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SPECTRUM

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Spectrum is an e-magazine with the comprehensive collection of all the papers that have been published in our journal over the last two months — Volume 9, Issue 1 (January-February, 2023). This edition brings together 21 papers by 60 authors from 18 institutions. Each entry links to the abstract and the full paper.

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ABSTRACTS

1 How CRM softwares (salesforce) are changing our economy and what to improve in the future

Paper ID V9I1-1139 · Pages 1-8 · Technology And Business

Ramsharan Nepal, Independent Researcher

Customer relationship management, or CRM (salesforce), refers to any business growth, customer retention, and customer strategies, methods, systems, and technologies that enhance customer interactions, encourage client retention and boost a company's sales. The goal of the current research was to determine how CRM (Salesforce) software affected US economic growth, job creation, and revenue production in various industries. The information was gathered from previously released journal publications. According to the study's results, CRM (Salesforce) significantly improved the economies of firms employing it globally and in the US in particular. The results show that CRM (Salesforce) has a significant impact on the creation of jobs and the production of revenue in the US. CRM (Salesforce) resulted in the creation of 1486900 jobs in the US in 2020, 1728100 in 2021, 2024500 in 2022, 2271600 in 2023, 2495700 in 2024, and 2721300 in 2025. (2928700). According to similar data, CRM adoption in the United States will generate $120.20 million in 2020. (salesforce). Through the usage of CRM, a revenue of $144.90 million was made in 2021, while revenue of $173.10 million was generated in the US in 2022. (salesforce). According to the forecasted figures, the US would produce $197.30 million in 2023, $212.20 million in 2024, $723.70 million in 2025, and $279.50 million in 2026 via the usage of CRM (Salesforce). Additionally, this study found that Salesforce generates 78.7 billion dollars and 2.75 million jobs across a variety of industries, including 88.76 billion dollars and 1.1671 million jobs in wholesale, 154.2 billion dollars and 1.6073 million jobs in manufacturing, 13.1 billion dollars and 0.4802 million jobs in health and life sciences, 17.05 billion dollars and 0.6228 million jobs in government, 142.52 billion dollars and 1.6701 million jobs in finance, and 87.76 billion dollars and 1.0204 million jobs in finance. This research suggests that in order to enhance their survival rates and provide the most advantages, businesses in the domains of education, media, and the military must adopt CRM (Salesforce) to manage their operations. Salesforce CRM should tighten data security and limit access to personal data to the bare minimum.

Keywords: CRM Salesforce, US Economy, Business Development, Customer Services

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2 Feminist politics in Gandhian thought

Paper ID V9I1-1142 · Pages 9-13 · Gender Studies

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While First Wave feminism of the early 19th century was in an advanced stage of addressing women’s issue of suffrage rights and equality, raising the slogan, ‘Personal is political’, Indian women were in their helpless silence of suffering, exploitation, and discrimination. They believed that they are born to suffer and bound to be ruled by men. They were suppressed by the conflicting social status: either worshipped as Goddesses Durga or

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Sakti on one hand and on the other, tortured as an object of exploitation. Women, when treated objectively, are what Simon de Bouvier, calls ‘the other’. The gender division in patriarchy, is male-centered, where women’s rights and identity, are suppressed under custom and taboos. Except for a few, women in general, are not conscious of the inequality, oppression, and cruelties, they face. Women’s political history in India in its real sense begins in the Gandhian era. Gandhi has absolute confidence in women’s powers and he visualized, an ideal non-violent world, where, women are the right choice for peacemakers and leaders. She is a perfect individual who can exert immense influence on man and society. Gandhi is a feminist in his socio-political perspectives, which are allied to his patriarchal values.

Keywords: Women's Leadership, Feminist Politics, Gandhian Ideals, Non-Violent Nation Builders

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3 Analysis of effects of Suppressing natural urges explained in Ayurveda – Causing physiological changes in the human body

Paper ID V9I1-1143 · Pages 14-19 · Ayurveda

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Prof. (Dr) Mahesh Vyas, Professor, All India Institute of Ayurveda, New Delhi, Delhi

Ayurveda is a science of life that deals with keeping the body and mind healthy, by protecting them against diseases and curing illness through its various principles. Certain aspects like Dincharya, Ritucharya, Aahara Vidhi Vidhana, Na Vegadharneeya, etc. are given in classical literature to keep one in a healthy state. The concept of Vega in contemporary science, can be compared to natural biological reflexes related to the autonomous nervous system and their suppression will result in Vata aggravation and ultimately may lead to various pathologies in the body. In the present era, because of stressful jobs, due to hesitation, no proper facilities to void, and being engaged in important work, a person may suppress various urges. Ayurveda describes fourteen Vegas and their suppression or premature initiation is a key factor in the manifestation of ailments through disturbance in the equilibrium of Doshas. In this article, diseases produced in the human body by suppressing natural urges as given in the text are discussed along with their treatment and an attempt is made to analyze pathophysiological changes in different organ systems.

Keywords: Ayurveda, Adharniya Vega, Natural Urges/Reflexes

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4 Effectiveness of capacity building programme on the competency of predicting preeclampsia by using glycosylated fibronectin as a point of care biomarker among staff nurses.

Paper ID V9I1-1146 · Pages 20-23 · Obstetrical & Gynaecology Nursing

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Pre-eclampsia(PE) complicates 2–8% of pregnancies globally, and 9% of maternal deaths are attributed to pre-eclampsia in Africa and Asia 1. The study objective is to evaluate the efficacy of the Capacity Building Programme in Predicting Preeclampsia using Glycosylated Fibronectin as a Point of Care Biomarker (GlyFn POC) among Staff Nurses. Methodology: A pre-experimental design was conducted among 40 staff nurses selected through consecutive sampling techniques at selected hospitals in Chennai. Pretest was conducted using background variables proforma, a Structured questionnaire on predicting preeclampsia by using (GlyFn POC), a checklist to assess the competency on (GlyFn POC) and a rating scale for the level of acceptability on the capacity building programme. The capacity building programme was conducted by lecture cum discussion and demonstration method for 2 hours. Post-test was done one week after the intervention, and knowledge and skills were assessed using the same tool. Results: The mean posttest knowledge scores on (GlyFn POC) were higher (21.87 + 3.87) than the pretest knowledge scores (17.32 + 3.45), significant at p

Keywords: GlyFn POC, Preeclampsia, Lumella, Capacity Building Programme

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5 Green HRM practices and it’s impact on private sector banks

Paper ID V9I1-1155 · Pages 24-29 · Master Of Business Administration In Human Resources Management

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Green banking refers to the banking business managed in such a manner that helps for an overall reduction of external carbon emission and internal carbon footprint. The present study attempts to understand the use of Green Banking Products in banking sector and examine the green banking initiatives by Private Sector Banks in India. Study concluded that both Public and Private banks have effectively initiated green banking initiative. Report covers basic concepts of GHRM, GHRM practices adopted by Indian Banks and why banks are adopting GHRM Practices. Provides a detail context and relevance to the problem briefly discussing the findings of other related studies. It also compares various studies done by different researchers and ultimately establishes the fact that Indian research literature suffers from a distinct big gap relating to a lack of in – depth studies.

Keywords: Green HRM, Green Banking, Green HR Activities

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6 A study of employee training and development in the reliance industry

Paper ID V9I1-1151 · Pages 30-32 · Secondary Data

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Training and development are vital parts of human resource development. It is assuming ever important role in wake of the advancement of technology which has resulted in ever-increasing competition, a rise in customers' expectations of quality and service, and a subsequent need to lower costs. It also becomes more important globally in order to prepare workers for new jobs. In on the emerging need for training and development, its implications upon individuals and employers. Training and development play an important role in the effectiveness of organizations and in the experiences of people at work. Training has implications for productivity, health, safety at work, and personal development. All organizations employing people need to train and develop their staff. Most organizations are cognizant of this requirement and invest effort and other resources in training and development. Such investment can take the form of employing specialist training and development staff and paying salaries to staff undergoing training and development. Investment in training and development entails obtaining and maintaining space and equipment.

Keywords: Training, Training and Development, Training and Development in Reliance Industry

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7 Automated stress recognition using supervised learning classifiers and image processing

Paper ID V9I1-1150 · Pages 33-36 · Computer Science And Engineering

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Our project's key goal is to use vibrant Machine Learning and Image Processing strategies to diagnose tension in IT practitioners. Our system is an updated variant of previous stress monitoring programmers that did not include live identification or personal therapy, but this system includes live detection and daily examination of workers, as well as identifying physical and emotional stress levels in them and delivering proper stress management remedies using a survey form. Our system is mostly focused on stress management and creating a safe and spontaneous work atmosphere for workers in order to get the most out of them during working hours.

Keywords: Image Processing, KNN Classifier, One-Hot Encoding, Open CV, Supervised Machine Learning, Training Dataset.

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8 Work-life balance of employees and its impacts on employee performance at Navdurga MA furniture

Paper ID V9I1-1159 · Pages 37-39 · Management

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The focus of research by HRM specialists and corporate managing teams is shifting more and more toward work-life balance. It involves juggling other obligations, such as spending time with family, following passion/hobbies along with work, participating in leisure activities, and pursuing further education, with paid work. study. Earlier Simply offering good training or job stability helps companies draw in and keep talent. But in the twenty-first century, a lot of workers consider a company's "work-life balance policy" when choosing a job. Since it is easier to locate a new work than a spouse or family, the employee's conclusions are pretty logical. The purpose of this research is to examine how well people in an organization combine their professional and personal lives.

Keywords: Work-Life Balance, Working Hours, Workload.

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9 Influence of ICT on women’s empowerment

Paper ID V9I1-1168 · Pages 40-44 · Ict

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In a developing nation such as India, ICTs (Information and Communication Technologies) are emerging as an effective instrument for women's empowerment. New possibilities for information sharing and knowledge acquisition for both men and women have been made possible by the development of ICTs. The ICT revolution has created challenges and issues in addition to new opportunities for economic and social progress. All facets of society are being affected by its ability to shape and enhance a broad variety of developmental apps in the agricultural, industrial, and social sectors. The growth of people is given special chances through ICT. ICT was expanding inequalities between nations, regions, gender, rich-poor, and elite disregarded also among the several categories of females in different realms of activity. Simultaneously, ICT was enlarging gaps between and within rural-urban, rich-poor, and gender. Building up the skills of women is essential if they are to be included in productive endeavors, institutional development, family and social change, political representation, decision-making, trade & commerce, entrepreneurship development, and social leadership. There is a need to increase the odds of women owning, running, and controlling enterprises in all industries, especially service-based IT firms. Additionally, there is a requirement to expand their employment opportunities in e-related fields, rather than limiting them to call centers, telecentres, data entry-level jobs, and lower levels in organizations, and to higher managerial and technical positions in government & non-government organizations, research, and educational institutions. ICT must address all of these issues affecting women as a whole and be utilized to help create a society where women are empowered.

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Keywords: Entrepreneur, E-Governance, Women's Empowerment, ICT

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10 Impact of organizational culture on employee performance with special reference to the IT industry

Paper ID V9I1-1166 · Pages 45-47 · Management

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Organizational culture is a complex phenomenon that can be formed in many different ways. It may start as a result of the difficulties and obstacles that an organization faces, or it may even be the result of the management and staff members' conscious efforts to create a particular culture within the organization. The company's culture is largely It may be used to primarily ground how well employees perform at work. This article's major goals are to examine the various organizational cultures and the connections between organizational performance and culture. This study used a descriptive research design. To complete the questionnaire for this study, 100 IT employees in total were chosen as respondents. The study's conclusions solely apply to IT workers.

Keywords: Organizational Culture, Employees Performance

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11 Research on Swachh Bharat Mission(SBM) a paradigm shift in waste management and cleanliness in India

Paper ID V9I1-1165 · Pages 48-51 · Secondary

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India generates nearly 62 million tons of municipal social waste annually, creating huge environmental problems. A small number of initiatives for waste treatment, e.g., incineration, pyrolysis, bio-refining & biogas plants, composting, recycling, and SLFs are available in the country. An inclusive improvement policy and a paradigm shift are necessary for sustainable Solid Waste Management (SWM). SBM (SBM), flagged off on October 2, 2014, is considered as a paradigm shift in the Indian SWM movement. SBM is the country’s biggest-ever cleanliness drive, costing over 10,600 million USD for 5 years in 4,041 towns, which SWM considered as one of the six components. One of the stated objectives of SBM is to ensure door-to-door garbage collection and proper disposal of municipal solid waste in all 83,000 wards in urban areas by 2019. Swachh Bharat citizen communities were formed subsequently to generate awareness and citizen participation. Since then, over a period of 12 months, over 335,000 citizens have become part of the various Swachh Bharat citizen communities across more than 100 cities in India. The study reviews the present status and sustainability of the activities undertaken and proposes some improvement scopes in the schemes under the SB mission for

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effective SWM in India. The study will definitely help in revisiting the scheme periodically for continual improvement.

Keywords: SBM, Sustainable SWM, Continual Improvement

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12 Evaluation of surface water quality characteristics of Hussain Sagar and Saroornagar lake water studies

Paper ID V9I1-1162 · Pages 52-58 · Physico-chemical Parameters

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The study was conducted to analyze surface water quality fluctuations of Hussain Sagar lake and Saroornagar lake water from the seasonal variation from 2016 to 2020 year. Total fiver year wise water quality monitoring was analyzed including temperature, color, odor, turbidity, pH, electrical conductivity (EC), total dissolved solids (TDS), dissolved oxygen (DO), biological oxygen demand (BOD), chemical oxygen demand (COD), total hardness (TH as CaCO3), calcium (Ca2+), magnesium (Mg2+), total alkalinity (TA), chloride (Cl-), nitrate (NO3-), sulphate (SO42-) and Fluoride (F-). The study used water quality index (WQI) and principal component analysis (PCA) methods to analyze surface water quality. The results showed that the surface water was contaminated with organics (low DO and high BOD, COD), and chemical parameters like TDS, TH, Ca2+, TA, Cl-, NO3- and F- concentrations exceeded the allowable limits of BIS. WQI classified water quality from bad to very good (WQI = 50 to 100) due to the impact of hydrological conditions, navigation, and urban and industrial zones. Seasonal variations in water quality parameters were recorded and compared with standards, and pollution status was studied using the water quality index.

Keywords: Chemical Parameters, Water Quality, Seasonal Variations and Water Quality Index (WQI)

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13 Carbon credit financing- A global perspective

Paper ID V9I1-1170 · Pages 59-69 · Economics And Business Studies

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In order to combat climate change, it became crucial for industrialized countries to swiftly decarbonize and reduce their emission levels. A novel financial tool called carbon financing gives carbon emissions a monetary value and enables companies who want to offset their own emissions to do so by purchasing carbon credits produced by eco-friendly projects. One tonne of carbon dioxide or an equivalent amount of another greenhouse gas may be emitted by the holder of a carbon credit, a sort of trading permits. By directing industrial processes towards less carbon-intensive approaches than those used when there is no cost associated with emitting carbon dioxide and other GHGs into the atmosphere, the government attempts to maintain a limit on the emissions of harmful greenhouse gases (GHGs) from its industries.

Keywords: Carbon Finance, Carbon Credits, Kyoto Protocol, Voluntary Emission Reductions, Certified Emission Reductions, CDM Products, CERS, Emission Trading Management, ETS, United Nations, UNFCCC, Paris Agreement, NCDEX, DNV, London

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ICE Futures Europe, Carbon Emissions, Carbon Offsetting, Tradable Licence, Taxation Rules.

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14 A fused machine learning technique for diabetes prediction.

Paper ID V9I1-1171 · Pages 70-76 · Machine Learning

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Early disease diagnosis and prevention are crucial in the medical field. One of the world's most hazardous diseases is diabetes. Sugar and fat are commonly found in modern lifestyles. Our eating behaviors, which has elevated the risk of diabetes. It is crucial to comprehend the disease's signs in order to predict it. Machine learning (ML) techniques are useful at the moment for disease identification. The model for predicting diabetes in this paper uses a fused machine-learning technique.

Keywords: Logistic Regression, SVM, ANN, and ML Techniques

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15 Grievance management

Paper ID V9I1-1172 · Pages 77-82 · Grievance In Industry

Mudita Nagori, Student, Parul University, Vadodara, Gujarat
Ipshita Pathak, Student, Parul University, Vadodara, Gujarat

to handle grievance management

Keywords: Grievance Management, Conflict Resolution, Job Satisfaction, Work Efficiency

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16 A study to assess the effectiveness of Indian ginger tea in management of chemotherapy-induced nausea and vomiting among cancer patients in a selected cancer hospital at Guntur, Andhra Pradesh".

Paper ID V9I1-1180 · Pages 83-85 · Nursing

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Chemotherapy is considered an effective treatment and therapeutic option for certain cancers. Nausea and

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vomiting remain the most common adverse effects of chemotherapy in spite of the administration of antiemetics. Various alternative, adjuvant and complementary therapies are widely used to prevent the side effects of chemotherapy. This study aimed to evaluate the effectiveness of Indian ginger tea in the management of chemotherapy-induced nausea and vomiting among cancer patients. Materials and methods: A true experimental pre-test post-test control group design was adopted in this study. Sixty women were selected through a simple random sampling technique (30 experimental and 30 control groups of cancer patients). The data were collected before and after ingestion of Indian ginger tea using the Structured MASCC (Multinational Association for Supportive Care in Cancer) antiemesis tool (mat) for measuring chemotherapy-induced nausea and vomiting. Results: The major findings of the study revealed that the mean pre-test score of chemotherapy-induced nausea and vomiting was 45.17 with an SD of 16.09 and it decreased to 27.33 with an SD of 13.83 in the post-test. It can be interpreted that a decrease in the post-test scores to post-test-test chemotherapy-induced nausea and vomiting scores. Whereas in the control group, the mean pre-test was 38.83 with SD of 16.64 and it was slightly decreased to 36.93 with SD of 14.94 in the post-test. The paired 't-test was computed to find the effectiveness of Indian ginger tea in the management of chemotherapy-induced nausea and vomiting among cancer patients. The calculated value of 't' was 12.57 which was greater than the tabulated value of 't' 3.66 with 29 degrees of freedom was found to be highly significant at 0.001 level of significance. The demographic variables such as age, gender, marital status, education, family history of cancer, and habits were found to be significant at 0.05 level of significance. The clinical variables such as diagnosis, signs and symptoms, duration of treatment, type of cancer, and source of information were found to have a significant association with chemotherapy-induced vomiting at 0.05 level of significance. Conclusion: Indian Ginger tea was effective in relieving chemotherapy-induced nausea and vomiting among cancer patients.

Keywords: Effectiveness, Indian Ginger Tea, Cancer Patients, Chemotherapy

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17 A study on the impact of FDI on the Indian economy

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Foreign direct investment is essential to the economic growth of any emerging nation. Over the past two decades, foreign direct investment (FDI) has become more critical to India's economy. Foreign direct investment bridges the gap between these two financial practices. Numerous nations in transition, including India, are struggling with a lack of a savings surplus. In this case, FDI from outside is the key to success in addressing the issue. Investment from abroad helps lower the BOP gap and lays the groundwork for fast GDP expansion. Only secondary sources were used for this analysis. This research paper investigates the current state of foreign direct investment (FDI) and its effects on the Indian economy. To that end, we make some educated guesses based on actual data from 1991 to 2014 to draw this conclusion. We employ helpful statistical methods like correlation and linear regression analysis to achieve this end. SPSS software was used for the analysis of the data. And therefore, we arrive at the conclusion that FDI has a considerable impact on India's GDP. The last two decades have seen a massive increase in foreign direct investment (FDI) into Asia.

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India has been a bit of a late bloomer when it comes to foreign direct investment (FDI), but the country's large market potential and liberalized regulatory system have kept it a popular choice among investors. The purpose of this article is to study the difficulties India has in attracting foreign direct investment (FDI) and to investigate the effects that FDI has had on the Indian economy in the last two decades. The study highlights the difficulty of understanding FDI statistics in India and discusses the primary policy implications of this research. Words to Remember GDP, Economic Growth, and Foreign Direct Investment.

Keywords: Foreign Direct Investment (FDI), Foreign Investment, Indian Economy

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18 Study of consumer buying behaviour towards e- pharmacies in India

Paper ID V9I1-1182 · Pages 91-98 · Pharmaceutical Sector

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Consumer buying behaviour towards e-pharmacies in India is gaining traction as more people are realizing the convenience and safety of online pharmacies. With the growth of internet penetration, many Indian consumers are now turning to online retailers for their medical needs. Consumers often have reservations about making purchases online, especially related to the security of their personal and financial information. E-pharmacies must be able to provide a secure platform for customers to make payments, as well as clearly communicate their privacy policies in order to build customer trust and increase sales. This study helps to understand the various factors that influence the choice of online pharmacy. Age is one factor that can have a profound effect on consumer buying behaviour in this sector. Younger consumers tend to be more tech-savvy and comfortable with making purchases online than their older counterparts, while older generations may feel uncomfortable using digital payment methods or lack access to technology altogether. It is important to consider the age factor when studying consumer buying behaviour in E- pharmacies, as it may shape the way consumers perceive and interact with E-pharmacies.

Keywords: E-Pharmacy, Consumer Behavior, Awareness, Online Pharmacies.

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19 Understanding the emergence of aspirational luxury and role of digital platform among Gen Z consumers in India

Paper ID V9I1-1186 · Pages 99-109 · Marketing

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India has developed into a growing market for high-end products. Since there are now much more wealthy people in the world, consumer spending has significantly expanded. Digital channels are affecting how luxury goods are consumed as well. Social reforms have improved the independence of women. Due to these shifting dynamics, a number of luxury brands have increased their online presence, focusing on appealing to female buyers. This study aims to comprehend the emergence of new luxury items and the significance of online platforms for Indian women. Exclusiveness, craftsmanship, a wide range of brand options, and customer value all define sophisticated luxury. Therefore, users of these tools do so in both public and private settings. Digital platforms have helped these businesses and their clients develop better relationships.

Keywords: Aspirational luxury, Digital platform, Gen Z.

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20 Bond investment risk prediction using Machine Learning (regression)

Paper ID V9I1-1190 · Pages 110-113 · Data Science

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This article presents a study on the use of machine learning to predict bond investment risks. The study focuses on using the Standard & Poor's (S&P) rating and regression models to predict bond investment risks. The results show that the random forest model achieved the highest accuracy of 80% in predicting bond investment risks. This study provides valuable insights into the use of machine learning to assist investors in making informed investment decisions. The results also suggest that machine learning could be an effective tool for predicting bond investment risks and could potentially enhance investment outcomes.

Keywords: Machine Learning, Regression Models, Investment Risk, Standard & Poor’s (S&P) Rating, etc.

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21 Statistical analysis of obstetrical mortality

Paper ID V9I1-1188 · Pages 114-117 · Actuarial Science

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Obstetrical mortality is a global public health concern that every nation prioritizes to completely eradicate or

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reduce to the barest minimum by improving maternal health. The research seeks to determine the trend of obstetric death in Ghana within a specified time frame and as well model the obstetric rates in Ghana using Weibull Distribution. The Weibull distribution is mostly used in reliability analysis and life data analysis because of its ability to adapt to different situations and flexible enough to model. From the trend analysis conducted using the S-curve which the data used fitted, the obstetric mortality rate is decreasing continuously with respect to increase in number of years but even at this rate, Ghana might still not meet the sustainable Development Goals target of 70 per 100,000 live births by 2030. The maximum and minimum values for the obstetric mortality for the entire period under consideration that is from 2000 to 2017 were 308 and 484 respectively. This implies that if measures are not put in place, there can be tendency of increase in obstetric death rates. Also, the maternal mortality rates for the entire period were positively skewed and leptokurtic in nature with average and coefficient of variation (CV) as 361 and 13.2 respectively. The value of the shape parameter of the Weibull slope indicates, mortality rates gradually increase to a peak, and then decreases over time.

Keywords: Antenatal, Force of Mortality, Prenatal, Obstetrics, Mortality.

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