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“RELATIONSHIP OF ACADEMIC STRESS ON MENTAL HEALTH AND STUDY HABIT AMONG B.COM STUDENTS IN CHRIST COLLEGE IRINJALAKUDA"

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ABSTRACT

Stress is highly individualistic in nature. In small quantities, stress is good; it can motivate and help students to become more productive. However, too much stress, or a strong response to stress can be harmful. How we perceive a stress provoking event and how we react to it determines its impact on our health. There are strong chances for this stress to break a person, both, internally and externally, also on mind and body and so. It is wise to adapt the best and possible ways to handle it, at the right time. Here an attempt is made to study the “Relationship of academic stress on mental health and study habit among B.Com Students in Christ College Irinjalakuda”. The competition for grades, the need to perform, peer relationships, fear of failure, career choice, and many other aspects of the college environments are real life challenges that manifest as mental stress. Many researchers have found that there is a direct relationship between stress and academic performance of college students. This study would help the students to discover the various stressors affecting their academics and personal life.

KEYWORDS: Stress, academic stress, mental health and study habit.

REFERENCES


ISSUES, CHALLENGES AND TRENDS, THAT FACING WOMEN IN TOURISM INDUSTRY

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ABSTRACT

This article shows the study about issues, challenges and trends that facing by women in tourism industry. Present era is known as global village for all over world tourist. Physical boundaries of countries are removed form the nationally and internationally respectively. The major area of this study is that to find out various issues, challenges and trends are reaching to women in tourism industry. Utmost issues that will determinant the global tourism industry recently challenges are growing day by day for women. They are the most important part in the tourism industry as well as our society. They are taking challenges among the industry and solving problem with full potentially. New trends are approaching this industry some of them e.g. sustainable development, green tourism, Eco tourism, health tourism, spiritual tourism, religious tourism, responsible tourism etc. With working continuously there will be raised some issues like working hour, remuneration, multicultural issues, sexual harassment, personal issues and competition. Apart form that women facing hospitality and tourism industry include operating issues, marketing issues, technological issues and economic issues. The solution will be empowering women in respective areas that is health, finance, work conditions, social and global. The contribution of women in tourism is to economic well -being depends on the quality and the revenues from the tourism industry. The overall aim of the research is to promote woman’s economic, personal and social empowerment in tourism through partnerships with tour and travel operator’s and other stakeholders. This will involve improving employment/entrepreneurship opportunities for women by facilitating their participation in tourism industry, and by creating possibilities for career advancement.
KEYWORDS: Issues, challenges, Trends, Tourism Industry

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- www. Challenges for women in tourism industry
E-COMMERCE IN INDIA: TRENDS AND CHALLENGES

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ABSTRACT

The following section of this paper highlights the major trends of E-Commerce in India along with various Challenges. E-Commerce which is popularly known as efficient commerce or empowering Commerce has been a game changer for the Indian Economy. India is an online shopping heaven for the customers, with population armed with smart gadgets and phones which has made everything a click away for every individual. In the Global payment Report 2016, Worldpay analysed 30 markets around the world, including India, China, Hong Kong, Malaysia, Taiwan, South Korea, Singapore and Australia in Asia-Pacific. It was discovered that e-commerce is expected to grow rapidly and that the growth will occur around the world but the emerging markets like India will be taking the lead. E-commerce is predicted to mature by 28 per cent per year from 2016 to 2020. According to Worldpay projections, India will be the world's second largest e-commerce market by 2034 owing to an upsurge in the internet penetration and increasing mobile users in India. Further it talks about various Government initiatives in the form of Skill India, Make in India, Digital India along with the challenges faced in B2CE-Commerce. The paper also highlights the various opportunities which can be harvested by various ecommerce players in India in the long run provided they maintain their stake. An empirical validation is recommended to study the effect of these trends on the buying behaviour of the consumer.

REFERENCES


INDIA’S 29TH STATE-TELANGANA, IS NEW GOVERNMENT POLICY IS DIVIDE AND RULE?

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ABSTRACT

This article explores the entire struggle of Telangana state partition from united Andhra Pradesh and then additionally concentrate on "how some political parties had used the separation movement into their favor of their party promotion or benefits.” This paper is also explaining the significant role of students in all Universities of Telangana. This article describes the formation of new government by Telangana Rashtra Samithi(TRS). This article attempt to analyze the need for implementation of “a policy of the golden Telangana.” But in reality, the government is doing the identity politics. Moreover, this paper explains why the budget has divided into different groups of caste and religion. Why education sector is the deliberately avoiding? in the implementation of equal access to education irrespective of poor and rich people. Similarly, this government plan is to make a division between the identity of caste and religion. New government policy appears like massive social justice giving the entire people of Telangana, but in reality, the government is implementing their identity to capture the power in future. The TRS party motive is to come into power and to achieve the goal of sustainable development in the State, but now it has been implementing development activities based on caste and religion. The article concludes that based on our personal observation from 2014 to till now (March 2017). The policies which are implementing by the new government is very near to their actual intention and political agenda that is to divide and rule of society on the grounds of caste and religions and to make the next elections easily sustain of the government. Eventually, it makes reasonable arguments on “how This government is following the strategies of divide and rule and its destruction of the sub-community integration in Telangana state.

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ABSTRACT

Mutual funds are one of the most important areas of pooling the small amount of savings from a large number of people and investing them into a diversified pool of assets with varying degree of risk. There are schemes which give double benefits to the investors in respect of their tax saving which is normally called as ELSS. The main purpose of this study is to identify the best tax saving schemes as per the individual investing behavior and evaluating the performance of fund manager in the portfolio selection. The research gap we identified for this study is that, the behavioral aspects of individual investor for the selection of ELSS schemes and their performance. For the effective study, the researchers have chosen 5 private mutual fund companies and 5 public mutual fund companies ELSS direct schemes. The performance evaluation of ELSS is done using, Jenson's Alpha, Sharpe Ratio, Treynor Ratio, Beta and Standard Deviation. The results of the schemes were classified based on individual investor behavior and identified the best risk-adjusted schemes based on the ranking criteria.

KEYWORDS: ELSS, Jenson’s Alpha, Sharpe Ratio, Treynor Ratio, Beta, Standard Deviation
REFERENCE


CRITICAL ANALYSIS OF INTERNET BANKING PROBLEMS IN THE NATIONAL CAPITAL REGION OF INDIA

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ABSTRACT

Technology keeps on changing. The changes in technology have an impact on the competition. The competition in the market has forced the banks to adopt the changing technology in the banking sector. Electronic Banking has emerged as a strategic tool for improving the efficiency of banking functions and also reducing the cost by replacing the paper based methods with automated processes. Electronic Banking consists of number of options with the help of which the customer can avail the services of bank by just sitting at home. Internet Banking is one among them. In the current scenario Internet Banking has gained new heights after demonetization. The purpose of this research work is to study the different problems faced by the users while doing internet banking in the Central national capital region. The paper attempts to find out the relation between the demographic variables and the internet banking problems faced by the consumers. The responses related to the problems faced by the internet banking users has been collected through a survey of the internet banking users (CNCR). In order to collect data a well designed questionnaire was distributed personally to survey the respondents who are using Internet Banking. The data has been analyzed using statistical measures such as percentages, mean scores and standard deviation. Further in order to test the hypothesis and variation of perception among the users on the basis of various variables t-test and F-test have been applied. It was found that there are number of problems that are faced by the respondents during the usage of internet banking.

KEYWORDS: Electronic banking, Internet banking problems, National Capital Region, Technology.
REFERENCES


ABSTRACT

Public Expenditures are expenditures incurred by central, state and local governments of a nation for the maintenance of the government, internal and external security and for the promotion of socio-economic welfare of the citizens. The government expenditures mainly consist of expenditures on general, social and economic services. Every year, the government prepares estimates of expenditures, and then puts it for a parliamentary approval (Article 112 – Indian Constitution) in the form of the budget document. Each five year plan has a set of goals, targets and objectives. They show where a country wants to reach and what it wants to achieve within a given time frame. To realize these goals and targets, basic national policies are formulated and strategies devised taking into account past experiences in the execution of earlier plans. However, change being the essence of human progress, these blueprints for development need to be adaptable to take care of changing situations and emerging exigencies and the resultant need to re-order priorities. The much needed flexibility in the implementation of five year plans is, therefore, provided for through the mechanism of annual plans which are prepared each year within the broad framework of the five year plans incorporating such directional changes as are warranted for each year.

KEYWORDS: Public expenditure, Five year plans, Budget document etc
REFERENCES:

PERFORMANCE COMPARISON OF MAP/REDUCE AND APRIORI AND IMPROVEMENT IN ITS IMPLEMENTATION

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ABSTRACT

HDFS is the storage layer of the big data and in the map reduce layer, there are various algorithms that help in the processing of data. In the layer of map reduce, the mapping and reduction of the data takes place. There have been many approaches that help in mapping and reduction of the data of the databases. In this paper, we are representing the review on the Apriori algorithm that has been used to collect the item sets frequently occurring in the database as per the data mining concepts. This paper presents a review on the Map/Reduce algorithm and its comparison with the Apriori algorithm that has been used since a long time for data mining purposes. The libraries of the Map Reduce have been written in different programming languages with various levels available of the optimization. Map Reduce was initially developed and deployed by Google. This group of candidates is tested against the datasets. The candidate generation step terminates, when no further successful extensions are found. This proceeds identifies the frequent individual items in the database and extends them with larger and larger key and value pairs. The Apriori algorithm helps in application domains such as market basket analysis.

KEYWORDS: Map/Reduce, Apriori Algorithm, Data Mining, Hadoop, HDFS.
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HYPERLIPIDEMIA: A PUBLIC HEALTH IMPLICATION

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ABSTRACT

Plasma lipids are found in the form of cholesterol and triglycerides. In small adequate amounts they have various function in the body. Increased intake of fat in diet and physical inactivity is one of the main causes of hyperlipidemia. Familial hyperlipidemia is inheritance of this condition which would increase the risk of cardiovascular disease in the family. The medical treatment involves consumption of medication, most commonly used are the statins. Furthermore, the long term goal is prevention of cardiovascular disease and reducing their risk factors. Practice of moderate physical activity and a balance diet is the key towards prevention. It is genetically heterogeneous and there is no genetically diagnostic marker. The diagnostic is based on fractal cut points for serum lipids and first medical action is restriction of fat. The dietary factors cannot be dissociated from the genetic factors and also that excess intake of food can stress the metabolic system. However the stress maybe greater if a genetic defect is present. In such conditions dietary factors, such as restriction of fats and oil should be considered. Most European countries are on top of the list. High lipid levels in blood are considered as a major risk factor for cardiovascular diseases.

KEYWORDS: Hyperlipidemia, Public Health, Cardiovascular Disease, Cholesterol, Triglycerides, Physical Activity, Balance Diet
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SUICIDE IN INDIA

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ABSTRACT

Suicide is the act of intentionally causing one's own death. Most people that commit suicide to do so because they are in some sort of pain and cannot seem to find a way out. Much work still needs to be done on coming up with more effective ways to help individuals that struggle with suicidal thinking as up to 1,000,000 people die every year from suicide. The premature and violent death of the victims has negative repercussions in society and should be prevented whenever possible. India is not an exception for this. India accounted for the highest estimated number of suicides in the world. On an average, more than one lakh persons commit suicides every year in the country during the decadal period from 2004 to 2014. Importantly however, the care received by the treatment-as-usual arm in this study was below desirable standards because it was limited to the acute management of the somatic squeal of the suicide attempt and did not include psychiatric or psychological assessment or treatment. The task of suicide prevention is daunting. Although suicide attempters are at increased risk of completed suicide, about 10% of attempters persistently deny suicidal intent. This group may continue to be vulnerable.

KEYWORDS: circumstances, ideation, intentionally, schizophrenia, pesticide poisoning, toxicologists.

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