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Srinivas Campus, Pandeshwar, Mangalore – 575 001

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One Day National Conference on

Emerging Trends in Educational Innovations

24/06/2017



BOOK OF ABSTRACTS

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NOTE

All papers presented in the conference will be published in the Proceeding Book after review with Specific ISBN Number.



THE MANAGEMENT, STAFF AND STUDENTS OF
SRINIVAS INSTITUTE OF MANAGEMENT STUDIES

Pandeshwar, Mangaluru – 575 001.

Department of Social Work

cordially invite you to

One day National Conference on

“EMERGING TRENDS IN EDUCATIONAL INNOVATION”

Dr. Udaya Kumar Rao

(Dean, Srinivas Institute of Medical Sciences & Research Centre,
Mukka, Surathkal, Mangaluru)

will be the Chief Guest of the function

Sri. CA A. Raghavendra Rao

(Chancellor, Srinivas University &
President, A. Shama Rao Foundation, Mangaluru)

will preside over the function

Dr. A. Srinivas Rao

(Pro - Chancellor, Srinivas University &
Vice-President, A. Shama Rao Foundation, Mangaluru)

Smt. A. Mitra S. Rao

(Secretary, A. Shama Rao Foundation, Mangaluru)

will be the Guests of Honour

Date :24.06.2017

Time: 09.30 a.m.

Venue : Srinivas Gallery Hall, Pandeshwar

Dr. P.S. Aithal
Principal, SIMS

Dr. Suresh Kumar P. M.
Conferene Convener

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Paper 1

COMPANY ANALYSIS – THE BEGINNING STEP FOR SCHOLARLY RESEARCH

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ABSTRACT

Company analysis is the important type of case method in Research Methodology and is commonly used by the beginners of scholarly research. A case study based management research and teaching pedagogy are adopted by many business schools with the belief that it is a most powerful way to study and learn new lessons required to identify, understand, and solve the problems in the process of managing and leading the organizations. Developing a business case on various managing aspects of a company and analysing case forces students to grapple with exactly the kinds of situations, decisions, and dilemmas managers confront every day. Company analysis is a powerful tool in developing both research case study and teaching case study in business management subject. Compared to industry analysis, company analysis gives focused and deeper insight into a company and its business in terms of challenges and opportunities. In this paper, we have discussed the procedure of writing company focussed case study based on a newly developed company analysis framework. We also recommend the Company analysis as a class of case study methodology in management research for the beginners and budding researchers as a beginning step in scholarly research.

Keywords : Business case Study, Case Study as Research methodology, Company analysis. Company analysis as case study method.

Paper 2

A STUDY ON TRANSFORMING STUDENTS LIVES THROUGH CHARACTER EDUCATION

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ABSTRACT

A wide variety of skills are needed for success in life. A student goes through early childhood education, kindergarten, elementary, middle school, high school, trade school, college, graduate school, post-doctoral programs, certificate programs etc. The main focus is always to equip the student with knowledge and skills necessary to perform competently in their chosen area of endeavor. In our myopic focus, on a narrow skills set, we frequently overlook the real engine that drives success – character. The traditional focus of policymakers on academic achievement as a marker of people’s talents can cause them to miss the importance of non-cognitive skills, also called character skills. There is now growing evidence that these skills which include things like conscientiousness, motivation, and creativity predict an array of important life outcomes in areas like employment, earnings and health. They can even contribute to academic performance above and beyond the effects of cognitive skills. Furthermore, these skills are growing in importance in the workplace. Education comes in many shapes and forms. There is a need for developing minds to conceive it, and character to control it. Competence, without the character to control it, often results in disastrous consequences. The basic objective of this paper “**A study on transforming students lives through Character education**” aims at understanding the concept of character education and by this witnessing the transformation. A case study approach will be adopted to study this concept for better understanding and implications. The research uses secondary data for the collection of data. Conclusions, based on the outcome, hereby obtained were drawn and decisions were taken about the said objectives. The primary purpose of this paper is to stimulate further discussion amongst academicians, policy makers and to be used in dialogue with stakeholders. All educators have a role and responsibility for the development of the whole person. It is essential that students fully understand and embrace the comprehensive development of their character. This is only possible if the educator’s models, teach, and develop the character of those entrusted to their care.

Keywords: Character education, transforming, components, teaching methodology

Paper 3

ABCD ANALYSIS OF RECENTLY ANNOUNCED NEW RESEARCH INDICIES

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ABSTRACT

The ability of a researcher and quality of research publications are generally measured by the number of research publications and the number of citations they receive during a given observation period. There are number of research indices commonly used to assess the ability and hence quantity of research along with quality of a research publication. Research indices are calculated based on either citation values of research publications of a research scholar or the number of research papers published by a research scholar for a given period. Apart from generally used citation indices like H-index, i10-index, G-index, and based on argument on why certain research publications do not attract citations initially for some years, it is found that the best method of identifying the contribution to research is calculating the annual research index for an author by considering the annual research publications. Recently, we have suggested some of the new research indices to be used for calculating research productivity of individuals as well as a team of people in an organization which include ARP-Index – (Annual Research Publication Index), RC-Index – (Research Continuation Index), RE-Index (Research expansion Index), Project Productivity Index, and Cost per paper Index. In this paper, we have made an attempt to study these five indices by using our own technique of qualitative analysis of a system or concept called ABCD analysis/listing. The various factors affecting these newly proposed research indices are discussed by considering their advantages, benefits, constraints, and disadvantages.

Keywords : Research indices, ARP-Index, RC-Index, RE-Index, Project Productivity Index, Cost per paper Index.

Paper 4

WOMEN EMPOWERMENT AND LOCAL BODIES: A DRIVE THROUGH TRAINING AND PROGRAMMES

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ABSTRACT

Globally, the power relations that shape social, political, economic and cultural life prevent women from participating fully in all areas of their lives, whether it's in the home, or in the public arena. Mainstreaming women through their active involvement in the formulation and implementation of policies is acknowledged as a precondition for achieving equitable development of the society in any developing country. One of the strategies to empower women and to overcome barriers preventing her equal participation in decision-making process is to allow her to obtain political power and it is done through the help of grass root level organization like local bodies. Politics still continues to be a male bastion where self-made women are the exceptions rather than the rule. There can be no true democracy, no true people's participation in governance and development without equal participation of women and men and it is achieved with the help of providing training to the elected women members and the programmes and schemes launched by the local governance. With this background lot of scholars have discussed about the reservation for women in local government through 73rd and 74th Amendment of the Indian constitution, 1993 has opened a new chapter in the history of democratic decentralization in India. It has helped in devolving power and giving opportunities to the disadvantaged people and women at the grass roots level to express their voice in the decision making process. The 73rd and 74th constitutional amendments also revitalized the local government in rural and urban areas by granting special representation to women so that they have their share of power and responsibility too. As a result, more than a million elected women representatives are present today in the institutions of local governance in rural and urban India. Thus, the social and economic opportunities available to these women, particularly to those belonging to socially disadvantaged groups such as SC and ST, is an extraordinary phenomenon which is there in spite of otherwise terribly poor human development indicators of Indian women.

Keywords: Local bodies – Urban and Rural, women empowerment, Trainings and programmes , Concept of empowerment to development

Paper 5

IMMEDIATE & LONG TERM BUSINESS OPPORTUNITIES FOR NANOTECHNOLOGY PRODUCTS & SERVICES

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ABSTRACT

Many nanotechnology based products and services have tested satisfactorily at the laboratory level and ready to reach society for common man usage. Such nanotechnology products and services are immediately available through systematic commercialization process and are set to solve problems in almost all industrial sectors including agriculture, potable water, Food & Food package, Sports Equipment, Consumer Goods, Solar Cells & Batteries, Bio-technology, Automobiles, Sensors & Detectors, Pharmaceuticals, and medical & dental technology industries. But much more predicted nanotechnology applications are yet to be a breakthrough even at the laboratory level. Such long term business opportunities include development of nanotechnology based Artificial food, Instantaneous water from nano-chemistry, Ubiquitous infinite Energy for everybody, Low cost durable Shelters, Deathlessness or immortality, Space Travel to everybody, Super Human beings who can absorb energy from surrounding environment, Ultra Civilization, and singularity. These technology based long term applications modify the human life in an unexpected and unimaginable way. In this paper, we discuss how the nanotechnology based short term and long term business opportunities modify the present business models like science fiction in the society.

Keywords : Nanotechnology business models, Nanotech products and services, Nanotech commercialization, Technology based solutions.

Paper 6

STRATEGIC MANAGEMENT OF EDUCATIONAL INSTITUTIONS ENABLING TRANSFORMATION TO EXCELLENT EDUCATION INNOVATIVE CENTERS IN INDIA.

Dr. Edwin Dias

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ABSTRACT

Over the last two decades, India has astonishingly transformed its higher education hub which has led to widespread access to low-cost high-quality university education for students of all levels. With well-planned expansion and a student-centric learning-driven model of education with highly competent faculty Mangalore has overtaken other megacities and is climbing the ladder of success in imparting world class education. With number of private universities on the rise, there is a need to have a distinct strategic objectives which will enable the universities to build on their strengths and cater across different categories of educational needs. With the effective use of technology, educational institutions will be able to resolve the longstanding tension between excellence and equity. Strategic management of educational institutions enabling educational innovation is a must, and understanding strategic process and strategies for education innovation, will help the implementation of the institutional policies, facilitating innovative teaching learning practices. To achieve this goal there is a need to undertake large-scale reforms to better faculty-student ratios by making teaching an attractive career path, expanding capacity for doctoral students at research universities and delinking educational qualifications from teaching eligibility.

Paper 7

A STUDY ON FACULTY STUDENT RATIO, RESEARCH OUTPUT, AND FEE STRUCTURE STRATEGY OF TOP RANKED MANAGEMENT INSTITUTIONS IN INDIA

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ABSTRACT

National Institutional Ranking Framework (NIRF) India has recently developed a methodology to rank the higher educational institutions in Engineering, Business management, Pharmacy, Affiliated colleges, and Universities. The ranking model includes five parameters including Teaching Learning & Resources, Research and Professional Practice, Graduation Outcome, Outreach & Inclusivity, and Public perception. By using NIRF 2017 ranking of top Management institutions in India, we have studied and analysed the faculty student ratio, research output, and the fee structure strategy of 50 top business Management institutions in India. We have also studied how these top ranked institutions are formulating their course fee structures to earn more for sustainable profit by encashing their ranking positions. The paper also contains the parameter used by NIRF supports black ocean strategy and lobbying by top journal publishers like Elsevier, Springer-Verlag, John Wiley, Taylor and Francis, Sage Publications etc. and affects the economy of the country.

Keywords : NIRF ranking in India, Top Business schools in India 2017, Faculty-student ratio, Research output, Fee structure strategy.

Paper 8

IMPACT OF SOCIAL MEDIA AND HIGHER EDUCATION ON YOUTH IN DAKSHINA KANNADA

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ABSTRACT

Networks and social media influence every aspect of our lives. It developed the revolutions in the present society especially on youth in various fields like commerce, scientific discoveries, cures diseases and saved life of millions. Social media encourage people to be more public about their personal lives. Because intimate details of our lives can be posted so easily, users are prone to bypass the filters they might normally employ when talking about their private lives. The ability to stay in contact with friends and family allows us to maintain closer ties to our loved ones across long distances. The immediacy provided by social media is available to predators as well as friends. There is no privacy and security. There are positive and negative impacts of social media. Up-to-date knowledge on higher education is easily available to the media users. For youth who seek professional and academic information from scholars will get all support. Social networking expands the horizons of what sort of contacts people can make in their professional lives. Negative impact is it kills the creativities. As part of their Higher education students have submit the projects work of their own. But easily available on social media will hamper their individual capacity and innovative ideas. In this paper researcher want to highlight positive and negative impact of social media on youth and their education. Both primary and secondary data method is used. The Research Design will be Exploratory in nature.

Keywords: Social media, Networks, Youth, Academic and Higher education

Paper 9

REVIEW ON AITHAL-KUMAR THEORY ON ACCOUNTABILITY FOR OPTIMIZING ORGANIZATIONAL PRODUCTIVITY

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ABSTRACT

According to Theory A or Theory of Accountability, developed by Aithal P. S., and Suresh Kumar, a proper strategy should be planned in the organizations depending on their objectives and set targets. Accountability should be fixed to both individuals and teams in order to ensure success in given task. Using eight functional elements are : Planning – Institutional assessment, problem identification, and joint policy formulation, Target setting – Communication, shared understanding, and action planning, Motivation – Adoption of the idea and increased performance, Work Strategies – Empowerment, support and team-work, Responsibility – Commitment, consistency, and target fulfilment, Role model – Following example and willingness to improve, Monitoring & Guiding – Joint review, self-appraisal, and confirmation of accomplishment, and Accountability – Contribution through commitment and creativity. In this paper, we have reviewed various organizational performance including public sector organizations, private sector organizations, Educational institutional performance, individual performance using Theory A. We have also reviewed the analysis of Theory A using our own developed analysis framework called ABCD analysis technique. The review also includes the opportunities and challenges of interconnecting Theory A and ABC model of organizational research performance to optimize organizational performance.

Keywords : Theory of Accountability, ABC model of organizational research performance, Optimization of organizational productivity.

Paper 10

ROLE OF A TEACHER FOR THE ALL-ROUND DEVELOPMENT OF THE LEARNER

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ABSTRACT

The individuality and personality of the learner must be known before he is taught or subjected to behaviour modification. The teacher should have a thorough knowledge of the interests, aptitudes, attitudes, intelligence and creativity of a learner in order to play a key role in pushing the student to higher achievement. For the proper and effective communication between the teacher and the taught we have to have a proper and unique method. We have to think when and where the learning experience has to be provided. Education cannot be static and fixed or unchanging. It has to be planned according to the changing circumstances and needs of a particular society or nation. Education is not pumping in but pumping out the knowledge potentialities in an individual. This dynamic process is an inevitable thing without which there is no education. Through many years of experience many things are crystallised into the knowledge bank of a person. This cranial accumulation is digested and stored in every person. Different types of experiences are accumulated and formed in the brain - mathematical knowledge, literary knowledge, logical knowledge, philosophical knowledge etc. Argumentative ability is another important ability in education. Vedas are the best example of this. Vedas and Upanishads are formed in the wide jungles from great rishis - means one who ignites Agni - the Agni of knowledge in a person. Veda means to analyse a thing in different angles and reach a conclusion. This type of method ignites and cherishes the branches of all types of knowledge. Vedic mathematics is an example of this. More than the speed of a computer it calculates everything in a lightning speed. Mere analytical knowledge is nothing. But it must be mingled with correct and proper intuition. Shree chakra is an example of this. Without this nobody in this world can think about digital system which transforming the physical world into a marvellous area of development

Keywords : Modification, Aptitudes, Creativity, Static, Crystallise, Ignite, Cherish

Paper 11

TRANSFORMATION OF KNOWLEDGE IN TEACHING LEARNING ENVIRONMENT ADOPTION OF INNOVATIVE METHODOLOGY IN TEACHING SOFTWARE ENGINEERING.

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ABSTRACT

Teaching profession is a noble profession which requires special skills for the transformation of knowledge from teaching domain to the learning domain. This profession requires dedication in teaching, encouragement and control over the activities of the learning domain, providing the knowledge to the learning domain, teaching the discipline, behavior and smart skills as out of box teaching subjects. The teacher has to continuously upgrade himself in discharging the knowledge because what ever he has learned in his learning domain might be outdated. The Knowledge is always updating and it is the responsibility of all the teachers to update their knowledge so that they can effectively transform the same to the learning domain. The knowledge transformation in technical subject needs a different methodology than the traditional classroom based teaching. The subject like Software Engineering needs a different method of teaching than the traditional classroom based teaching. In this subject the learning domain should be active in looking into the various aspects of the subject. The traditional classroom based teaching does not transform the knowledge to the learning domain. This paper explains the need of active teaching in software engineering where in the learning domain has to be active than the teaching domain. The teaching domain has to concentrate on various concepts which are suppose to be given to the learning domain and guide the learning domain how to get the knowledge , effective use of the available technology and its adoption at right place. The objective of this paper is how to convert the learning domain into smart learning domain. This paper suggest the various methodologies to be adopted for the smart learners.

Keywords: Teaching domain, learning domain, smart learners, methodology, knowledge transformation

Paper 12

DEATH OF BUSINESS MODELS THROUGH INNOVATIONS IN TECHNOLOGY – A CASE OF INTERNATIONAL PUBLISHERS

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ABSTRACT

The advents in information technology created many opportunities for different industries so that automation of production and service delivery became possible. As a result, many industries and industry sectors could be able to take the advantages of these opportunities to decrease their operating cost and improve the delivery quality. Even though many industries/business models could encash such opportunities, some industries/business models are facing the adverse effect and becoming obsolete in their business. International Publishers of books and journals are one among many of such business model. The open access model and self-publication of scholarly articles by many authors in various online networks like Academia.edu, SSRN, ResearchGate, Zenedo.org, Selected works, Munich Personal RePEc Archive etc. and self book publication through World e-Book Library or bookboon publishers made online publication so easy and openly accessible worldwide without any financial investment and any kind of copyright transfer to the publishers. This creative commons model of publication is supposed to kill international publishing business and many big international publishers like Elsevier, Springer-Verlag, John Wiley, Taylor and Francis, Sage Publications etc. who are charging heavily on authors for open access publication in their journals or taking full copyright of the published papers to sell for three to five years without giving any benefits to authors. In this paper, we have discussed the new possible strategies for scholarly publishing authors to come out from the clutches of so called top international publishers by using advents in the internet, information communication technology and creative commons publishing models and how it will kill the existing international publishing model of scholarly publications.

Keywords : Scholarly publications, Death of International Publishing models, Creative commons publications, Self-publications. Open access policy & journals.

Paper 13

A STUDY ON ONLINE EDUCATION MODEL USING LOCATION BASED ADAPTIVE MOBILE LEARNING

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ABSTRACT

Online educations are gaining more scope due to the busy schedule of working groups and their interest to acquire knowledge in new fields. Working group people find difficult to get admission in top institutions for their interested course due to competition and lack of time flexibility. Regular full time university affiliated courses becomes lack of interest for working group due to outdated curriculum, lack of innovation in teaching, unchanged learning and evaluation environment and lack of industry oriented advanced courses. Some institutions/universities provide short term online courses for working people, which are liked by many working people due to its new evaluation and learning methods, advanced curriculum and industry oriented subjects. The introduction of mobile wireless communication technology modernization, innovation and globalization are increasingly driving the online education to become ubiquitous, personalized, convenience, and flexible for working groups. In this paper, we discuss based on the location how some short term certification courses can incorporate changes in curriculum. In this paper, we discuss when a particular university introduces some certification courses worldwide, how concepts, regulations or entire subject changes depending on the geographical location. At the time of registration location of the user is accepted from the user. If the registered user changes the location for more than one week then that is traced by GPS through the mobile phone and curriculum content changes little bit. Initially this is introduced only for some online short term certification courses related to commerce and management, which is slightly different depending on the location. This paper discusses how in online short term certification courses, changes in curriculum and innovation in teaching, learning and evaluation can be implemented for the benefits for working people located in different geographical regions of the world.

Keywords: Location Based Learning, GPS, Certification Courses, Wireless Communication Technology.

Paper 14

INDUSTRY INSTITUTION INTEGRATION – NEW EMERGING MODEL OF SUSTAINABLE COLLABORATION IN HIGHER EDUCATION

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ABSTRACT

Innovations in higher education are continued in autonomous institutions due to increased competitions to attract potential students. As a part of this innovation, autonomous institutions and private universities are started to follow a new strategy to add values to their service by identifying and collaborating with knowledge partners. Knowledge partners are usually experienced branded multinational companies which have acquired skills and knowledge in a particular industry sector since a long period of time. Such redefined education model through collaborated knowledge partners, even though costly in terms of monetary charges, are able to add values to higher educational institutional services so that institutions are able to attract quality students, higher fees, and able to provide better placement services to their students. The curriculums offered by such collaborations/knowledge partners are updated, futuristic, and relevant to the industries so that higher educational institutions could improve their brand values. Many private universities are recently adopted this model and tied up with various knowledge partners in Business management, Computer science & engineering, Mechanical engineering, Civil engineering, Architecture, and other professional areas. Many companies including IBM, ORACLE, SAP, ICL, iNurture, Clips, IPL etc. are offering their services as knowledge partners. In this paper, we have studied this knowledge partnership model and made its ABCD analysis. We have studied various universities offering such model in terms of curriculum modification, innovations in subjects and pedagogy, possible enhancement in placement offerings, and improvements in admissions. This study also includes the detailed analysis of expenditure and the changes in the fee structure of such programmes.

Keywords : Redefining Higher Education, Knowledge partner model, Enhancing quality placements. Value addition strategy in higher education.

Paper 15

INDIAN EDUCATION ----- GLOBAL RELEVANCE

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ABSTRACT

The global economy is undergoing structural transformation: there will be need for a workforce of 3.3 billion by 2020, increasingly in the services and capital intensive-manufacturing sectors. The phenomena is also expected to play out in India – by 2020, 90% of India’s GDP and 75% of employment is expected to be contributed by the services and manufacturing sectors. Technological advancement will make several jobs redundant while also creating new job roles. This structural shift in employment will increase demand for sophisticated workers, innovators, and thinkers who can thrive in a globally-connected and dynamic economy. India, with its large workforce and increasing pool of higher education graduates, is strategically positioned to reap the benefits of this shift. However, the ‘demographic dividend’ will be squandered unless India is able to create a “globally relevant and competitive” higher education system that serves the requirements of both the domestic as well as global economy. India is prominently placed on the global higher education map in terms of more globally-reputed Indian institutions, significant student and faculty mobility, presence of / collaborations with quality international institutions India as a hub for talent that is able to drive competitiveness of the Indian economy and is fit to work in or serve international markets. This paper is an attempt to identify the needs of global competitiveness in the Indian students. Secondary data is used in depth to identify the shift needed in higher education

Keywords : Indian Education system, Global Competiveness , Strategic positioning ,Current system employability

Paper 16

INSTANCES OF BLACK OCEAN STRATEGY IN INDIAN IT INDUSTRY

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ABSTRACT

Based on the organizational analysis, it is observed that some of the organizations and individuals, especially in developing countries, use a new type of strategy for survival and sustainability at least for short term to overcome their intensive problem and to get quick relief from the problems. Black ocean strategy is a kind of survival strategy to foresee the organizational problems and solve them successfully to continue in its business market by means of a kind of black magic may be legally or illegally, ethically or unethically. In this paper, we have highlighted some of black ocean strategy instances used by various companies in Indian IT industry during last 20 years for their survival. This includes the instances related to the expansion of business, getting local government approvals for land and subsidy, facing the competition from other IT companies, acquiring tangible and intangible resources, sharing the annual revenues and developing/procuring new technology.

Keywords : Black ocean strategy, Indian IT companies, Survival Strategy, Technology management.

Paper 17

A NEW IEDR MODEL FOR STUDENT PLACEMENT REALIZATION

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ABSTRACT

Getting campus placement for employment even before completion of their course is a price achievement for graduating students. Even getting a first job immediately after course completion is a new dream start for young graduates. However, the complication exists when students in final graduating year at campus are very much unsure and uncertain about their chances of getting first job placement despite of all skill training and career counselling imparted owing to various factors. Therefore, to address and solve this dilemma of students, a new IEDR Theory or Model for pre-placement achievement is proposed here in this research. Through the study, by introducing the constructs of proposed theory, determination of job selection possibility for the students is propounded. Finally, upon determination of stance on their possible interview selections using the framework, students can formulate a further performance yardstick or standard to follow for ultimate success in interviews.

Keywords : Campus Placements, Operating Models, Interview Selections, Graduate Recruitment, IEDR Model

Paper 18

INNOVATIONS IN TEACHING -LEARNING PROCESS USING E-LEARNING TOOLS

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ABSTRACT

E-learning makes use of many technologies - some of which have been developed specifically for it, whilst others conveniently complemented the learning process, for example computer games. Many sophisticated e-learning environments have been developed and are in use around the world. Communication technologies also play a vital role in e-learning. Starting with the use of email and instant messaging, message forums and social networks, we see a plethora of tools that any internet user would use in any case for e-learning. E-learning environments must be truly responsive to the user needs. This paper focuses on the various e-learning tools and technologies used to improve the quality of content in the teaching learning process. E-learning makes use of good content management system and learning management system. E-learning should not only foster learning in an effective manner in the learners' perspective but also increase efficiency of the teacher. This paper also throws light on the important elements of e-learning systems, learner centric learning methods and effective delivery of the learning content.

Keywords: e-learning tools, content management system, learning management system,

Paper 19

PROBLEM BASED LEARNING – AN EFFECTIVE METHOD OF TEACHING AND LEARNING

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ABSTRACT

Problem based learning is (PBL) of interest and debate in the medical curriculum. PBL enhances the teaching and learning by giving a motivational environment to the students. PBL involves brainstorming and presentation sessions. PBL involves a small group teaching, which involves about 10-15 students. The teacher is the facilitator, who helps the students in the discussion. There will not be teaching by the teacher and students get involved in their own discussion. The details about the PBL and its advantages will be discussed in the venue.

Keywords: Methodology, curriculum, problem, learning, students

Paper 20

ADOPTING SIX THINKING HATS METHOD FOR PROBLEM SOLVING IN CRITICAL SITUATIONS

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ABSTRACT

Six thinking hats is a recently introduced technique which outlines different thinking styles associated with analysing a given problem in an effective way. Six hats correspond to six different thinking styles used in a systematic problem solving procedure with different approaches. Alternately, by conceptualizing each type of hat with different colour, the person focuses on the predominant style of thinking associated with each colour so that the problem can be analysed from different angles and frame of references. This method supports lateral thinking possibilities and enables new outcomes during problem solving sessions so that the optimum solution can be reached. By assuming WHITE hat, the person adopts neutral judgement based on facts and figures, RED hat represents humanistic thinking filled with emotions and feelings, YELLOW hat focus on the positive aspects of the situation, BLACK hat stands for pessimistic or negative thinking based on comments, criticism, caution & carefulness, GREEN hat represents creative thinking, and BLUE hat is thinking based on planning, organizing and controlling. In this paper, we have tried to examine how six thinking hats technique can be used in analysing critical situations that organizations face in which the decision making process involve high degree of certainty, uncertainty, risk, or conflict.

Keywords : Six thinking hats technique, Situation analysis, Managerial problem solving, Ideal analysis technique.

Paper 21

AN ANALYSIS ON THE SECURITY OF NETWORK BASED ON AUTHENTICATION TECHNIQUES

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ABSTRACT

Network Security issues are very important issues in now days as society are moving to digitalization. Security of data is the most critical component to ensure secure transmission of data through the internet. It contains the authorization of access to data in a network that is controlled and managed by the network administrator. Network security not only requires ensuring the security of clients of a network but of the whole network. Authentication is one of the primary and most commonly way to ascertain and to ensure the security in the network. In this paper, we are attempting an analysis on the various authentication techniques. These Authentication techniques are Token- based, Knowledge-based and Biometric-based etc. After this, we will consider multi-factor authentications by making a combination of above authentication techniques and try to compare those.

Keywords: Authentication Techniques; Integrity; Token; Pass code; Smart card; RSA; Denial of Service; Biometric.

Paper 22

ADOPTION OF TECHNOLOGY AND AUGMENTATION OF RESOURCES FOR TEACHING-LEARNING IN HIGHER EDUCATION

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ABSTRACT

Learner centred education through appropriate methodologies facilitates effective learning as teaching-learning modalities of higher education are considered to be relevant to the learner group. Curriculum delivery and pedagogy should incorporate multitude of learning experiences and innovative learning methodologies through adoption of technology. Plenty of resources external to the curriculum come into use, which offer valuable learning experiences. Augmentation of resources for teaching-learning process would enhance the quality of learning. The role of the institution is to identify and provide such experiences using these resources so as to improve their learning through the alround learning opportunities available to them. Institutional strategy to nurture critical thinking, creativity and scientific temper among the students is to transform them into life long learners and innovators. Teaching-learning process should be mutually complementary where both the teacher and the taught gain as a result of the diversity of learning experiences. This paper discusses how technology adoption practices and augmentation of resources contribute to learning in a higher education institution.

Keywords : Technology Adoption, Augmentation of Resources, Teaching-Learning Process.

Paper 23

MODERN TECHNIQUES IN TEACHING

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ABSTRACT

“Anyone who stops learning is old. Whether at twenty or eighty, anyone who keeps learning stays young” said Henry Ford. Learning never stops, and so does teaching. Teaching, in order to make it interesting or to grab the attention of your audience needs to be innovative. We need to create new ways of teaching to people. The age old chalk and talk method is the ever green method, but in order to keep our students interested in our talks we need to be different or be innovative. Hence in this paper we would be listing down the various innovative teaching methods used & also would be suggesting quite a few new methods which can be implemented to make studying an experience.

Keywords: Innovation, Chalk and talk.

Paper 24

A TRANSFORMED MODEL OF BRAND-BUILDING FOR B-SCHOOLS: AN INDIAN PERSPECTIVE

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ABSTRACT

MBA education in India is facing the same challenges as business. Upheaval of technology, changing customer expectations, global competition, online courses and societal responsibility are the major concerns. Failure to adapt to these challenges will question the academic contribution to business practice. Business school (B school) branding is crucial to distinguish the services provided by one B school from another. Considering the importance and relevance of adapting to the changing market forces, the purpose of this paper is to propose a conceptual model of brand building for Indian B schools. A range of published literature related to the topic is thoroughly searched. The paper examines the viewpoints of various scholars with regard to the role of a student in a B school. The services marketing perspective is analyzed and the gaps are identified through a robust literature survey. Based on the literature survey, an original conceptual model for brand building for B schools is proposed. Some B schools have adopted certain branding activities, but extant literature review reveals that B schools in India do not practice an organized holistic approach to branding activities. The proposed conceptual model is stage one in the process of understanding what goes into building a B school brand. Stage two would empirically test the proposed conceptual model of brand building. The proposed model is holistic, considering the role of important stakeholders such as students, faculty and corporate. This conceptual model will help B school management to understand the role and importance of branding B schools. It will provide an insight into the various parameters on which a B school brand has to be built.

Keywords: Services marketing, India, Business schools, Stakeholder analysis, Brands, Marketing strategy

Paper 25

CLOUD COMPUTING SECURITY ISSUES - CHALLENGES AND OPPORTUNITIES

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ABSTRACT

Cloud computing services enabled through information communication technology delivered to a customer as services over the Internet on a leased basis have the capability to extend up or down their service requirements or needs. In this model, the infrastructure is owned by a third party vendor and the cloud computing services are delivered to the requested customers. Cloud computing model has many advantages including scalability, flexibility, elasticity, efficiency, and supports outsourcing non-core activities of an organization. Cloud computing offers an innovative business concept for organizations to adopt IT enabled services without advance investment. This model enables convenient, on-request network accessibility to a shared pool of IT computing resources like networks, servers, storage, applications, and services. Cloud computing can be quickly provisioned and released with negligible management exertion or service provider interaction. Even though organizations get many benefits of cloud computing services, many organizations are slow in accepting cloud computing service model because of security concerns and challenges associated with management of this technology. Security, being the major issues which hinder the growth of cloud computing service model due to the provision of handling confidential data by the third party is risky such that the consumers need to be more attentive in understanding the risks of data breaches in this new environment. In this paper, we have discussed the security issues, the challenges and the opportunities in the adoption and management of cloud computing services model in an organization.

Keywords: Cloud computing model, Security issues in cloud computing, Cloud computing services, Challenges in cloud computing model, Opportunities cloud computing in resource management.

Paper 26

CHALLENGE OF FREE SOFTWARE IN EDUCATION AND RESEARCH

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ABSTRACT

The Challenge of of Free Software in Education and Research will be considered from the point of view of teaching free software and from the point of view of doing research using Free Software. The concept of Free Software will be defined and various Licences will be considered. Consideration of the heart of the definition which concerns both the financial aspect and freedom aspect of Free Software will be given. Challenges to the educator as well as the educated will be elucidated. Alternatives of Free Software in lieu of Proprietary Software will be given. After considering the sphere of education, attention will shift to Research and the pros and cons of use of Free vs Proprietary Software. Aside from the obvious financial aspect, other perhaps less obvious considerations will be given as to why one could consider Free vs Proprietary Software.

Paper 27

CREATIVE EDUCATION AND NEW LEARNING AS A MEANS FOR ENCOURAGING CREATIVITY, THINKING AND ENVIRONMENT

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ABSTRACT

Teaching and learning for a new age require a new model of education. It means an Interactive and Creative Education based on individual needs and abilities. The new education strategy also needs freedom in learning and teaching and an active mode of learning influences innovative personality development, which creates something unique. Education environment must be flexible, welcome ideas, empower freedom in learning, teaching and foster strong links between government, schools and associations.

Keywords : Education, Creativity, New learning, Freedom, Individuality

Paper 28

INDUSTRY ANALYSIS – THE FIRST STEP IN BUSINESS MANAGEMENT SCHOLARLY RESEARCH

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ABSTRACT

Industry analysis and Company analysis are two types of case methods among many types of Case based Analysis Research in Research Methodology. A case study based management research and teaching pedagogy are adopted by many business schools with the belief that it is a most powerful way to study and learn new lessons required to identify, understand, and solve the problems in the process of managing and leading the organizations. Analysing business cases of industries force students to grapple with exactly the kinds of situations, decisions, and dilemmas managers confront every day. Industry analysis is a powerful tool in developing both research case study and teaching case study in business management subject. In this paper, we have discussed the procedure of writing case studies based on industry analysis framework. We also recommend the Industry analysis as a class of case study methodology in management research for developing research case studies as a first step for budding researchers.

Keywords : Business case Study, Case Study as Research methodology, Industry analysis,

Paper 29

A STUDY ON EMPLOYEE WELFARE MEASURES

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ABSTRACT

Employees are the valuable human resource who influence organisational effectiveness by stabilizing the business environment. Every organisation has an important role to play in providing welfare facilities to the every employee not just monetary but also non-monetary, which go beyond money . A satisfied employee is the key ingredient for progress of every organisation and the concept of employee welfare was and will be always a part of organisational efficiency. These facilities may either be voluntarily provided by the progressive and enlightened employers at their will as a social responsibility towards employee, or laws may compel them to make provision for these facilities by the government and the trade unions. Employees have always been an integral part of an organisation and in this study an effort is put to realize the measures implemented to seek employee welfare in service sector by the way of making their work life contented. This paper also studies general employee welfare measures which are to be given to a employee which in turn may lead to employee development.

Keywords: Welfare, social responsibility, Employee Development.

Paper 30

STRATEGIES TO IMPROVE AUTHOR RESEARCH INDEX AND JOURNAL IMPACT FACTORS IN SCHOLARLY PUBLICATIONS

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ABSTRACT

The success of research projects funded by various agencies can be evaluated by studying the research publications generated from those projects and the research publications can be evaluated using citation indices. Similarly, the impact factor of a journal is a measure of the frequency with which the "average article" in a journal has been cited in a particular year or period. The annual impact factor is a ratio between citations and recent citable items published. Thus, the impact factor of a journal is calculated by dividing the number of current year citations to the source items published in that journal during the previous two years. There are several citation indices commonly used to assess the value/quality of a research publication or the research impact of an author or a journal. Author research indices are calculated based on either citation values of research publications of a research scholar (C/T) or the number of research papers published by a research scholar for a given period (N/T). There are many research indices developed by many types of research which include H-index, i10-index, G-index, H(2)-index, HG-index, Q2 -index, AR-index, M-quotient, M-index, W-index, Hw-index, E-index, A-index, R-index, W-index, J-index, etc. Out of these citation based research indices, h-index, G-index and i10-index are commonly used in some of the Citation databases. In this paper, we have discussed the most popular research indices presently used and the strategies to be followed by researchers to improve the author research index which intern boost their confidence and self-motivation in individual research contribution. The paper also discusses the strategies to be followed by the journals to improve journal impact factors so that they can face the competitions and become popular journals to attract quality papers in scholarly publications.

Keywords : Scholarly publication, Journal impact factor, Citation index, Author research index.

Paper 31

SPIRITUALITY FOR QUALITY EDUCATION

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ABSTRACT

Swami Vivekananda, while speaking on education says: "Education is not the amount of information that is put into your brain and runs riot there undigested, all your life. We must have life – building, man-making, character-making assimilation of ideas. If you have assimilated five ideas and made them your life and character, you have more education than any man who has got by heart a whole library." According to him "education is the manifestation of the perfection already in man." The kind of education that brings out the creativity in men and women is what is needed. Swamiji wanted character-building and man-making education to be imparted to our students. "That education which cannot give you a morsel of food or wipe the tears of the widow is not education at all. We need to create self-reliant characters." In today's world all this is possible only through inculcating spirituality in education imparted to youngsters. It will definitely lead to inculcate values among them. The knowledge mingled with values and spirituality leads to holistic development which is the need of the time for our country.

Keywords: Education, character-building, undigested, life-building, information.

Paper 32

A COMPARATIVE STUDY ON OUTCOME BASED EDUCATION SYSTEM AND COMPETENCY BASED EDUCATION SYSTEM

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ABSTRACT

Outcome-based education (OBE) system has been the topic of acrimonious debates in many educational institutions systems since nineteenth century. OBE is more of a philosophy than a uniform set of practices. Many education systems have adopted the philosophy in part by emphasizing outcomes colleges are expected to achieve, but few have changed all of their rules and regulations to be compatible with the notion that every aspect of higher education must be based on outcomes rather than on other considerations, such as length of the college year. Such systems are also called results-based or performance-based education systems. Outcome-based education is grounded in the idea that academic success is best measured by what students actually *learn*, as opposed to how long they're parked in their seats, how expansively multicultural their textbooks may be, or how much money is spent on their courses. Competency based education model on the other hand is a significant improvement in present choice based education model education model. It provides an opportunity to personalize the learning in higher education by means of providing a proper direction while choosing the subjects, and in assessment. Competency-based programs allow students to demonstrate academic competence through a combination of assessment and documentation of experience to gain academic credit. It allows students to progress at their own pace, incorporates the process of prior learning assessment, and offers a logical framework for improving knowledge, skills and experience as per the demands of the industry to the extent decided by the institution. A student need not necessarily have to take predetermined required and elective courses to be taught by approved faculty members. Rather, it would mean that a student has demonstrated a defined set of proficiencies and mastery of knowledge and content. In this paper we have studied the principles of outcome based education system, its advantages, benefits, constraints and disadvantages in higher educational level and compared such system with well known futuristic system called competency based education system.

Keywords : Innovations in education models, Competency based education system, Outcome based education system, Choice based education system.

Paper 33

THE IMPORTANCE OF ENGLISH AS CONSENSUAL LANGUAGE AMONG ONLINE SHOPPING COMMUNITY

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ABSTRACT

Language ranks the foremost among the unique discoveries ever made by man. Language facilitated his further progress and in one way became the causative factors for all the accomplishments. There are thousands of languages under active use in the world today. India's pluralistic culture nurtured to elevate the status as a haven of languages. The adoption of English as a linking language by the neo liberal erstwhile British colonies was one of the main reasons for the predominance of English. This explains why nations that have not been colonized by Britain escaped from the English linguistic suzerainty. The versatile progress of man warranted a universally accepted language to facilitate the vertical growth in international trade and commerce. Ours is the time where the equations of business underwent a major sea change. The use of internet enabled business activities proved a more trustworthy platform giving rise to the onslaught of E- commerce. While more and more tech savvy people invested their acumen, in a short while others also joined the band wagon of taking the E- system into confidence. English as a fully developed language having boasted of just more than 1 million words. A lion share of online business houses in the world make use of English as a tool of channelizing business. English is more compatible than any other language to fit in the slot of computer language. The proper synchronization of hardware language and communicative language being one and the same it would be handy and cozy from the customer end to the competitive E-commerce platforms in the world in the efficacious buying and selling spree through the internet magic.

Keywords: Pluralistic culture, Hardware language, communication

Paper 34

ABCD ANALYSIS OF TASK SHIFTING – AN OPTIMUM SOLUTION TO PROFESSIONAL HEALTHCARE PERSONNEL SHORTAGE

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ABSTRACT

Task shifting is an alternate strategy in the healthcare system to address the acute shortage of professionally qualified healthcare workers in developing countries. This will temporarily help in solving the big problem of providing quality and timely health services to the needy people. Despite many trained health care professionals, our health care system is struggling to provide optimum services to the patients due to many reasons including the high burden of infectious diseases, emigration of trained professionals, difficult working conditions, and low motivation by country governments. Even though, the permanent solution to this problem is to create more professional doctors by increasing training courses, training facilities through modifying government policies and enhancing resources to do so, such actions and resultant solutions take a long time to realize in practice. Hence a quick optimum solution is needed to address the critical shortage of trained healthcare professionals. It is logically argued and in many places practically proven that out of many alternatives, the best alternative for health care executives in any hospital of primary health centres is the strategic decision of thinking and implementing the so called strategy of task-shifting. In this paper, we have analysed the process of task shifting by considering its advantages, benefits, constraints, and disadvantages using an analysing technique called ABCD analysing framework. As per the ABCD framework, the various determinant issues of related to the task shifting for organizational health service performance are identified using focus group method are : (1) Organizational Objectives, (2) Employees Issues, (3) Medical Facility Issues, (4) Ideological Issues, (5) Societal and (6) Alternative Issues. Each determinant issue has sub-issues called key attributes used for analyzing the advantages, benefits, constraints and disadvantages which are the four major constructs of the framework. The factors affecting the various determinant issues of for task shifting for each key issues under four constructs are derived and the critical constituent elements (CCE) of these factors are listed under the ABCD constructs.

Keywords: Task shifting, Healthcare system, Patient care, ABCD analysis.CCE of task shifting.

Paper 35

SEARCH ENGINE OPTIMIZATION

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ABSTRACT

SEO (search engine optimization) is a series of iterative processes that are designed to make any Web resource more attractive to search engines and convince them to list the site or page at or near the top of their organic search results. A search engine has no way to tell – unless you tell it your intent. And the only way you tell the search engine what you're looking for is by getting even more descriptive with your keywords. It peers into the mind of a searcher, trying to figure out the intention and attitude of an interested prospect, and then position your website to be visible prominently to the ideal kind of customer. A lot of thinking, planning and psychologic profiling goes on behind the scenes before keyword density, on-site optimization and purely technical matters enter the picture. Search engines are unique in that they provide targeted traffic-people looking for what you offer, Search queries are the words that users type into the search box. SEO also helps boost rankings so that content will be placed where searchers will more readily find it.

Keywords: SEO , Search queries, Search keywords

Paper 36

EMERGING TRENDS IN EDUCATION INNOVATIONS

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ABSTRACT

Now a days the field of education is not only limited with books but has broadened in various new horizons. It demands understanding with investigative minds, assimilating the required transformations, accommodating and responding to the universal needs. This main purpose of this paper is to indicate main changes that has incurred in education in India and also provide an over view of trends, reforms and innovations in education. It has been recognized that education program should be structured and modified in a way that enables them to respond dynamically to the new problems and challenges in the field of education, then only teacher can help in national development. Now, and perhaps more than ever, teacher and students alike recognize that a great education extends beyond the lecture hall. Progressive educators are intent on delivering innovative programs to students, providing the opportunity to interact with the latest technologies, real-world production scenarios and workflows, and peers and experts with diverse backgrounds and skill sets.

Keywords: Education, progressive, teacher, student, innovations

Paper 37

A STUDY ON IMPACT OF GST LAWS IN INDIAN BANKING SECTOR

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ABSTRACT

As per Model GST Law, banks having branches in multiple States and Union Territories (UTs) will be required to register in each such State and UT. Currently, banks follow the Zonal or Regional structure where for one large State, there may be more than one Zone and conversely, one Zone may comprise more than one State. As GST stands today, transactions between two branches of same bank is set to trigger a tax, which could prove to be cumbersome. GST would require restructuring of accounting, administration and control mechanism in the IT systems and processes of banks to be able to maintain financial records of each State separately. GST being levied on branch transactions could be cumbersome because of the enormous number of financial transactions being carried out. As a GST stand today, transactions between two branches of same bank is set to trigger a tax, which could prove to be cumbersome. GST would require restructuring of accounting, administration and control mechanism in the IT systems and processes of banks to be able to maintain financial records of each state separately. This study describes impose of GST could be cumbersome due to enormous number of financial transactions being carried out. In banking Industry, it is interesting to know the place of business. Even though the person is having an account in a single location, he can do the transactions across globe through internet banking. Accordingly, there would be two levies, central GST and State GST administered by Central Government and state Government respectively. This study also describes places of supply of goods and services, difficulties to Banking Industry by the GST and so on.

Keywords: GST (Goods and Service Tax), Union Territories, VAT laws, Goods and service Tax Network (GSTN), Banking Sector.

Paper 38

EFFECTIVENESS OF ADOPTING MULTIPLE CHOICE QUESTIOS IN THE UNIVERSITY EXAMINATIONS FOR HIGHER EDUCATION

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ABSTRACT

Growth of Information Technology had led the light on various sectors in the country. Education also one of the booming sector .Many universities have come up with new regulations to change the education system and to bring the quality education. An Examination is an assessment intended to measure knowledge skills aptitude, physical fitness of candidates on various topics. Examinations can be conducted verbally, written or on computer .China was first country who initiated the examination system. It was called as imperial examination it was used to select the candidates for Govt Posts. Later England has adopted this system .it is applied in the field of Education .The grades or scores was used to evaluate the performances of students. There are various methods of examinations which contains essay type, fill in the blanks, Multiple Choice questions.etc. Multiple choice questions are set of questions which contains number of answers. Candidates must choose the correct answer among them. Sometimes these MCQ may contain certain negative marking system. Presently MCQ are used by many of the public,private undertakings to select the candidates for various positions on various topics .The Application of MCQ in university examinations for higher education also enables the students to understand the system of MCQ method and it will be useful for the students to know how to answer for MCQ and also helps to prepare them for these competitive exams . Thus, this study reviews the application of MCQ method for higher education.

Keywords: MCQ, Education, regulations, knowledge, Aptitude, Quality

Paper 39

GLASS CEILING IN TOP EDUCATIONAL INSTITUTIONS IN INDIA- A CASE

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ABSTRACT

India comprise a majority portion of youth in its demographic population which gave greater opportunity for the education sectors. Indian education is provided by public and private sectors. Indian Constitution provides equal opportunities to men and women to get education without any discrimination. During the last few years, many women have entered into the educational sector but only a few of them are getting an opportunity to reach top managerial cadre. Various Statutory policies have helped women in achieving higher education. In spite of the developed initiatives like mentoring, professional development and leadership training, women in higher education experience high differences in prestige, salary and promotion. Though women plays a major role at par with men, her dedication is not completely recognized. Women seem to have remained in low and midlevel administrative positions. Women are facing various unseen barriers from society, gender attitudes in the organizations, family commitments, and lack of exposure and confidence that prevents them from climbing the headship positions. These invisible barriers that do not let women climb the ladder of success can be described as Glass Ceiling. This study is a case study that highlights the presence of glass ceiling faced by women and the required resources to achieve the high level administrative position in the higher education in India.

Keywords: Glass Ceiling, Women, Educational Institutions, Statutory, Administrative

Paper 40

A STUDY ON THE IMPACT OF DEVELOPING ENTREPRENEURIAL SKILLS AMONG WOMEN IN THE HIGHER EDUCATION

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ABSTRACT

Striking dominance of information technology in the era of Globalisation brought many changes in the higher education system in India. New education system inculcated modern teaching methodology and contributed through student centric learning pedagogy to sustain in the global job market. The education system should concentrate in creating entrepreneurs and self employed professionals who can contribute to build potential economy. Government of India initiated 'Make in India' programme to implant creativity, innovation and entrepreneurial skills among the youths to become self sufficient in their life. Entrepreneurship is known to be the driving force to achieve economic development and prosperity in the country. India is known to have majority of women population who always depend on the male sections of the society for their life. Many women are forced to engage in the domestic affairs instead of allowing them to be economically productive, due to the social constraints. The Higher Education system should replace unemployment, dependence of women over others with self employment skills to make them self reliant. This study attempts to examine the present entrepreneurship development programmes for women by analysing the pros and cons of the programme.

Keywords: Globalisation, Student centric learning, Entrepreneurial skills, self employment and women

Paper 41

ROUTERSIM – THE CISCO NETWORK SIMULATOR FOR HANDS ON LEARNING IN NETWORK DESIGN

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ABSTRACT

The outcome of any good curriculum design should be better learning to student community. In this regard, some of the science subjects need to be taught with the help of simulator so that students can feel “hands on” learning instead of traditional way. In Computer Science which is one of the predominant branches under science stream, Computer Network is one such subject which makes the tutor job tough in understanding the concepts. In this regard we used a network simulator called **RouterSim**, a product of CISCO, as add on with our course. This network simulator is an important tool in developing, testing and evaluating different network protocols. Simulation can be used without the target physical hardware, making it economical and practical for almost any scale of network topology and setup. Results are also easier to obtain and analyze, and helps in better understanding the subject matter. This paper describes about usage of this simulator in terms of Installation, Licensing, Network designing, Running the simulation and Analyzing the results.

Keywords: Simulator, RouterSim, Licensing.

Paper 42

HIGHER EDUCATION – CHALLENGES FOR INDIA

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ABSTRACT

An conceptual study on the future challenges for higher education in India. India, despite having a growing youth population has only around 700 universities and close to 40,000 colleges. What is lacking herein is the spurt of universities and colleges offering industry ready education and making students employable by providing the requisite soft skills especially when it comes to non technical streams such as humanities and management. There is an urgent requirement to evolve teaching – learning methodologies conducive to employability and student development. There is a lacuna in imbibing the socio economic, demographic and cultural make up of India into the mainstream of higher education. The idea for the evolvement of ‘Meta- universities’ wherein world class industry ready methodologies can be practised is the purpose of this paper.

Paper 43

COMPARATIVE STUDY ON ONLINE VS. OFFLINE MODES OF EDUCATION AND CAREER IMPLICATIONS

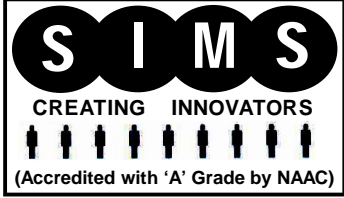
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ABSTRACT

Online mode of education is gearing up to a new speed and bringing lot of opportunities for everyone to learn at their own convenience. Its counterpart Offline mode is still running across the globe in dominant manner. In this paper, an attempt is made to understand the perception and acceptance of these two different modes of education and its implications on career performance. Also, this study attempts to understand whether there is any impact of mode of education on job performance. Descriptive research is adapted as a research tool in which structured mailed questionnaire method is used to collect the opinion of the respondents.

Key words: Online Education, Offline Education, Descriptive Research.



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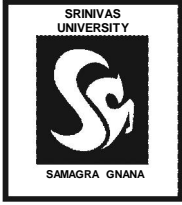
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