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VIRTUOSITY

Monograph

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TO ACCOMPANY GOOD TO GREAT

PREFACE

A monograph, by definition, is a single document that forms a complete text in itself.

It is often a scholarly essay or learned treatise, usually written by a single author on a very specific, often limited subject. In order to gain respect within the academic community, an academic must publish monographs over the course of his or her life. These scholarly treatises provide evidence that the academic is carrying out research in the field and analyzing already published information. It usually brings new light to the subject, and it may be of immense interest to the students and practitioners alike.

At GNIM, it has always been our Endeavour to encourage and appreciate initiatives by teachers.

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HUMAN RESOURCE INFORMATION SYSTEM

EDITED/COMPILED BY
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A HRIS, which is also known as a human resource information system or human resource management system (HRMS), is basically an intersection of human resources and information technology through HR software. This allows HR activities and processes to occur electronically.

To put it another way, a HRIS may be viewed as a way, through software, for businesses big and small to take care of a number of activities, including those related to human resources, accounting, management, and payroll. A HRIS allows a company to plan its HR costs more effectively, as well as to manage them and control them without needing to allocate too many resources toward them.

In most situations, a HRIS will also lead to increases in efficiency when it comes to making decisions in HR. The decisions made should also increase in quality—and as a result, the productivity of both employees and managers should increase and become more effective.

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What are the Benefits of a HRIS?

The human resources department within any organization is considered to be highly critical for the entire organization. Its many functions serve as a supportive background for the company by providing everything from skilled and talented labor to management training services, employee enrichment opportunities and more. Since labor is the single largest expense for most organizations, human resources helps companies derive the greatest value from this important asset.

In order to function optimally, however, human resources departments must have the right tools and resources in place. A HRIS can be utilized within the department to help human resources employees and managers improve their productivity and the results of their efforts.

There are many benefits that can be enjoyed after implementing a HRIS into an organization, such as:

- Expedition of recurring tasks through automation
- Improved ability to reach large candidate pools regarding new position openings
- Ability to quickly apply higher selection standards to a number of applications
- Speedy on boarding made possible by mobile accessibility
- Reduction of paper and related materials and storage – often yields cost savings
- Ease in distributing up-to-date materials concerning company policies and procedures
- Potential for greater employee engagement through self-service options

- Streamlining of open enrollment for benefits
- Empowerment of employees to change benefits information directly as changes occur
- Improved collaboration throughout organization, even when there are multiple company locations
- Improvements in training capabilities through integration with LMS and development tracking features
- Scheduling optimization with an emphasis on compliance and immediate distribution to employees
- Reduction of errors within payroll systems and employee information databases
- Improved time and attendance tracking abilities and accuracy
- Decrease in compliance woes aided by alerts and automatic reporting options
- Ability to make more informed decisions in real time by using analytics and integration of organizational data

Improving HR Productivity

While the HRIS features benefit the organization in many ways, one of the most important of all HRIS benefits relates to the ability of the software program to improve the productivity of human resources employees. These HR systems are highly detailed, and they are designed to enhance and speed up the efforts of HR employees in a number of ways. For example, they can assist with recruitment by simplifying the process of collecting resumes, reviewing candidate information and more.

HRIS systems can also be used to improve productivity related to financial management through payroll processing tasks and benefits administration. These and other related tasks may require numerous hours of manpower each week. However, the time and effort required to complete them can be drastically reduced when some of the tasks are automated through a HRIS system. Tasks that may have required many hours of labor may possibly reach completion very quickly and easily – or sometimes even done automatically – with the software program.

Reducing Errors and Maintaining Compliance

Many HR tasks are highly regulated, and because of this, even a minor error on the part of a human resources employee could result in considerable legal issues and even financial loss for the company. For example, when resumes are not reviewed in a fair and just manner during the hiring process, a lawsuit may ensue. A HRIS can provide guidance to avoid these types of issues before they escalate.

When considering HRIS benefits for your organization, the ability to reduce issues and other related errors associated with human oversight or other factors can be considerable. Furthermore, additional HRIS benefits relate to compliance issues. Some software programs are designed to review compliance with specific rules and regulations—this makes it easier to ensure that your company is in compliance with these laws and regulations. Ultimately, this can improve company reputation and help to avoid penalties.

Performing Analyses

Performing analyses and reviewing metrics related to various aspects of the organization can assist with better decision making and also help with spotting patterns. For example, the human resources department is responsible for analyzing hiring costs and calculating the turnover rate in different departments. The results of these calculations may be used to make important business decisions and to develop strategies for moving the organization along a successful path.

HRIS analytical tools give HR employees the ability to perform many pertinent calculations with speed. Employees can collect the data needed within a short period of time and then analyze all of the data in a concise and effective manner. Some software programs are designed to create professional reports on metrics and analysis that can help HR professionals to spot issues at a glance.

Companies can immediately enjoy many HRIS benefits once the human resources information system has been implemented. There are several different types of HRIS systems available for purchase, and each may offer different features and functions. Companies should carefully review the different systems, vendors, and features available in order to find the right program for their needs and budget.

Solutions Offered by HRIS Systems

There are a number of solutions offered to a company that adopts a HRIS. Some of these include solutions in training, payroll, HR, compliance, and recruiting. The majority of quality HRIS systems include flexible designs that feature databases that are integrated with a wide range of features available. Ideally, they will also include the ability to create reports and analyze information quickly and accurately, in order to make the workforce easier to manage.

Through the efficiency advantages conferred by HRIS systems, a HR administrator can obtain many hours of his or her day back instead of spending these hours dealing with non-strategic, mundane tasks required to run the administrative side of HR.

Similarly, a HRIS allows employees to exchange information with greater ease and without the need for paper through the provision of a single location for announcements, external web links, and company policies. This location is designed to be centralized and accessed easily from anywhere within the company, which also serves to reduce redundancy within the organization.

For example, when employees wish to complete frequently recurring activities such as requests for time off or electronic pay stubs and changes in W-4 forms—such procedures can be taken care of in an automated fashion without the need for human supervision or intervention. As a result, less paperwork occurs and approvals, when deigned, may be appropriated more efficiently and in less time.

HR and Payroll Factors

When a company invests in an affordable HRIS, it suddenly becomes capable of handling its workforce by looking at two of the primary components: that of payroll and that of HR. Beyond these software solutions, companies also invest in HRIS modules that help them put the full productivity of their workforce to use, including the varied experiences, talents, and skills of all staff within the enterprise.

HRIS Summary

In conclusion, it is important to choose the right HRIS. A company that takes the time to invest in a HRIS that fits their goals, objectives, mission, and values, is a company that is investing in its future and in its success. It will be necessary to customize any HRIS to the unique needs of a company so the system will remain flexible and relevant throughout the life of the company or enterprise.

Understanding sentiments of travelers using Netnography

EDITED/COMPILED BY:
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Abstract. This paper aims to explain and elaborate Netnography.Netnography has been accepted and used as universal tool for performing online ethnography in various fields. This paper also focuses on the relevance of text mining in consumer research and how it is used to analyze consumer opinions on online travel related services using text mining tool named Rapid Miner. The results obtained offers clear understanding of key terms and tokens which help us identify various words explaining satisfaction of travelers through the use of text based mining along with Travel ratings collected via reviews and referral site, social media and other online platforms in India.

Keywords: Consumer, Netno-mining-Commerce, Netnography, Tourism, Text Mining, Social media,

 Rapid Miner, Tourist, OTA etc.

Introduction

Indian travel and tourism is a large market, which is offering a diverse portfolio of tourism products - cruises, medical, adventure, wellness, film, sports, eco-tourism, rural and religious tourism. India's Spiritual tourism destinations are popular for domestic and international tourists.

Government of India has launched several initiatives in branding and marketing of tourism in the country. The initiatives such as 'Incredible India!' and 'Atithi Devo Bhava' have provided a focused growth. Indian Government is also working to achieve 1% share in total world's arrivals of international tourists by 2020 and 2% by 2025.

E-tourist Visa:

To boost tourism, government of India has implemented a new visa in the month of November 2014 which allows tourists to obtain a visa on arrival at selected international airports in India by acquiring ETA (Electronic Travel Authorization) online before arrival without visiting visa centre or Indian consulate. This has helped in resulting, 56,477 tourists arrivals on an e-Tourist Visa in October 2015 as compared to 2,705 in October 2014, simply an increase of 1987.9%.(Travel & Tourism Economic Impact 2017 India, n.d.)

Significant steps taken by Government to promote tourism sector:

In the last couple of years, the Tourism ministry has undertaken various smart initiatives to enhance and boost tourism sector by launching schemes like Swadesh Darshan and PRASAD, developing an applications for tourists in the form of mobile applications, undertaking of various initiatives for skill development. ("Performance of Tourism Sector during December, 2016," n.d. the scheme like Swadesh Darshan was launched by the Tourism ministry for the development of theme based tourist circuits. The scheme like PRASAD (Pilgrimage Rejuvenation and Spiritual Augmentation Drive), was launched for the development of pilgrimage which can be used to tap domestic tourists growth ("Performance of Tourism Sector during December, 2016," n.d.)

Indian Online Travel Market: Current Status

Various key drivers improving growth of Indian online travel space which includes the increase in household incomes, advancement in ecommerce & penetration of smart phones, and the role and policies simplified by governments by ease in on-arrival visa policies in other countries etc.

Makemytrip(MMT), Goibibo, Yatra, Travelguru, iXigo, ClearTrip etc. are known as key change makers in the online travel market in india,they have moved the sector to different level of maturity.

Understanding Popular Online travel service providers in India:

(Source: https://cashbackoffer.in/best-online-travel-sites-india/ (July2018))

MakeMyTrip

Makemytrip.com is ranked high on the list of travel related websites as one stop shop for all. This online travel company name is popular these days and also partnering with key players in travel and hospitality sector for past almost ten years now. They have gained the confidence of millions of customers; they are very successful travel site who has started its operations as a small start-up organization in the year 2000.

Yatra

Yatra.com is another popular name acting as the first stop for travelers and travel agents, business frequent flyers as a premium travel site in India. Here users can be assured of getting the best prices & cash back offers/deals on their train, air, & bus bookings; also on hotel & accommodation facilities; holiday packages etc. yatra also provide facility to book car rentals from this site in several number of cities and towns in India.

Cleartrip

Clear trip is also an online travel company which offers online booking of various services for flight, trains tickets both with domestic and international packages along with hotel booking services. This has helped travelers to explore locations of their own choice. Cleartrip.com is popularly known for their safe payment methods and options.

Goibibo

Goibibo is also online travel company launched in 2009; they are the branch of Ibibo Group. Goibibo are happens to be largest air and hotel aggregator India. It is also noted for providing reliable and trusted services & user experiences to Travelers. They are the top ranked in India for mobile app in the travel category. They also offer best deals in trains & flights. With lots of features in the form of Go cash, Goibibo.com is a trusted portal for both domestic and international travelers.

RedBus

Redbus is another key player in online travel related market in India. Redbus is founded in August 2006 by Phanindra Sama, Sudhakar Pasupunuri & Charan Padmaraju. This as one stop portal of bookings of bus helps users get their tickets on the go & also provides easy payment related solutions to provide them with happy and pleasant, less tiring journey. The mobile app of Redbus Also helps users go their way by guiding them to the best seat and the boarding station, and more. redbus is popular for their easy booking facilities, payment options, & for secure transactions

Basics of Netnography:

Netnography = InterNET + EthNOGRAPHY, Netnography is doing Ethnographic study online.

Netnography well known online research method which is originating in ethnography & applied to understand social interaction in digital communications contexts. (Kozinets, 2010).

Netnography provides critical help branding, with marketing decision-making, & innovation.

Netnography is popular tool which helps with systematic comprehensive & critical Information about consumer opinions, behaviors, opinions & interactions. Communities are everywhere, and exist for every possible interest Thus, it opened opportunities for marketing researchers to study tastes and needs of consumers that interact online. Netnographic studies makes use of various online tools such as blogs, communities, targeted forums, chat rooms etc.to reach its users for data collections.

Following are the typical steps involved in Netnographic Process, (Kozinets,2010b)

Fig.1 Netnography Process (Kozinets,2010b)

Netnographic Analysis: Once the data collection form identified sources is being carried out and maintained in template , initial analysis can be carried out on total reviews collected. table below represents classification of reviews based on positive and negative for each of the OTA (online Travel Agent)

Table 1: Classification of reviews(Netnographic)

Sr.No	OTA Name	Total Reviews	Classification	
			Positive	Negative
1	MMT	532	220	312
2	Yatra	265	68	197
3	Cleartrip	386	107	279
4	Goibibo	594	171	423
5	Redbus	469	114	355
6	Overall Total	2246	680	1566

Fig. 2 below represents classification of reviews in pictorial manner. which gives us insights about total volume of male and female reviews for each of the OTA out of total reviews for each.
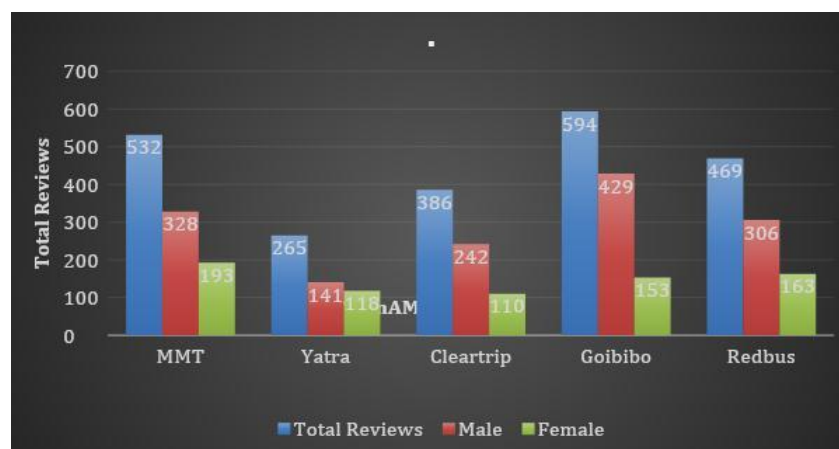

Fig 2: Reviews classification (Genderwise)

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Analyzing data Using Rapid miner:

Rapid Miner is a data science software platform developed by the company of the same name that provides an integrated environment for data preparation, machine learning, text mining, and predictive analytics in this research Rapid Miner's Text Mining Extension is being used as it is free and easy to use. Rapid Miner provides rich set of operators for text processing and text mining.

Performing Tokenization and Filtering using Rapid Miner:

After collected data from various online communities and sources for further processing tokenization is being carried out to understand important keywords or tokens describing satisfaction /dissatisfactions of travelers. The idea behind tokenization is the exploration of the words in a sentence. Tokenization is the process of breaking a stream of text up into words, phrases, words, or other meaningful elements called tokens. In this tokenize operators is being used for performing tokenization on document containing data collected in the form of reviews.

Results & Interpretations:

Text mining programs are little expensive and to address this problem in this study Rapid Miner

Chosen with its text Mining extension as it is free and easy to work with.

The texts should be divided word by word for the software to analyze, so the operator "tokenize "to be placed on process window & the document file to be connected as shown in figure above. To get the analysis the "run" button on top of the process should be clicked. After analyzing the process, a list of word appears in results window.

To eliminate the repetition of the words after tokenization, it is important to use the operator "Filter stop words" after the operator named "tokenize". This way commonly used word will be eliminated from the list

Table 2. below contains list of sample set of words, tokens which are identified and also express positivity and negativity in reviews collected for all the OTA's ,which also helps us understand the travelers satisfaction /dissatisfaction.

Table 2: Resulted Sample Tokens

Sr.	Gender	Tokens Identified	Classification : Positive /Negative
1	Male	friendly, easy, best, awesome, user friendly, happy, professionalism	Positive
2	Female	didn't , error, deducted	Negative
3	Male	extra, excess, not reliable, never , can't, cheated, loss, don't, fool, complaint ,not ,unsuccessful, Stealing , untrusted ,unworthy, lose, difficult,	Negative
4	Female	Unbeatable, trustworthy, user friendly, quick , good, responsive, professional, easy, good , comfort, relaxation, cooperative ,healthy, enjoyed , recommend ,helped ,good	Positive

Conclusion

The main aim of this type of studies is to build or strengthen the relationships with the consumer. The new concept of integrating Netnography and text mining, which integrates two words Netnography & Mining, focuses on the relevance of text mining in consumer research and how it is used to analyze consumer opinions on online travel related services using text mining tool named Rapid Miner. The results obtained offers clear understanding of key terms and tokens which help us identify satisfaction and dissatisfaction of travelers through the use of text mining and Travel ratings via review website, social media and other online platforms in India.

Reviews collected and processed using rapid miner for elective Online travel service providers in India i.e MakeMyTrip (MMT), Yatra, Cleartrip, Goibibo, TravelGuru, and redbus etc. The results may provide useful information for travel companies for their strategic decisions, For better and more accurate results and their interpretations can be very critical in this type of research analysis, which itself can be considered as scope of the future research.

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The Internet of Things: A Technological Revolution

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Abstract

The term Internet of Things (IoT) describes several technologies and research disciplines that enable the Internet to reach out into the real world of physical objects. Technologies like RFID, short-range wireless communications, real-time localization, and sensor networks are becoming increasingly pervasive, making the IoT a reality. In fact, after the World Wide Web and universal mobile accessibility, the IoT represents the most potentially disruptive technological revolution of our lifetime. With 50 to 100 billion things expected to be connected to the Internet by 2020, we are now experiencing a paradigm shift in which everyday objects become interconnected and smart.However, human understanding and usage of, and interaction and experience with, "smart things" and the systems they form have not developed at the same pace, and this creates challenges with enormous technical, societal, economic, and political consequences. Consequently, a wide range of researchers from academia and industry, as well as businesses, government agencies, and cities, are exploring this exciting technology from three main perspectives: scientific theory, engineering design, and the user experience. Motivated by this more holistic view, the research community has moved its focus from the system to the end user. This shift aims to empower users by providing them with the knowledge required to understand and control their environment, as well as by offering new accessible and interactive interfaces that go beyond the traditional desktop.With this in mind, this special issue of *Computer* presents five recent research and deployment case studies. Two of the articles project our readers into futurist scenarios: one imagines nanotechnologies' penetration into embedded computing and electronics, while the other discusses the extent to which neuroscience will drive future IoT development. The remaining three articles offer detailed insight into technological solutions that are unleashing new forms of AI and programming constructs, and discuss their societal impact through end-user empowerment. All of the articles are at the forefront of the user-centered design approach.

Keywords : Special Issues And Sections, Internet Of Things, Ubiquitous Computing, Internet Of Things

Overview:

In "Prototyping Connected Devices for the Internet of Things," an international team of researchers addresses the challenge of providing users with an engaging experience in a space with everyday connected objects. The authors focus on Microsoft .Net Gadgeteer, an extensible and reconfigurable hardware platform that opens up unprecedented opportunities for users to imagine new, playful, and personalized forms of interaction and functionalities. The power and simplicity of user-centered programming tools like Gadgeteer are expected to be key facilitators for the wider adoption of IoT-driven do-it-yourself (DIY) development practices.

In "Opportunistic Human Activity and Context Recognition," Daniel Roggen and his coauthors describe a next-generation connected object space. Moving away from a goal-driven and preconfigured system, their approach leverages sensor data and augmented objects available anytime, anywhere in an opportunistic way. The authors take readers through a smart home scenario and describe how their newly developed contextual recognition methods intercept and adapt dynamically to the data made available using their Opportunity framework.

In "Applying Human Learning Principles to User-Centered IoT Systems," Sang Wan Lee and his colleagues describe how they borrowed theories from cognitive psychology to design adaptive IoT systems that radically improve the user interaction experience. The authors showcase the perceptual building blocks that are instrumental for designing user-centered and intelligible IoT systems. In particular, they discuss the FRIEND::Process system, a tool-supported process for organizing human tasks that relies on both top-down and bottom-up organization.

In "Educating the Internet-of-Things Generation," researchers from the Open University describe their successful My Digital Life course, an introductory computer science curriculum centered around and aided by IoT technology. Drawing upon their experience with almost 2,000 students, they highlight the technology's pros and cons for collaborative and collective distance learning, especially for modules with real-world sensing applications.

Finally, in "Realizing the Internet of Nano Things: Challenges, Solutions, and Applications," Sasitharan Balasubramaniam and Jussi Kangasharju offer a compelling vision of nanoscale IoT systems. They discuss research challenges pertaining to data collection at the microscopic level from electromagnetic and molecular nano networks, the requirements of corresponding middleware for devices connecting to such networks, and potential IoNT applications.

Corporate Frauds and Scandals

EDITED/COMPILED BY:

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A fraud is an intentional deception made for personal gain or to damage another Person/entity. It may be Wrongful or criminal deception intended to result in financial or personal gain. Corporate scandals and fraud affect all aspects of corporate society. . Many businesses are feeling the effects of the economic downturn and in their attempts to minimize losses, often they unknowingly open themselves up to huge financial and reputational risks. This is due to the fact that when companies cut back on costs, they often increase their chances of being victims of fraud.

. In an economic downturn, the incentive or pressure to commit fraud is increased as, *inter alia*, financial pressures increase, unrealistic corporate targets are set, the desire to help the organization succeed intensifies, and/or employees feel the need to impress employers as those around them lose their jobs. This may result in the fraudster defrauding the company for their personal benefit, or resorting to fraudulent actions on behalf of the company to ensure success for their organisation.

Not all corporations involved in financial fraud begin with the intent to deceive. Most scandals occur to maintain current earnings, not create them. Individuals and corporations generally labeled as "good" firms have been found to commit fraudulent activity. According to researchers Mishina, Dykes, Block, & Pollock (2010), many "good" individuals are trying to maintain a current lifestyle or earnings performance. In theresearchers' opinion, an individual that has never owned it,will not participate illegally to get it.

Types of Fraud

Fraudulent Financial Statements

Employee Fraud

Vendor Fraud

Customer Fraud

Investment Scams

Bankruptcy Frauds

Miscellaneous

Satyam –Enron of India

The biggest corporate scam in India has come from one of the respected business family.•Satyam -Fourth largest Indian IT Company listed in India & US. •Over US $ 2 billion annual revenue size co. •Established in mid 1980s, grown to 53,000 employees.•600 plus customers including 185 fortune 500 Cos.•Operations in 66 countries across the globe.•Financial advisor: Merrill Lynch (now Bank of America).•Auditors: Price Water House Coopers.•Bankers: Citi bank; BNP Paribas, HSBC & HDFC.

Cause behind Satyam

•Fudging of Accounts.

•Over stated Assets of Rs. 490 crore.

•Fake cash balances over Rs. 5,000 crore in the Balance Sheet.

•Interest component of Rs. 376 crore which never flowed into the company's coffers.

•Understated Liabilities of Rs. 1,230 crore.

Aftermath Effect

•Investors-Panicked as Stock plummeted.

•Employees -stranded in many ways-morally, financially, legally and socially.

•The incident resulted in immeasurable and unjustifiable damage to Brand India and Brand IT in particular.

•Chairman, MD and CEO, CFO, Key associates arrested.

•Partners of Audit Firm were also arrested.

•People lost a staggering Rs 100 billion in Satyam in market capitalisation as investors reacted sharply and dumped shares, pushing down the scrip by 78 per cent to Rs. 39.95 on BSE.

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Harshad Mehta –What happened

•Mehta obtained fake Bank Receipts from small banks.

•The said Bank Receipts were further passed on to other banks as security to obtain cash.

•This money was used to drive up the prices of stocks in the stock market.

•Bubble of stock market manipulation and fake BRs busted.

•Drastically impacted the Stock Market, Economy and progress of the Country.

•Banking system was swindled of a whopping of Rs. 4,000 crore.

•Even, the Chairman of one of the Bank committed suicide

Common Types ofFraud

•**Financial Frauds**

Manipulation, falsification, alteration of accounting records

Misrepresentation or intentional omission of amounts

Misapplication of accounting principles

Intentionally false, misleading or omitted disclosures

•**Misappropriation of Assets**

Theft of tangible assets by internal or external parties

Sales of proprietary information

Causing improper payments

•**Corruption**

Making or receiving improper payments

Offering bribes to public or private officials

Receiving bribes, kickbacks or other payments

Aiding and abetting fraud by others

What an Organization can do

•Tone at the top; create an ethical environment

•Lead by Example

•Corporate Code of Conduct

•Call in Services for reporting unethical practices

•Reliable Internal Controls

•**Training Courses on**

•Ethics Training

•Internal Controls

•Fraud Prevention

•Technological and business changes

•Special training for monitors

•Reference Checks on New Employees

•Code of Sanction for Suppliers/Contractors

Assessment of specific corruption risks of the business.

•Development of detailed anti corruption and bribery policies .

•Implementation of the policies.

•Self monitoring of the effective implementation of the policies.

•Reporting on the policies and related programmes.

•Independent assurance of the effectiveness of these efforts.

. Directors and officers are ultimately responsible so they should be proactive and take the necessary steps to combat fraud. A strong emphasis should be placed on fraud prevention and deterrence. A risk-management strategy and well-drafted economic-crime prevention policies provide a vital platform for businesses to prevent and detect fraud, whilst adequate staff training is required. Internal controls and audits should be kept in place and a confidential whistle-blowing process should be in place as these provide some of the more successful means for the detection of fraud. Remember, you have to spend a little to save a lot!

Conclusion

Research into why corporations and individuals commit fraud revealed certain theories such as narcissistic and self-confident characteristics, and simple opportunity. Narcissistic and self-confident individuals tended to be more prone to initiating corporate fraud. Members of upper management have more opportunities to create fraud than those of lower management.

Corporate scandals have a negative impact on all aspects of society. Corporations in the same industry become subject to negative publicity which can affect net worth of the company. Investors become wary of investing life savings. Governments feel the impact of the national and international community looking to them for answers as to how and why such an event could occur. As a preventative response, government agencies pass new regulations to help prevent future scandals. Many colleges and corporations have become proactive by implementing required ethics training as a hope to curbing corporate fraud.By continuing to study corporate scandals and the changes they create, society can learn to detect possible causes, look for signs of fraud, and hopefully prevent scandals.

Developing Code of Governance Working together with civil societies, government and private sector to develop and disseminate anti corruption messages.**Regional and international initiatives**provide a forum for private sector, public sector, and civil society to come together with acommon goal of reducing vulnerability to corruption .Finally, **attitudinal change**is necessary. By changing our thoughts, we can change our attitude and therebychange our behavior, which can change our lives.The quality of our thoughts equals the quality of our lives.Let us all work towards changing our attitude towards corruption. **Lets say No to corruption**..

BYJU'S

EDITED/COMPILED BY:
DR. SEEMA GIRDHAR

BYJU'S app was developed by Think and Learn Pvt Ltd, established by Byju Raveendran in 2011. Raveendran, who was trained as an engineer started coaching students to pass mathematics exams in 2006. In 2011 he founded an educational company with the help of his students offering online video-based learning programs for the K-12 segment as well as competitive exams In 2012. **BYJU'S - The Learning App** is the common brand name for **Think and Learn Private Ltd.**, a Bangalore-based educational technology (edtech) and online tutoring firm founded in 2011 by Byju Raveendran at Bangalore (India). Think and Learn entered both Deloitte Technology Fast 50 India and Deloitte Technology Fast 500 Asia Pacific ratings and has been present there ever since.

In August 2015, after 4 years of developments, the firm launched BYJU'S The Learning App. The app was downloaded by more than 2 million students within the first 3 months since its launch. In December 2016, the app was among "Best Self Improvement" apps at Google Play India rating.

In 2017, Think and Learn launched BYJU'S Math App for kids and BYJU'S Parent Connect app to help parents track their child's learning course. BYJU'S app also became a business case at Harvard Business School, By 2018, it had 15 million users and 900,000 paid users.

In March 2019, it was the world's most valued edtech company at \$5.4 billion (Rs 37,000 crore). Shah Rukh Khan is the brand ambassador for BYJU'S. In July 2019, BYJU'S acquired Indian cricket team's jersey rights.[8]

BYJU'S runs on a premium model. Free access to content is limited to 15 days after the registration.

Their main product is a mobile app named *BYJU'S-The Learning App* launched in August 2015. It provides educational content mainly to school students from class 1 to 12 (primary to higher secondary level education). The company trains students for examinations in India such as IIT-JEE, NEET, CAT, IAS as well as for international examinations such as GRE and GMAT.

The main focus is on mathematics and science, where concepts are explained using 12-20 minute digital animation videos. BYJU'S reports to have 33 million users overall, 2.2 million annual paid subscribers and an annual retention rate of about 85%. The app purports to tailor the content provided to the individual student's learning pace and style. The average student spends 53 minutes daily using BYJU'S.

The company announced that it will launch its app in regional Indian languages in 2019. It also plans to launch an international version of the app for English-speaking students in other countries in 2019

OPERATIONAL ARCHITECTURAL DESIGN OF DATA WAREHOUSE

EDITED/COMPILED BY:

DR. SHIPRA JAIN

ABSTRACT

The aim of making this research paper is to how data grows in an organization and how data is managed by the operational system. We concluded that an operational system is a system that is used to process the day-to-day transactions of an organization. Also to survive in the competitive era, information to run day to day operations is not enough. Executives and managers need different kinds of information that could be readily used to make strategic decisions. Without making strategic decisions it is almost impossible to survive in the era of competition. Hence there is a compelling need of something which generates the strategic information for the managers and executives.

Then it came the concept of data warehousing in early 1980s which provided the executives with readily available strategic information. Now we are very much clear that the information provided by operational systems is not suitable for decision making. For that we need Decision support system.

Once we read the advantages and disadvantages of the star and snowflake schema we realized that no schema is perfect and best suited for all the requirements. Then we came to the conclusion that there should be a schema which should be easy for the users to interact, Optimized navigation .i.e. straight forward paths between the tables,It should reduce the space required to hold the data and the number of places where it needs to be updated if the data changes, Tables should be normalized so as to avoid updating and deletion anomalies, Less number of joins should be there for the optimization of the query.

1. INTRODUCTION:

A **data warehouse** is a database designed to enable business intelligence activities: it exists to help users understand and enhance their organization's performance. It is designed for query and analysis rather than for transaction processing, and usually contains historical data derived from transaction data, but can include data from other sources. Data warehouses separate analysis workload from transaction workload and enable an organization to consolidate data from several sources. This helps in:

Maintaining historical records

Analyzing the data to gain a better understanding of the business and to improve the business

To achieve the goal of enhanced business intelligence, the data warehouse works with data collected from multiple sources. The source data may come from internally developed systems, purchased applications, third-party data syndicators and other sources. It may involve transactions, production, marketing, human resources and more. In today's world of

big data, the data may be many billions of individual clicks on web sites or the massive data streams from sensors built into complex machinery.

A data warehouse usually stores many months or years of data to support historical analysis. The data in a data warehouse is typically loaded through an extraction, transformation, and loading (ETL) process from multiple data sources. Modern data warehouses are moving toward an extract, load, and transformation (ELT) architecture in which all or most data transformation is performed on the database that hosts the data warehouse. It is important to note that defining the ETL process is a very large part of the design effort of a data warehouse. Similarly, the speed and reliability of ETL operations are the foundation of the data warehouse once it is up and running.

Users of the data warehouse perform data analyses that are often time-related. Examples include consolidation of last year's sales figures, inventory analysis, and profit by product and by customer. But time-focused or not, users want to "slice and dice" their data however they see fit and a well-designed data warehouse will be flexible enough to meet those demands. Users will sometimes need highly aggregated data, and other times they will need to drill down to details. More sophisticated analyses include trend analyses and data mining, which use existing data to forecast trends or predict futures. The data warehouse acts as the underlying engine used by middleware business intelligence environments that serve reports, dashboards and other interfaces to end users.

Although the discussion above has focused on the term "data warehouse", there are two other important terms that need to be mentioned. These are the data mart and the operation data store (ODS).

A data mart serves the same role as a data warehouse, but it is intentionally limited in scope. It may serve one particular department or line of business. The advantage of a data mart versus a data warehouse is that it can be created much faster due to its limited coverage. However, data marts also create problems with inconsistency. It takes tight discipline to keep data and calculation definitions consistent across data marts. This problem has been widely recognized, so data marts exist in two styles. Independent data marts are those which are fed directly from source data. They can turn into islands of inconsistent information. Dependent data marts are fed from an existing data warehouse. Dependent data marts can avoid the problems of inconsistency, but they require that an enterprise-level data warehouse already exist.
.

A common way of introducing data warehousing is to refer to the characteristics of a data warehouse as set forth by William Inmon:

Subject Oriented
Integrated
Nonvolatile
Time Variant

Contrasting OLTP and Data Warehousing Environments

There are important differences between an OLTP system and a data warehouse. One major difference between the types of system is that data warehouses are not exclusively in third normal form (3NF), a type of data normalization common in OLTP environments.

1.1 Data warehouses and OLTP systems requirement:

Data warehouses and OLTP systems have very different requirements. Here are some examples of differences between typical data warehouses and OLTP systems:

1.1.1 Workload

Data warehouses are designed to accommodate *ad hoc* queries and data analysis. You might not know the workload of your data warehouse in advance, so a data warehouse should be optimized to perform well for a wide variety of possible query and analytical operations.

1.1.2 Data modifications

A data warehouse is updated on a regular basis by the ETL process (run nightly or weekly) using bulk data modification techniques. The end users of a data warehouse do not directly update the data warehouse except when using analytical tools, such as data mining, to make predictions with associated probabilities, assign customers to market segments, and develop customer profiles.

1.1.3 Schema design

Data warehouses often use partially denormalized schemas to optimize query and analytical performance.
OLTP systems often use fully normalized schemas to optimize update/insert/delete performance, and to guarantee data consistency.

1.1.4 Typical operations

A typical data warehouse query scans thousands or millions of rows. For example, "Find the total sales for all customers last month."
A typical OLTP operation accesses only a handful of records. For example, "Retrieve the current order for this customer."

1.1.5 Historical data

Data warehouses usually store many months or years of data. This is to support historical analysis and reporting. OLTP systems usually store data from only a few weeks or months. The OLTP system stores only historical data as needed to successfully meet the requirements of the current transaction.

1.2 operational systems

An operational system is a system that is used to process the day-to-day transactions of an organization.
Examples: Order processing, general ledger, Inventory,   Checking accounts etc. Sometimes operational systems are referred to as operational   databases, transaction processing systems, or online transaction processing systems (OLTP).
Disadvantage:

To survive in the competitive era, information to run day to day operations is not enough. Executives and managers need different kinds of information that could be readily used to make strategic decisions.

What managers and executives need is the information for making strategic decisions to stay in competition.

1.3 Data Warehouse Architectures

Data warehouses and their architectures vary depending upon the specifics of an organization's situation. Three common architectures are:

> Data Warehouse Architecture: Basic
> Data Warehouse Architecture: with a Staging Area
> Data Warehouse Architecture: with a Staging Area and Data Marts

Data Warehouse Architecture: Basic
Figure 1-1 shows a simple architecture for a data warehouse. End users directly access data derived from several source systems through the data warehouse.

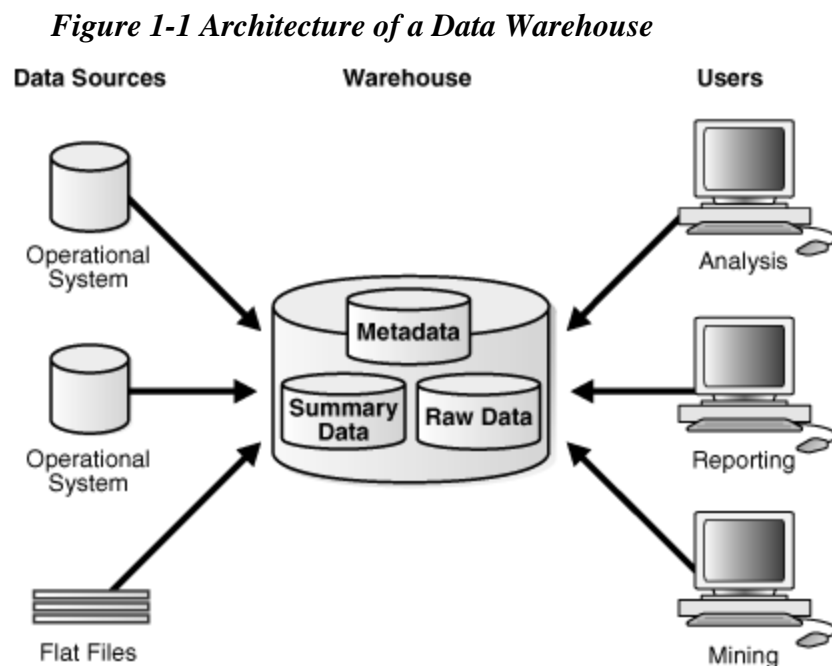*Figure 1-1 Architecture of a Data Warehouse*

Figure 1-1

In Figure 1-1, the metadata and raw data of a traditional OLTP system is present, as is an additional type of data, summary data. Summaries are a mechanism to pre-compute common expensive, long-running operations for sub-second data retrieval. For example, a typical data warehouse query is to retrieve something such as August sales. A summary in an Oracle database is called a **materialized view**.

Data Warehouse Architecture: with a Staging Area

You must clean and process your operational data before putting it into the warehouse, as shown in Figure 1-2. You can do this programmatically, although most data warehouses use a **staging area** instead. A staging area simplifies data cleansing and consolidation for operational data coming from multiple source systems, especially for enterprise data warehouses where all relevant information of an enterprise is consolidated. Figure 1-2 illustrates this typical architecture.
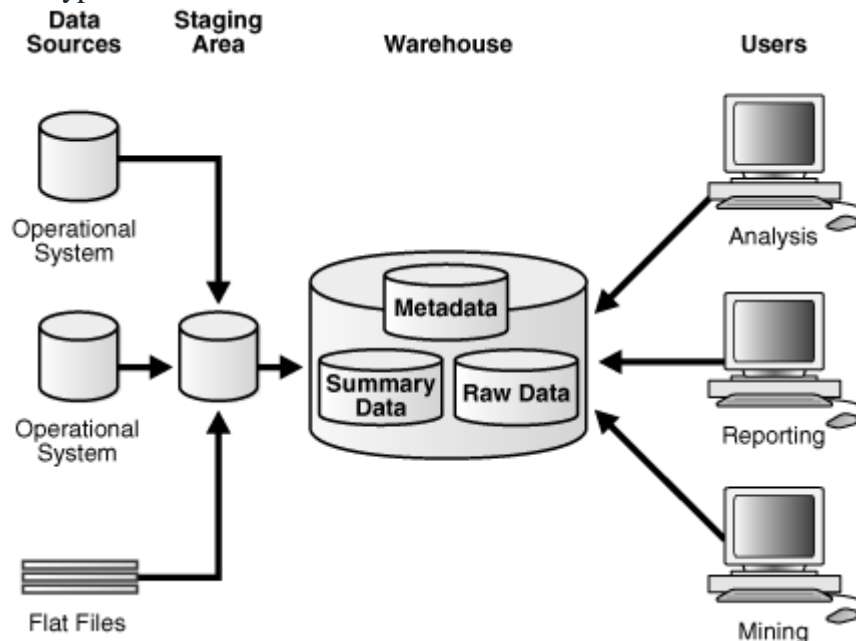

Figure 1-2 Architecture of a Data Warehouse with a Staging Area

Data Warehouse Architecture: with a Staging Area and Data Marts

Although the architecture in Figure 1-2 is quite common, you may want to customize your warehouse's architecture for different groups within your organization. You can do this by adding **data marts**, which are systems designed for a particular line of business. Figure 1-3 illustrates an example where purchasing, sales, and inventories are separated. In this example, a financial analyst might want to analyze historical data for purchases and sales or mine historical data to make predictions about customer behavior.
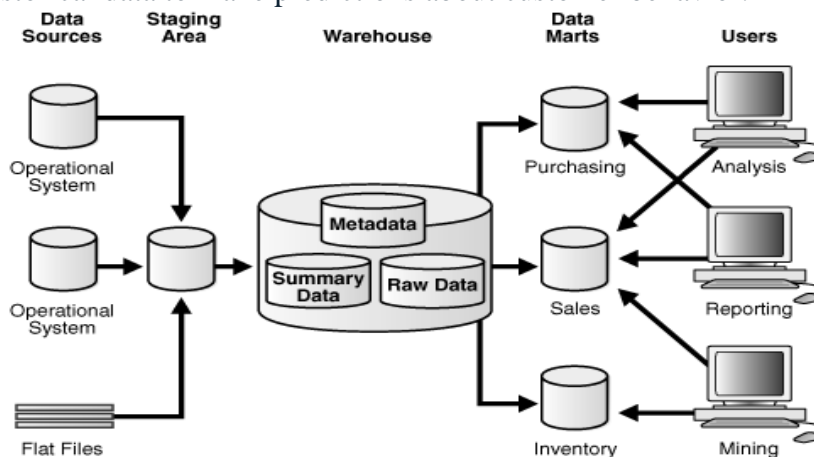
1.4 New Paradigm

The concept of data warehousing dates back to the late 1980s when IBM researchers Barry Devlin and Paul Murphy developed the "business data warehouse".

In essence, the data warehousing concept was intended to provide an architectural model for the flow of data from operational systems to decision support environments.

The concept attempted to address the various problems associated with this flow, mainly the high costs associated with it. In the absence of a data warehousing architecture, an enormous amount of redundancy was required to support multiple decision support environments.

1.4.1 Escalating Need for Strategic Information

The executives and managers who are responsible for keeping the enterprise competitive need information to make proper decisions. They need information to formulate the business strategies, establish goals, set objectives and monitor results. Thus strategic information is needed for:
- Making Business Strategies
- Establish Goals
- Set Objectives
- Monitor Result

1.4.2 Characteristics of Strategic Information

- Integrated: Must have a single, enterprise view.
- Data Integrity: Data must be accurate and must confirm to business rules.
- Accessible: Should be easily accessible.
- Credible: Every business factor should have one and only one value.
- Timely: Information must be available with stipulated time frame.

1.5 Operational Versus Decision Support System

1.5.1. Making the Wheels of business turn:

Operational systems are used to run day to day core business of the company. They are called as bread butter systems of company. Operational Systems makes the wheels of the business turn. Without them it's impossible for the companies to run its day to day operations.

1.5.2. Watching the Wheels Turn:

Decision support systems are not meant to run core business processes. They are use to watch that how business runs, and then make strategic decisions to improve the business and survive in the competitive world.

1.6 Data Warehouse: A Viable Solution:

Data warehousing is the best approach to find out the information needed for strategic decision making.

A Data Warehouse is an informational environment that provides:
- An integrated and total view of enterprise.

- Makes enterprise current and historical data easily available for decision making.
- Makes decision support transactions possible without hindering operational systems.
- Renders Organizations information consistent.
- Presents a flexible and interactive source of strategic information.

1.7 Facts of Data Warehouse

We know that we take all the historic data from the operational systems and then combine this internal data with outside relevant data collected from other sources such as magazines, books, newspapers etc.

Bill Inmon is the father of Data Warehouse.
According to Bill Inmon" A data warehouse is a subject-oriented, integrated, time-variant and non-volatile collection of data in support of management's decision making process."

1.8 Features of Data Warehouse

- Subject-oriented: The data in the data warehouse is organized so that all the data elements relating to the same real-world event or object are linked together.
- Non-volatile : The Data in the data warehouse are never over-written or deleted — once committed, the data are static, read-only, and retained for future reporting.
- Integrated: The data warehouse contains data from most or all of an organization's operational systems and these data are made consistent.

CONCLUSIONS

The aim of making this research paper is to first understand the pace at which data grows in an organization. Then we studied how this data is managed by the operational system. We concluded that an operational system is a system that is used to process the day-to-day transactions of an organization. Also to survive in the competitive era, information to run day to day operations is not enough. Executives and managers need different kinds of information that could be readily used to make strategic decisions

According to Bill Inmon A data warehouse is a subject-oriented, integrated, time-variant and non-volatile collection of data in support of management's decision making process."
Then we came to know how data is gathered from different sources n than how data is cleaned and loaded and how it is made available to the users for analyzing the queries along the different business dimensions.

Machine Learning vs. Deep Learning

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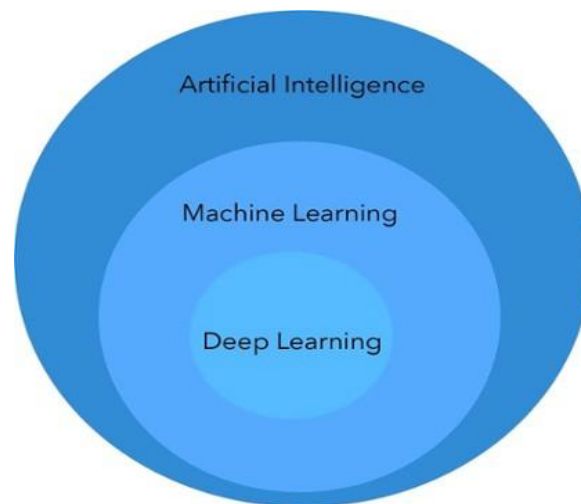
Artificial Intelligence encompasses a very broad scope. You could even consider something like Dijkstra's shortest path algorithm as Artificial Intelligence. However, two categories of AI are frequently mixed up: Machine Learning and Deep Learning. Both of these refer to statistical modeling of data to extract useful information or make predictions. In this article, we will list the reasons why these two statistical modeling techniques are not the same and help you further frame your understanding of these data modeling paradigms.

Overview

Machine Learning is a method of statistical learning where each instance in a dataset is described by a set of features or attributes. In contrast, the term "Deep Learning" is a method of statistical learning that extracts features or attributes from raw data. Deep Learning does this by utilizing neural networks with many hidden layers, big data, and powerful computational resources. The terms seem somewhat interchangeable, however, with Deep Learning methods, the algorithm constructs representations of the data automatically. In contrast, data representations are hard-coded as a set of features in machine learning algorithms, requiring further processes such as feature selection and extraction, (such as PCA).

Both of these terms are in dramatic contrast with another class of classical artificial intelligence algorithms known as Rule-Based Systems where each decision is manually programmed in such a way that it resembles a statistical model.

In Machine Learning and Deep Learning, there are many different models that fall into two different categories, supervised and unsupervised. In unsupervised learning, algorithms such as k-Means, hierarchical clustering, and Gaussian mixture models attempt to learn meaningful structures in the data. Supervised learning involves an output label associated with each instance in the dataset. This output can be discrete/categorical or real-valued. Regression models estimate real-valued outputs, whereas classification models estimate discrete-valued outputs. Simple binary classification models have just two output labels, 1 (positive) and 0 (negative). Some popular supervised learning algorithms that are considered **Machine Learning:** are linear regression, logistic regression, decision trees, support vector machines, and neural networks, as well as non-parametric models such as k-Nearest Neighbors.

Data Size

Both Machine Learning and Deep Learning are able to handle massive dataset sizes, however, machine learning methods make much more sense with small datasets. For example, if you only have 100 data points, decision trees, k-nearest neighbors, and other machine learning models will be much more valuable to you than fitting a deep neural network on the data. This is due to the next topic of difference, Interpretability.

Interpretability

A lot of the criticism of deep learning methods and machine learning algorithms such as Support Vector Machine or (maybe, because you can at least visualize the constituent probabilities making up the output), Naive Bayes, are due to their difficulty to interpret. For example, when a Convolutional Neural Network outputs 'cat' in a dog vs. cat problem, nobody seems to know why it did that. In contrast, when you are modeling data such as an electronic health record or bank loan dataset with a machine learning technique, it is much easier to understand the reasoning for the model's prediction.

One of the best examples of interpretability is decision trees where you follow logical tests down nodes of the tree until you reach a decision. Another machine learning algorithm with high interpretability is k-Nearest Neighbors. This is not a parametric learning algorithm but still falls under the category of machine learning algorithms. It is very interpretability because you easily reason about the similar instances for yourself.

Conclusion
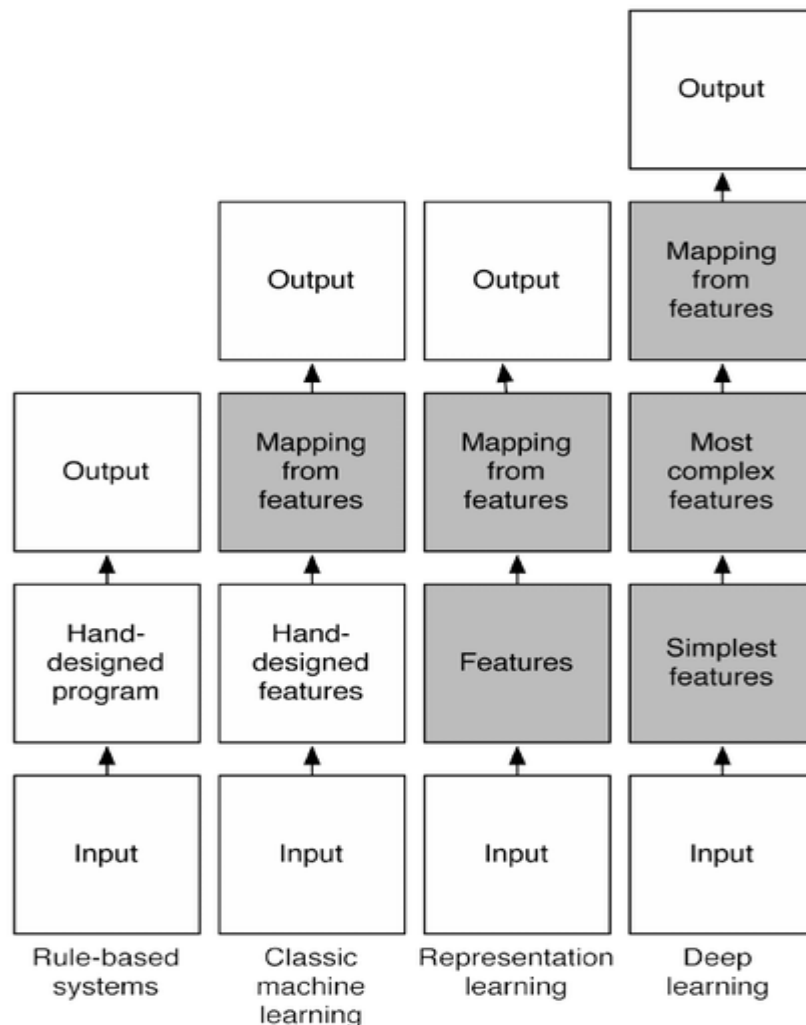
In Conclusion, the image above is the best summary of the difference between deep learning and machine learning. A concrete anecdote would be to consider raw data forms such as pixels in images or sin waves in audio. It is difficult to construct semantic features from this data for machine learning methods. Therefore, deep learning methods dominate in these models. Deep learning also comes with many more nuances and unexplained phenomenon than classic machine learning methods.

WORKPLACE BULLYING: EVIL FACE OF MANAGING

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Bullying is an aggressive behaviour with hostile intent involving use of force, threat, power to abuse, dominate and intimidate others. Those involved in bullying use words, actions and physical contact with the victim to achieve their intended outcome. Bullying is a scathing conduct mostly prevalent in schools and workplaces. Victims of such behaviour can become drugs and alcohol abuse, have physical and emotional health issues and may suffer from low self-esteem.

Organisational/ Workplace Bullying: Concept & Nature

Workplace bullying is a dynamic term which involves negative behaviour comprising of aggression, hostility, intimidation, and harm characterised by repetition and persistence, displayed by an individual or group and directed towards another individual or group at work in the context of an existing or evolving unequal power relationship. Workplace bullying or organisational bullying is equitable to yelling, name-calling, mocking, and intimidating a person in the workplace. It can be done by managers or co-workers. It generates lots of stress-related health complications like hypertension, immune disorders, depression, and anxiety. The person's immediate job and career are also disrupted.

Types Of Workplace Bullying Behaviour

1) It involves making **insulting remarks, teasing, spreading gossip or rumors, persistent criticism, intimidation, and threats.**

2) It involves giving **unreasonable and unmanageable deadlines, excessive monitoring of work and assigning meaningless or no tasks.**

Bullying at the workplace can affect your career growth and also your sanity. So you thought you had bid bullying goodbye when you left school. Well, think again. The workplace can be a terrifying bullying ground too! And there have been many instances where bullying has turned into extreme forms of harassment.

According to a survey by job portal **CareerBuilde**r.in, about 55 percent of Indian workers revealed that they have been bullied at work. The two most common forms of bullying reported by employees was of being falsely accused of mistakes they didn't commit (33 percent) followed by being ignored, wherein their comments were dismissed or not acknowledged (32 percent). A large number of victims were bullied by their bosses (25 per cent) or colleagues (22 per cent). Of those who confronted their bully, 17 per cent said that the bullying had gotten worse. The survey covered more than 1,000 people aged 18-70 working in corporates. Here, we examine different forms of bullying at the workplace and what you can do to face up to bullies and come out a winner.

Instances/Case of Workplace Bullying (Examples)

- Constantly subjected to criticism without valid reasons.
- Denied leave without any reason or when on leave harassed with calls, e-mails, etc.
- Your explanations and proof are ignored, overruled, and dismissed.
- Often singled out and treated differently from others.
- Threatened, shouted at, and humiliated in front of others.
- Isolated and excluded from what's happening, especially when in a team environment.
- Given unrealistic goals and deadlines. Either overloaded with work or not given any work at all.
- Taken off something you have been passionately involved in at the last minute.
- Denied representation at meetings, often under threat of disciplinary action.
- Constantly made to feel guilty about something that does not concern you.
- Forced into resignation or suspension.

ANTI WORKPLACE BULLYING LAWS IN INDIA

Though India has no specific laws related to bullying but such issues are dealt strictly by using different sections of **Indian Penal Code (IPC)** such as :-

a) *Section 339–* Wrongful restraint,
b) *Section 340–* Wrongful confinement,
c) *Section 323–* Punishment for voluntarily causing hurt,
d) *Section 306–* Abetment of suicide.

Following are some of the other legislations can provide help to mitigate workplace bullying where non-sexual harassment or bullying behavior occurs, i.e.,

- *EQUAL PAY FOR EQUAL WORK – Equal Remuneration Act 1976* provides that each and every employee should receive the same remuneration for similar nature of work.
- *NO UNREASONABLE DEDUCTION OF WAGES –* Section 7-13 of the Payment of the Wages Act, 1936 provides when deductions are to be made and up to what extent deductions can be made.
- *DEFAMATION –* Sec 500 of IPC provides punishment for defamation and civil suit can be filed as civil wrong in Law of torts.
- *UNREASONABLE CLAUSES IN THE EMPLOYMENT AGREEMENT–* Industrial Disputes Act, 1947 regulates the dismissal regulation and Chapter 5A of the act deals with Lay Off and retrenchment procedures to be followed by the companies.
- *SEC 24 A OF THE PERSONS WITH DISABILITIES ACT, 1995–* It mandates for non-discrimination in Employment.

Conclusion

Harassment and bullying of employees at workplace inherently vitiate their right to live with human dignity enlightened by our constitution. *Article 42* **and** *Article 43* **of the constitution**

directs the state to provide provisions securing just and humane conditions of work. So the state should make it possible for employees to work free of any bullying and harassment by amending IPC.Moreover it's important that you set boundaries and limits to what others/superiors can say to you, and that includes the way they behave with you. Do not put up with what isn't acceptable to you.

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"The imagination imitates. It is the critical spirit that creates."

COMPLIED BY:-
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