry in years to come. According to the latest research by Forrester, a leading global research and advisory firm, the e-commerce market in India is set to grow the fastest within the Asia-Pacific Region at a CAGR of over 57% between 2012-16. The report, titled "Asia Pacific Online Retail Forecast,

2011 to 2016," has been issued by Forrester Research Inc. Analyst Zia Daniell Wigder, with

Steven Noble, Vikram Sehgal and Lily Varon.

Country	Sales in \$ Billion	
	2012	2016
India	1.6	8.8
Australia	23.2	35.4
Japan	63.9	97.6
China	169.4	356.1

Source: Forrester

E-commerce in India to explode in 2012, Indian e-shoppers will have a good time getting great deals and services online. A recent pan-India report released by Com Score Inc reveals that online shopping in India has touched a growth rate of 18 per cent and is only likely to

grow further. The report found that nearly 60 per cent of citizens in India visited a retail site in November 2011, with the number of online shoppers increasing by 18 per cent in the past year. E-commerce can become an integral part of sales strategy while it is one of the cheapest medium to reach out the new markets, if implemented successfully, it offer a smart way of expansion & doing e-commerce attribute to the successful implementation to carefully understanding the products & services, customers and the business process, easy -to-use system to extend the business on the web. A new report by the Boston Consulting Group says online retail in India could be a \$84- billion industry by 2016 — more than 10 times its worth in 2010 — and will account for 4.5 per cent of total retail. The e-commerce platforms maximize its reach to the potential customers and provide them with a convenient, satisfying, & secure shopping experience.

#### Segments that recorded growth

Online channels are playing an important role of connecting with consumers of unexplored markets. The journey of online spending that started with an increasing number of buyers of travel and holiday plans in the last decade has now extended to an increase in spends on household appliances and luxury products. While segments like apparel and luxury products have registered unprecedented growth in 2011, jewellery, electronic appliances and hardware products have shown promising growth trends as well. "Indian consumers are showing greater appetite to transact online, fuelling the e-commerce boom," said Anuj Kumar, CEO, Affle.

The report also found that coupon sites are rapidly gaining popularity, with 16.5 per cent of the Indian online population visiting the category in November 2011 – 27.2 million online users in India aged 15 and older accessed the retail category from a home or work computer, an increase of 18 per cent from the previous year, as consumers continue to turn to the web to shop for and purchase items and retailers continue to increase their online visibility through active marketing campaigns. Increase in shoppers of the coupon sites indicate that pricing is playing the role of catalyst in bringing more and more shoppers online. Many of these shoppers have shown affinity towards affordable online goods, which was priced lesser than the market price. Some of the largest retail

subcategories revealed that coupons category was the largest with 7.6 million visitors as consumers rapidly adopt daily deal sites. Consumer electronics ranked next with 7.1 million Visitors, growing at 12 per cent over the previous year, while 5.8 million online users visited comparison shopping sites, an increase of 25 per cent from the previous year.

#### INDIA's PROSPECTS IN E-COMMERCE:

1. **OPPORTUNITY FOR RETAILERS:** A retailer can save his existence by linking his business with the on-line distribution. By doing so, they can make available much additional information about various things to the consumers, meet electronic orders and be in touch with the consumers all the time. Therefore, E-Commerce is a good opportunity.

2. **OPPORTUNITY FOR WHOLE SALERS/DISTRIBUTER:** In the world of Ecommerce the existence of the wholesalers is at the greatest risk because the producer can easily ignore them and sell their goods to the retailers and the consumers. In such a situation those wholesalers can take advantage of E-Commerce who are capable of establishing contractors with reputed producers and linking their business with the on-line.

3. **OPPORTUNITY FOR PRODUCERS:** Producers can take advantages of e-commerce by linking themselves with on-line, by giving better information about their products to the other links in the business chain and by having a brand identity.

4. **OPPORTUNITY FOR PEOPLE:** As more people are getting linked with E-commerce, the demand for centre providing internet facility or cyber cafe is also increasing. Hence, the people who wish to take advantage of it can establish cyber and have their benefits.

#### Essential factors for growth of E-Commerce in India:

- **Customer convenience:** By providing Cash on delivery payment option service to customers.
- **Replacement guarantee:** Should be Offers 30 day replacement guarantee to their customers.
- **Reach:** Enabling mobile-capable sites and supporting M-Commerce services.
- **Location based services:** Since customers these days are always on the move, promoting the right product at the right time and location becomes an integral aspect

- Multiple payment option: standard credit cards, debit cards and bank payments option should be there.
- Right content: Getting the right content and targeting customers with crisp and relevant information is of utmost importance to users on the move.
- Price comparison: Providers offering instant price comparison are highly popular amongst the price conscious customers.
- Shipment option: Low cost shipment should be there. The convenience of collecting orders post work while returning home should be there.
- Logistical challenges: In India, the geographical spread throws logistical challenges.

The kind of products being offered by providers should determine the logistics planning.

- Legal challenges: There should be legal requirement of generating invoices for online transactions.
- Quick Service: Timely service provided by the company.
- Terms and condition: T & C should be clear & realistic.
- Quality: The product quality should be same as shown on the portal.
- Customer care centre: A dedicated 24/7 customer care centre should be there.

#### EXPERTS VIEW ABOUT FUTURE GROWTH OF E-COMMERCE IN INDIA:

Leading e-commerce portals in the country include Flipkart.com, Futurebazaar.com, Ebay.in, Homeshop18.com, Snapdeal.com,

Indiaplaza.com, Starcj.com, Amazon.com, Fashionandyou.com, Rediffshopping.com., inkfruit.com, myntra.com, futurebazaar.com, yebhi.com, zoomin.com and hushbabies.com. Internet on mobile phones and e-commerce are set to lead the trend in the IT sector, GoogleIndia MD Rajan Anandan said on June 2012.

Speaking at the 13th annual Confluence at the Indian Institute of Management, Ahmedabad (IIM-A) here, Anandan identified trends such as mobile internet, social networking, e-commerce and internet video as being the most important trends for any technology company to take advantage of. "We have seen 80-90 per cent growth in traffic month-on-month over the last three quarters. We have been gradually increasing

the pace of hiring and over the next six months, we will add about 500 people," Snapdeal Chief Executive Director Kunal Behl said. "With the growing e-commerce industry in the country and major international players entering the market, the number of job offers would certainly look

up," e-commerce firm Homeshop18.com CEO and founder Sundeep Malhotra said. The online retail segment is expected to report strong growth in the coming years owing to growing Internet consumer base thanks to increasing use of smartphones, laptops/PCs, and availability of Internet in the remotest part of the country. "e-commerce space is a booming

space as Internet audience are likely to double in the next two-three years and this industry will require talent from various sectors like technology, product, analytics, sourcing, general management talent, merchandising and marketing," online retailer Fashionandyou.com co-founder and CEO Pearl Uppal said. Another e-commerce player HomeShop18.com has grown by over 70 per cent in headcount terms in 2011 over the last year and is further poised to grow by a similar percentage this year, including an augmentation of the technology team. Meanwhile, the e-commerce sector is fast hiring the best talent available in the country and this placement season saw e-commerce companies recruiting big numbers at premier institutions like the Indian Institutes of Management (IIMs) and Indian Institute of Technology (IITs). According to a report by industry body Assocham, online retail segment is likely to be worth Rs 7,000 crore by 2015 due to rising broadband availability and increasing Internet penetration, from the Rs 2,000 crore at present. It is growing at an annual rate of 35 per cent.

#### CONCLUSION

The future of E-Commerce is difficult to predict. There are various segments that would grow in the future like: Travel and Tourism, electronic appliances, hardware products and apparel. There are also some essential factors which will significantly contribute to the boom of the E-Commerce industry in India i.e. replacement guarantee, M-Commerce services, location based services, multiple payment option, right content, shipment option, legal requirement of generating invoices for online transactions, quick Service, T & C should be clear & realistic, the product quality should be same as shown on the portal, dedicated 24/7 customer care centre should be there. We found various types of opportunities for retailers, wholesalers/distributors, producers

and also for people. Retailers meet electronic orders and should be in touch with the consumers all the time. Wholesalers can take advantage of E- Commerce who are capable of establishing contractors with reputed producers and linking their business with the on- line. Producers can also linking themselves with on-line, by giving better information about their products to the other links in the business chain and by a having a brand identity. As more people are getting linked with E-commerce, the demand for centre providing internet facility or cyber cafe is also increasing. Hence, the people who wish to take advantage of it can establish cyber and have their benefits. People could found various opportunities of employment. On the behalf of above said reports and experts view showed that the future of e-commerce in India would be bright in the upcoming years if all essential factors would be implemented.

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# **THE NECESSITY OF PATERNITY LEAVE UNDERPINNING THE ROLE OF MALES IN CHILD DEVELOPMENT**

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## **ABSTRACT**

Unlike many other European countries, India has no paternity leave policy giving fathers the right to take paid time off work for the mothers undergoing the period onwards child birth or following a birth or adoption of a child. Reserving a share of the parental leave period for fathers is considered essential in order to encourage fathers to take leave, and to increase men's participation in nurturing and upbringing of a child. Sometimes this policy is prescribed as "dual-earner" and "dual-care" family. This research paper explores how men's individuality, competency, responsibility and concern as a parent is assumed and communicated. Pictures of 'new father' should be analyzed in relation to equal status policy, stressing mothers and fathers equal responsibility for child care as well as for economical requirements. The precise role played is considered by prolonged time off immediately after the birth of a child in organizing that experience. By representation fathers into the daily impracticalities of child care, free of workplace restraints, extended time off delivers the space necessary for fathers to develop the child-rearing skills and sense of responsibility and accountability that then permits them to be active co-parents rather than assistants to their spouses. This swing from a manager-helper dynamic to that of co-parenting generates the chance for the growth of a more gender-unbiased division of labor.

Keywords- Paternity leaves, Fathers, Childbirth, Child care, Co-parenting

## **INTRODUCTION**

There are several appliances through which children and families are affected by parental leave policies. In case, the leave period is punished in the market, paternity leave will directly shake the relative

earnings of both male and female (**Datta Gupta and Smith (2002)**). In households where managing the requirements of one's family struggles with meeting the loads of a job, keeping balance can be challenging. When a child is born to a parent (or a set of parents) who are employed, the parents must figure out a method to both care for their child and meet other responsibilities (professional, financial, etc.) as comparative benefits within a family evolve dynamically, the income gap between men and women may also be altered in the longer run (**Becker (1985)**) Some fathers are able to take benefit of paternity leave for a period following the birth of their child to help facilitate the changeover between personal and professional life. Paternity leave is a comprehensive term that comprises to care for a newborn, as well as leave taken to care for a kid who has been placed through adoption or nurture care. Paternity leave should provide job protection for fathers and can be fully paid or partially paid by the organization they are employed with. Provisions of paternity leave sometimes differ throughout the world with regard to time approved and level of pay.

Compared with other nations, while we are still lagging, evolution has been made by Indian public and private companies from no paternity leave to five days, with organizations further planning to lengthen it but still there are many organizations who have not yet implemented the leave policy for the fathers of a new born infant, especially in the profession of educationalist. But unfortunately, no one understands its needs and effects of fathers spending more time with their children for their nurturing. While several papers have investigated how maternity leave (or general parental leave) impacts parent and child outcomes but hardly there are any thesis or studies that have reflected the particular effects of paternity leave. Since Sweden announced the first gender-

neutral parental leave policy in 1974, many other nations have also introduced leave policies for parents: not only for mothers but also for fathers as well (O'Brien, Brandth & Kvande 2007).

This study have pointed out, 'a necessary part of the paternity leave among educationalist.' There are numerous causes for demanding this, since providing fathers with job-protected leave has the following benefits: it creates opportunities for harmonizing work and family life; it build up fathers' rights, especially those of working professionals, in relation to employers; and it may act in the best interests of both children and fathers as it offers fathers time off from job with economic compensation for creating social bonds with their children.

### **OBJECTIVES OF THE STUDY**

1. To assess the awareness of paternity leave policies among the professionals.
2. To assess the importance of paternity leave.
3. To know the extent of formalization of paternity leave in private sectors.
4. To assess the attitude of employees and employers towards the policy of paternity leave implementation.

### **DIFFICULTIES TO MOTHER IN POST CHILD BIRTH PERIOD**

According to **Department of Health**, almost 80% women suffer from baby blues post child birth which happens due to the hormonal changes and vanishes within few days. Mothers during this phase usually suffer the adjustment problems which baby brings in their daily lives which if remained for a longer period may cause a lot of distress. Mothers at this stage are even found to undergo through the emotional traumas which may sometimes be misleading and may lead to depression. The major problem and challenges faced by the women are mentioned below:

- a) Unable to attend kitchen duties
- b) Unable to seek work-life balance
- c) Child sickness stress
- d) Seeking the leave
- e) Manage the needs of guests coming for lodging and boarding

- f) Managing Ceremonies consequent to birth of child
- g) Management of the first and post cry creeds of baby
- h) Chronic fatigue
- i) Drastic appetite and mood changes
- j) Withdrawal from friends and family
- k) Sleeping problems

### **DIFFICULTIES TO FATHER IN POST CHILD BIRTH PERIOD**

According to recent studies by psychologist John Gottman, founder of the **Relationship Research Institute in Seattle** and the leading international researcher on why marriages succeed or fail, around 70% go through a decrease in marital satisfaction during the initial phases of post child birth. According to many studies, researchers have found out that the birth of the baby is the most challenging task a couple's face. Some of the new parents conflicts and hurdles faced by the father are mentioned below:

- a) Unable to cope up with the unavoidable changes
- b) Clash of parenting style
- c) Sleeping deprivation
- d) Change in lifestyle and healthier sleep
- e) Change in priorities and habits
- f) Difficulties in adjusting to new rolls
- g) Managing the family in terms of monetary context
- h) Time management becomes difficult
- i) Competing demands of family, work and expectations
- j) Difficulties in managing the household chores
- k) Changes in the relationship
- l) Coping with the ongoing care with the other children

### **DIFFICULTIES TO EMPLOYER IN POST CHILD BIRTH PERIOD**

Research by **Jennifer L. Berdahl**, at University of Toronto found out that the fathers who opt for paternity leave gets mistreated at workplace. Sometimes new dads confront the uphill battle for seeking paternity leave whereas an organization also faces different stressful situations during the absence of the employee

or due to the poor performance at workplace. Some of the major problems which an employer undergoes are as follows.

- a) Effect on employee outcome
- b) Rise in absenteeism
- c) Less productive
- d) Cost of provision of different facilities
- e) Cost of provision of breaks
- f) Effect on job performance
- g) Potential decrease in work participation and involvement
- h) Potential loss on earnings
- i) Negative impact on career advancement
- j) Lesser professional commitment
- k) Increase in financial cost on leave
- l) Lack in consistency work performance

Various techniques and parameters are being considered to draw conclusion and reveal the importance, impact and effectiveness of the Paternity leave policy along with the awareness, among the professionals, including the attitude of the professionals towards the policies and practices. The following strategies have been considered to complete the study: Study the importance and impact of the policies and practices along with the awareness among the professionals working in various private sectors. For the purpose of present study, paternity leave to the father is measured on the basis of following parameters.

- Part-time working
- Job sharing
- Flexi-time
- Term time working
- Shift working
- Annualized working

#### **FATHERS EXPERIENCING OR REQUIRING PATERNITY LEAVES**

Focusing here on the introduction of paid leaves for fathers, the main aim has been to study how the fathers undertake the role of caregivers as an equal responsibility while at the same time maintaining a sense of a rational masculinity. Such leave policies aiming to multiply gender roles, or to converse them in some sense, may be encountered by dissimilar responses in different times, societies and nations as

well. Whereas paternity leave for fathers may be met by confrontation and scepticism – as something that de-masculinizes men and disturbs the mother-child duo – it can also be embraced and applauded (**Brandth & Kvande 2013; Pajumets 2010, 2012**). Fathers getting leaves gets the opportunity to be father-friendliness which increases the opportunity to get engaged and care for their children as they are expected to do so. Father friendly environment can provide a strong ideological support for nurturing and caring the children, although not exactly the same as women or mother. It is a common belief that fathers are considered as the main carers during the parental leave up to a certain amount of time.

#### **EMPLOYERS WITH EXPERIENCES OF MALE EMPLOYEES ON PATERNITY LEAVE**

Fathers' right to use paternity leave in our society and nation is questioned rather than supported. Moreover, it has been observed that work organizations and employers through active or passive opposition try to block men from sharing the parental leaves with their spouses (**Bekkengen 2002**). Attitudes and policies of the employers affect how the employees manage their work both at the organizations and at personal life such as nurturing a child at home and supporting the spouse in other household essentials. **Haas, Allard and Hwang (2002)** discovered the relationship of the organization's culture and men's use of paternity leave and it was been observed that employers attitudes towards fathers caring obligations influences their use of paternity leave. So, men's uptake on parental leave must be supported and should be self-selected in certain situations or workplaces. Finally, it should be included in the picture that fathers seeking to take paternity leave need not to be the matter of disputes between the employer and the employee (father).

#### **IMPACTS AND BENEFITS OF FATHERS ON PATERNITY LEAVE**

Despite decades of social development, only around half of the organization offers paternity leave to the father for more than two weeks or even not a week. It has been seen that better and well qualified father spends more time with their children (**Flouri, 2005; Yeung et al, 2001**) but not essentially involved in a

child care or nurturing. This research suggest that enabling fathers to take leave for looking after their new born has a positive effect on the development of a child. There are various benefits of offering paternity leaves, such as Fathers who have availed the privilege of taking paternity leave are more likely to take an active role on child nurturing and caring responsibilities. According to this study, fathers enjoying paternity leave were more likely to feed, dress, bathe and play with their new born infants even after the leave duration has ended. And dads who took time off at birth were more likely to play with their children and also read books with them. Hence this proves the major involvement of a father with their child which ultimately affects the upbringing of their growing infants. This study helped us to find that amount of parental leave taken by the dads have a positive effects on several aspects of fathers participation in childcare. But most paternity leave tends to be very short and poorly paid so most of them could not avail this opportunity.

#### **IMPACTS AND BENEFITS OF PATERNITY LEAVE ON SPOUSES/PARTNERS**

“Sharing is caring”. When a partner shares an equal responsibility towards the childcare it has a tremendous impact on the growth of a child and it also helps in foundation of a never-ending love in a family. Since paternity leave is to boost male participation in household work and child responsibilities whereas this also enhance the female participation in the labor force which ultimately results in gender equity. When child care is equally distributed after paternity leave then it also results in new mothers being less likely depressed.

#### **IMPACT AND BENEFITS OF PATERNITY LEAVE ON CHILD**

The few initial days and months are recognized as a most crucial days for children after their birth but it has been observed that as most of the children are raised in an environment where fathers earn and mothers stays home for child care, so fathers get less time in nourishing the children. But when father stays home, the early interaction helps in long term

benefits for a child learning and developing abilities. Children whose fathers seek paternity leave during the initial days of child birth or child adoption are considerably more likely to be breastfed at two to six months of age (**Flacking et al, 2010**). Thus, when child care responsibility falls exclusively on the father and mother, the nourishment is done in a much better way. If father is better educated than the mother, some children may benefit out of it and certainly performs better in their schools as compared to mothers who are not better educated but took longer leaves than the father (**Cools et al, 2011**.) A new born child is promptly learning to socialize and by the time they are toddlers they somewhat develop the concept of relationship and recognize their fathers doing small things which last throughout his/her life which also creates a memory to remember from the childhood and that shows their connection with their father.

#### **CONCLUSION**

Paternity leave policies are an important leave policy tool across all sectors. While their objectives are various, these policies all seek to support families, spouses and to improve child development. A small literature examines the effects of parental leave policies on child development with mixed outcomes. Some research demonstrates that paternity leave policies can indeed influence child development. However, most research finds small or no effects. Research in this area is still its initial stages and it is too early to draw conclusions on how the design of paternity leave policies impacts on child development. Policy and policy design can though still play an important role in boosting fathers to take leave. To promote a more gender equitable division of leave and encourage fathers to spend more time with their new born, organizations can pursue different options. Payment of any kind is important for the use of leave by fathers of new born infants. Many organizations have long provided fathers with non-transferable entitlements to unpaid paternity leave, but take up has almost always been very low. However, dads’ use of paternity leaves seems to be highest not just when leaves are paid, but rather when leaves are well paid.

Moreover, fathers are expected to take paternity leave, and almost all men do so. Men who have taken

longer leaves than expected have reported positive involvements of both the leave itself and the responses from their social networks. An exception is that negative reactions may come from employers and colleagues, although positive attitudes are also reported. Organizational cultures do have an impact on men's acceptance of paternity leave. Although positive attitudes to fathers' leave-taking and involvement in childcare succeed, one can note that the expectations of women and men, as parents, are not equivalent.

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## A Study of Shopping Mall Organizational Environment with select Shopping Malls in Pune.

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### Introduction

The largest mall ever is South China Mall in Dongguan, China with a gross floor area of 892,000 m<sup>2</sup> (9,600,000 sq ft). The world's second-largest shopping mall is the Golden Resources Mall in Beijing, China with a gross floor area of 680,000 m<sup>2</sup> (7,300,000 sq ft). The SM City North EDSA in the Philippines, which opened in November 1985, is the world's third-largest at 460,000 m<sup>2</sup> (5,000,000 sq ft) of gross floor area, and SM Mall of Asia in the Philippines, opened in May 2006, is the world's fourth largest at 386,000 m<sup>2</sup> (4,150,000 sq ft) of gross floor area. Previously, the title of the largest enclosed shopping mall was with the West Edmonton Mall in Edmonton, Alberta, Canada from 1986–2004. It is now the fifth largest mall. One of the world's largest shopping complexes in one location is the two-mall agglomeration of the Plaza at King of Prussia and the Court at King of Prussia in the Philadelphia suburb of King of Prussia, Pennsylvania, United States. The King of Prussia mall has the most shopping per square foot in the U.S. The most visited shopping mall in the world and largest mall in the United States is the Mall of America, located near the Twin Cities in Bloomington, Minnesota. However, several Asian malls are advertised as having more visitors, including Mal Taman Anggrek, Kelapa Gading Mall and Pluit Village, all in Jakarta, Indonesia, Berjaya Times Square in Malaysia, SM North EDSA in Quezon City, Philippines, SM Mall of Asia in Pasay, Philippines, and SM Megamall in Metro Manila, Philippines. The largest mall in Southeast Asia is the SM City North EDSA, located in Quezon City, Philippines. The largest mall in South Asia is Mantri Square in Bangalore, India.

Compared to malls in USA Philippines, China and Canada, the shopping malls in India reveal glaring differences as respect to size, investment, assortments, services, selling and profit volume, employees' management, decorum or ambience etc. The organizational ambience for these malls is important issue since it concerns to customers' satisfaction and selling volume. The discussion in the chapter covers the number of the organizational issues of the Pune shopping malls. Truly speaking these dimensions discernible in the malls from Pune are just *Miniature* facsimile of the milieu of those shopping malls abroad. Just as every individual has a

typical organization for his /her work that makes him/her to achieve as desired, similarly a Shopping Mall has organizational nucleus that helps it to achieve as desired (Profit, survival etc) and it clearly differentiates from un-organized retailers. Shopping Mall is the manifestation of outlook of its stakeholders/ employees toward the sales of goods on profits to customers. A Shopping Mall exert a pull on customers, so that its profit based survivals is perpetual.

*Environmental Features* The following are the environmental features of shopping Malls:

- (i) The Shopping Mall environment is a tangible concept. But it exercises a significant impact on the behavioral performance of employees and customers
- (ii) It is the perceived aspect of internal environment
- (iii) Its setup has enduring characteristics which remain perpetual by succession.
- (iv) It has a distinct identity from unorganized retailers.
- (v) Its environment is a total appearance of what the Shopping Malls is; it is a summary perception which people envisage.
- (vi) It has all the control tools like hierarchy, channel of command, authority, leadership, communication, Control etc.

### **Components of Shopping Mall- Milieu**

- 1) **Individual Autonomy.** It implies the degree to which employees or stake holders are free to manage themselves; they have considerable decision-making power and accountability to higher management. Thus, it means, unlike unorganized retailers the restricted individual's freedom to exercise responsibility for positive results.

- 2) **Position.** It refers to the degree to which objectives of the job and methods for accomplishing it are framed formally or informally and communicated to the employees. In other words, it means the extent of direct supervision, formalization and centralization.

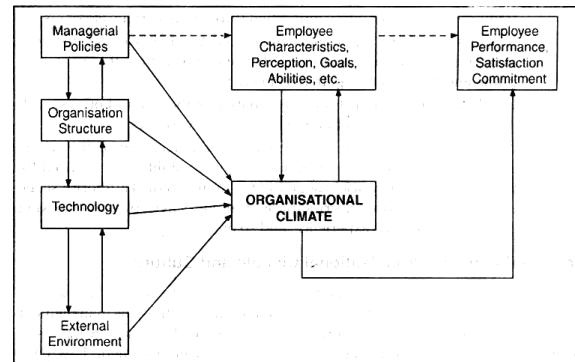
- 3) **Reward Orientation.** It means the degree to

which a Shopping Mall rewards stake holders/employees for hard work or achievement. Reward orientation is high when a Shopping Mall orients people to perform better and rewards them for doing so.

- 4) **Task Orientation.** If the management is task oriented, the leadership style will be autocratic. The employees will have to speed up the pace of work to please their bosses.
- 5) **Relations Orientation or Consideration.** The Shopping Mall climate will be considerate and supportive if the managers are relations-oriented while dealing with the workers. The needs and aspirations of the workers will be given due importance. This will produce team spirit in the Shopping Mall.
- 6) **Job Satisfaction.** The satisfaction of the workers that they get on their jobs is also an important component of Shopping Mall climate. The workers feel happy if their jobs are designed to allow the workers to use their innovative skills.
- 7) **Morale.** Morale represents a composite of feelings, attitudes and sentiments of Shopping Mall employees towards the Shopping Mall, superiors and fellow members. If it is high, there will be an atmosphere of cooperation in the Shopping Mall. But if the morale is low, there will be conflicts and poor cooperation among the workers. They will also feel disinterested in their work.
- 8) **Control.** The control systems may be either rigid or flexible. If the control is rigidly followed, there will be impersonal or bureaucratic atmosphere in the Shopping Mall. The scope for self-regulation will be the minimum.
- ii) **Effectiveness of Shopping Mall**

Every Shopping Mall requires a sound climate to realize its objectives. The study of the climate of a Shopping Mall is necessary for an insight into important dimensions such as communication, cooperation, creativity, employee satisfaction, morale, etc. All these determine the effectiveness of the Shopping Mall. A Shopping Mall is likely to be

more effective if there is two-way communication and employees are cooperative and have better perception of their retailing business. Such employees have higher job satisfaction and feel committed to the Shopping Mall. Their productivity will also be higher. Thus, good Shopping Mall climate is instrumental to higher employee satisfaction, better human relations and higher productivity.



**Fig. 6.1: Shopping Mall Climate**

The role of Shopping Mall Organizational climate is shown with a hypothetical model (Fig. 1) that specifies the relationship between the major sets of variables. Alongwith climate, technology, external environment and managerial policies and practices exert important influences on climate. These relationships are shown in Fig. 1 the emerging climate represents the arena which is influenced by managerial policies, its style, technology and its external environment. When management is conducive to the needs of individuals, it would expect goal directed behaviour to be high. The ultimate behaviour or outcomes are determined by the interaction of individual needs and Shopping Mall management culture. The feedback regarding resulting level of performance contributes not only to the culture of the particular work environment, but also to possible changes in managerial policies and practices. Thus, management culture has an important influence on performance and satisfaction of the employees and customers. If the managerial ambience is favorable, there would be greater Shopping Mall effectiveness. Research evidence demonstrates that there is a positive correlation between Shopping Mall management ambience and employee performance. Varying Shopping Mall climates have resulted in significant differences in employee performance and satisfaction. For example, three types of Shopping Mall organizational climates—authoritarian climate, democratic friendly and achieving business—revealed different results. The *achieving business* climate produced the most in

terms of money volume, number of new products, and cost-saving innovations. Employees in *democratic friendly* climate expressed maximum job satisfaction. However, employees in *authoritarian* climate produced high quality services due to rigid supervision and control. The Shopping Mall management influences satisfaction and performance through change in behaviour in four different ways:

- i) It defines the stimuli for an individual through its various elements.
- ii) It places constraints upon individual freedom of choice and decision-making. The behaviour is influenced by attaching different rewards and punishments to varying patterns of behaviour.
- iii) It influences behaviour through evaluation of the self and others; such evaluation is based on different physiological variables.
- iv) It influences behaviour through employee perception of the whole Shopping Mall and of his own ability. Perceived ability is influenced by the nature and clarity of job, degree of freedom, extent of authority, scope of responsibility, supervisory support, training, safety, physical working conditions, previous experience, and so on.

### iii) Factors Influencing Operational Performance of Shopping Malls

An Operational Performance of Shopping Mall is a manifestation of the manipulation of factors of production of Shopping Mall by stake holders and employees. This manipulation or arrangement is based upon management policies, supervisory techniques, "fairness" of management, labor's reactions to management, and literally anything that affects the work environment. Lawrence James and Allan Jones have classified the factors that influence basic factors of production into five major components:

- (1) Organizational *context*: mission, goals and objectives, functions, etc.
- (2) Organizational *climate*: size, degree of centralization and operating procedures.
- (3) *Leadership process*: leadership styles, communication, decision-making and related processes.
- (4) *Physical environment*: employee safety, environmental stresses and physical space characteristics.
- (5) Organizational *values and norms*: conformity, loyalty, impersonality and reciprocity.

The manner of utilization of imputed factors (Land, Labour, capital, managerial skill and Govt) may

change as per need. All such factors of production take a different silhouette while performing.

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