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Determination that a true manager or leader must make every day...

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SANKALPA

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SANKALPA : Journal of Management & Research
aims at bringing out the intricacies of Management perspectives, concepts, and applications. The focus is on Indian Management and its interplay with Global Management knowledge, best-practices and research.

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From the Heart of Editor-in-Chief…

Dear Subscribers, Readers and Authors,

Thanks for your continuous support and motivation for doing better and better every time for our team SANKALPA. In the post pandemic condition now, everything has been opened up and now geared up the new normal condition. Now the publication has taken a better pace. Even during post pandemic our research community has acclimatized the challenges and have given their efforts in research. Even post pandemic the institute is taking enough steps for the safety of its faculty and staff members, and based on their trust, we are able to deliver the best.

I would also like to take this opportunity to thank the members of the Editorial Board for their dedicated service to the journal and for all their cooperation and enthusiastic involvement in this blooming endeavour. Their voluntary efforts and devotion to the peer-review process helped the journal towards an authoritative position in the fields of Management research and I am sincerely grateful for their contributions to achieve the perfection.

I wish all of you are doing well wherever you are, at home or home town. Let us look forward to 2022-23 and continue persevering our research efforts to meet the future challenges. Our long-term goal is "to be an institution of excellence for learning & collaborative research in management with a deep commitment to people". We are on the same direction with our journal 'SANKALPA'.

In the present issue (Volume 12, Issue 1, January-June 2022) we have 09 research papers with a wide range of thought-provoking topics like cryptocurrency, intrusion detection system and its prevention, social media, teaching online and many more…which I believe will be of great interest to the readers. The papers are from diverse areas where practical aspects are also considered. The journal is providing an enormous platform for all readers and subscribers to enhance their research knowledge.

Happy Reading!!

Stay Safe & Take due care of yourself,

Best wishes to all,

Dr. Kerav Pandya
Director

Dream * Achieve * Conquer

Celebrations & Activities @ CKSVIM

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Motivational Quotes

The only thing worse than being blind is having sight but no vision. - Hellen Keller

Failure is the opportunity to begin again more intelligently. - Henry Ford

Not in doing what you like, but in liking what you do is the secret of happiness. - J. M. Barrie

There are two ways of spreading light: to be the candle or the mirror that reflects it. - Edith Wharton

Don't stop when you are tired; stop when you are done. - Wesley Snipes

You are braver than you believe, stronger than you seem and smarter than you think. - Christopher Robin

The nice thing about Teamwork is that you always have others on your side. - Margaret Carty

The only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. - Steve Jobs

All of us do not have equal talent, but all of us should have an equal opportunity to develop our talent. - John F. Kennedy

Become the kind of leader that people would follow voluntarily; even if you had no title or position. - Brian Tracy

Its going to be hard, but hard does not mean impossible. - Unknown

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An Analysis On The Awareness & Insight Of Cryptocurrency

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Abstract

Being a digital currency, Cryptocurrency is formed with an aim of transacting as a traditional currency. Cryptography and Block chain technology is used to watch its exchanges and limit the assembly of a selected kind of cryptocurrency and keep track of every and each transaction in whole network. The Cryptocurrency laden with newest age technologies and a large market presence everywhere the globe, but still, even after a decade of its existence, it's not attained a longtime image as a replacement age currency system among majority of the countries within the world and other people are still skeptical about its worth. It's almost a decade that Cryptocurrencies are existing all told over world but still its status has not been identified as whether it'll ever attain the particular currency status or it'll remain as an element of investment portfolio. To grasp the notice and perception level of cryptocurrency, Primary data via sample survey is taken & the study has been administered.

Keywords: Cryptocurrency, bitcoin, digital currency, economy, exchanges, investment, modern investing

INTRODUCTION

Bitcoin is that the first decentralized digital currency introduced by an unknown person named Satoshi Nakamoto (Nakamoto, 2008). That paper published by Satoshi Nakamoto was revolutionary and began the new era of completely decentralized cryptocurrency in 2009. The identity of the individual or societies behind the creation or starting the Bitcoin network remains unknown. After its inception, the responsibility of developing its code and network is being taken by a thriving group of volunteers. The network of Bitcoin isn't controlled by a person or authority including Satoshi Nakamoto (Antonopoulos, 2017).

What is Crypto Currency?

(Cryptocurrency is that the completely decentralized payment system employing a well-defined network (not only internet). it's a pool of technical concepts that form the premise of digital payment ecosystem. This pool of technology mainly includes cryptography, public key, private key, the blockchain, function. The cryptocurrency (like Bitcoin, Ethereum, Ripple, EOS, Litecoin etc.) accustomed transfer value among its users primarily via the net, however other transference networks can even be used. the full ecosystem of cryptocurrency is developed within the open source environment. These open source programs are often run and maintained on a good type of computer and mobile devices (Antonopoulos, 2017).

How does cryptocurrency work?

Cryptocurrencies run on a distributed public ledger called blockchain, a record of all transactions updated and held by currency holders.

Units of cryptocurrency are created through a process called mining, which involves using computer power to solve complicated mathematical problems that generate coins. Users can also buy the currencies from brokers, then store and spend them using cryptographic wallets. If you own cryptocurrency, you don't own anything tangible. What you own is a key that allows you to move a record or a unit of measure from one person to another without a trusted third party. Although Bitcoin has been around since 2009, cryptocurrencies and applications of blockchain technology are still emerging in financial terms, and more uses are expected in the future. Transactions including bonds, stocks, and other financial assets could eventually be traded using the technology.

Different Types of Cryptocurrency

In all over the globe, there are many cryptocurrencies available till date and also the number is growing every passing day. a number of the various cryptocurrencies are explained as follow:

- Bitcoins could be a reasonably digital currency where cryptography rules are accustomed control and generate the unit of currency. Bitcoin comes under cryptocurrency and it had been the primary and most beneficial among knowns cryptocurrency. this is often also called decentralized digital currency.
- Litecoins is a style of cryptocurrency, this is often known as a

peer-to-peer cryptocurrency. It is available as an open-source software project; it had been released under the MIT/X11 license just in case of Litecoin the creation and transfer of coins follows open source cryptography protocol and algorithm. By technical comparison litecoin is sort of clone of bitcoin. The minor difference is processing speed of network in both the cases. In Litecoin network speed is faster than bitcoin. Also the algorithm employed in litecoin is different than bitcoin.

• Ethereum is an open source software platform which uses blockchain technology. This can be accustomed build and deploy decentralize applications. kind of like Bitcoin, Ethereum is additionally distributed to public to use as a blockchain network. The most important difference between Bitcoin and Ethereum is that the way blockchain application platform is employed in both the cases. The Bitcoin work for one particular application where peer to see transaction happen and just for bitcoins but just in case of Ethereum the blockchain technology/platform may be used for any decentralized application.

• Namecoin is additionally falls under cryptocurrency preview and this can be an experimental open source where it uses technology which might improve the safety, the way decentralization occur and might also control the speed of internet for a few of the network infrastructure. It uses key/value pair registration and follows the bitcoin technology for transfer system.

• Ripple is well-known for digital payment system instead of for cryptocurrency. Ripple functions on peer to see decentralize platform and it too uses the open source technology. It allows flawless money transfer independent of kind of currency like bitcoin, litecoin, Yen and USD.

Terms in cryptocurrency ecosystem

• Public Key and personal Key: Public key with a mathematic algorithm is employed to encrypt the message and personal key with a mathematic algorithm are to decrypt the message.

• Cryptography: In simple words, it's a way of sending a message securely through unsecure channel i.e. when the communicating channel is controlled by the third party. Using the elliptic curves and their properties and a mathematical trick the message is coded in such the way in order that it may well be decoded by the receiver using the private key. The sender is additionally recognized and can't deny its responsibility

• Cryptocurrency network: Cryptocurrency is using Peer to peer (P2P) specification. which means anyone can participate within the network and people who participate within the network is peers to every other. In cryptocurrency P2P network all the system is equal and there's no server no hierarchy, all the nods are connected employing a mesh network with a flat topology. (Nakamoto, 2008).

A full node possesses (i) network rooting (ii) wallet (iii) full blockchain and (iv) mining (Antonopoulos, 2017). Other than crypto, another popular example of a P2P network is Bit Torrent file-sharing network.

• Blockchain: we can consider blockchain as decentralized and distributed open ledger where all the transactions are stored during a block. So fully blockchain database all the transaction from the start is on the market and open for all. Anyone can look at the transaction but cannot alter/modify it. This blockchain model has inbuilt immune to change and if anyone wants to hack the database then, in this case, she/he needs to hack over 50% of the node that's unimaginable. Because the identical database is offered in every full cryptocurrency node and every one participate within the validation process (Armstrong, 2016).

• Mining: Validating the transaction is termed mining within the world of virtual currency or cryptocurrency, during this validation process, one or more computer jointly may take participation. The validation process uses a fancy mathematical algorithm that become more complex because the new member joins the network and validation process. during this process of mining, the participant gets the transaction fee as a present. In another case during this mining process the participant release new unit of cryptocurrency as receive it as an award.

How to buy cryptocurrency

Step 1: Choosing a platform

The first step is deciding which platform to use. Generally, you can choose between a traditional broker or dedicated cryptocurrency exchange:

• Traditional brokers. These are online brokers who offer ways to buy and sell cryptocurrency, as well as other financial assets like stocks, bonds, and ETFs. These platforms tend to offer lower trading costs but fewer crypto features.

• Cryptocurrency exchanges. There are many cryptocurrency exchanges to choose from, each offering different cryptocurrencies, wallet storage, interest-bearing account options, and more. Many exchanges charge asset-based fees.

When comparing different platforms, consider which cryptocurrencies are on offer, what fees they charge, their security features, storage and withdrawal options, and any educational resources.

Step 2: Funding your account

Once you have chosen your platform, the next step is to fund your account so you can begin trading. Most crypto exchanges allow users to purchase crypto using fiat (i.e., government-issued) currencies such as the US Dollar, the British Pound, or the Euro using their debit or credit cards – although this varies by platform.

Crypto purchases with credit cards are considered risky, and some exchanges don't support them. Some credit card companies don't allow crypto transactions either. This is because cryptocurrencies are highly volatile, and it is not advisable to risk going into debt — or potentially paying high credit card transaction fees — for certain assets.

Some platforms will also accept ACH transfers and wire transfers. The accepted payment methods and time taken for deposits or withdrawals differ per platform. Equally, the time taken for deposits to clear varies by payment method.

An important factor to consider is fees. These include potential deposit and withdrawal transaction fees plus trading fees. Fees will vary by payment method and platform, which is something to research at the outset.

Step 3: Placing an order

You can place an order via your broker's or exchange's web or mobile platform. If you are planning to buy cryptocurrencies, you can do so by selecting "buy," choosing the order type, entering the amount of cryptocurrencies you want to purchase, and confirming the order. The same process applies to "sell" orders.

There are also other ways to invest in crypto. These include payment services like PayPal, Cash App, and Venmo, which allow users to buy, sell, or hold cryptocurrencies. In addition, there are the following investment vehicles:

• Bitcoin trusts: You can buy shares of Bitcoin trusts with a regular brokerage account. These vehicles give retail investors exposure to crypto through the stock market.

• Bitcoin mutual funds: There are Bitcoin ETFs and Bitcoin mutual funds to choose from.

• Blockchain stocks or ETFs: You can also indirectly invest in crypto through blockchain companies that specialize in the technology behind crypto and crypto transactions. Alternatively, you can buy stocks or ETFs of companies that use blockchain technology.

The best option for you will depend on your investment goals and risk appetite.

REVIEW OF LITERATURE

Akshay A. et. al (2017)- "A Study On Security Issues in Investments and Transactions in Bitcoins and Cryptocurrencies" Authors have focused on the unique feature of Bitcoin as a Cryptocurrency and core security issues related with the transaction and investment of Bitcoins. The security of the Bitcoins is the core area of research. As its origin is mainly technology based but it is still vulnerable during transaction process. The security issue is not related only to the mining and transaction of Bitcoins but its online storage also poses major security threat. Paper also pointed out the other risks associated with Bitcoins like no regulation regarding its transaction in India.

Everett J. et. all (2020) - "Risks and Vulnerabilities of Virtual Currency- Cryptocurrency as a Payment Method" In this paper, authors have explored the risks and challenges for the use of cryptocurrencies as an alternative to traditional currencies for illicit users, consumers, the official sector, and Financial institutions. The occurrence of cryptocurrencies as a new method of payment has broaden the usage for all the sectors.

Jeffrey Mazer et. Al (2017) – "Demystifying Cryptocurrencies, Blockchain, and ICOs" Author is a Freelancer Financial Expert in USA. In this article he has explained each and every concept related with Cryptocurrency like what is cryptocurrency technology used in Cryptocurrency like Blockchain and cryptography. How transaction process takes place in cryptocurrency through blockchain system, how miners complete the process of transactions.

He has also explained the various kinds of cryptocurrencies and market capitalization of Bitcoins and other altcoins along with Initial Coin Offering (ICOs). He has also discussed the issues related with cryptocurrencies all across the world and also discussed about its regulation by Governmental agencies across the globe.

Christian Catalini (2016) - "Blockchain, explained" In this Blog (MIT Digital), the author has explained in detail about the Blockchain Technology and its origin linked with the origin of cryptocurrency. He has emphasized that blockchain technology has provided the basic inherent values to Cryptocurrency like low cost of verification and networking, privacy and security etc. He has predicted that the blockchain technology will be booming all over the globe in coming decade.

World Crypto Index: This platform is available online which provides all the basic as well as extensive knowledge about cryptocurrency and daily updates of the Cryptocurrency. It also keeps track records of cryptocurrency market where all the cryptocurrencies are being traded. The cryptography technology is very well explained here and how this technology makes cryptocurrencies the most secure form of transaction system all across globe. Further, it has been explained that how Cryptography technology can change the future of Central Banking and Financial Institutions Safety and Security system.

Sudhir Khatwani (Coin Sutra) (2016) – "Future of Bitcoin and other Cryptocurrencies in India after RBI's Ban" In this article, it has been discussed that what is the scenario of Bitcoins and other Cryptocurrencies in Indian Market after the RBI's ban of transaction of these virtual currencies in INR (Fiat money) through its own entities like banks and other Financial institutions. Author has also emphasized on the innovative technology used in Cryptocurrency, i.e. Block chain which is going to be the new Dot Com Boom in the world in coming decade and by banning the Cryptocurrency in India, the millennial investors and technocrats will miss a chance to establish themselves in this Field. He has suggested that, though the case is pending in Supreme Court, the RBI will mend his stand on the cryptocurrency and try to regularize it as investment purpose for diversified Financial asset category to minimize its illegal trading in the black market.

PeterDe DeVries (2016)– "An Analysis of Cryptocurrency, Bitcoin and the Future" In this research paper, author has done the SWOT Analysis of Bitcoins along with the other Cryptocurrency and has given conclusion on its future perspective. The Strength of the bitcoins lies within its design and limited number of its production which will never face inflation pressure. The Weakness of the Bitcoins, again lies in its transaction process where each and every transaction is visible to all public ledger chains which can be susceptible for some cyber-attacks and thefts. The Opportunity can be observed through, by extending the innovative technologies involved in Cryptocurrency like Cryptography and Block chain to current Banking and Financial System which can be made more secure and decentralized system.

The problem of the study:

The Cryptocurrencies can be utilized just like our traditional currency for transaction purpose but still the Regulatory Authority as well as Government are skeptical about its use. It's almost a decade that Cryptocurrencies are existing all over world but still its status has not been determined as whether it will ever be like actual currency status or it will forever remain as investment tool. People are also not aware about the worth of cryptocurrency and mostly they perceive it as illegal means.

Objectives of the Study

The objective of this paper is to search out the precise status of the cryptocurrency within the light of legislation and literature review. This paper is trying to search out how much aware this generation is with the cryptocurrency and what is there perception towards the crypto market. We aim,

1. To study the awareness and insight of cryptocurrency.

2. To determine the willingness of people to choose Cryptocurrency as an investment tool.

3. To study the future prospect of cryptocurrency in India through people's perception.

Scope of the Study

As Cryptocurrency is a digital currency which has not been perceived as legal means of transaction for day to day activities till now in majority of the countries in the world. In India too, it has not been taken positively by the Government or Regulatory Authority, as currently RBI has issued notice to ban any transaction related to Cryptocurrency through any bank in the country. So AN ANALYSIS ON THE AWARENESS & INSIGHT OF CRYPTOCURRENCY will give some insight on how people have perceived its presence in our own country. The data represents the population of various category of people of our country. So this study will reflect the overall perception of Indian people. The samples under study were employed people in various public/private/educational institutions, Business community, unemployed categories and students. As survey was done through Google Survey Form, so it was restricted to the people who have online connectivity.

Methodology

The Research Design is primarily based on Exploratory Research method which involves qualitative investigation. Primary Data collection - Survey Method based on questionnaire is used for collection of data. The choices in each question is either multiple choice. Responses are collected through Google Survey Form, to measure the awareness and insight of cryptocurrency. Questionnaire is prepared keeping in mind to cover maximum things like male, female, age group starting from 18 years and above, working, business people, students etc. variety of annual income groups have been taken into account. The two variables which were under study have been measured accurately through tables and graphs and results have been interpreted. On the basis of results and interpretations, findings, conclusion and suggestions have been given. Along with Primary Data, Secondary Data is also being collected for the study of general growth trend among Cryptocurrency market in India and the world. The secondary data are mainly collected through online platforms like websites, blogs, articles etc. The data have also been collected from books, journals, newspaper etc.

Sources of Data

The data collected through Primary data which was collected for the first time through Survey Method (Exploratory Research) and Secondary sources which were already available through books, websites, journals, articles etc. were collected to understand the actual understanding of people towards Cryptocurrency at local and global level.

Limitations of the Study There are few limitations in the study like

1. As the sampling taken were convenience sampling, so it might not necessarily be the representation of the actual population of the country.

2. As the survey was circulated through Google Survey Forms, which require internet connection. So, this study is limited to the internet users only.

3. Some of the respondents of sampling units filled the survey without any interest and knowledge, which lead to sampling error to some extent.

4. Cryptocurrency is a global product, but this study is mainly based on the people who were in my contact, so it will not give clear picture of its adoption at larger platform as people really want to have this as currency or investment tool.

Learning Outcomes by carrying out this project, I learned many different things like

- Concepts related to the cryptocurrency and different technologies involved in it.
- All the issues linked with cryptocurrency in domestic and global context.
- The industry performance of cryptocurrency across the globe.
- The views of people and government regulatory agencies towards cryptocurrency at national and international level.
- Simultaneously I learned how to do a research analysis through survey method.
- Learnt the basic tools like creating Google Survey Forms, use of MS Excel as a tool in research study etc.

RESULT, ANALYSIS & DISCUSSION

The data analysis includes the processing of all the data collected through survey in form questionnaire, to convert it some usable form, so that required information can be extracted and conclusion can be drawn from that information. The data collected through primary data sources (questionnaire survey method) were tabulated and calculated in percentage form. Analysis were done on the basis of tabulated data. The further analysis of data was done either through bar graph (2D diagram) or Pie Chart and interpretations were carried out on the basis of those graphs. As the questionnaire consisted of 14 questions and had multiple choice questions so, accordingly tables have been created and graphs were plotted. On the basis of Tables and Graphs, the data has been analyzed and interpreted.

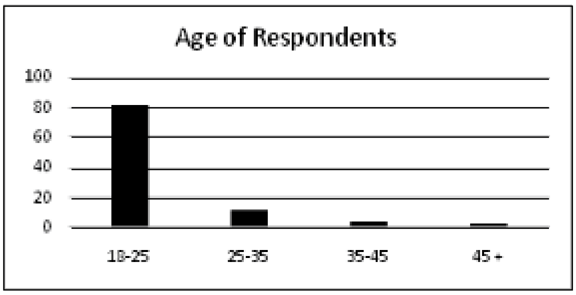
Data Analysis of all the questions of the questionnaire are given below:

Table 1.1 Shows number of respondents on the basis of Gender.

Sr.No	Response	No. of Response	% of Response
1	Male	63	63%
2	Female	37	37%
3	Prefer not to say	0	0
Total		100	100

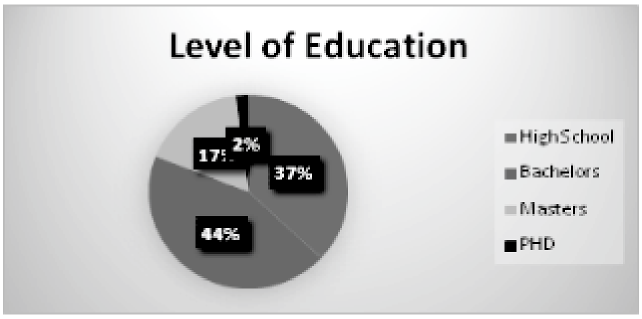
Analysis: Among all the respondents 63 are male and 37 are female.

Fig. 1.2 Shows number of respondents on the basis of Age Category.



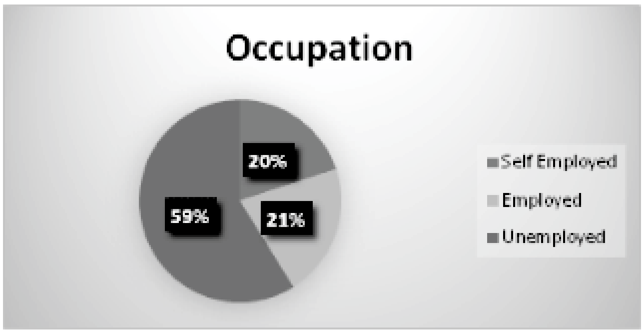
Interpretation: Among all 100 respondents, 81 belong to the age category of 18-25 years, 12 belong to the 25-35 years' age category, 4 belong to the 35-45 years of age category and only 3 belong to the above 45 years.

Fig. 1.3 Shows the level of education of the respondents



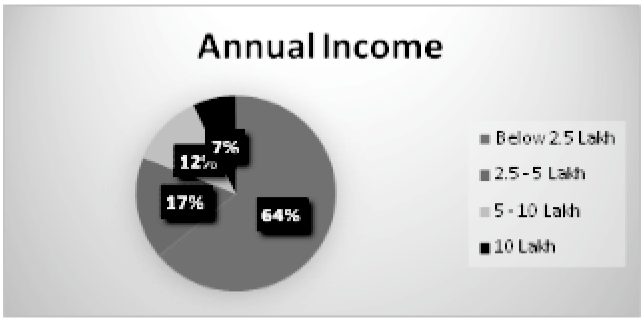
have High School as Educational Qualification, 44 respondents have Bachelor Degree and 17 respondents have Master Degree as their Educational Qualification and only 2 are PHD Qualified.

Fig. 1.4 Shows number of respondents on the basis of their Occupation.



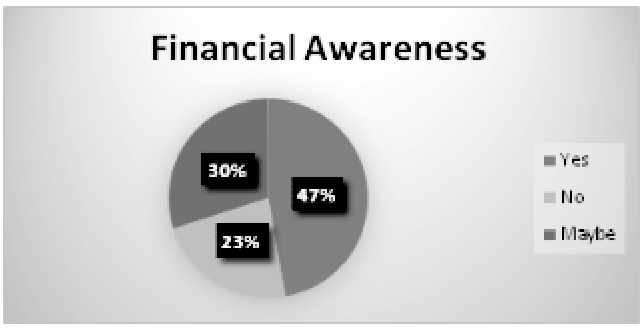
Interpretation: Among all respondents, 20 are self-employed, 21 respondents are employed in various sectors, and 59 are unemployed.

Fig. 1.5 Shows number of respondents on the basis of their annual income.



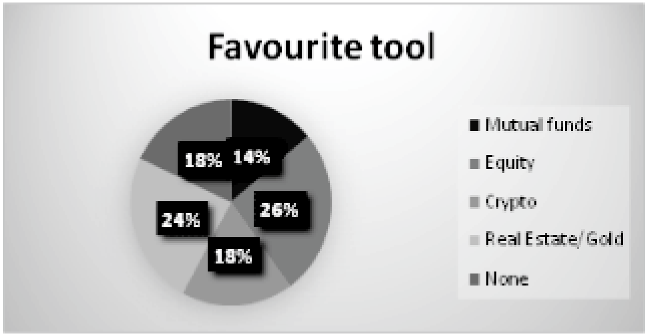
Interpretation: From the above graph, it can be observed that among all 100 respondents, 7% earn above 10 lakhs, 12% fall under 5-10 lakhs, 17% are in between 2.5-5 lakh and 64% are below 2.5Lakh.

Fig. 1.6 Shows number of responses on the basis of question "Do you think You are financially aware regarding your understanding of banking, finance and investment"?



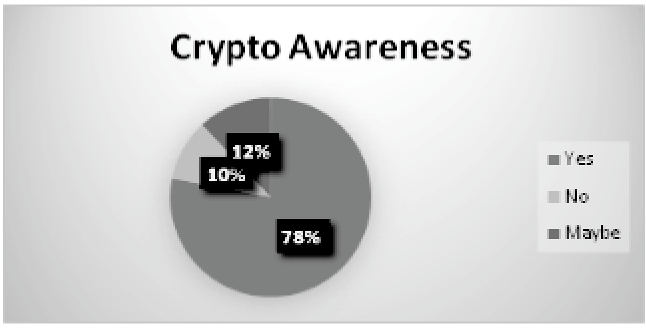
Interpretation: From above graph, it can be observed that, among all respondents 47% are aware about their finances & investments, 23% respondents are not aware and rest 30% are not sure about it.

Fig. 1.7 Shows number of respondents on the basis of their favorites Investment tool



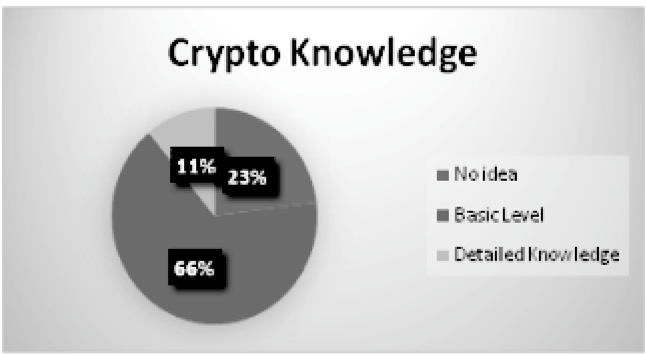
Interpretation: From the above Graph, it can be observed that 14% respondents have responded for Mutual Funds as their preferred investment then 26% as Equity, 18% in crypto, 24% in Real Estate/ Gold, and 18% have chosen None option, here choice is clearly Real estate or gold as preferred investment tool.

Fig. 1.8 Shows number of respondents on the basis of their Awareness of Cryptocurrency



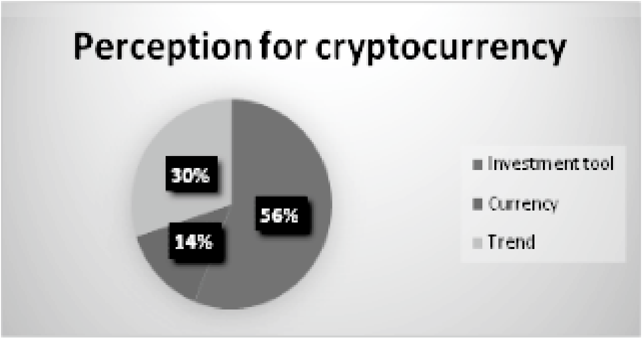
Interpretation: From the above Graph, it is observed that 78% respondents are aware of Cryptocurrency, 10% do not know about it and 12% are not sure about Cryptocurrency.

Fig. 1.9 Shows number of respondents on the basis of their knowledge of Cryptocurrency



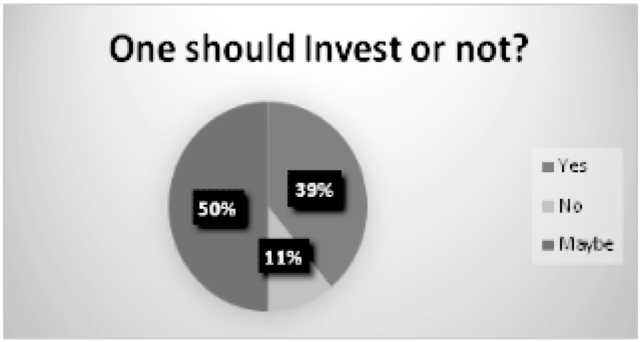
Interpretation: From the above Table and Graph, it is observed that 23% respondents have no idea about Cryptocurrency, 66% respondents know about its basic framework and 11 are well knowledgeable in Cryptocurrency.

Fig. 1.10 Shows number of respondents on the basis of their preference to choose Cryptocurrency as.



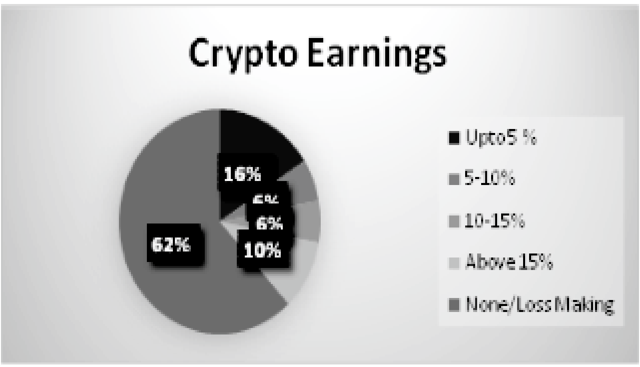
Interpretation: From the above chart, it is observed that 14% of respondents want to see Cryptocurrency as Currency, 30% see it as a trend and rest 56% are in favor of Investment tool.

Fig. 1.11 Shows number of respondents on the basis of their choice whether to invest in Cryptocurrency or not.



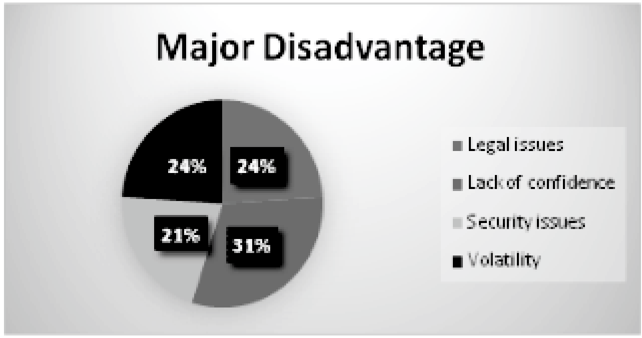
Interpretation: From the above Pie chart, it can be observed that 39% respondents are agree to invest in Cryptocurrency, 11% respondents are not in favor of investment in Cryptocurrency and 50% are not sure about it.

Fig. 1.12 Shows number of respondents on the basis of their Return on Investment in Cryptocurrency.



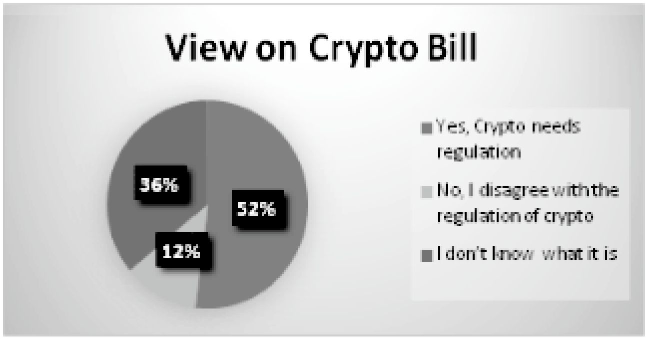
Interpretation: From the above chart, it is observed that 5% respondents got less than 16% of return on investment in cryptocurrency, 6% got in between the range of 5-10% of return and 6% got 10% - 15% of return on investment in Cryptocurrency, 10% earned above 15%. However, 62% of the respondents suffered with losses or no profits.

Fig. 1.13 Shows number of respondents on the basis of their indifference towards Cryptocurrency.



Interpretation: From the above Chart, it is observed that 24% respondents have shown their disinterest towards Cryptocurrency due to legal issues, 31% have shown their lack of confidence in Cryptocurrency, 21% see security reasons as their lack of interest towards cryptocurrency and 24% sought the reason of disinterest as volatile nature of Cryptocurrency.

Fig. 1.14 Shows number of respondents on the basis of their view on regulation of Cryptocurrency / Crypto Bill



Interpretation: From the above chart, it is observed that, the Government of India and other Regulatory Authorities of India should regularize it or not, so for this 52% have shown their strong agreement, 12% have shown disagreement, 36% are in no opinion category.

Key Findings, Suggestion, Conclusion Findings of the study

From the Data Analysis and Data Interpretation, following findings have emerged:

1. Majority of the respondents are Male.

2. Most of the respondents fall in the age category of 18-25 years.

3. Majority of the respondents are having Bachelor degree as their highest level of education.

4. Most of the respondents are in unemployed category.

5. Most of the respondents earn less than 2.5 lakhs of Annual Income.

6. Among all respondents, majority of the respondents are well aware about their finance, banking and investment area.

7. Equity investments are the most favorites investment tool for majority of the respondents followed by Gold/Real Estate.

8. Around 78% of the respondents are aware about the Cryptocurrency.

9. Almost 66% of the respondents have an idea about Cryptocurrency. Very limited number of respondents have extensive knowledge of Cryptocurrency.

10. Majority of the respondents feel that Cryptocurrency should be regularized as Investment tool.

11. Half of the respondents are not sure to invest in Cryptocurrency and rest 11% are not sure about it. Only 39% are ready to invest in cryptocurrency.

12. Among the respondents, those who have already invested in Cryptocurrency, majority have earned nothing or have suffered losses.

13. Those respondents who have not shown interest in Cryptocurrency have sought the reason as 'Lack of Confidence in Cryptocurrency' followed by volatility and legal issues.

14. Almost half of the respondents are in view that Government of India should regularize the use of Cryptocurrency.

Four tips to invest in cryptocurrency safely

According to Consumer Reports, all investments carry risk, but some experts consider cryptocurrency to be one of the riskier investment choices out there. If you are planning to invest in cryptocurrencies, these tips can help you make educated choices.

Research exchanges:

Before you invest, learn about cryptocurrency exchanges. It's estimated that there are over 500 exchanges to choose from. Do your research, read reviews, and talk with more experienced investors before moving forward.

Know how to store your digital currency:

If you buy cryptocurrency, you have to store it. You can keep it on an exchange or in a digital wallet. While there are different kinds of wallets, each has its benefits, technical requirements, and security. As with exchanges, you should investigate your storage choices before investing.

Diversify your investments:

Diversification is key to any good investment strategy, and this holds true when you are investing in cryptocurrency. Don't put all your money in Bitcoin, for example, just because that's the name you know. There are thousands of options, and it's better to spread your investment across several currencies.

Prepare for volatility:

The cryptocurrency market is highly volatile, so be prepared for ups and downs. You will see dramatic swings in prices. If your investment portfolio or mental wellbeing can't handle that, cryptocurrency might not be a wise choice for you.

Cryptocurrency is all the rage right now, but remember, it is still in its relative infancy and is considered highly speculative. Investing in something new comes with challenges, so be prepared. If you plan to participate, do your research, and invest conservatively to start.

Conclusion

From the findings, it can be concluded that people in general are aware of the Cryptocurrency and they would like to see it as part of their investment portfolio as it provides good return. But they are not willing to invest in Cryptocurrency due to lack of regulation from Government and regulatory authorities. If Government of India and its regulatory authorities will come forward to regulate its use and transaction in financial market, it can play a major role in entire investment portfolio.

As it is well known that Cryptocurrency is the product of all new age innovative technologies, and many countries of the world have already regulated its use in day-to-day business and many countries are coming forward to regulate its transaction in financial market. So, Indian Government and its regulatory authority should come forward and take steps to regulate the transactions of Cryptocurrency as investment option.

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A Comparative Study Between Intrusion Detection System And Intrusion Prevention System

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Abstract

Intrusion into the computing environment is a very common unwanted malicious activity that has been going on since the beginning of computing resources. Numerous security measures have been taken over the last three decades, but as the technology grows, security is at risk. Whether the whole world, directly or indirectly, depends on computers, it is a very important issue to prevent malicious activities and threats that hinder the structure of computing. The Intrusion Detection System (IDS) and the Intrusion Prevention System (IPS) are the standards for securing computing resources in most networks. They are deployed in the network to ensure an intrusion-free computing environment. In this paper, we will discuss both techniques in detail to prevent malicious activity on a computer network, their efficiency, their operation and their effectiveness.

Keywords: IDS, IPS, Intrusion, Intrusion Detection, Intrusion Prevention, Firewall, Security

Introduction

Intrusion are often outlined as unauthorized access to another's property or territory, however in terms of engineering, it's activities that compromise basic electronic network security goals. Confidentiality, Integrity and Privacy. Intrusion detection is that the method of observation events that occur during an automatic data processing system or network and analyzing them for signs of attainable prevalence of violations of laptop security practices, acceptable use policies, or normal security policies.

An Intrusion Detection System (IDS) could be a piece of code or hardware that automates associate degree intrusion detection method. it's designed to observe events that occur during an automatic data processing system and network and answer incidents that indicate attainable incidents of security policy violations. The Intrusion Interference System (IPS), on the opposite hand, is each a way for detection intrusive or threatening activities and taking preventive measures to capture them. It mechanically combines the data of IDS.

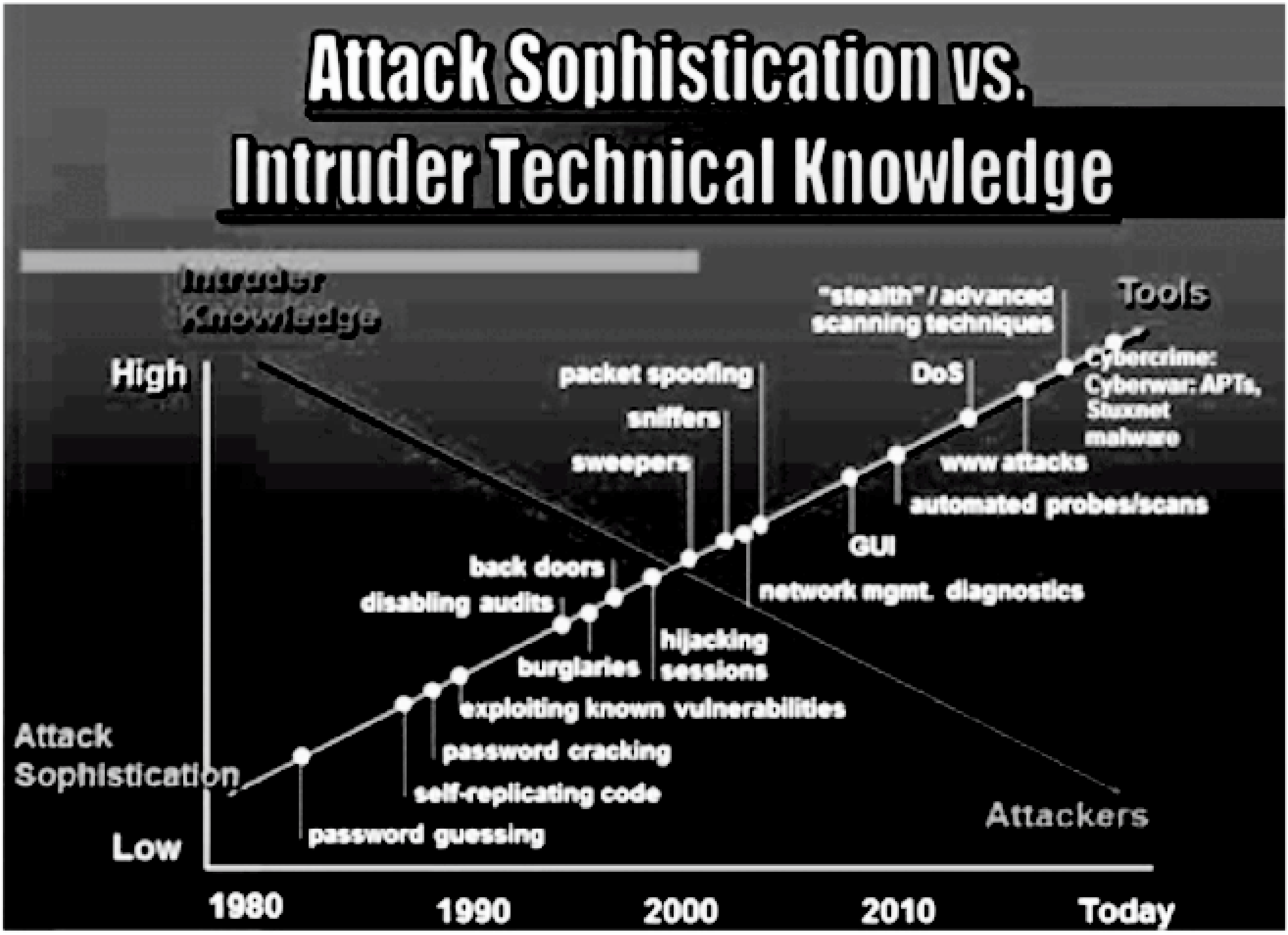
History and development

Protecting data from the installation of computers and the beginning of their enormous applications is a major issue. The study of intrusion detection has been an active field of research for over three decades. It began in 1980 with the publication of John Anderson's Computer Security Threat Monitoring and Surveillance, one of the earliest research papers in the field. The "Intrusion Detection Model", published in 1987, by Dorothy Denning's seminal paper, provides a systematic framework that has inspired a number of researchers. Since then, over the past two decades, despite significant research and huge commercial investments, intrusion detection technology has been immature and ineffective.

In the early days of computers, hackers rarely used automated tools to gain access to systems. They were gifted with a high level of expertise and followed their own method of performing such actions. The current scenario is now quite different. A huge number of intrusive tools and applications are now available that can be used to exploit scripts that exploit widely known vulnerabilities. Figure 1 shows the relationship between the attackers and the relative sophistication of the attackers from the 1980s to the present day.

Prior to the development of modern IDS, intrusion investigations included manual searches for inconsistencies. With the availability of sufficient processing speeds, it is now possible not only to detect an instance of an attack after an event has occurred, but also to monitor it in "real-time" and to alert if intruders have been detected.

Due to the financial loss caused by downtime from the computer, loss of image or even intelligence is being affected, in recent years not only warning but also demand to stop the attack has become an absolute necessity. Especially with the introduction of Daniel Service F Service (DOS) and Distributed Daniel Service F Service F Service (DDOS) attacks, market demand has become stronger for Intrusion Prevention Systems (IPS) rather than just intrusion investigations.



Source: https://images.app.goo.gl/nSPYCAPecPyrkTbN7

Objectives

1. To monitors network traffic for suspicious activity and alerts when such activity is discovered.

2. To interrupt and gain control of an application or a machine, thus enabling the attacker to disable the target causing a denial-of-service situation

3. To gain access to rights and permissions available through the target.

Intrusion detection system

Intrusion detection is that the act of police investigation unwanted traffic on a network or device. The Intrusion Detection System (IDS) could also be a chunk of code or physical device put in that monitors network traffic to notice unwanted activity and unwanted and malicious traffic, traffic violating safety policy, and traffic violating acceptable use policies. Several IDS tools will store the detected event in an exceedingly review log at a later date or mix the events with alternative knowledge to form policy or loss management selections. the most functions of IDS will be noticed as follows-

1. Recording info associated with determined events.

2. Notify the directors of the determined necessary determined events.

3. Reports generate reports.

Literature Review

Wattanapongsakorn et al. proposed a network-based Intrusion Detection and Prevention System (IDPS). The purpose of this system is to effectively detect known attack types and to take immediate action against attacks. The proposed approach can be used with different machine learning techniques and tested on an online network environment. The results show that the proposed IDPS can recognize normal events from attacks within seconds with high accuracy and automatically block the victim's computer network against attacks. Additionally, they applied the C4.5 Decision Tree algorithm with a proposed approach to detect unknown attack types and this algorithm can work effectively when faced with unknown types of network attacks. However, this study can be further improved by developing the approach for the detection of unknown attacks as well as the detection of known attacks.

Amaral et al. Proposed a network based intrusion detection system for IPv6-enabled wireless sensor networks. The proposed system detects attacks by using traffic signatures and abnormal behaviors. Proposed system consists of two components PPP Sniffer and Finger2IPv6. In the proposed system, network nodes selected as observers are located by the intrusion detection system. In this way, packets exchanged in neighbors are observed and possible attack attempts are detected. The observed messages are compared with the rule set created by NIDS. If a match occurs, an alarm is generated and sent to the Event Management System. With this proposed system, possible misbehaviors can be detected instead of detecting predefined attacks. However, the system should be improved by adding new detection rules.

Kumar et al. proposed and evaluated Network Based Intrusion Detection Systems based on machine learning to detect threats to the network. In this study, different supervised machine learning classifiers are constructed using datasets including labeled examples of network traffic features created by various benign and malicious applications. The main goal of this study is Android-based malware due to the increase in mobile malware and its popularity among users. For testing the proposed approach, traffic was generated. Several malware examples such as Premium SMS sender, backdoor, spammer, bots, ransomware, information stealing and fake

antivirus were used to generate this traffic. According to the obtained results, the proposed approach was able to detect unknown and known attacks up to 99.4% accuracy. This study can be improved by enlarging the created dataset and integrating it into the existing intrusion detection systems mentioned.

According to Qassim et al. anomaly-based intrusion detection system (AIDS) can identify the network traffic that is detected as malicious. It raises an alarm each time when it detects an activity that is different from the normal behaviors. Therefore, managing IDS alarms and distinguishing false positives from true alarms becomes a major challenge. This study proposed an approach consisting of two steps. Firstly, they suggested a set of network traffic features that are supposed to be the most relevant features in detecting anomalies in the network. Secondly, an AIDS alarm classifier proposed to classify activities automatically by a packet header-based anomaly detection system. According to the authors, the proposed system based on machine learning algorithms is effective and efficient in terms of classifying malicious activities. This study can be improved using various machine learning techniques to increase the accuracy rate.

Mazini et al. proposes a new hybrid network-based IDS approach to detect anomaly by using AdaBoost and artificial bee colony (ABC) algorithms. Feature selection was made using the ABC algorithm. The AdaBoost algorithm was used to evaluate and classify the selected features. The proposed approach was applied to NSL-KDD and ISCXIDS2012 datasets to evaluate the accuracy of the method. 98.9% accuracy rate is achieved. According to the authors, the proposed method outperformed other IDSs on the same dataset. In the future studies, accuracy can be further improved and performance evaluation can be made on different datasets.

Meftah et al. implemented an anomaly-based network intrusion detection approach using the UNSW-NB15 dataset. Their approach consists of two main stages. They use Recursive Feature Elimination and Random Forests among other techniques to select important features for machine learning purposes. Then they perform a binary classification to detect abnormal traffic using different data mining techniques such as Support Vector Machine, Gradient Boost Machine and Logistic Regression. They achieved the highest accuracy result of 82.11% with the Support Vector Machine. They then feed the output of the SVM into a set of polynomial classifiers to increase the accuracy of detecting attack types. In particular, they evaluated the performance of Naive Bayes, Decision Trees and polynomial SVM. The application of the two-stage hybrid classification increased the accuracy of the results up to 86.04%. This work can be further developed on different datasets by developing a new classification algorithm or using deep learning techniques.

Methodology of intrusion detection methodology

Different types of intrusion detection strategies are offered because of variations in network configuration.

Each of them has its own blessings and drawbacks that got to be explored, designed and priced.

1. Artificial primarily based investigation

The signature could be a pattern that corresponds to identify threats. In signature-based investigations, determined events are compared to spot probably unwanted traffic compared to pre-determined signatures. This kind of detection technique is extremely quick and simple to tack together.

Signature-based investigations are terribly effective in sleuthing identified threats however for the most part ineffective in sleuthing antecedent unknown threats, hidden threats victimization discontinuous techniques, and plenty of sorts of identified threats. Associate degree wrongdoer will slightly modify associate degree attack to render undetectable by signature-based IDS. Still, IDS employing a signature-based methodology is terribly correct, despite its restricted capabilities.

2. Individual primarily based investigation

Inconsistency-based investigation is that the method of comparison definitions of what's thought-about traditional to activity against determined events to spot vital deviations. IDS victimization inconsistency primarily based checks have profiles that represent common behaviors like users, hosts, network connections or applications. Profiles are developed by perceptive the characteristics of typical activity over an amount of your time.

The big advantage of Oma politico primarily based detection technology is that they will be terribly helpful for sleuthing unwanted traffic that's not notably identified. as an example, associate degree inconsistency-based IDS can sight that net Protocol (IP) packets are malicious. It cannot sight that it's contaminated in any specific approach, however suggests that it's incompatible.

3. Mounted protocol analysis

Stateful protocol analysis is that the method of comparison the planned profile of usually accepted definitions of benign protocol activity for every protocol state against the determined events to spot deviations. The stateful protocol examination to an inconsistency primarily based investigation, however it may also analyze traffic on the network and transport layer and vendor-specific traffic on the applying layer, that can't be associate degree inconsistency primarily based investigation.

Forms of Intrusion Detection System

There square measure many sorts of IDS techniques that monitor the categories of events and also the method they organize. Here during this document we'll discuss the subsequent four types-

1. Network Based primarily IDS

2. Wireless IDS

3. Network Behavior Anomaly Detection

4. Host Based IDS

1. Network Based primarily IDS

Network-based IDS (NIDS) monitors network traffic for a particular network section and analyses network and application protocol activity to spot suspicious activity. it's sometimes deployed on the boundaries of networks like routers, firewalls, virtual personal networks, etc.

The main disadvantage of this kind of IDS is that it's just one purpose of failure. Moreover, it's susceptible to DS attacks. It monitors the complete network and deploys to the boundaries of the network. however, it's not appropriate for safeguarding each host within the network. If AN interloper might bypass it, all network systems would be in hassle.

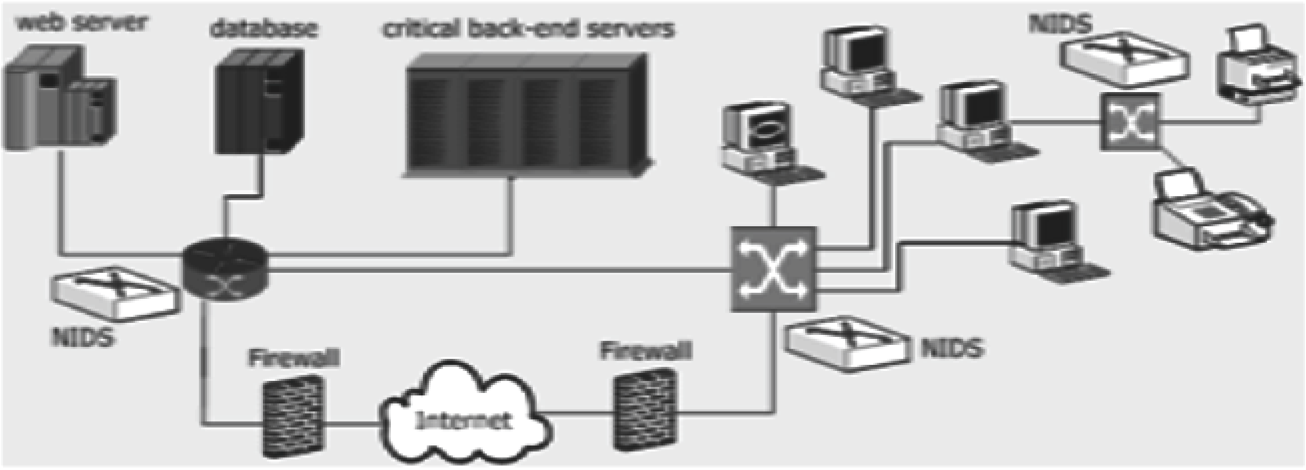


Figure 2 shows the operation of NIDS

Source: https://www.cse.wustl.edu/~jain/cse571-07/ftp/ids/fig2.gif

2. Wireless ID

Wireless native space Network (WLN) IDS is comparable to NIDS in this it will analyse network traffic. However, it will analyse wireless-specific traffic, together with scallywag APs, users outside the company's physical realm, and WLN IDs engineered into the AP, attempting to attach external users to purpose access points (APs). because the network progressively supports wireless technologies at varied points within the topology, WLN IDS can play a significant role in security. several previous NIDS tools can embody enhancements to support wireless traffic analysis.

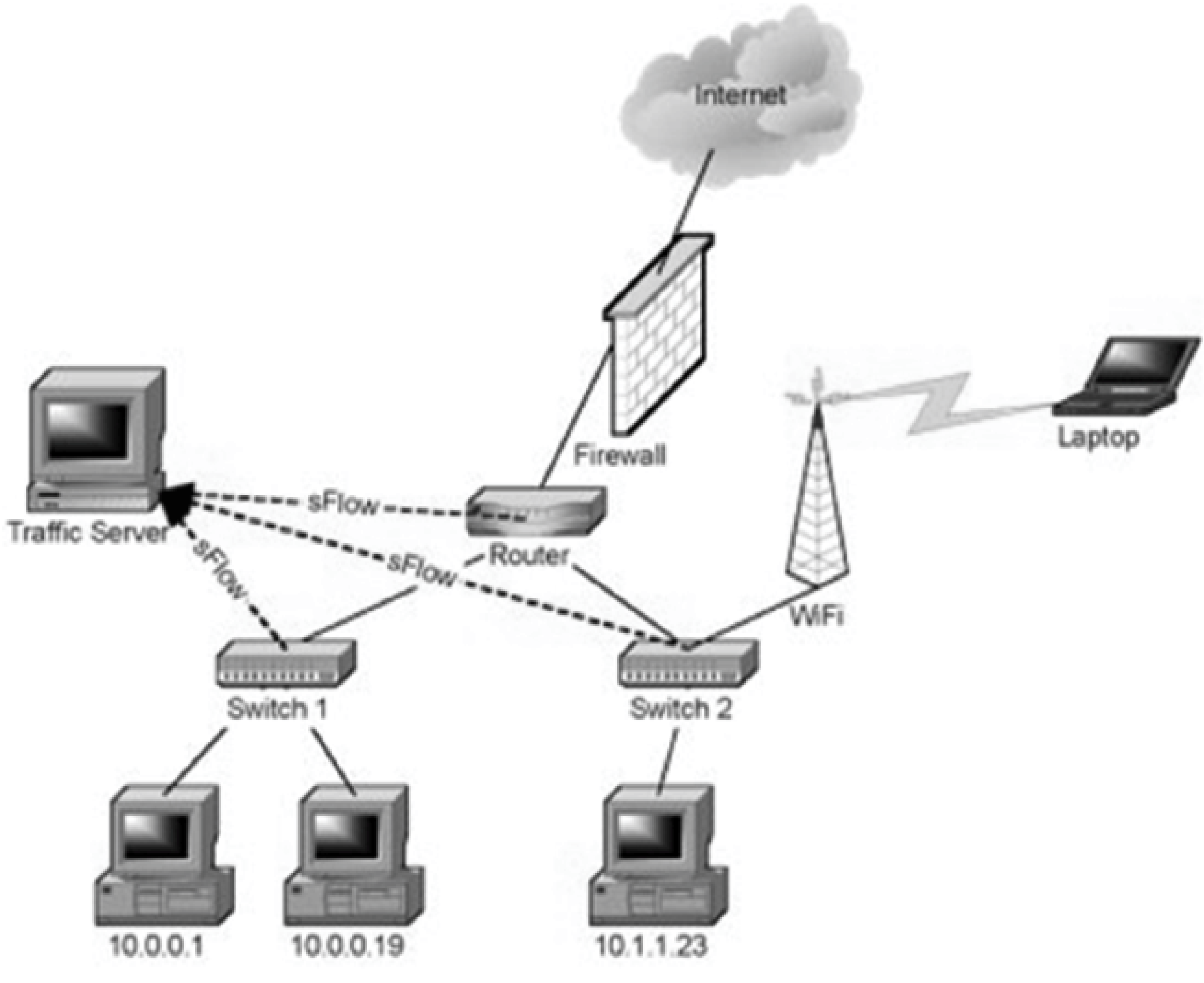


Figure 3: Wireless Ids

Source: https://inmon.com/img/tutorials/ids_map.jpg

3 Abnormal investigation of network behavior

The Network Behavior Incompatibility Check (NBAD) appearance at traffic on network segments to work out if inconsistencies exist within the quantity or sort of traffic. Segments that sometimes see little or no traffic or simply segments that see a selected sort of traffic will amendment the quantity or sort of traffic if an unforeseen event happens. NBAD needs several sensors to make a decent pic of the network and benchmarking and base lining to work out the nominal quantity of section traffic.

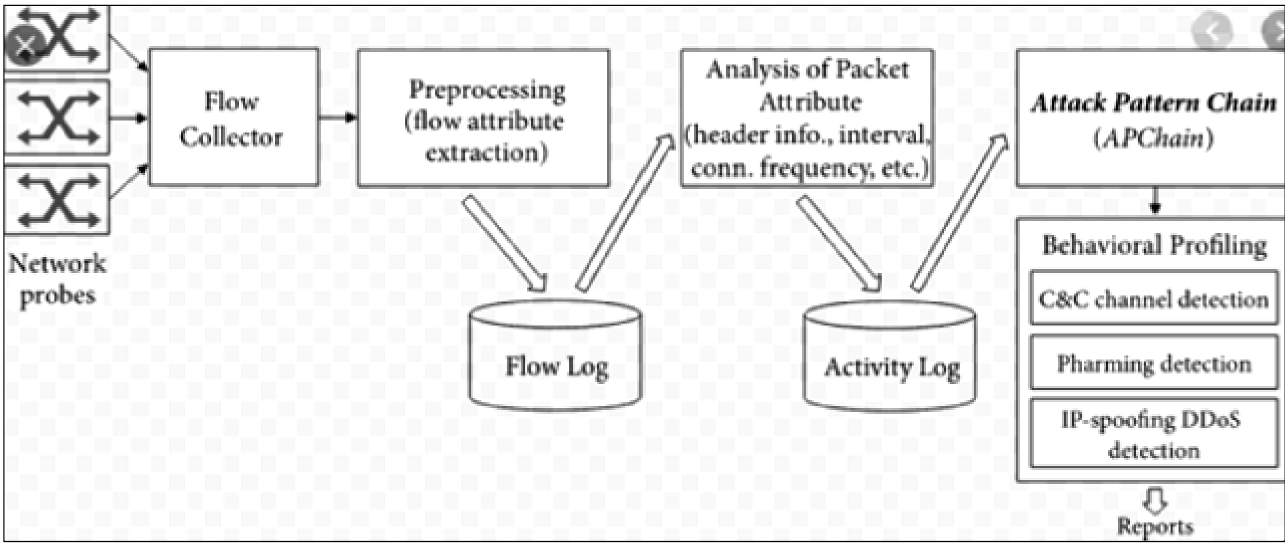


Figure 4: Abnormal investigation of network behavior

Source:https://static-01.hindawi.com/articles/scn/volume-2018/9706706/figures/9706706.fig.001.svgz

4. Host primarily based ID

In host-based IDS (HIDS) technology, computer code computer code agents' square measure put in on every laptop host within the network to watch what's happening within that host. HIDS analyses network traffic and system-specific settings like computer code computer code calls, native security policy, native work, its dates and additional. It provides log analysis, file integrity verification, policy watching, rootkit detection, period of time alerts and active feedback. HIDS is typically deployed on complicated hosts like publically accessible servers and sensitive info servers.

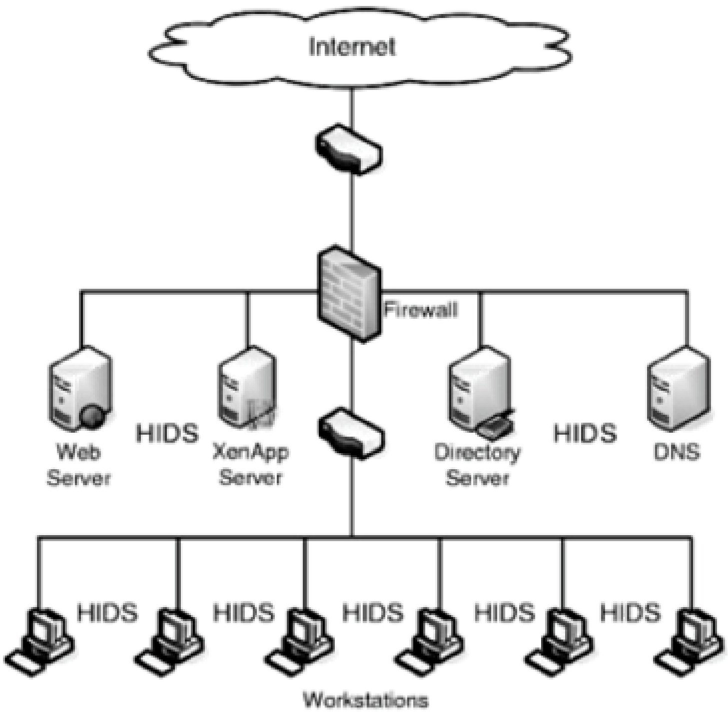


Figure 5: Host primarily based ID

Source: https://ars.els-cdn.com/content/image/3-s2.0-B978159749281200007X-gr3.jpg

HIDS eliminates difficulties with network-based IDS technology for securing individual hosts in a very network. However, they cause vital overhead for the hosts World Health Organization run them.

INTRUSION PREVENTION SYSTEM

The Intrusion Prevention System (IPS) is the process of conducting responsive actions on intrusion activities or threats and intruders and threats detected in both networks. The IPS is monitoring real-time packet traffic with malicious activities or that matches specific profiles and will stimulate the creation of alerts and can block real-time traffic in the network. Primarily IPS countermeasures are to prevent attacks in progress.

IPS can be said to be an extension of IDS with access control exercises to prevent exploitation of computers. IPS is an intelligent device capable of performing preventive actions not only to detect malicious activities, but also to protect the host or network.

Simply put, IDS may be appropriate for network attack monitoring and for alerting administrators of the danger of mer. But its speed, performance and passive limitations have paved the way for IPS to challenge it as an active defense weapon of choice.

The main functions performed by IPS are as follows.

1. IPS detects and takes preventive action against malicious attacks
2. IPS only prevents attack
3. IPS changes the security environment
4. Modifies IPS attack content

IDS vs. IPS

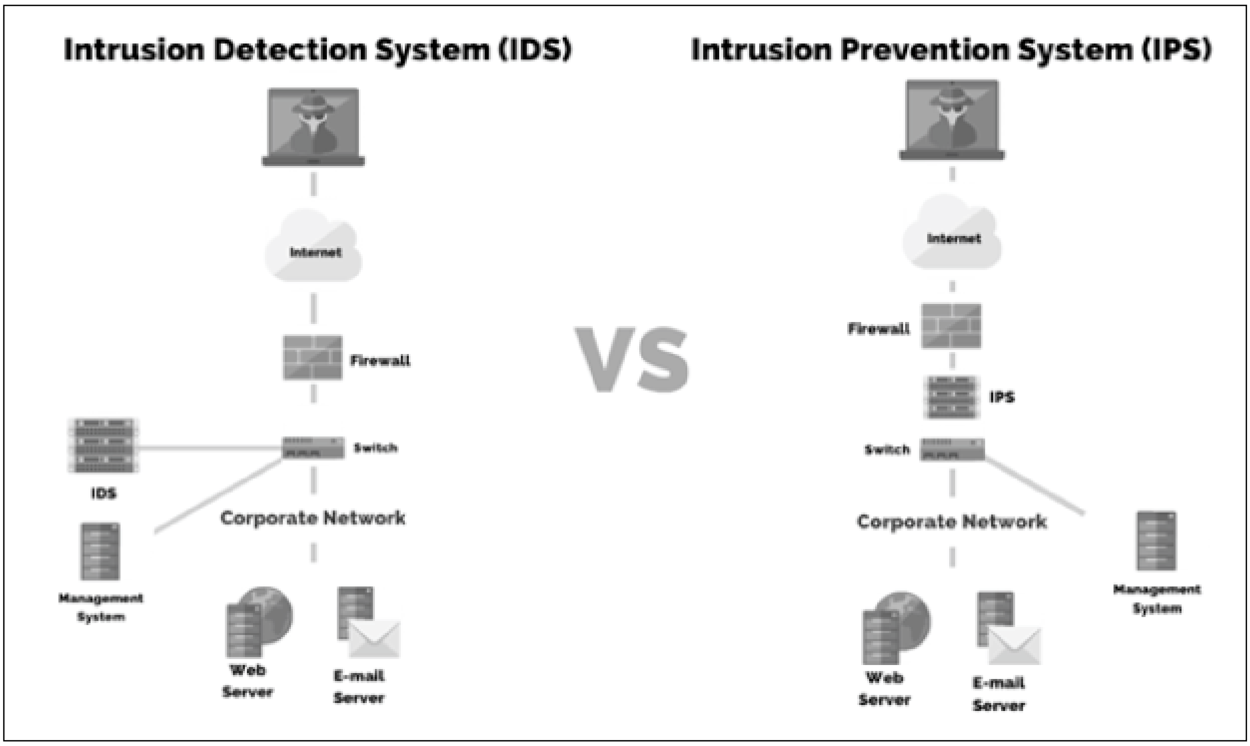


Figure 6: IDS vs. IPS
Source:https://purplesec.us/wp-content/uploads/2019/11/Intrusion-Detection-IDS-VS-Intrusion-Prevention-IPS-What%E2%80%99s-The-Difference.png

Deciding between an intrusion detection systems (IDS) and an intrusion prevention system (IPS) is a particularly challenging and time consuming task for most security practitioners. Both systems offer the same benefits and the markets are occupied by the same vendors.

IPS is better than firewall. There are firewalls and IPS control devices. They sit in a line between two networks and control the traffic passing through them. But the basic difference between firewalls and IPS is that they handle network traffic. While a firewall denies all requests that do not meet its security definition, IPS accepts all requests except those whose content appears to be malicious and dangerous to the system.

On the other hand, if IPS is a control tool, then IDS is a visibility tool. Intrusion detection systems sit on the side of the network, monitor traffic at many different points, and provide visibility to the network's security posture. Comparing IDS with Protocol Analyzer is a good analogy. A protocol analyzer is a tool that a network engineer uses to see the deep inside of a network and see what's happening, sometimes in exciting details. The ID for a security engineer is a "protocol analyzers". IDS looks at the depth of the network and what is happening from a security standpoint.

From their definitions alone, we can infer that the IPS starts working from where the IDS closes. IDS can not only detect an error, but IPS can detect it and fix the problem.

Conclusion

There is square measure several technologies on the market these days to assist firms fight inevitable network and system attacks. IPS and IDS. Having techno several is simply two of the various resources that may be deployed to extend visibility and management in an exceedingly company computing surroundings. IDS and IPS aim to supply a foundation of technology that meets pursuit needs, distinguishing network attacks that may be detected by logs of IDS systems and preventing action by IPS systems. If the host is with essential systems, intelligence and strict compliance rules, then it's far better to use IDS, IPS or each within the network surroundings.

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A study on level of job satisfaction of selected employees of Indian Oil Corporation ltd

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Abstract

The main aim of the study is to find out the job satisfaction of employees in IOCL. It includes determining various parameters that influence job satisfaction and also the present level of employees. To understand employee's perceptions about the job. Employees consider decent pay to be the most important motivator for work efficiency.

The method used to perform the study was a Job Satisfaction Questionnaire. The questions consisted of various section like gender, working conditions related questions, salary and opportunities, skills and ability related questions and many more. The findings were that employees at IOCL are happy with their pay packages, in comparison to females, males make up the majority of employees with (76%) in the firm (18%). The majority of employees are content with the current working circumstances. At IOCL, employees are content with their working hours. The majority of employees are content with existing medical facilities that provide services to them 24 hours a day, seven days a week. They prefer medical facilities to accident compensation as part of the mural facility. Employees believe that housing is more important to them than education and transportation. The majority of employees believe that their pay is insufficient, and remuneration packages play an important part in employee satisfaction and, as a result, industrial growth. Employees and upper management have a positive connection, which is beneficial to the company. The majority of workers are content with their non-monitory benefits.

Introduction

Importance of Job Satisfaction

Employee satisfaction is the extent to which employees are happy or content with their jobs and work environment.

The degree to which an employee feels self-motivated, content, and satisfied with his or her employment is defined as job satisfaction. When an employee believes he or she has a job that he or she enjoys, this is known as job satisfaction. The degree whereby an employee feels self- motivated, content, and satisfied with his or her employment is defined as job satisfaction. When an employee thinks he or she has employment security, career growth, and a comfortable work-life balance, this is considered to as job satisfaction.

Employee happiness, often referred as work satisfaction, refers to how happy or satisfied employees are with their jobs. An employee satisfaction survey is commonly used to evaluate employee satisfaction. Compensation, workload, management views, freedom, teamwork, resources, as well as other factors that influence employee's satisfaction may be addressed in these surveys.

The level of job satisfaction is influenced by the individual's mindset. There are a variety of definitions for job satisfaction. It's also true that job satisfaction is nothing but a positive attitude or excellent workplace morale. However, "job satisfaction" is a complex concept that includes an individual's mental state as well as interpersonal relationships in the workplace." It may be defined as “The satisfaction where in one derives from doing his which is the composite product of favorable attitude, high level morale and the positive job related and even social factors.” In the industrial context, job happiness is important. If the industrial climate is reasonably smooth and favorable, satisfied workers create more. Employees that are happy are more creative and innovative. It is observed from the previous research has shown that when an individual is satisfied, he will perform at his highest level to meet the organization's goals.

Review of Literature:

C. J. Cranny, Patricia Cain Smith, Eugène F. Stone (1992) reveals perceiving future opportunity can actually be more motivating than actually receiving a raise, getting promoted, or being given additional responsibilities.

Elwood Chapman (1993) helps to determine employee level of satisfaction and then assists in making in positive changes to increase both satisfaction level and quality of work.

Paul E. Spector (1997) summarizes the finding s concerning how people feel towards works, including cultural and gender differences in job satisfaction and personal and organizational causes, and potential consequences of job satisfaction and dissatisfaction. He provides with a pithy overview of the application, assessment, causes and consequences of job satisfaction.

Robert M. Hochheiser (1998) re-examined the meaning of labour and presented a simple formula for success: Forget about the concept that hard effort alone leads to success, and instead focus on developing strong relationships. He claims that understanding what is required to maintain the egos of employers, colleagues, and subordinates is the greatest approach to succeed at work. Accurate assessment of those demands can then be linked to one's own personal goals and used to acquire significant job advantages. For a range of situations, methods for identifying needs are provided, as well as 15 ideas for making some of the worst work situations at least marginally better through networking and personal growth.

Jane Boucher (2004) offers practical advice for improving both your attitude about your job and the job itself. She shows workers how to cope with keeping their jobs in this difficult economy.

Evren Esen (2007) looked at more than 20 indicators of job satisfaction, including career advancement prospects, benefits, the freedom to combine life and work, and salary, in terms of industry and staff size, as well as employee age and gender.

Chris Stride, Toby D. Wall, and Nick Catley (2008) presented commonly used job satisfaction, mental health, job-related well-being, and organisational commitment measuring scales, as well as benchmarking data for comparison. The benchmarking data was compiled from nearly 60,000 respondents from 115 different firms representing a wide range of industries and occupations. The data is organised by occupational group and further subdivided by age and gender.

Joanna Penn (2013) teaches how to increase your job performance, get more out of your current career, learn more about yourself and what you would be pleased doing, handle stress, and manage others.

Sophie Rowan (2018) explains how to have a happier work life without switching careers. She offers practical and realistic advice on how to achieve optimal job happiness and overcome the roadblocks that keep so many of us from enjoying our jobs.

Jason Scott (2019) makes a compelling scholarly case for fostering an employee-centered culture. They also looked at a real-world case study of a company that has reaped the financial rewards of this strategy, demonstrating that modern corporations can't afford to ignore employee pleasure.

Research Methodology

Objectives of the study:

The study's major goal is to analyses and investigate job satisfaction among IOCL employees, as well as to learn about the challenges that employees of various categories experience. The following are the precise goals:

1. To determine the level of employee satisfaction in relation to the nature of the job and other factors.

2. To determine the level of job satisfaction among IOCL personnel and its impact on their job performance.

3. To assess the IOCL working environment.

4. To assess employee satisfaction with their salaries and other benefits.

Research Design Sample Size:

The survey contains 100 employees of (IOCL).

Sampling Method:

Convenience Sampling Method.

Primary Data:

In this study primary data were collected through personnel interviewusing questionnaire.

Secondary Data:

Secondary data for this study is been collected from previously published records, research reports and documents, and employee's review.

- This study is conducted only for one company.
- This study is based on responses which are given by employee of IOCL.

Limitations of the study:

- This study is based on 100 employees.
- This study is conducted only for one company.
- This study is conducted in limited time.
- This study is based on the responses given by employees.

Data Analysis

Hypothesis: There is no significance difference in the motivation factor and gender of the respondent.

Gender* Motivation Cross tabulation							
			Motivation				Total
			Salary	Job security	Motivation	Interest	
Gender	Female	Count	4	8	2	4	18
		% within Motivation	11.4%	26.7%	11.8%	23.5%	18.2%
	Prefer not tosay	Count	4	2	0	0	6
		% within Motivation	11.4%	6.7%	0.0%	0.0%	6.1%
	Male	Count	27	20	15	13	75
		% within Motivation	77.1%	66.7%	88.2%	76.5%	75.8%
Total		Count	35	30	17	17	99
		% within Motivation	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Primary data

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.148a	6	.307
Likelihood Ratio	8.873	6	.181
Linear-by- Linear Association	.020	1	.886
N of Valid Cases	99		
a. 6 cells (50.0%) have expected count less than 5.The minimum expected count is 1.03.			

Source: Primary data

Interpretation: The table shows the testing value of comparing the motivation factor and gender of the employees.

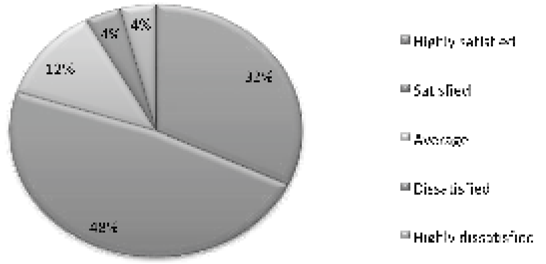
Data Collection and Tabulation

1. Table showing the Environment at working place

Respondent's opinion	Frequency	Percentage
Highly satisfied	32	32%
Satisfied	48	48%
Average	12	12%
Dissatisfied	4	4%
Highly dissatisfied	4	4%
Grand Total	100	100%

Source: Primary data

Working Environment : Employees satisfied with the top level



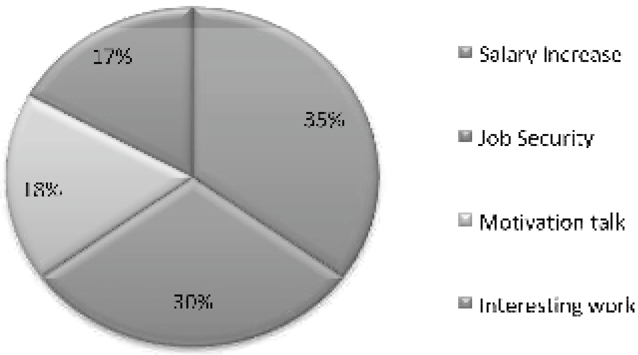
Source: Primary data

2.Table showing the motivational factor which affects more during the work to respondents.

Factors	Frequency	Percentage
Salary Increase	35	35%
Job Security	30	30%
Motivation talk	18	18%
Interesting work	17	17%
Grand Total	100	100%

Source: Primary data

Motivation Factor



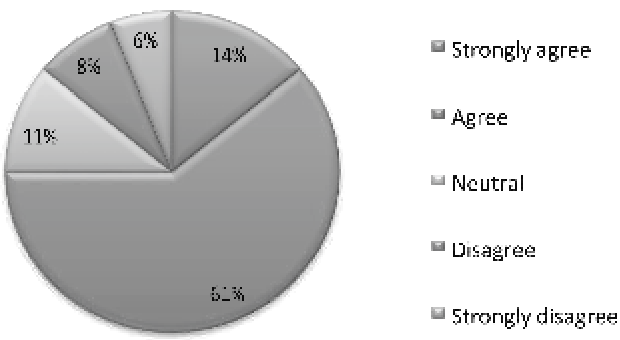
Source: Primary data

3.Table showing relationship between respondents and top management

Respondent's opinion	Frequency	Percentage
Strongly agree	14	14%
Agree	61	61%
Neutral	11	11%
Disagree	8	8%
Strongly disagree	6	6%
Grand Total	100	100%

Source: Primary data

Employees satisfied with the top level



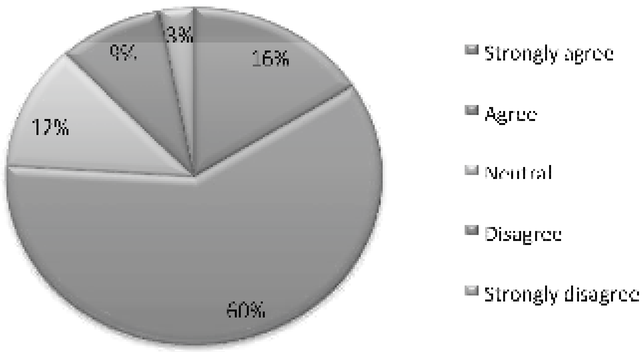
Source: Primary data

4.Table showing the physical working condition of respondents

Respondent's opinion	Frequency	Percentage
Strongly agree	16	16%
Agree	60	60%
Neutral	12	12%
Disagree	9	9%
Strongly disagree	3	3%
Grand Total	100	100%

Source: Primary data

Physical working condition



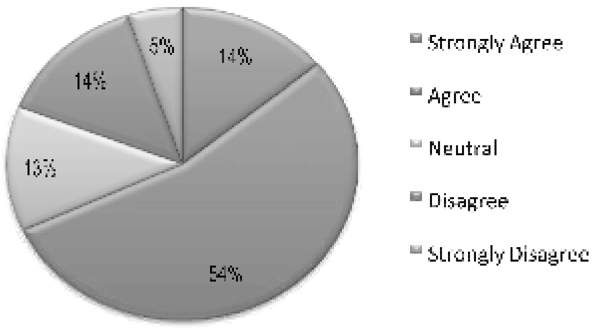
Source: Primary data

5.Table showing the respondents are get the salary according to their work.

Respondent's opinion	Frequency	Percentage
Strongly agree	14	14%
Agree	54	54%
Neutral	13	13%
Disagree	14	14%
Strongly disagree	5	5%
Grand Total	100	100%

Source: Primary data

Providing salary according to the work



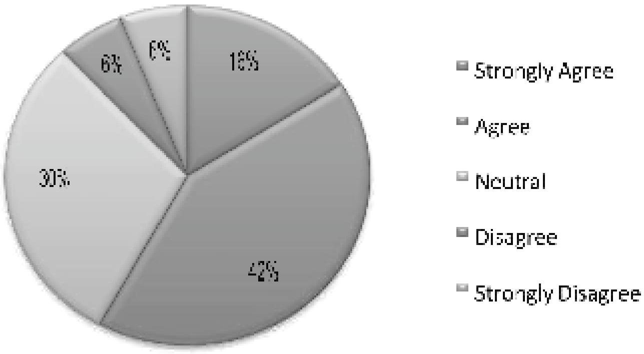
Source: Primary data

6.Table showing the satisfaction level of respondents towards the non- monitory benefits

Respondent's opinion	Frequency	Percentage
Strongly agree	16	16%
Agree	42	42%
Neutral	30	30%
Disagree	6	6%
Strongly disagree	6	6%
Grand Total	100	100%

Source: Primary data

Non-monetary benefits



Source: Primary data

Conclusion:

The findings of this study is based on the results of the survey, and these issues will be analyzed and action done in order to achieve higher growth. Based on the analysis, I conclude that the job allows individuals to put their skills to use in the workplace. A large number of employees agreed that there is some flexibility in coordinating work at times, and that they are content with the current interpersonal communication. Based on the investigation, it was also discovered that there is room for improvement in IOCL LTD's working conditions. The salary package would be increased to bring it in line with market rates. Finally, I'd like to state that the employees of IOCL LTD are pleased with their jobs and working conditions.

Findings:

· Employees are satisfied with good pay as the key motivating factor for work efficiency.

· Employees are satisfied with salary offering at IOCL.

· Majority of employees is male in the organization in compared to females.

· Majority of the employees are satisfied with the conditions prevailing in organization.

· Employees are satisfied with working hours at IOCL.

· Maximum employees are satisfied with existing medical facilities which providing 24/7hours of facility to the employees.

· As a part of mural facility, they prefer medical facility to accident compensation.

· Employees feel that they require housing accommodation more than education and transportation facility.

· Most of the employees feel that salary is not sufficient and salary offering play a key role in employees satisfaction.

· The relationship between the employees and the top management are good for the organization.

· The majority employees are satisfied with their non-monitory benefits.

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A Study On Parameters That Form Company's Environment Which Impacts Organizational Performance.

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Abstract

The objective of this study is to clarify different types of company's environment and their influence on performance of an organization. Productivity and workspace are usually seen as two opposite aspects of management in many of the present organizations. This study focuses on connecting the two managerial conflicts of performance and workspace. It also explains certain terms such as internal environment, external environment and performance of the company. This study aims at knowing how an effective working environment can improve employee enthusiasm and thus the overall performance of an organization. This study is done with the help of secondary data sources.

Keywords : Company's environment, internal environment, external environment, performance.

Introduction

The Company's Environment can be anything that is close to the employees where they work and that affects the way they do their job. It contains both external and internal factors that can affect the work environment and, as a result, demonstrate their performance in the workplace. There is a strong link between employee performance and physical activity. Physical fitness for work is important for employee performance, satisfaction, social relationships and health. Environmental conditions in the workplace are important factors that affect employees' behavior and job satisfaction as well as their performance.

The organizations are not aware that low productivity of employees is due to poor working environment. The type of working environment that employees work in, determines how they work.

Performance can be measured as working for the success of a company for a period of time, which reflects the quality of life of the company.

Literature Review

Wahidahwati (2021) found that environment conditions have an impact on value of firm and so as on working of employees too. The effect of environmental conditions of a firm helps in building employee efficiency.

Fermando (2017) brings the business environment to clients, contestants, suppliers, traders, industry trends, alternatives, regulations, activities of government, economics, social demographic and cultural factors, innovation and scientific development.

Different scholars give different definitions and interpretations on the concept of the company environment. According to the Business Dictionary (2013), a business environment can be explained as a mixture of external and internal factors that affect the operational status of an organization. The business environment can include factors such as clients and suppliers, their competitors and proprietors, improved technical law and government programs, marketplaces, economic and social trends.

In addition, Galvin (2008) challenged the assumption that performance is measured through communication with competitors in the industry and estimates the concept of continuous performance over the past three years. Achievements can be demarcated as the end outcome of all actions. The focus of performance assessment is there in order to assess the organization's existing performance in terms of competence and success (Ghosh and Mukherje, 2006). Achievement is a term that is abundant in modern society because it is used to evaluate the quality of specific person and group efforts. In business administration study, performance is frequently seen as the integration of a single organizational goal.

Minniti (2005) says that the business environment turns out to be important and its contribution in a precise network benefits the outline of business functions. In fact, the social and cultural environment has led to this study in networks of social interactions, beliefs, attitudes, behaviors and social values.

The external environment is the situation outside the association that requires to be examined in order to regulate the prospects and pressures that a company faces (Zulaikha and Fredianto, 2003). The outside environment of a company can also be found from numerous aspects, including political, economic, social and technical environments (Zulaikha and Fredianto, 2003).

Objectives

• To find out parameters that form internal environment of an organization.

• To find out parameters that form external environment of an organization.

• To identify parameters that define company's performance.

Research Methodology

Research Design: This study is an exploratory study to understand various parameters that form company's environment that have impact on organisational performance.

Sources of data: Secondary sources of data has been used from books, journals, research papers, website information, etc.

Parameters that form Company's Environment

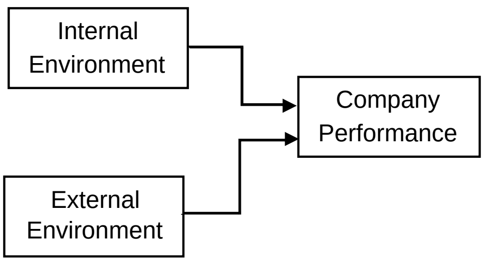
A company's environment indicates the aggregate total of all people, organisations and other forces that are outside the power of industry but that may affect its production. It can be divided into two parts, i.e., internal environment and external environment.

Internal environment

The internal environment (INT) is the environment within an organization where the resources of the organization determine the strengths and weaknesses of the organization, Company resources, skills and abilities. The internal environment is based on seven pointers: organizational resources, financial resources, human resources, physical resources, reputation, innovation, and project management.

External environment

The external environment (EXT) is the external environment of the organization that influences the organization in defining the opportunities and risks to which it is exposed. It is the surrounding part of a company. The outer shell where a company works is an external environment. The external environment is said to be aimed at identifying business opportunities that require immediate administrative attention, as well as business threats that need to be predicted. The external environment consists of four indicators: scan, monitor, forecast, and rating.



Company Performance

Company Performance (PER) is the end product of performance that a manufacturer continuously achieves as a comparison of goals, criteria, and past performance to advance the financial performance of the company in future. It includes how a company behave during an entire year of operations. The performance and be negative as well as positive depending of the outcome of below mentioned four indicators. Company performance variables are formed on the basis of four opinion-adjusted indicators consisting of finance, customer satisfaction, business processes within the enterprise, and activities related to learning and corporate growth.

Conclusion

Thus, the corporate environment consisting of internal environment and external environment both separately and simultaneously have impact on the performance companies. If a company wants to improve its performance, the company must increase: 1) its internal environment which consists of aspects: financial resources, organizational resources, physical resources, human resources, innovation, reputation and project management, and 2) its external environment consisting of aspects: scanning, monitoring, forecasting and assessing.

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Library Quality Management Systems- An Overview of ISO – 9000

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Abstract

The implementation of ISO 9000 requirements is the approach to decorate product pleasant. The utility of an excessive pleasant warranty machine in a business enterprise is visible as a close-loop manipulate machine which deploys coverage and approach and obtains remarks from numerous stages if you want to enhance the overall performance of the offerings. Reflects at the benefits derived and fees worried in implementation of ISO 9000 machine in a business enterprise. In Libraries it allows for higher offerings to their purchasers and feature higher report Management. It additionally allows in operating with NAAC, UGC etc. accreditation authorities.

Keywords : Library, Quality, Management System, ISO 9000

Introduction

The facts technology has brought about the idea of the global village. Information has turn out to be valuable to maximum act and is that the important thing to scientific, technological, industrial, monetary and political developments. A transformation has taken vicinity all advised spheres of our lives in which facts has turn out to be the most effective device that continues us up to date and is vital for current existence. In the industrial and business enterprise surroundings, facts is diagnosed in live performance of the most treasured assets, if now no longer the vital one. During this converting scenario, library and facts offerings (LIS) want to evolve to the brand-new paradigm. With inside the technique of adaptation, all advised offerings Including Library offerings. A sincere Quality Assurance System performs a crucial and vital position in gearing up the University to deliver client satisfaction.

Quality Management Principles

To lead and function an agency successfully, it is important to direct and manipulate it in a completely systematic and obvious manner. Success might also additionally turn out to be from enforcing and preserving a control machine it really is designed to usually enhance overall performance whilst addressing the desires of all involved parties. Managing an agency encompasses pleasant control among different control disciplines.

Eight pleasant control standards are diagnosed that can be used by pinnacle control in order to influence the agency closer to progressed overall performance.

• Customer focus

Organizations depend upon their clients and for that reason need to apprehend modern-day and destiny client needs, need to meet client necessities and attempt to exceed client expectations.

• Leadership

Leaders set up solidarity of reason and route of the agency. they need to create and preserve the internal surroundings at some stage in which human beings can turn out to be absolutely worried in reaching the agency's objectives.

• Involvement of individuals

People the least bit stages are the essence of a business enterprise and their complete involvement permits their competencies for use for the agency's benefit.

• Process technique

A preferred end results completed extra effectively whilst sports and associated assets are controlled as a technique.

• System technique to control Identifying,

expertise and coping with interrelated methods as a machine contribute to the agency's effectiveness and performance in reaching its objectives.

• Continual development

Continual development of the agency's typical overall performance needs to be an everlasting goal of the agency.

• Factual technique to better cognitive technique

Effective selections are supported the evaluation of facts and facts.

• Mutually useful provider relationships

To lead and function an agency successfully,

it is important to direct and manipulate it at some stage in a scientific and obvious manner. Success might also additionally end result from enforcing and preserving a control machine it really is designed to again and again enhance overall performance whilst addressing the desires of all involved parties.

ELEMENTS OF ISO-9000:

In ISO-9001 that's that the maximum complete in phrases of coverage, there are 20 clauses that require documentation and implementation Management responsibility; Quality machine;

- Contract review;
- Design manipulates;
- Document and manipulate;
- Purchasing:
- Control of client provided products Product Identification and traceability;
- Process manipulates;
- Inspection and testing;
- Control of inspection measuring and check equipment;
- Inspection and check status;
- Control of non-conforming products;
- Corrective and preventive action;
- Handling garage and packaging;
- Control of pleasant records;
- Internal pleasant audits;
- Training; Servicing and; Statistical techniques.

Each agency works out methodologies and tactics which need to fulfill of those elements.

Performance Measurement For Library

The widespread ISO 11620 "Performance signs for libraries" turned into first posted in 1998, whilst it dealt especially with conventional library offerings. The 2nd revised version of 2008 with forty-five signs provides overall performance signs for digital library offerings and adopts the shape of the Balanced Scorecard. ISO 11620 intends to deliver pleasant measures for all varieties of libraries, however cannot forget all targeted situations and sports. National libraries failed to discover their obligations protected via way of means of that widespread. Therefore, a ultra-modern unit turned into instituted that selected and examined suitable signs for country wide libraries, mainly for the collection and maintenance of the herbal written heritage. The unit selected the form of a Technical Report, that there are much less rules than for a widespread ISO widespread, on the way to be altered extra quickly. TR 28118 "Performance signs for country wide libraries" turned into posted early in 2009.

Benefits From ISO-9000 Certification

Several advantages-tangible and intangible, accrue in acquiring the ISO-9000 certification. The principal of these wants to do expectantly in an agency instilled in its modern-day and ability clients. the advantages can also be visible as: Credibility of the agency is going up; Better get admission to international markets; Cost discount effects via disposing of waste, transforming and redundancy; Boosting employees morale via way of means of involvement of every worker from pinnacle to the bottom; Once a agency receives a certificates, its pleasant machine guarantees consistency in pleasant of its output which, in turn, will increase client confidence; Internal, outside and surveillance audits are part of the usual machine and are performed periodically which assist in stopping deterioration and in improving pleasant further; Manpower is hired extra efficiently following technique-venture orientation; Training new employees and redeployment of individuals to new obligations are easier ; and Documented tactics are evolved via way of means of the worried individuals and for that reason have a higher acceptability. This effects in progressed performance. increases worker morale and finally ends up in powerful communication. However, the benefits of the machine need to be visible on the subject of the excessive fee of acquiring the certification and it is, for that reason, extra beneficial for business groups and institutions. The certificates establish an average of operation and pleasant recognition that's globally diagnosed.

Conclusion

The technique of obtaining an ISO-9000 certification itself contributes to enhancing pleasant in the functioning of a business enterprise. In documenting tactics and running practices, the agency can streamline numerous sports and discover obviate redundant practices. The preparation of pleasant and technique manuals and get admission to the ones make the functioning of the agency extra obvious and decorate communication. For company library and facts facilities a minimal of, the adoption of the certification technique makes for less complicated operating with offerings and output which can be definitely applicable to their users.

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Teaching And Learning Economics Online: Classroom Experiences

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Abstract

The pandemic forced the learners and the teaching community to shift to the online mode. There were many common challenges that were faced by the entire student and teaching community irrespective of the subjects that they dealt with. This study attempts to identify the key challenges faced by the learners and the facilitators in the online learning of Economics. Data was collected from classroom discussions on online as well as offline modes. The main factors that were covered were course content, ease of communication, drawing of graphs, ability to understand quantitative as well as theoretical topics.

The sudden lockdown of physical classroom teaching in educational institutions due to covid pandemic had resulted in a complete shift of education on the online platform. It has thrown open questions about the preparedness of the education infrastructure to handle such a situation now and in the future. The pandemic forced the learners and the teaching community to adapt to this new environment. There were many common challenges that were faced by the entire student and teaching community irrespective of the subjects that they dealt with. However, given the nature of each subject the challenges faced could have been different.

Objectives

The objective of this paper is not just to compare online and offline modes of learning and teaching but to also find out the specific problems that the students and teachers of Economics faced while interacting on the online platform.

Methodology

The experiences especially the challenges of learning economics on the online platform were discussed with a group of students of Economics. These students belonged to arts and science faculties from first, second and third year of under graduation. The discussions were held in the normal classroom setting environment as well as on group chats. Both the methods complemented each other well as many students who did not feel comfortable to speak in the classroom could express themselves by writing about the problems on chat groups and some even sent personal messages.

Review of Literature

There have been many studies on the impact of pandemic on the teachers and students. The sudden shift on the online mode disrupted the education system. However, the education sector quickly adapted to the new environment. There were challenges galore which came new learning opportunities for the entire teaching and student community. During the initial days of the pandemic there was a lot of resistance and hesitation towards converting traditional courses to online format. This was due to lack of administrative support, insufficient or no training by institutions of higher education, additional internet cost, slow internet connections, no electricity in interior areas, increased workload, no student contact, device or equipment concerns, etc. Teachers feel preparation of online course material will require a lot of time especially those who are technologically challenged. Similar concerns were cited in previous studies even in the pre-pandemic environment (Allen & Seaman, 2008). Faculty felt that teaching online is more difficult than teaching traditional courses (Gerlich, 2005) as well as complain that online delivery was more labour intensive because of the amount of time required to grade papers and respond to questions (Lao, & Gonzales, 2005) There are challenges of online education like accessibility, affordability, flexibility, life-long learning, learning pedagogy and educational policy (Murgatrotd 2020). The level of academic performance of the students is likely to drop for classes held for both year-end examination and internal examination due to reduced contact hours for learners and lack of consultation with teachers when facing difficulties in learning/understanding (Sintema, 2020). Pokhrel and Chhetri (2021) stress upon the fact that teachers and students should be oriented on use of different online educational tools.

Challenges faced by Students and Teachers of Economics

The students and teachers of economics shared varied experiences. They were asked to talk about the problems they faced while teaching and learning Economics online. Most of the experiences that were shared could be true for all subjects and however a few experiences were specific for Economics lectures.

During online lectures the students were remotely connected with the teacher and their classmates. In the initial days of the lockdown, they were enthusiastic about the new way of learning and connecting with each other, however the enthusiasm started to wane after a few months when everyone realised that in-person interaction is going to take a longer time to resume. Online education continued for almost a period of two years. The uncertainty of ever being able to attend college was demotivating for the students. The students got bored of sitting in their own space and were easily distracted by other domestic activities continuing in the background. Some students said that easy and uninterrupted access to Instagram, whatsapp, gaming applications further distracted them. In the words of a first year BA student

"It is extremely difficult to focus, as we tend to switch between apps, losing concentration and ultimately understanding almost nothing. Also, when concepts are demonstrated in the classroom, it is easier to understand, complementing the fun in the lectures."

A study conducted by Combes and Anderson (2006) found that students in online mode work in isolation and they suffer from feelings of disquiet, deficiency of optimism and frustration. The teachers and students often could not see each other as they would keep their cameras switched off. There were two reasons for it-one to protect their privacy and second for smooth flow of the lecture the teachers instructed the cameras to be switched off. The result was that the teachers could not see the students and gauge the level of their understanding. The teachers felt that it was often a monologue from their side as students would not respond to the questions asked by them. The students could take advantage of non-visibility and be non-interactive during the lectures. The teachers also felt that given the uncertainty of connectivity and the vast syllabus to be covered often they would have to hurry to finish various topics. They felt that those topics could have been covered in a more effective manner in an offline setup without having to rush through. Classroom interaction and discussions would have been conducted to convey the moot idea of the topic. Teachers felt that in an offline set up students would ask more questions instantly or state a few things which would initiate a discussion or a debate. This would help them to clarify many doubts more easily, broaden their horizons and motivate them to think differently. Saghir et al (2016) find that students find the same content difficult and lengthy on the online mode as compared to the offline mode. A second-year science student of Economics states.

"The interaction level cannot be matched as compared to the offline lectures. It was not just Economics but every subject becomes very hard to grasp and learn. There are some people who still manage to understand but majority cannot cope up with this whole online learning concept".

Another common experience was that the students complained of lack of motivation to even try to concentrate because they felt that the online examination of multiple-choice questions was easy to crack. They could clear the exam comfortably without learning the entire course in detail. The percentage of descriptive answers was much less than the objective type or multiple-choice questions. The students have shared that now they feel that they haven't learnt enough because of the online exams. Some of the First-year undergraduate students were first time learners of Economics. They found the subject difficult to understand. Brown and Liedholm (2002) conducted an experiment with students to test the degree of learning on three different modes of teaching of economics (face-to-face, blended and virtual). Students' scores were taken as dependent variable and modes of learning as the independent variables. The study found that students learnt economics best on the face-to face mode.

The subject includes a lot of quantitative topics. On the online mode it was time consuming for the teachers to explain the topics. The was a time gap between the teacher solving and explaining and the student solving it simultaneously. In a physical class while solving the students are not only being monitored by the teacher, they also easily seek help from their peer and understand the topic in lesser time. The incorrect solutions can be corrected and if any student is slow in solving the teacher is immediately able to understand and give extra time or give special attention to that student.

Similarly, in case of graphs the understanding is slower on the online platform. Like numericals, a graph also can be understood by following every step. Lack of concentration or a distraction around the student can create a gap in understanding of the topic as it progresses. Some teachers have thus used white board options to draw the graphs and insisted that the students draw them simultaneously. However, most of the students preferred to just watch the screen without drawing the graphs along with the teacher. In a physical class a teacher makes sure that all students draw and understand the graphs as they are a very important part of understanding the subject. An interesting point was raised by a girl student that while the lectures were on, they had to attend to domestic chores. They lost the continuity of the topic being taught and could not follow during the next lecture.

Some teachers also have used interactive games to make the Economics lecture interactive and fun during physical lectures. For example the law of variable proportions can be taught by playing the tennis ball game in the class. As a teacher I have seen the students enjoying playing this game as well as understanding it very easily. However, on the online platform I was not able to make them play anything similar in order to make it interesting. I could only show them a video where students were playing in a physical class. Thus, playing interactive games and managing to hold the attention of the students becomes a challenge.

Another general problem faced by the students was that they were dependent on the pdfs and PPTs or documents shared by the teachers. There was a time when none of the reference or text books were physically available. Libraries and book shops were shut, books were unavailable even online. Many students found it difficult to study from resource material shared online. Printing the soft copies shared by the teachers was an expensive affair.

Conclusion

Online mode of learning is another option of teaching that is widely getting accepted across the world. This has further received a boost due to the pandemic. However, due to the various challenges it has not been able to reach the same effectiveness as that of face-to face learning. This study tried to identify the problems faced by the students of Economics so that possible solutions can be identified. Students should be provided online counselling to keep them motivated, the time spent on teaching graphs and quantitative topics should be increased as they need to be done slowly, online lecture videos should be shared on the course website to enable students to revise. The policy makers at different levels must adopt a strategic and systematic approach in order to integrate the changing needs, objectives, available resources, and the mode of teaching so that an optimum learning mode can be created.

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Social Media – A Trending Platform For Marketing

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Abstract

Social media becomes a trending place for marketing for every business. It uses social media platforms and social networks to market products and services of company. It provides companies with a way to connect with existing customers and reach new customers while allowing them to promote their desired culture, mission, or tone. Facebook, twitter, Instagram are commonly used for social media marketing like brand promotion, target audience growth, getting website traffic and increasing sales. Social media allows marketers to connect and engage new and potential customers where they are at: LinkedIn, Twitter, YouTube, Facebook, Instagram, and even some of the younger platforms like TikTok. With a strong social media strategy and the ability to create engaging content, marketers can engage their audience. Social media will continue to be an important strategy now a days, and companies can always find ways to advance their approach. Social media marketing uses social media portals to positively influence consumers toward a website, company, product, brand, service, or a person.

Keywords: social media, social media marketing, network

Introduction

In today's world, the use of social media becomes daily activity of every human being. Keeping this in mind, many social media platforms for market becomes most popular for companies' product marketing. Social media is an effective way to reach new customers and audience.

Social media advertising is the second biggest market in digital ads in the world. Advertisements on social media had worldwide revenue of $153 billion in 2021, and this number is expected to grow to over $252 billion in 2026.

Social media websites allow marketers to employ a broad range of tactics and strategies to promote content and have people engage with it. Many social media networks allow users to provide detailed demographic, geographical, and personal information, which enables marketers to tailor their messages to what is most likely to resonate with users.

Goals of Social media marketing

- ✓ Audience growth
- ✓ Retention of customers
- ✓ Brand awareness
- ✓ Website traffic growth
- ✓ Lead and sales generation
- ✓ Trend monitoring
- ✓ Competitions monitoring
- ✓ Consumer demand search

Why social media is trending for marketing

Social media becomes the easiest and cost-effective way to reach an enormous audience as a half of the global population, 3.8 billion people, use social media. Moreover, this number is constantly growing — since 2019, social media use has grown by 9.2%

Numbers of monthly users using popular social media platform:

Social media platform	Monthly average users
Facebook	2.37 billion
Instagram	over 1 billion
Twitter	326 million
LinkedIn	303 million
Pinterest	300 million

Social media is an extremely effective way for increasing brand awareness. According to Hootsuite, 52% of online brand discovery happens in public social feeds. In other words, the majority of people know about new brands on social networks.

In 2019, people spent an average of 2 hours and 24 minutes every day on social media platforms. And this indicator has also grown, time spent on social media increased by 1.4%. It makes social media a great way to not only reach audience but also to interact with them for a long time.

Every year, social media becomes more and more significant in terms of boosting sales. For instance, in 2019, 43% of internet users used social media when researching products before making a purchase. Although only 12% of them are ready to click a "buy" button on Facebook or Instagram, social networks are highly significant in the early stages of the buyer's journey.

Benefits of social media for marketing:

Social media helps to create brand awareness. Research says that around 54% users research products on social media before buying it. Across different platforms, companies can tell their story, why they provide the products or services they offer, and keep audiences updated with customer and employee stories. So, a brand should have high-quality accounts on different social networks to take advantage of the users' social media interests. In this case, potential customers can reach a brand on their favorite platform. Furthermore, excellent service through social media is also crucial. People expect companies to help them, and, if the assistance was excellent, they are happy to recommend the brand to others — 71% of users will recommend a company if they had a positive experience with a company on social media.

Social media helps to generate leads by creating meaningful conversations and engagement within their target industry by posting videos, news, data, and interesting trends. Social selling enables sales professionals to build relationships with leads. By leveraging their thought leadership pieces, social proofing and other content, they can help potential customers to solve problems.

Engaging on social media gives brands the opportunity to build trust with potential clients, customers, partners and talent/employees. This is especially true if other people are promoting your brand or products/services to other people. People are almost three times as likely to trust, advice or recommendations from family and friends than official branding channels. Although many social media platforms allow brands to sell their products and services without going to an external website or landing page, social media is still a great way to increase the traffic. For instance, 11% of all mobile website traffic originates from social media platforms. Social media marketing campaigns have the advantage of appealing to a larger audience at once. For example, a campaign may appeal to current and prospective customers, employees, the media, bloggers the general public, and other stakeholders, such as third-party reviewers or trade groups.

As per research, half of the world's population uses social networks for almost three hours each day, social media is the best way to interact with the audience. This way, brand is already in the place that customers prefer to spend their time, so it helps to stay close and be more trustworthy. Social media also helps to get feedback from customers through likes, comments, reviews etc. If any customer has had bad experience of product/service, he will inform through social media rather than email or telephone calls. It creates the opportunity to react properly, and retain this particular client and attract others.

Social media helps to monitor customer satisfaction, latest industrial trends and competitors' strategy.

Companies use social media to execute their marketing strategies like customer retention, website traffic growth, feedback search, increasing brand awareness, sales and lead generation and increase in community engagement.

A major strategy used in social media marketing is to develop messages and content that individual users will share with their family, friends, relatives and co-workers. This strategy relies on word-of-mouth and provides several benefits. First, it increases the message's reach to networks and users that a social media manager may not have been able to access otherwise. Second, shared content carries an implicit endorsement when sent by someone who the recipient knows and believes.

Social media strategy involves the creation of content that is sticky. This means that it gets a user's attention and increases the possibility that they will conduct a desired action, such as buying a product or sharing the content with others in their own network.

Marketers create viral content that's designed to spread quickly between users. Social media marketing also encourages customers to create and share their own content, such as product reviews or comments. This is referred to in the marketing industry as earned media.

Research says that:

1. 89% of marketers says that social media is "Very important", with 30 percent saying it's "Somewhat important" to their overall marketing strategy, according to Buffer.

2. YouTube records more than 1 billion hours of watch time every day.

3. 82% of B2B marketers report using LinkedIn as a means of networking and making professional connections. They also use Facebook, Twitter, Instagram, Pinterest , and YouTube.

4. In 2017, 80% of social media B2B leads came from LinkedIn.

5. 53% of the worldwide population is now active on social media.

6. 13 new users are starting to use social media for the first time every second in the world.

7. 70% of adults said that they trusted recommendations online from friends and family, but only 15% said they would trust a companies' official social media posts.

8. 91% of B2B buyers actively use social media (IDC).

9. 79% of job applicants use social media to search for employment openings. However, 86% of applicants use social media for their job search in the first 10 years of their career (Glassdoor).

10. 93% of Twitter members says they are open to letting brands join a conversation, especially when they provide help (Twitter).

11. 90% of Instagram users follow a business or official brand account (Instagram).

12. LinkedIn has almost 800 million users across 200 countries. North America makes up around 25% of that population.

13. Facebook reaches 59% of the global social media population. It's the only social media platform that's in the hands of over half of the world's social media users.

(Source: www.postbeyond.com/blog/social-media-marketing-importance)

During the pandemic, social media became even more important. In a 2020, LinkedIn survey of 1,200 marketers, three out of four of those in B2B experienced budget cuts, forcing them to put more focus on tactical elements of marketing and short-term investments that clearly pay off.

Conclusion:

The study conclude that social media platforms become a trending for every business for marketing. Social media marketing is one of the best ways that businesses can drive sales, build relationships and satisfy their customers. As majority of the world-wide population uses at least one of social media platforms like Facebook, Instagram, Twitter, you tube, Linked in and Snap chat. By noticing that, many businesses have started their advertisements and marketing on these popular social media platforms. Social media is extremely powerful to create brand awareness among people. On each year, social media networks become more and more significant in terms of boosting sales. It is great for interacting with customers around the clock. Social media advertisements allow to reach a wider audience. Social media advertising platforms are so powerful nowadays that companies can specify exactly who to display their ads to. They can create target audiences based on their demographics, interests, behaviour and more.

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The Importance Of Human Values In Life

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Abstract

Human values are the most vital for framing the personality of any human being. Values are affecting the behaviour of any individual. Human values are directing the individual's way of moving ahead. Values redefine the living of in any state and condition. The values need to be universal that are acceptable to everyone and in any state of living. This study is mainly highlighting the importance of human values in the lives of human beings. The study is conceptual in nature and data collected is through secondary source. The values affect the individual at all stages of life that is early childhood, adult stage and old age also. Therefore, values have to be inculcated in one's life since early childhood and that is the responsibility of parents and family members to implement values in children. At schools and colleges also, the values have to be implemented by teachers and other authorities for an abundant and successful future of the coming generation. An effort has been made in this study to realize the core of human values and how it can be executed in one's life.

Keywords: Human values, individual, state of living, life, personality.

Prologue

Values play a very crucial role in the life of every individual. Values are considered as the core of any one's successful and happy life. It can be rightly understood from the definition of Radha Kamal Mukherjee, "Values may be defined as socially approved desires and goals that are internalized through the process of conditioning, learning or socialization." One more definition which focuses on preferences given by Allport, that is "Value is a belief upon which a man acts by preferences." Hill has defined human values as; Values are individual beliefs to which people attach significant worth and by which they organize their life. Hence, values are principles before us that guide and direct our behaviour. Human values are the way to living a happy life with naturally acceptable behaviour. There are a number of human values that have natural acceptance like truth, honesty, respect, peace, affection, reverence, gratitude, care, excellence, love and the like. Therefore, values are required for individual, society and the whole humanity and the nature also.

Literature Review

Mohan Debbarma (2014) has pointed out the significance of human values in the universal society. It has been originated that the current society has been experiencing crises for last few decades and of course; human values are also now getting very scornful speedily and for those humans are recorded responsible. Hence the study concludes that there is a need for value-based education from school to university level of education. It is also recommended that many researches and publications should be accomplished on numerous aspects of the society which helps to continue the human values of the human community in the next generation.

Pallavi Gupta (2016) has explored the factors that how and why the human values are constantly degrading in the higher education in our country. It states that higher educational establishments are lacking in providing learning positive environment, academic syllabus related to human values and extracurricular activities based on human values which leads to several societal issues in current times. Hence to uplift human values among younger generations the responsibility is delegated to parents, teachers and society.

T. Sambasivarao (2017) has concluded in his research paper entitled "Human values in the society" human values are now sneering speedily and the reason behind it are none other than we 'human beings'. The cooperation and mutual trust and dependency and close ties between families, society and village are withering away. The main contributory factor is the modern political parties and its involvement in society.

Dr. G. Venkata Lal (2017) has analysed in his research paper titled "Human values in Educational Institutions" human values are playing a very chief role in Current Educational Establishments. Human values are taking the primacy over societal values. They can be preserved as solutions to the global problems. By now many universities have prearranged human values and moral values curriculum for improving the humankind in the students.

Bhumishaben Somabhai Vasava (2019) has found out that Ethics, human values and education play an imperative role smoothly running of our life. We take our life's important decision through the help of Value education. Value education creates a connection to make healthy relations between individual and society. As well as ethical education teaches us to compare different state of affairs and inform us what is good and what is bad for us, what is right and what is wrong in our life, to take suitable decisions.

Objective of the study

The main objective of the study is to find out the need and importance of human values in the life of every individual. The objective of the study is to find out how human values affect the lives of people.

Importance of values in Life

Now a days it is seen and felt that there is lack of trust, honesty, respect, affection, care, gratitude, reverence, love among individuals and there is increased selfishness, hate, jealousy, doubt, dishonesty, terrorism, leg pulling, criticising, corruption, etc in individuals. The focal cause behind such feelings is the lack of values in one's life. Values need to be taught since the early childhood. Values should be focussed on in family itself and then at schools and colleges which help to nurture and develop values in human being and helps the person become a happy individual. Therefore, the new national policy NEP 2020 has also given preference to need for value education. This will lead to the betterment of students and help them in becoming a responsible citizen of the country.

Need of Value Education

Identifying oneself – In the absenteeism of true understanding of one's self, one would certainly try to accomplish every wish that appears in one's mind even if they are unethical ones. Value education helps everyone to differentiate between ethical and unethical needs. It helps to understand what is right and what is wrong. What is the do's and what are the don't's for one's life.

Identifying the aspiration of oneself – Every single individual must attempt to recognize the objectives of oneself in the light of ethical values. Value education helps in identifying such skills, talents and abilities, which can help the individual in realizing such aspirations.

Holistic Approach – While binding towards the action for actualization of one's own goals, every action needs to be analysed by keeping in view the universal values that are naturally acceptable to the society. The actions to be taken should not be destructive towards any human being or animal or nature or ecology and the universe as a whole. Value education is working as a lead to the students in the direction of universal happiness or goodwill towards all living beings as well as nature and ultimately the entire universe.

Technology and Value Education – Technology plays a major role in individual's life nowadays. Technology can be considered as tool which is proficient in meaningful construction and also responsible for meaningless destruction, consequently value education is needed to help working out the future technocrats by making them fully aware of both the constructive as well as destructive aspects of technology.

Approaches of Value Education

Superka, Ahrens and Hedstorm have outlined five main approaches of Value Education

Inculcation – Helping students incorporate the ideals and norms of his referent group or society primarily through imitating, modelling, rewards, and approvals.

Moral Development – Helping students to move through the phases of ethical reasoning that are based on higher sets of values, by using largely discussions of moral problems.

Analysis – Making students use a rational, scientific investigation to take decisions based on issues of values and ethics, with the help of case studies, role modelling and the like. 59

Values Clarification – Helping students in first of all identifying their own values, then the values of others, and ultimately the universal values that are naturally acceptable. This can be executed providing guidance to students repeatedly with role playing, games or simulations as well as discussions and self-analysis.

Action Learning – By providing the students opportunities to inculcate values into practice. With the help of values clarification and other approaches, students will be able to place values into practice with social action.

Conclusion

It has been rightly quoted by Dalai Lama that "Open your arms to change but don't let go of your values." Therefore, it can be said that in whatever condition the individual is one should never forget the values. Values play an important role in one's life for building one's character, personality and positivity in behaviour.

Values help to redesign the individual in facing any conditions of life. Values help in motivating and inspiring individuals to create a happy environment in family, at schools and colleges, at workplace and with the whole universe. When there is mutual acceptance and no preconditions then values can be executed easily. Thus, it can be concluded that values are have a core significance as water and food are essential for physical body to survive in the same way values and ethics are essential for building a happy life for oneself and others. Therefore, values have to be inculcated at every phase of life starting from childhood to adult to old age.

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