



॥ विद्या विनयेन प्रोचते ॥

SHETH T. J. EDUCATION SOCIETY'S

**SHETH NANJIBHAI KHMJIBHAI THAKKAR THANAWALA COLLEGE OF COMMERCE &  
SHETH JAYANTILAL TRIBHOVANDAS THANAWALA COLLEGE OF ARTS**

Kharkar Ali, Thane (W) - 400 601

A Linguistic Minority Institute, Recognized under 2(f) and 12(b) of the UGC act 1956

Tel.: 25431119, Website : [www.nktdegreecollege.org](http://www.nktdegreecollege.org) Email:- [nktdq@yahoo.co.in](mailto:nktdq@yahoo.co.in)

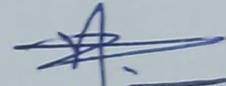
Re-Accredited by NAAC with CGPA 2.62, B+ Grade (3<sup>rd</sup> Cycle)

ISO 9001: 2015 Certified

Dr. DILIP M. PATIL  
M.Sc. Ph.D.  
PRINCIPAL

**To whomsoever it may concern**

I hereby declare that the information mentioned under 3.3.2 (Number of books, and chapters in edited volumes/books published and papers published in National/International conference proceedings per teacher during last five years) is true to the best of my knowledge.

  
Principal

**Sheth T.J.Education Society's  
Sheth NKTT College of Commerce and  
Sheth J.T.T. College of Arts**

**3.3.2 Number of Books and chapters in edited volumes/books published and papers published in national/international conference proceedings per teacher during last five years**

**3.3.2.1 Total number of books and chapters in edited volumes/books published and papers in national/international conference proceedings year wise during last five years**

**2020**

<b>Sr.No.</b>	<b>Name of The Author</b>	<b>Title of the Books/Conference proceedings</b>
1	Dr.Dhanashree Sawant	Improving the quality of teaching at higher educational institution- a case study of thane city
2	Dr.Pallavi Shah	"Hassle free petty shopping using digital wallet"
3	Bhavika Khadapkar	A study on customer perception towards making payments through e-wallets
4	Shilpa Shelar	A study on customer perception towards Online Purchase of Electronics
5	Kinjal Gosai	A Study on Impact of Online Ratings on Purchase Intentions



**PRINCIPAL**

**SHETH T.J. EDUCATION SOCIETY'S  
SHETH N.K.T.T. COLLEGE OF COMMERCE &  
SHETH J.T.T. COLLEGE OF ARTS, THANE (W)**

# EIJRJ

ELECTRONIC INTERNATIONAL INTERDISCIPLINARY RESEARCH JOURNAL (EIIRJ)

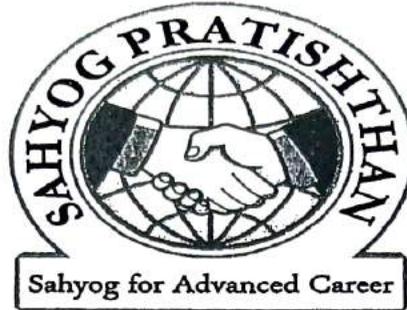
A Peer Reviewed Interdisciplinary Journal

SJIF Impact Factor 6.21

March-April ,2020

ISSN- 2277-8721

Vol IX Special Issues II



Sahyog Pratishthan's

## **SAHYOG COLLEGE OF MANAGEMENT STUDIES**

NAAC Accredited

JAMBHALI NAKA, THANE (W) - 400601

ISO 9001:2015 Certified

Affiliated to University of Mumbai  
Organises

National Level Conference on

## **“CHANGING SCENARIO OF HOSPITALITY INDUSTRY AND EDUCATION”**

*Chief Editor*

Dr. K. N. Ghorude

*Associate editor*

Dr. Rupali V. Jadhav

**Journal On**

**“Changing Scenario of Hospitality Industry and Education”**

**ELECTRONIC INTERNATIONAL INTERDISCIPLINARY  
RESEARCH JOURNAL (EIRJ)**

**Peer Reviewed Interdisciplinary Research Journal**

**ISSN- 2277-8721**

**Volume - IX, Issues - II**

**Copyright:**

@ All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording and/or otherwise, without the prior written permission of the publisher.

**Disclaimer:**

All views expressed in the proceedings are those of the individual contributors. The editor and Publisher are not responsible for the statements made or the opinions expressed by the authors.

**Publisher:**

Pramila.D.Thokle (9822307164)

**(Email Id :eijrj1111@gmail.com)**

**Publication :**

***Aarhat Publication & Aarhat Journals***

108,Gokuldham Park,Dr.Ambedkar Chowk,

Near TV Tower,Badlapur(E),421503

Email ID:**aarhatpublication@gmail.com.**

# INDEX

Sr.No.	Title of The Research Paper	Author Name	Page No
1	Nutrition, Health And Hygiene Education For Catering Staff Of Tribal Ashramshalla.	Ms. Akanksha Nilkanth	1
2	A Study On Digital Marketing Effectiveness In Hotels World Over	Prof. (Dr.) Asif Ali Syed Prof. Amol Kumar, Prof. (Dr.) Ajay Singh	8
3	Up Gradation Of Hospitality Education Is Need Of Hour	Prof. Preetam Gupte	19
4	Role Of Teacher In Making Their Students Strong And Confident	Prof. Amrin Jamadar	23
5	The Necessity Of Industry And Education Connect	Prof. Aniket Uday Sawant	27
6	Changing Scenario Of Hospitality Industry	Prof. Apurva Manoj Shinde	32
7	Industry 4.0 In Hospitality And Tourism Sector	Prof. Ashish Omprakash Tiwari	36
8	Role Of Marketing In Hospitality Industry.	Prof. Chaitali T. Khadapkar	40
9	Upgradation Of Hospitality Education Is Need Of Hour	Prof. Dattatray Kawade Prof. Nikhil Wankhede	45
10	Improving The Quality Of Teaching At Higher Educational Institution- A Case Study Of Thane City.	Prof. (Dr.) Dhanashree P. Sawant	49
11	Role Of Teachers In Rebuilding Confidence Among Students	Prof. (Dr.) Alka Mohan Kadam	55
12	Recent Trends In Service Sector	Prof (Dr.) Mahesh Baburao Patil	60
13	The Necessity Of Education And Industry Connect	Prof. Harshad Vaidya	64
14	An Analysis On National Education Policy Draft, 2019: Promoting Tourism Education At Primary School Level In India.	Prof. Kiran Hanmant Chavan	67
15	Promotion Of Indigenously Forest Grown Vegetables In The Hospitality Sector.	Ms. Unmesh Patil	71
16	Agents Of Change In The Syllabus Of Hospitality Education Using Online Platform: Hospitality Academicians And Experts From The Hospitality Industry	Prof. (Dr.) Neeta Patil	79
17	Technological Advancement In Teaching Methodology	Prof. Nikhil Wankhede Prof. Dattatray Kawade	84

**IMPROVING THE QUALITY OF TEACHING AT HIGHER EDUCATIONAL INSTITUTION-****A CASE STUDY OF THANE CITY.**

**Prof. Dr. Dhanashree P. Sawant,**

Associate Professor, Dept of Economics,

Sheth NKTT College, Thane.

**Abstract:**

*In the era of Globalization, quality teaching plays an important role in the molding the minds of the youth. It would be helpful for imbibing necessary values in the minds of students at different levels of learning. It transmits the human values and behavioral pattern from one generation to another. In this regard the stakeholders of education system are required to focus the attention to Quality Teaching. A teacher plays a vital role to expedite this in the life of the students. The status of a teacher reflects the picture of social and moral life of the economy. Internalization of education is speeded up in India, which may improve the quality of teaching if certain conditions are fulfilled. The author of this paper aims to analyze the issues of Quality Teaching and the role of teacher in the enabling of students to grow intellectually and ethically throughout their life. It is hypothesized that quality of teaching is primarily based on based on qualification, teaching experience of a teacher and his/her passion for teaching. Author has taken primary data through a questionnaire method from sixty five teachers of various colleges in Thane city. It is concluded that due to changing socio-economic conditions, it is a challenge to the teacher to maintain the quality of teaching as well as to produce good and responsible students.*

**Keywords:** *Quality Teaching, Degree College, Internationalization and Accreditation.*

**Introduction:**

In modern dynamic world, the development of higher education has been given priority. It is an important tool for the development of human resource. Earlier in India, the development of education was constrained by many socio-economic obstacles. During British period, only a small section of population had an access to education. Since independence, a lot of positive changes have been undertaken in the education system. The growth as well as development of Higher Educational Institutions (HEIs) promotes economic development of a nation. Education development assures effectiveness of political institutions and thereby contributes to the process of social transformation. The factors essential for the smooth functioning of HEIs include availability of infrastructural facilities, effective management, committed and trained teachers, positive minded students and good governance. Globalization has conquered many fields like, transport, communication, banking and so the education. International exchange of ideas relating to higher education promotes the quality of different subjects in particular and teaching in general. Internationalization of education makes the world competitive. Competition results in better quality product. The teacher being an important stakeholder in the education system, factors to determine quality of teaching, ways to improve teaching and to make the teaching world class, it is imperative to discuss and analyze the issues relating to quality teaching.

**Objectives:**

- a) To study the quality teaching in degree college.
- b) To analyze the role of a teacher in enabling the students grow intellectually and ethically.

**Hypotheses:**

- a) Use of innovative techniques improves the quality of teaching.
- b) Teacher plays an important role in the intellectual and ethical development of students.



Accredited 'A' Grade by MAAC in Third Cycle  
Best College Award (University of Mumbai)  
Community College (University of Mumbai)  
ISO 9001:2015



Vidya Prasarak Mandal's  
**K.G. Joshi College of Arts and  
N.G. Bedekar College of Commerce, Thane**  
DEPARTMENT OF COMMERCE

# Certificate

This is to certify that Dr./Prof./Mr./Ms. Pallavi A. shah  
of NKTT College of Commerce, Thane  
has participated & presented paper in UGC sponsored one day National Conference on  
Innovations in Commerce and Management : Towards Sustainable Growth of India  
held on Saturday, 25th January 2020 on  
Hassle free Petty shopping Using digital wallet

Archana Prabhudesai

Dr. (Mrs.) Archana Prabhudesai  
Co-convener

Rashmi Agnihotri

CMA Dr. (Mrs.) Rashmi Agnihotri  
HOD, Convener & IQAC - Coordinator

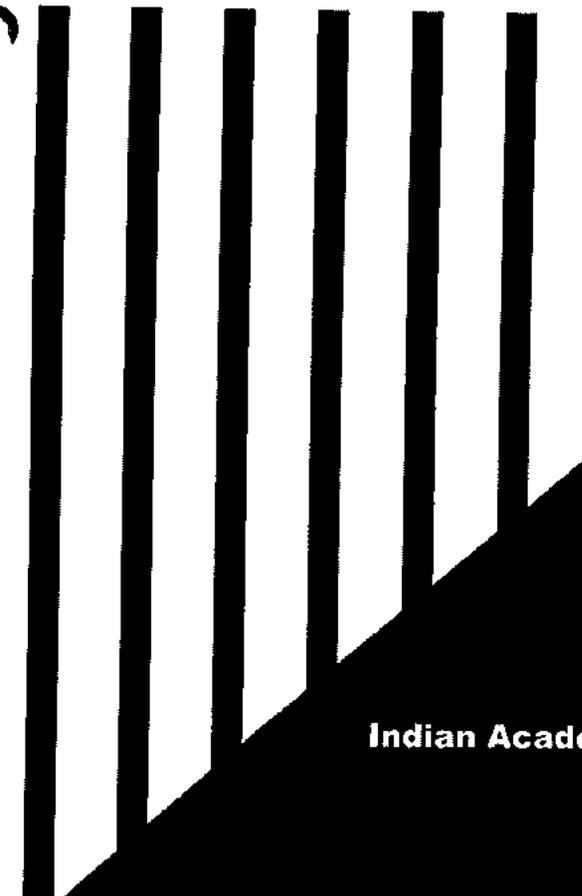
Suchitra A. Naik

Dr. (Mrs.) Suchitra A. Naik  
Principal

**Volume 7, Issue 1 (V)**  
January - March 2020

ISSN 2394 - 7780

**International Journal of**  
**Advance and Innovative Research**  
(Part - 2)



**Indian Academicians and Researchers Association**  
[www.iaraedu.com](http://www.iaraedu.com)

# International Journal of Advance and Innovative Research

Volume 7, Issue 1 (V): January - March 2020 Part - 2

Editor- In-Chief

Dr. Tazyn Rahman

## Members of Editorial Advisory Board

**Mr. Nakibur Rahman**  
Ex. General Manager ( Project )  
Bongaigoan Refinery, IOC Ltd, Assam

**Dr. Alka Agarwal**  
Director,  
Mewar Institute of Management, Ghaziabad

**Prof. (Dr.) Sudhansu Ranjan Mohapatra**  
Dean, Faculty of Law,  
Sambalpur University, Sambalpur

**Dr. P. Malyadri**  
Principal,  
Government Degree College, Hyderabad

**Prof.(Dr.) Shareef Hoque**  
Professor,  
North South University, Bangladesh

**Prof.(Dr.) Michael J. Riordan**  
Professor,  
Sanda University, Jiashan, China

**Prof.(Dr.) James Steve**  
Professor,  
Fresno Pacific University, California, USA

**Prof.(Dr.) Chris Wilson**  
Professor,  
Curtin University, Singapore

**Prof. (Dr.) Amer A. Taqa**  
Professor, DBS Department,  
University of Mosul, Iraq

**Dr. Nurul Fadly Habidin**  
Faculty of Management and Economics,  
Universiti Pendidikan Sultan Idris, Malaysia

**Dr. Neetu Singh**  
HOD, Department of Biotechnology,  
Mewar Institute, Vasundhara, Ghaziabad

**Dr. Mukesh Saxena**  
Pro Vice Chancellor,  
University of Technology and Management, Shillong

**Dr. Archana A. Ghatule**  
Director,  
SKN Sinhgad Business School, Pandharpur

**Prof. (Dr.) Monoj Kumar Chowdhury**  
Professor, Department of Business Administration,  
Guahati University, Guwahati

**Prof. (Dr.) Baljeet Singh Hothi**  
Professor,  
Gitarattan International Business School, Delhi

**Prof. (Dr.) Badiuddin Ahmed**  
Professor & Head, Department of Commerce,  
Maulana Azad Nationl Urdu University, Hyderabad

**Dr. Anindita Sharma**  
Dean & Associate Professor,  
Jaipuria School of Business, Indirapuram, Ghaziabad

**Prof. (Dr.) Jose Vargas Hernandez**  
Research Professor,  
University of Guadalajara, Jalisco, México

**Prof. (Dr.) P. Madhu Sudana Rao**  
Professor,  
Mekelle University, Mekelle, Ethiopia

**Prof. (Dr.) Himanshu Pandey**  
Professor, Department of Mathematics and Statistics  
Gorakhpur University, Gorakhpur

**Prof. (Dr.) Agbo Johnson Madaki**  
Faculty, Faculty of Law,  
Catholic University of Eastern Africa, Nairobi, Kenya

**Prof. (Dr.) D. Durga Bhavani**  
Professor,  
CVR College of Engineering, Hyderabad, Telangana

**Prof. (Dr.) Shashi Singhal**  
Professor,  
Amity University, Jaipur

**Prof. (Dr.) Alireza Heidari**  
Professor, Faculty of Chemistry,  
California South University, California, USA

**Prof. (Dr.) A. Mahadevan**  
Professor  
S. G. School of Business Management, Salem

**Prof. (Dr.) Hemant Sharma**  
Professor,  
Amity University, Haryana

**Dr. C. Shalini Kumar**  
Principal,  
Vidhya Sagar Women's College, Chengalpet

**Prof. (Dr.) Badar Alam Iqbal**  
Adjunct Professor,  
Monarch University, Switzerland

**Prof.(Dr.) D. Madan Mohan**  
Professor,  
Indur PG College of MBA, Bodhan, Nizamabad

**Dr. Sandeep Kumar Sahratia**  
Professor  
Sreyas Institute of Engineering & Technology

**Dr. S. Balamurugan**  
Director - Research & Development,  
Mindnotix Technologies, Coimbatore

**Dr. Dhananjay Prabhakar Awasarikar**  
Associate Professor,  
Suryadutta Institute, Pune

**Dr. Mohammad Younis**  
Associate Professor,  
King Abdullah University, Saudi Arabia

**Dr. Kavita Gidwani**  
Associate Professor,  
Chanakya Technical Campus, Jaipur

**Dr. Vijit Chaturvedi**  
Associate Professor,  
Amity University, Noida

**Dr. Marwan Mustafa Shamot**  
Associate Professor,  
King Saud University, Saudi Arabia

**Prof. (Dr.) Aradhna Yadav**  
Professor,  
Krupanidhi School of Management, Bengaluru

**Prof.(Dr.) Robert Allen**  
Professor  
Carnegie Mellon University, Australia

**Prof. (Dr.) S. Nallusamy**  
Professor & Dean,  
Dr. M.G.R. Educational & Research Institute, Chennai

**Prof. (Dr.) Ravi Kumar Bommiseti**  
Professor,  
Amrita Sai Institute of Science & Technology, Paritala

**Dr. Syed Mehartaj Begum**  
Professor,  
Hamdard University, New Delhi

**Dr. Darshana Narayanan**  
Head of Research,  
Pymetrics, New York, USA

**Dr. Rosemary Ekechukwu**  
Associate Dean,  
University of Port Harcourt, Nigeria

**Dr. P.V. Praveen Sundar**  
Director,  
Shanmuga Industries Arts and Science College

**Dr. Manoj P. K.**  
Associate Professor,  
Cochin University of Science and Technology

**Dr. Indu Santosh**  
Associate Professor,  
Dr. C. V.Raman University, Chhattisgarh

**Dr. Pranjal Sharma**  
Associate Professor, Department of Management  
Mile Stone Institute of Higher Management, Ghaziabad

**Dr. Lalata K Pani**  
Reader,  
Bhadrak Autonomous College, Bhadrak, Odisha

**Dr. Pradepta Kishore Sahoo**  
Associate Professor,  
B.S.A, Institute of Law, Faridabad

**Dr. R. Navaneeth Krishnan**  
Associate Professor,  
Bharathiyan College of Engg & Tech, Puducherry

**Dr. Mahendra Daiya**  
Associate Professor,  
JIET Group of Institutions, Jodhpur

**Dr. Parbin Sultana**  
Associate Professor,  
University of Science & Technology Meghalaya

**Dr. Kalpesh T. Patel**  
Principal (In-charge)  
Shree G. N. Patel Commerce College, Nanikadi

**Dr. Juhab Hussain**  
Assistant Professor,  
King Abdulaziz University, Saudi Arabia

**Dr. V. Tulasi Das**  
Assistant Professor,  
Acharya Nagarjuna University, Guntur, A.P.

**Dr. Urmila Yadav**  
Assistant Professor,  
Sharda University, Greater Noida

**Dr. M. Kanagarathinam**  
Head, Department of Commerce  
Nehru Arts and Science College, Coimbatore

**Dr. V. Ananthaswamy**  
Assistant Professor  
The Madura College (Autonomous), Madurai

**Dr. S. R. Boselin Prabhu**  
Assistant Professor,  
SVS College of Engineering, Coimbatore

**Dr. A. Anbu**  
Assistant Professor,  
Acharya College of Education, Puducherry

**Dr. C. Sankar**  
Assistant Professor,  
VLB Janakiammal College of Arts and Science

**Dr. G. Valarmathi**  
Associate Professor,  
Vidhya Sagar Women's College, Chengalpet

**Dr. M. I. Qadir**  
Assistant Professor,  
Bahauddin Zakariya University, Pakistan

**Dr. Brijesh H. Joshi**  
Principal (In-charge)  
B. L. Parikh College of BBA, Palanpur

**Dr. Namita Dixit**  
Associate Professor,  
ITS Institute of Management, Ghaziabad

**Dr. Nidhi Agrawal**  
Associate Professor,  
Institute of Technology & Science, Ghaziabad

**Dr. Ashutosh Pandey**  
Assistant Professor,  
Lovely Professional University, Punjab

**Dr. Subha Ganguly**  
Scientist (Food Microbiology)  
West Bengal University of A. & F Sciences, Kolkata

**Dr. R. Suresh**  
Assistant Professor, Department of Management  
Mahatma Gandhi University

**Dr. V. Subba Reddy**  
Assistant Professor,  
RGM Group of Institutions, Kadapa

**Dr. R. Jayanthi**  
Assistant Professor,  
Vidhya Sagar Women's College, Chengalpet

**Dr. Manisha Gupta**  
Assistant Professor,  
Jagannath International Management School

Copyright @ 2020 Indian Academicians and Researchers Association, Guwahati  
All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, or stored in any retrieval system of any nature without prior written permission. Application for permission for other use of copyright material including permission to reproduce extracts in other published works shall be made to the publishers. Full acknowledgment of author, publishers and source must be given.

The views expressed in the articles are those of the contributors and not necessarily of the Editorial Board or the IARA. Although every care has been taken to avoid errors or omissions, this publication is being published on the condition and understanding that information given in this journal is merely for reference and must not be taken as having authority of or binding in any way on the authors, editors and publishers, who do not owe any responsibility for any damage or loss to any person, for the result of any action taken on the basis of this work. All disputes are subject to Guwahati jurisdiction only.



Scientific Journal Impact Factor

## CERTIFICATE OF INDEXING (SJIF 2018)

This certificate is awarded to

**International Journal of Advance & Innovative Research**

(ISSN: 2394-7780)

The Journal has been positively evaluated in the SJIF Journals Master List evaluation process  
SJIF 2018 = 7.363

SJIF (A division of InnoSpace)



SJIFactor Project Manager  
International Academy Journals  
INNOSPACE INTERNATIONAL

**Volume 7, Issue 1 (VIII)**

January - March 2020

**ISSN 2394 - 7780**

International Journal of  
**Advance and Innovative Research**  
(Conference Special)



**Indian Academicians and Researchers Association**

[www.iaraedu.com](http://www.iaraedu.com)



# International Conference

on

**“Digital Culture – Changing Global Landscapes”  
(DC<sup>2</sup>GL)**

Organized by

**ASM's Institute of Management & Computer Studies,  
Thane**

In Collaboration with

**University of Mumbai**

1<sup>st</sup> February 2020

Publication Partner



**Indian Academicians and Researcher's Association**



Scientific Journal Impact Factor

## CERTIFICATE OF INDEXING (SJIF 2018)

This certificate is awarded to

**International Journal of Advance & Innovative Research**  
(ISSN: 2394-7780)

The Journal has been positively evaluated in the SJIF Journals Master List evaluation process  
SJIF 2018 = 7.363

**SJIF (A division of InnoSpace)**

 SJIFactor Project Manager  
International Advisory Services  
INNOSPACE INTERNATIONAL

## CONTENTS

---

### **Research Papers**

<b>DESIGN AND IMPLEMENTATION OF AUTOMATIC CLASSROOM ATTENDANCE SYSTEM USING RFID AND RASPBERRY PI</b>	1 – 4
Pranjali Nandkumar Nikam, Swapnil Krishna Kadam, Tejasvee Abasaheb Gore and Vijaya Yogesh Rane	
<b>A STUDY OF SOCIAL NETWORKING ADDICTION AMONG ADOLESCENTS</b>	5 – 6
Dr. Khan Zeenat	
<b>THE EFFECT OF DIGITAL TRAINING ON EMPLOYEES EFFICIENCY IN THE JEWELLERY MANUFACTURING COMPANY IN SEEPZ, MUMBAI</b>	7 – 11
Tanvi Thakkar, Dr. Mahima Birla (PhD) and Dr. Kavita Kalyandurgmath (PhD)	
<b>COMPETITIVE ADVANTAGE OF INTEL IN THE SEGMENT OF THE MICROPROCESSORS VENTAJA COMPETITIVA DE INTEL EN EL SEGMENTO DE LOS MICROPROCESADORES</b>	12 – 19
José G. Vargas-Hernández and Lic. Laura Melina Rodríguez Gutiérrez	
<b>PERCEPTION STUDY AMONG KEY STAKEHOLDER OF HEI TOWARDS ACCREDITATION</b>	20 – 24
Dr. Vikram Parekh and Dr. Apoorva Mishra	
<b>A STUDY ON CUSTOMER PERCEPTION TOWARDS MAKING PAYMENT THROUGH E-WALLETS</b>	25 – 29
Bhavika Khadapkar	
<b>CURRENT TREND IN INDIAN MOBILE GAMING</b>	30 – 33
Manikandan	
<b>BLOCKCHAIN AUTHENTICATION AND PRIVACY SERVICES</b>	34 – 38
Aishwarya Jadhav	
<b>IMPACT OF CREDIT CARD ON CONSUMER BEHAVIOR</b>	39 – 42
Prof. Priyanka Yadav	
<b>INTERNET OF THINGS – FUTURE OF WORLD</b>	43 – 47
Manish Jitendrabhai Vankani	
<b>STUDY OF AWARENESS LEVEL ABOUT DIGITIZATION AMONGST THE YOUTH</b>	48 – 50
Shreya Singh, Hrithik Saraf and Ayush Kumar Saha	
<b>THE CHALLENGES FOR CYBER SECURITY IN E-COMMERCE</b>	51 – 53
Ekbal Hamirani	



ASM's  
Institute of Management & Computer Studies, Thane  
Affiliated to University of Mumbai  
Approved by AICTE  
(NAAC Accredited)

# CERTIFICATE

This is to certify that Mr. /Ms. BHAVIKA KHADAPKAR of  
NKTT College has participated and presented

a Research Paper titled  
A Study on Customer Perception Towards Making Pa  
at Multidisciplinary International Conference on Thoug E  
"Digital Culture - Changing Global Landscapes" organised  
ASM's Institute of Management & Computer Studies, Thane, in  
collaboration with University of Mumbai held on 1st February 20



D. V. Kulkarni  
Dr. D.V Kulkarni  
Director, IMCOST

Dr. Anuradha Majumdar  
Dr. Anuradha Majumdar  
University of Mumbai

**Volume 7, Issue 1 (VIII)**  
January - March 2020

ISSN 2394 - 7780

International Journal of  
**Advance and Innovative Research**  
(Conference Special)



**Indian Academicians and Researchers Association**  
[www.iaraedu.com](http://www.iaraedu.com)



# International Conference

on

**“Digital Culture – Changing Global Landscapes”  
(DC<sup>2</sup>GL)**

Organized by

**ASM’s Institute of Management & Computer Studies,  
Thane**

In Collaboration with

**University of Mumbai**

1<sup>st</sup> February 2020

Publication Partner



**Indian Academicians and Researcher’s Association**



Scientific Journal Impact Factor

## CERTIFICATE OF INDEXING (SJIF 2018)

This certificate is awarded to

**International Journal of Advance & Innovative Research**  
(ISSN: 2394-7780)

The Journal has been positively evaluated in the SJIF Journals Master List evaluation process  
SJIF 2018 = 7.363

**SJIF (A division of InnoSpace)**



<b>A STUDY OF HUMAN RESOURCES MANAGEMENT PRACTICES WITH SPECIAL REFERENCE ON EMPLOYEE RETENTION AND TURNOVER</b>	195 – 198
Saroj Gamare	
<b>A STUDY ON IMPACT OF FDI IN INSURANCE SECTOR</b>	199 – 201
Nidhi Anil Sharma	
<b>A STUDY ON SIGNIFICANCE OF FINANCIAL INCLUSION IN DEVELOPMENT OF ECONOMIC</b>	202 – 208
Prof. Tejasvi Bhosale, Shilpa Padad and Swapnil Kakad	
<b>A SURVEY ON DATA MINING TECHNIQUES</b>	209 – 213
Rachana Tushar Borole	
<b>A STUDY ON IMPORTANCE OF INSURANCE IN TRAVEL AND TOURISM INDUSTRY</b>	214 – 219
Pravalika Chindam, Rachana Manchikatla and Saurabh Bhawar	
<b>POPPY HUMANOID ROBOT</b>	220 – 224
Priyanka K Patil and Prof. S. D. Ruikar	
<b>PERFORMANCE IMPROVEMENT OF PHASE LOCKED LOOP USING GDI TECHNIQUE</b>	225 – 231
Snehal S. Koshti and S. K. Parchandekar	
<b>NEW AGE MARKETING TRENDS IN SOCIAL &amp; DIGITAL MEDIA</b>	232 – 237
Prof. Vasudha Agnihotri	
<b>SOCIAL MEDIA A NEW PLATFORM FOR MASS MARKETING</b>	238 – 240
Prof. Rajshree Srivastava, Simran Chawla and Vyom Papat	
<b>CONSUMER BEHAVIOUR – WHY DO MARUTI SUZUKI CARS SELL THE MOST IN INDIA?</b>	241 – 244
Aditya S Sharma	
<b>STRESS MANAGEMENT</b>	245 – 247
Mansi Dehade and Aishwarya Patil	
<b><i>IMPACT OF RECRUITMENT AND SELECTION STRATEGY ON EMPLOYEES' PERFORMANCE</i></b>	248 – 252
Nikeeta Sunil Bhosle	
<b>A STUDY ON CUSTOMER PERCEPTION TOWARDS ONLINE PURCHASE OF ELECTRONICS</b>	253 – 257
Shilpa Shelar	
<b>A STUDY ON CHANGING TRENDS IN DIGITAL PAYMENT WITH REFERENCE TO WALLET USAGE IN THANE CITY</b>	258 – 261
Shailesh B Sargade	
<b>TO STUDY CONCEPTUAL KNOWLEDGE OF STUDENTS WITH RESPECT TO 'FINANCIAL MARKET'</b>	262 – 264
Satish Laisetti and Twinkle Patel	



ASM's  
Institute of Management & Computer Studies, Thane  
Affiliated to University of Mumbai  
Approved by AICTE  
(NAAC Accredited)

# CERTIFICATE

This is to certify that ~~Mr.~~ /Ms. Shilpa Shelar of

NKTT College has participated and presented

a Research Paper titled

A Study on Customer perception towards online purchase  
at Multidisciplinary International Conference on of Electronics

**“Digital Culture - Changing Global Landscapes”** organised by

ASM's Institute of Management & Computer Studies, Thane, in

collaboration with **University of Mumbai** held on 1st February 2020.



*D.V. Kulkarni*  
Dr. D.V Kulkarni  
Director, IMCOST

Dr. Anuradha Majumdar  
University of Mumbai

**Volume 7, Issue 1 (VIII)**

January - March 2020

**ISSN 2394 - 7780**

International Journal of

# **Advance and Innovative Research**

(Conference Special)

**Indian Academicians and Researchers Association**

[www.iaraedu.com](http://www.iaraedu.com)



# International Conference

on

**“Digital Culture - Changing Global Landscapes”  
(DC<sup>2</sup>GL)**

Organized by

**ASM's Institute of Management & Computer Studies,  
Thane**

In Collaboration with

**University of Mumbai**

1<sup>st</sup> February 2020

Publication Partner



**Indian Academicians and Researcher's Association**



Scientific Journal Impact Factor

## CERTIFICATE OF INDEXING (SJIF 2018)

This certificate is awarded to

**International Journal of Advance & Innovative Research**  
(ISSN: 2394-7780)

The Journal has been positively evaluated in the SJIF Journals Master List evaluation process  
SJIF 2018 = 7.363

**SJIF (A division of InnoSpace)**

 SJIFactor Project Manager  
International Advisory Services  
INNOSPACE INTERNATIONAL

<b>ESTIMATION OF DEFAULT RISK THROUGH ALTMAN'S Z – SCORE WITH REFERENCE TO TWO IT COMPANIES IN INDIA</b>	54 – 57
Dr. Raghavendra.S. Bendigeri	
<b>A STUDY ON DUAL INCOME FAMILIES NECESSITY OR PASSION WITH REFERENCE TO WOMEN IN DOMBIVLI AREA</b>	58 – 62
Hema Chetwani and Manali Dharod	
<b>AN ANALYSIS ON CURRENT RESEARCH TRENDS AND APPLICATIONS OF NATURAL LANGUAGE PROCESSING</b>	63 – 67
Vishnuprakash Sharma, Ajay Panchal and Vijaya Yogesh Rane	
<b>A REVIEW OF LITERATURE TO UNDERSTAND CONSUMERS BUYING BEHAVIOR TOWARDS ONLINE SHOPPING</b>	68 – 72
Prof. Sonam Arvind Singh and Dr. Pushpendu Rakshit	
<b>STUDY OF FINACIAL INVESTMENT IN TREASURY SOFTWARE REFERENCE TO CREDENCE GROUP</b>	73 – 77
Ruhi Nair	
<b>GROWTH OF CRYPTOCURRENCY AND ITS CHALLENGES</b>	78 – 82
Prof. Saquib Ahmad Khan	
<b>ROLE OF LIFE INSURANCE AGENTS IN DIGITAL ERA</b>	83 – 87
Preeta Rejoy and Prof. Dr Vilasini Patkar	
<b>A STUDY ON CONSUMER BEHAVIOUR TOWARDS CONSUMPTION AND THEIR MONTHLY SPENDING HABITS ON FAST FOOD WITH REFERANCE TO MUMBAI WESTERN SUBURBAN</b>	88 – 90
Prof. Eswari Maruthuvar	
<b>ROLE OF START-UPS AND INCUBATION CENTERS FOR ACCELERATING THE ACADEMIC EXCELLENCE WITH REFERENCE TO MUMBAI REGION</b>	91 – 94
Anshita Chelawat, Dr. Trupti Shelke and Prof. Swarupa Kulkarni	
<b>RETAIL MANAGEMENT WITH REFERENCE TO FUTURE GROUP</b>	95 – 101
Aparna Nair	
<b>GREEN HRM PRACTICES IN THE ORGANIZATION</b>	102 – 105
Devanjali Dutta and Dr. Anita Manna	
<b>“ROLE OF KNOWLEDGE MANAGEMENT OF LEADING TECHNOLOGIES”</b>	106 – 113
Prof. Parui Santu Pradyut	
<b>A STUDY ON IMPACT OF ONLINE RATINGS ON PURCHASE INTENTION</b>	114 – 119
Kinjal M. Gosai	
<b>BLOOM FILTERS &amp; THEIR APPLICATIONS IN DATA SECURITY</b>	120 – 122
Prof. Reeta Singh	