



Jagan Institute of Management Studies

3, Institutional Area, Sector-5, Rohini, Delhi-110085

**Details of Publications in
WOS/Scopus/UGC Care-I
Journals**

Annexure IV-B





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List of Publications in WOS/SCOPUS/UGC Care I for AS-2022-23

S.No	Faculty Name	Journal	Topic of the Paper	Indexing	Weblink	DOI Number/ISSN No.	Month and Year of publication
1	Dr. Praveen Arora	Journal of Harbin Engineering University	The Manager's Reading List: A Personalized Book Recommendation System for Management Growth	Scopus	https://harbinengineeringjournal.com/index.php/journal/article/view/268	ISSN: 1006-4043	Jun-23
2	Dr. Deepti Chopra	Journal of Harbin Engineering University	The Manager's Reading List: A Personalized Book Recommendation System for Management Growth	Scopus	https://harbinengineeringjournal.com/index.php/journal/article/view/268	ISSN: 1006-4043	Jun-23
3	Ms. Bhavna Galhotra	European Chemical Bulletin	Indian Higher Education: Sustainable Development and Acceptance of Digital Learning Platforms and MOOCs in Pre and Post Covid Scenarios	Scopus	https://www.eurchembull.com/issue-e-content/indian-higher-education-sustainable-development-and-acceptance-of-digital-learning-platforms-and-moocs-in-pre-and-post-covid-scenarios-9153	ISSN: 2063-5346	Jun-23
4	Mr. Devesh Lowe	European Chemical Bulletin	Indian Higher Education: Sustainable Development and Acceptance of Digital Learning Platforms and MOOCs in Pre and Post Covid Scenarios	Scopus	https://www.eurchembull.com/issue-e-content/indian-higher-education-sustainable-development-and-acceptance-of-digital-learning-platforms-and-moocs-in-pre-and-post-covid-scenarios-9153	ISSN: 2063-5346	Jun-23
5	Dr. Deepak Chahal	Springer communications in computer and information science	"Sustainable smart society framework using ICT"	Scopus Indexed	https://www.researchgate.net/publication/352542823_Sustainable_Smart_Society_Framework_Using_ICT	ISSN: 1865-0929	Jun-23
6	Dr. Latika Kharb	Springer communications in computer and information science	"Sustainable smart society framework using ICT"	Scopus Indexed	https://www.researchgate.net/publication/352542823_Sustainable_Smart_Society_Framework_Using_ICT	ISSN: 1865-0929	Jun-23





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7	Ms Geeta Sharma	The Journal of Oriental Research	Marketing Trends and Impact of Covid-19	UGC CARE list Group I	Hard copy (Print only Journal)	ISSN: 0022-3301	Jun-23
8	Dr. Surman Madan with Student	AICTC-2022, Conference Proceedings of Springer's LNS Series	HCS: A Hybrid Data Security Enhancing Model Based Cryptography Algorithms	SCOPUS	https://link.springer.com/chapter/10.1007/978-981-19-9888-1_39	Required	May-23
9	Ms. Bhavna Gaihotra with Student	European Chemical Bulletin	A Study on Threats and Vulnerabilities of Blockchain Technology	Scopus Indexed	https://eurchembull.com/issue-content/a-study-on-threats-and-vulnerabilities-of-blockchain-technology-2481	ISSN: 2063-5346	May-23
10	Dr. Praveen Arora	BIOGCKO, A journal for New Zealand Herpetology	Generalized Association Rule Mining on Fuzzy Multiple Datasets for Brain Surgery Patients	Web of Science	http://www.biogcko.co.nz/admin/uploads/12490_Biogckoajournalfornewzealandherpetology_10-29-58.pdf	ISSN: 2230-5807	May-23
11	Dr. Deepti Chopra	BIOGCKO, A journal for New Zealand Herpetology	Generalized Association Rule Mining on Fuzzy Multiple Datasets for Brain Surgery Patients	Web of Science	http://www.biogcko.co.nz/admin/uploads/12490_Biogckoajournalfornewzealandherpetology_10-29-58.pdf	ISSN: 2230-5807	May-23
12	Dr. Suman Madan	Formerly Recent Patents on Computer Science	Adaptive Privacy Preservation Approach for Big Data Publishing in Cloud using k-anonymization Journal Name: Recent Advances in Computer Science and Communications	Scopus, ESCI/ACM Digital Library, DBLP	https://www.eurekaselect.com/nod/e/183301/article/adaptive-privacy-preservation-approach-for-big-data-publishing-in-cloud-using-k-anonymization	ISSN: 2666-2566	May-23
13	Dr. Deepti Sharma	Journal of Survey in Fisheries Sciences	Digital Eye Strain Detection by Applying Deep Learning Technique to Categories of Images	Scopus Indexed	http://sifisheressciences.com/journal/index.php/journal/article/view/1	ISSN: 2368-7487	Apr-23



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14	Dr. Archana B Saxena	Journal of Survey in Fisheries Sciences	Digital Eye Strain Detection by Applying Deep Learning Technique to Categories of Images	Scopus Indexed	http://sifisheriesciences.com/journal/index.php/journal/article/view/1455	ISSN: 2368-7487	Apr-23
15	Dr. Deepshikha Aggarwal	Journal of Survey in Fisheries Sciences	Digital Eye Strain Detection by Applying Deep Learning Technique to Categories of Images	Scopus Indexed	http://sifisheriesciences.com/journal/index.php/journal/article/view/1455	ISSN: 2368-7487	Apr-23
16	Dr. Parminder Kaur Bajaj	World Journal of Management and Economics	Economic Effects of Falling Barriers to Trade and Investment in Services	ABDC	https://www.researchgate.net/publication/370214616_ECONOMIC_EFFECTS_OF_FALLING_BARRIERS_TO_TRADE_AND_INVESTMENT_IN_SERVICES	ISSN: 1819-8643	Apr-23
17	Dr. Praveen Arora	European Chemical Bulletin	Association Rule Mining Over Fuzzy Taxonomy for Databases with Multiple Tables	SCOPUS	https://www.eurchembull.com/uploads/paper/d19955c24a23bc4af078bb15a64268e3.pdf	ISSN: 2063-5356	Mar-23
18	Dr. Priyanka Goel	The European Chemical Bulletin	The Impact of Digital Marketing on Business Growth and Branding	Scopus	https://www.eurchembull.com/uploads/paper/9c6911c813954c68464b5cc5eccb47a5.pdf	ISSN: 2063-5346	Mar-23
19	Dr. Latika Kharb	International Journal of current research and review	Exploratory data analysis on the epidemiology of Coronavirus (Covid-19)	Scopus Indexed	https://www.researchgate.net/publication/350517980_Exploratory_Data_Analysis_on_the_Epidemiology_of_Coronavirus_COVID-19_Pandemic_Outbreak	ISSN: 2231-2196	Mar-23
20	Dr. Praveen Arora	Elementary education online	Virtual workplace- A new normal for the organisations	Scopus Indexed	https://www.bibliomed.org/?mno=66326	ISSN: 1305-3515	Mar-23
21	Dr. Priyanka Gandhi	European Chemical Bulletin	Association Rule Mining Over Fuzzy Taxonomy for Databases with Multiple Tables	Scopus	https://www.eurchembull.com/uploads/paper/d19955c24a23bc4af078bb15a64268e3.pdf	ISSN: 2063-5346	Mar-23
22	Ms. Priyanka Gandhi	Elementary education online	Virtual workplace- A new normal for the organisations	Scopus Indexed	https://www.bibliomed.org/?mno=66326	ISSN: 1305-3515	Mar-23





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23	Mr. Devesh Lowe with Student	European Chemical Bulletin	A Study on Threats and Vulnerabilities of Blockchain Technology	Scopus Indexed	https://eurchembull.com/issue-content/a-study-on-threats-and-vulnerabilities-of-blockchain-technology-2481 Accepted for Publication	ISSN: 2063-5346	Feb-23
24	Dr. Sonia Dhir	The Indian Journal of Economics	India's Green House Gas Emissions and Total Output - A Study of Interrelations in Empirical Framework	ABDC	Accepted for Publication		Feb-23
25	Ms. Priyanka Gandhi	Solid state technology	Future of Remote Employee Engagement after Covid-19 Disruption	Scopus Indexed	https://solidstatetechnology.us/index.php/JSST/article/view/8921	ISSN 0038-111X	Feb-23
26	Dr. Deepak Chahal	International Journal of current research and review	Exploratory data analysis on the epidemiology of Coronavirus (Covid-19)	Scopus Indexed	https://www.researchgate.net/publication/350517980 Exploratory Data Analysis on the Epidemiology of Coronavirus COVID-19 Pandemic Outbreak	ISSN: 2231-2196	Jan-23
27	Dr. Chetna Laroija	IJRT, UGC Care	Analysis of Business Sustainability in Startups in India	UGC Care	https://www.ijcrt.org/papers/IJCRT2101525.pdf	ISSN: 2320-2882	Jan-23
28	Dr. Manjot Kaur Bhatia	IEEE xplore	Spider Monkey Crow Optimization Algorithm with Deep Learning for Sentiment Classification and Information Retrieval	SCI, SCOPUS INDEXED	https://ieeexplore.ieee.org/document/9340241	ISSN: 2169-3536	Jan-23
29	Dr. Latika Kharb	IGI global	Role of machine learning in modern education and teaching	Scopus Indexed	https://www.researchgate.net/publication/348119516 Role of Machine Learning in Modern Education and Teaching	DOI: 10.4018/978-1-7998-4763-2.ch006	Jan-23
30	Mr. Sunny Seth	Pakistan Journal of Statistics	A Finite Buffer Reverse Balking Feedback Markovian Queuing System with Reneging and Retention of Impatient Customers	Scopus	https://www.pakjis.com/wp-content/uploads/2022/12/39101.pdf	ISSN: 1012-9367	Jan-23



31	Dr. Deepak Chahal	Networks and Systems	Detection and Categorization of Machine Translation in Indian Languages	SCOPUS	https://link.springer.com/chapter/10.1007/978-981-19-9888-1_37	ISSN: 2367-3389	Dec-22
32	Dr. Latika Kharb	Networks and Systems	Detection and Categorization of Machine Translation in Indian Languages	SCOPUS	https://link.springer.com/chapter/10.1007/978-981-19-9888-1_37	ISSN: 2367-3389	Dec-22
33	Dr. Deepti Chopra	Networks and Systems	Detection and Categorization of Machine Translation in Indian Languages	SCOPUS	https://link.springer.com/chapter/10.1007/978-981-19-9888-1_37	ISSN: 2367-3389	Dec-22
34	Dr. Deepti Chopra	Springer LNNS Series	Challenges in IoT in Higher Education	SCOPUS	https://link.springer.com/chapter/10.1007/978-981-19-9304-6_50	ISSN: 2367-3370	Dec-22
35	Dr. Praveen Arora	Springer LNNS Series	Challenges in IoT in Higher Education	SCOPUS	https://link.springer.com/chapter/10.1007/978-981-19-9304-6_50	ISSN: 2367-3370	Dec-22
36	Dr. Suman Madan	IEEE Conference	Intelligent and Personalized Factoid Question and Answer System	SCOPUS	https://ieeexplore.ieee.org/document/9964818	DOI: 10.1109/ICRITO5628 6.2022.9964818	Dec-22
37	Dr. Manjot Kaur Bhatia	Springer Conference NCCS - 2022	RAW: The Entry Monitoring System	SCOPUS	-	-	Dec-22
38	Dr. Manjot Kaur Bhatia	Conference Proceedings NMIC 2023	Development of Secure Access Systemization	SCOPUS	-	-	Dec-22
39	Dr. Deepti Sharma	International journal of future generation communication and networking	Augmenting consumer satisfaction in smartphone based online shopping	Scopus Indexed	http://sersc.org/journals/index.php/IJFGCN/article/view/34550	ISSN: 2233-7857	Dec-22
40	Dr. Archana B Saxena	International journal of future generation communication and networking	Augmenting consumer satisfaction in smartphone based online shopping	Scopus Indexed	http://sersc.org/journals/index.php/IJFGCN/article/view/34550	ISSN: 2233-7857	Dec-22
41	Dr. Sonal Pahwa	World Journal of Management and Economics	Current Practices in Board Diversity - A Global Perspective	ABDC Journal	https://wesro.org/volume-15-issue-11/	ISSN: 1998-1392	Dec-22



42	Dr. Priyanka Gandhi	World Journal of Management and Economics	Current Practices in Board Diversity - A Global Perspective	ABDC Journal	https://westro.org/volume-15-issue-11/	ISSN: 1998-1392	Dec-22
43	Dr. Archana B Saxena	Journal of Positive School Psychology	Analysis of Customer's Shopping behaviour by Segmenting Customer's using K-Means Clustering Approach	SCOPUS	https://www.journalppw.com/index.php/jpsp/article/view/13968	ISSN 2717-7564	Nov-22
44	Dr. Deepshikha Aggarwal	Journal of Positive School Psychology	Analysis of Customer's Shopping behaviour by Segmenting Customer's using K-Means Clustering Approach	SCOPUS	https://www.journalppw.com/index.php/jpsp/article/view/13968	ISSN 2717-7564	Nov-22
45	Dr. Deepti Sharma	Journal of Positive School Psychology	Analysis of Customer's Shopping behaviour by Segmenting Customer's using K-Means Clustering Approach	SCOPUS	https://www.journalppw.com/index.php/jpsp/article/view/13968	ISSN 2717-7564	Nov-22
46	Dr. Archana B Saxena	NeuroQuantology	Digital Eye Strain And Fatigue Recognition System Using Smart Device	SCOPUS	https://www.neuroquantology.com/open-access/Digital+Eye+Strain+And+Fatigue	ISSN 1303-5150	Nov-22
47	Dr. Deepshikha Aggarwal	NeuroQuantology	Digital Eye Strain And Fatigue Recognition System Using Smart Device	SCOPUS	https://www.neuroquantology.com/open-access/Digital+Eye+Strain+And+Fatigue+Recognition+System+Using+Smart+Device+9446/	ISSN 1303-5150	Nov-22
48	Dr. Deepti Sharma	NeuroQuantology	Digital Eye Strain And Fatigue Recognition System Using Smart Device	SCOPUS	https://www.neuroquantology.com/open-access/Digital+Eye+Strain+And+Fatigue+Recognition+System+Using+Smart+Device+9446/	ISSN 1303-5150	Nov-22
49	Dr. Archana B Saxena	Journal of Pharmaceutical Negative Results	Ascertaining DES (Digital Eye Strain) Symptoms Using Machine Learning Libraries	SCOPUS	https://www.pnrjournal.com/index.php/home/article/view/4011/4203	ISSN: 0976-9234	Nov-22





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50	Dr. Deepshikha Aggarwal	Journal of Pharmaceutical Negative Results	Ascertaining DES (Digital Eye Strain) Symptoms Using Machine Learning Libraries	SCOPUS	https://www.pnrjournal.com/index.php/home/article/view/4011/4203	ISSN: 0976-9234	Nov-22
51	Dr. Deepti Sharma	Journal of Pharmaceutical Negative Results	Ascertaining DES (Digital Eye Strain) Symptoms Using Machine Learning Libraries	SCOPUS	https://www.pnrjournal.com/index.php/home/article/view/4011/4203	ISSN: 0976-9234	Nov-22
52	Dr. Latika Kharb	Elsevier publication	IoT: Integrating artificial intelligence with IoT to solve pervasive IoT issues	Scopus Indexed	https://www.sciencedirect.com/science/article/pii/S09780128185766000137	https://doi.org/10.1016/B978-0-12-818576-6.00013-7	Nov-22
53	Dr. Latika Kharb	Elsevier publication	IoT: Integrating artificial intelligence with IoT to solve pervasive IoT issues	Scopus Indexed	https://www.sciencedirect.com/science/article/pii/S09780128185766000137	https://doi.org/10.1016/B978-0-12-818576-6.00013-7	Nov-22
54	Ms. Sonal Pahwa	Journal of Indian Education, NCERT	Role of NEP in Reskilling the youth for reaping demographic dividend in India: A critical analysis	UGC CARE	https://ncert.nic.in/pdf/publication/journalsandperiodicals/journalofindianeducation/JIE-Nov-2020.pdf	ISSN : 0377-0435	Nov-22
55	Dr. Parminder Kaur Bajaj	Wesleyan Journal of Research	ANALYSIS OF LEAD-LAG RELATIONSHIP BETWEEN THE EMERGING STOCK MARKETS	UGC CARE I	https://www.researchgate.net/publication/346647571_ANALYSIS_OF_LEAD-LAG_RELATIONSHIP_BETWEEN_THE_EMERGING_STOCK_MARKETS	ISSN 0975-1386	Nov-22
56	Ms. Bhavna Galhotra	IEEE xplore	Impact of COVID-19 on Digital platforms and change in E-commerce shopping trends	Scopus Indexed Series	https://ieeexplore.ieee.org/document/9243379	DOI: 10.1109/ISMAC49090.2020.9243379	Oct-22
57	Dr. Latika Kharb	Emerald	Smart nursery with health monitoring system through integration of IOT and Machine Learning	Scopus Indexed	https://www.emerald.com/insight/content/doi/10.1108/978-1-83909-099-820201017/full/html	978-1-83909-099-8	Sep-22
58	Mr. Mohit Mathur	Research Anthology on Recent Trends, Tools, and Implications of Computer Programming IGI Global,	A Satiated Method for Cloud Traffic Classification in Software Defined Network Environment	Web of Science	https://www.igi-global.com/chapter/a-satiated-method-for-cloud-traffic-classification-in-software-defined-network-environment/261087	http://doi:10.4018/978-1-7998-3016-0.ch067 pp. 1509-1528.	Sep-22



59	Dr. Richa Dabas	Indian Journal of Marketing	Exploring the Nexus among Internet Banking Service Quality, Customer Satisfaction, Age, and Gender : A Developing Country Perspective during COVID-19	Scopus	https://i-scholar.in/index.php/ijom/article/view/214965	10.17010/ijom/2022/v52/19/171982	Sep-22
60	Dr. Suman Madan	International Journal of Intelligent Information and Database Systems	Nature inspired computational intelligence implementation for privacy preservation in MapReduce framework	Scopus, UGC approved	https://www.inderscienceonline.com/doi/abs/10.1504/IJIDS.2020.109455	ISSN: 1751-5866	Aug-22
61	Dr. Deepshikha Aggarwal	Proceedings of ICICC 2020, Volume 1	A Predictive Approach to Academic Performance Analysis of Students Based on Parental Influence	Scopus Indexed/Springer	https://link.springer.com/chapter/10.1007/978-981-15-5113-0_6	ISSN: 2194-5357	Aug-22
62	Dr. Suman Madan	International Journal of Operations Research	A Technique for Securing Big Data Using K-Anonymization with a Hybrid Optimization Algorithm	Scopus Indexed	https://www.igi-global.com/article/a-technique-for-securing-big-data-using-k-anonymization-with-a-hybrid-optimization-algorithm/280738	ISSN: 1947-9328	Aug-22
63	Dr. Priyanka Goel	The British Journal of administrative Management	Green Innovation Practices for Organizational Performance and Sustainable Development	ABDC Journal	https://tbiam.org/vol58-issue-152/	ISSN: 1746-1278	Jul-22
64	Dr. Parminder Kaur Bajaj	Academy of Marketing Studies Journal	An Empirical Study on Customer Satisfaction towards Organized Retail Outlets in Bengaluru City, Karnataka	ABDC - B Category	https://www.abacademies.org/articles/an-empirical-study-on-customer-satisfaction-towards-organized-retail-outlets-in-bengaluru-city-karnataka-15109.html	ISSN: 1528-2678	Jul-22
65	Dr. Priyanka Goel	The British Journal of administrative Management	Consumer Behavior in 21st Century: Impact on Marketing stragy development	ABDC Journal	https://tbiam.org/vol59-issue-158/	ISSN: 1746-1278	Jul-22



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66	Dr. Priyanka Gandhi	Journal of Biochemical Science and Engineering	Future of Green Finance via Blockchain Technology: Challenges and Policy Interventions for India	Scopus	Accepted for Publication	ISSN: 1880-9863	
67	Dr. Sonal Pahwa	Journal of Biochemical Science and Engineering	Future of Green Finance via Blockchain Technology: Challenges and Policy Interventions for India	Scopus	Accepted for Publication	ISSN: 1880-9863	



The Manager's Reading List: A Personalized Book Recommendation System for Management Growth

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Abstract:

In today's era, the significance of technology in education and learning has dramatically increased. With the vast growth of digital libraries and online bookstores, there is a need for efficient book recommendation systems that can assist individuals in finding relevant and valuable books in their respective domains. In the management domain, it has become imperative to have a recommendation system that can assist management students and professionals in selecting books that can benefit their learning and development. In this research paper, we propose a book recommendation system that is designed to serve the management domain. The system utilizes various data mining techniques and machine learning algorithms to provide personalized recommendations to the users. The results of the experiments demonstrate the effectiveness of the proposed recommendation system.

Keywords: Recommender System, Machine Learning, user behavior analysis, Artificial Intelligence

Introduction

The management domain is a crucial area of study that encompasses a wide range of topics, including business management, finance, human resources, marketing, and operations management. There are numerous books available in the market that address different aspects of management, and it can be overwhelming for students and professionals to select the ones that are most relevant to their needs. This is where a book recommendation system can play a crucial role.

A book recommendation system is a computer program that provides recommendations to users based on their past reading behavior, preferences, and opinions. The system collects information about the books that a user has read, liked, or rated, and uses this information to suggest other books that they might be interested in. The goal of a book recommendation system is to provide users with personalized recommendations that align with their interests and learning goals.

In today's world, there is a vast array of books available to readers, making it increasingly challenging to choose what to read next. With the rise of digital platforms, such as e-book readers, online bookstores, and libraries, individuals now have access to a seemingly endless supply of reading materials. However, with so many options, the task of finding a book that suits one's taste and

preferences can become overwhelming. This is where book recommendation systems come in, offering personalized suggestions to help readers find their next favorite book (Zhang, Y., & Wang, X., 2022; Liu, J., & Wang, C., 2019; Adomavicius, G. and Tuzhilin, A., 2005).

Book recommendation systems have become an integral part of the reading experience, providing users with tailored suggestions based on their reading history, preferences, and behavior. These systems have been implemented on a variety of platforms, including online bookstores, libraries, and e-book readers, and have been shown to increase user engagement and satisfaction. The development of recommendation systems has been driven by the availability of big data, which provides a wealth of information about users and their interactions with books. Several recent studies have explored the use of deep learning for book recommendation (Al-Haddad & Chen, 2021; Wang, Zhang, & Wang, 2021; Fan & Liu, 2021)

The implementation of recommendation systems requires advanced algorithms, which have been developed in the field of machine learning and artificial intelligence. There are various types of recommendation algorithms, including content-based filtering, collaborative filtering, and hybrid methods, each with its own strengths and limitations. To build a recommendation system,



these algorithms must be implemented using a suitable programming language. Python, a popular and versatile programming language, has emerged as a suitable tool for building book recommendation systems due to its powerful machine learning libraries and ease of use.

The purpose of this study is to explore the capabilities of Python in building book recommendation systems. The study will begin with a comprehensive literature review of the existing research on book recommendation systems and their various types. The study will then examine the implementation of different recommendation algorithms in Python, evaluating their performance using a sample dataset and comparing the results. Finally, the study will discuss the limitations and future directions of book recommendation systems using Python. The findings of this study will contribute to a better understanding of the capabilities of Python for building book recommendation systems and provide insights for future development in this field.

Merely searching the book from a search engine does not provide us the desired results. We need to develop a recommendation system that accepts relevant information and provides list of books according to reader's choice.

Recommendation of a book to a reader is a computational social problem that would provide books recommendations according to reader's choice and the books that he hasn't read before. Building a book recommendation system is of practical significance. It would ensure that the problem of shortage of books is timely addressed and also help in searching good books for users.

In a computational social systems, personalised recommendation system is mostly based on news recommendation system. News recommendation system primarily focusses on priority of information and its timeliness. Books are comparatively stable in a given period. Books and News are very large in number. We can build recommendation based system for both books and news.

The field of management is dynamic and constantly evolving, with new research, trends, and best practices emerging on a regular basis. In order to stay up-to-date with these changes

managers and professionals must continuously expand their knowledge and skills, which can be a challenging and time-consuming task. However, book recommendation systems have emerged as a valuable tool that can help users to discover new and relevant content, stay current with the latest research, and improve their skills and knowledge in the management domain.

A book recommendation system is an automated system that uses data on a user's interests, behavior, and preferences to recommend books that are relevant and useful to them. In the management domain, book recommendation systems can be used in various contexts, including academic research, professional development, and career advancement.

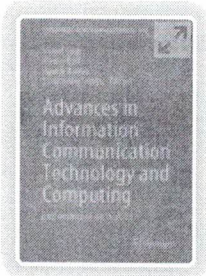
The objective of this research paper is to provide a detailed overview of book recommendation systems in the management domain, with a particular emphasis on the different types of recommendation approaches and the key design considerations for developing an effective system.

By providing a comprehensive overview of book recommendation systems in the management domain, this research paper aims to help managers and professionals understand the benefits of these systems, and make informed decisions about their development and implementation. In addition, this paper will contribute to the broader research on book recommendation systems, providing insights into the most effective approaches and design considerations for this type of system in the context of management.

In the field of book recommendation systems for the management domain, there are several types of recommendation approaches that have been developed. These approaches can be broadly classified into four categories: content-based filtering, collaborative filtering, knowledge-based systems, and hybrid approaches. Each approach has its own strengths and limitations, and the choice of approach will depend on the specific requirements of the system and the available data. In this section, we will discuss each of these approaches in detail.

- **Content-Based Filtering:** Content-based filtering recommends books to users based





Advances in Information Communication Technology and Computing pp
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HCS: A Hybrid Data Security Enhancing Model Based on Cryptography Algorithms

Ankit Singhal, Jatin Madan & Suman Madan 

Conference paper | [First Online: 30 May 2023](#)

125 Accesses

Part of the [Lecture Notes in Networks and Systems](#) book series (LNNS, volume 628)

Abstract

With the advancement in technology, plenty of data is being shared between users using various mediums. And with this excessive data transmission, it needs to be supervised that the data transmitted needs to be secured to maintain the confidentiality and integrity of the data. There is a technique that allows secure data transmission without losing integrity and classification, and that is



GENERALIZED ASSOCIATION RULE MINING ON FUZZY MULTIPLE DATASETS FOR BRAIN INJURY PATIENTS

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Abstract

Brain injury is a serious medical condition that can be caused by a variety of factors including trauma, stroke, or disease. Diagnosing and treating patients with brain injury requires identifying several factors that contribute to the injury, including the patient's medical history, imaging results, and other clinical data. This information is often collected from multiple sources, which can be difficult to integrate and analyze because of the imprecision and uncertainty of the data. Brain injury is a major public health problem that can result in significant morbidity and mortality. Patients with brain injury often have complex and heterogeneous clinical presentations, making it difficult to identify patterns and associations between different diagnostic and treatment variables. In recent years, association rule mining has emerged as a powerful technique for detecting interesting patterns and relationships in large datasets. However, conventional association rule mining algorithms are not well suited to handle imprecise and uncertain data. To address this limitation, this research paper presents a new approach for mining generalized association rules on fuzzy multiple datasets for patients with brain injuries. The proposed approach was developed to process imprecise and uncertain data by incorporating fuzzy logic. The research study uses data from multiple sources, including medical records, imaging, and patient reports, to identify patterns and associations between different factors contributing to brain injury. To improve outcomes for patients with brain injuries, it is important to identify patterns and associations between different diagnostic and treatment variables. Fuzzy multiple data sets are common in health research due to the uncertainty and imprecision inherent in clinical data. The proposed approach was developed to deal with fuzzy data, which in some cases can be more informative and accurate than crisp data. The work addresses the extraction of fuzzy association rules in a given database designed by entity-relationship models (ER) at multiple levels. The contribution of the study is an attempt to standardize algorithms to find the most appropriate result from tables of fuzzy data. Our results have important implications for improving the diagnosis and treatment of patients with brain injury.

Additional Keywords and Phrases: Association Rule Mining, Data warehousing, E-R modelling, Fuzzy item sets

1 INTRODUCTION

The study in this paper focuses on exploring knowledge from databases based on fuzzy data by extracting rules from databases with multiple tables. The work uses the EAS (Extended Apriori Star) and the newly discovered algorithm AJS (Apriori Join Star).

Traumatic brain injury is one of the most dangerous injuries, as severe bleeding and serious





INDIAN HIGHER EDUCATION: SUSTAINABLE DEVELOPMENT AND ACCEPTANCE OF DIGITAL LEARNING PLATFORMS AND MOOCS IN PRE AND POST COVID SCENARIOS

Devesh Lowe^{1*}, Bhavna Galhotra²

Abstract

Higher education in India was not always confined to a learning process in four walls. Our ancient learning methodology included conversations, debates, life study and learning through observations. With passage of time learning was confined to study of written texts and prescribed syllabi. Though it has contributed remarkably in the last two centuries towards the establishment of new world order, its relevance is now often questioned due to pace of technological changes and industry's expectations from young graduates. In the last decade there is an evident shift towards Digital Learning platforms as a mandatory part of standard curriculum, and as source of obtaining extra knowledge with flexibility of choosing subjects and content for learning. Platforms like Coursera, edx, NPTEL, STP, Swayam and UdeMy are ready to efficiently fill the gap between standard university curriculum and industry requirement. Acceptance of these platforms witnessed a sharp rise during COVID era and registration increased multiple folds. It was clear that the time has come for digital learning to be accepted at par with standard chalk and talk approach. After the decline of COVID restrictions and life returning to normalcy, growth and acceptability of online learning platforms opens a big area of study. In this paper authors have identified and recognized the role of digital learning platforms as mandatory part of higher education and have studied the impact on young learners. This paper presents an analysis based on the opinions of first time users of such platforms. This paper presents a comparative analysis of growth and acceptability of online learning platforms by young Indian students in pre-Covid, during-covid and post-covid timelines.

Keywords: Digital Learning Platforms, Higher Education, On-line Courses

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Introduction

In the pre-COVID era, digital learning platforms and Massive Open Online Courses (MOOCs) experienced significant growth in India. These platforms gained popularity due to various factors, such as increased internet penetration, smartphone adoption, and a growing demand for accessible and affordable education [1].

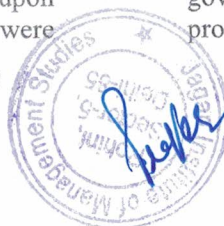
1. **Emergence of Digital Learning Platforms:** Prior to COVID-19, digital learning platforms like Coursera, Udemy, edX, and Khan Academy gained traction in India. These platforms offered a wide range of courses across diverse subjects, allowing learners to access high-quality educational content at their convenience.
2. **Government Initiatives:** The Indian government played a crucial role in promoting digital education. Initiatives like the National Digital Literacy Mission, Digital India Campaign, and the e-Basta platform aimed to increase digital literacy and provide access to online learning resources across the country.
3. **Rise of MOOCs:** MOOCs gained popularity in India as well. Platforms like Coursera, edX, and NPTEL (National Program on Technology Enhanced Learning) offered courses from prestigious institutions like Indian Institutes of Technology (IITs), Indian Institutes of Management (IIMs), and renowned universities. These courses allowed learners to acquire new skills and knowledge from top instructors worldwide.
4. **Increasing Internet Penetration:** India witnessed a significant increase in internet penetration, particularly with the growth of mobile internet users. This enabled individuals to access online learning platforms and courses through smartphones, making education more accessible and convenient.
5. **Affordable Education:** Digital learning platforms and MOOCs often provided free or affordable courses, allowing learners from diverse backgrounds to access quality education without the financial burden of traditional education.
6. **Professional Development:** Professionals in India sought digital learning platforms and MOOCs to upskill or acquire new knowledge relevant to their careers. This demand for continuous professional development contributed to the growth of online learning platforms.
7. **Recognized Certification:** Many digital learning platforms offered certifications upon course completion. These certificates were

recognized by employers and institutions, adding value to learners' resumes and career prospects.

Overall, the growth of digital learning platforms and MOOCs in the pre-COVID era in India was driven by increased internet penetration, government initiatives, affordability, convenience with the demand for lifelong learning and professional development. These platforms opened up new avenues for education, allowing learners to access quality courses from anywhere, at any time. [1]

In the post-COVID era, the growth of digital learning platforms and MOOCs courses in India has experienced a significant acceleration. The pandemic and subsequent lockdowns have further propelled the adoption of online education, leading to an increased demand for digital learning platforms. Here are some key factors driving the growth:

1. **Shift to Online Education:** With the closure of educational institutions during the pandemic, students and professionals turned to online platforms for their learning needs. This rapid shift to online education has led to a surge in the number of learners accessing digital learning platforms and MOOCs courses. [2]
2. **Increased Awareness and Acceptance:** The pandemic has created greater awareness and acceptance of online education among the Indian population. People have realized the benefits of remote learning, such as flexibility, convenience, and the ability to learn at their own pace. This shift in perception has contributed to the growth of digital learning platforms. [3]
3. **Skill Development and Career Advancement:** The pandemic-induced economic uncertainty has led to a renewed focus on skill development and career advancement. Individuals are seeking online courses to upskill, reskill, and stay competitive in the job market. Digital learning platforms and MOOCs courses offer a wide range of skill-based programs that cater to these needs. [4]
4. **Industry Collaboration:** Many industries have partnered with online learning platforms to provide specialized courses and certifications. This collaboration helps bridge the skill gap and enables learners to acquire industry-relevant knowledge and credentials, enhancing their employability.
5. **Government Initiatives:** The Indian government has launched various initiatives to promote online education, especially in the





A STUDY ON THREATS AND VULNERABILITIES OF BLOCKCHAIN TECHNOLOGY

Parul Mehra¹, Bhavna Galhotra^{2*}, Devesh Lowe³

Abstract:

Since its inception, Blockchain technology has revolutionized the way transactions work. It provides a safe and secure mode of transaction, which involves digital currencies which cannot be manipulated by anyone with malicious motives. It maintains all information of transaction in forms of blocks which store information. Blockchain technology is an embodiment of decentralized organized collection of data. It offers a public ledger system which combines a public key encryption for all transaction to resolve the double spending problem by storing block over a distributed network setup at multiple locations making it impossible to change and hence more secure. This paper expounds the core principles of Blockchain technology and its implementation in various domain areas to study the applicability and advantages it offers over conventional data management. Authors also observe the reasons for shift towards a decentralized crypto-ledge platform and rise of Bitcoin and other cryptocurrencies. Paper also discusses a detailed perspective of potential risks and drawbacks of this technology along with its security features, threats, and vulnerable areas.

Keyterms: Block Chain, Bit coin, Crypto currencies, Security constraints

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I. INTRODUCTION

Blockchain technology was initially introduced by Satoshi Nakamoto [1]. Blockchain technology is an embodiment of decentralized organized collated data. Bitcoin, blockchain has been known to be the public ledger for all transactions and resolved the double-spend problem by combining peer-to-peer technology with public-key cryptography [2] just like we saw the advancement of blockchain technology in the current times, it too started with people being apprehensive about something that they don't understand. As each block is connected to the others via a peer-to-peer connection. The Blockchain is a technology and a method that allows community users to validate, keep and synchronize the content of a transaction ledger which is replicated across multiple users. [3]

The blockchain, on an initial level, works on network security which assures users of the privacy of their data. Here public ledger is a decentralized, parallelly maintained ledger or a document that lists down all the transactions along with transaction details, which is shared amongst the participants by a methodology of public key cryptography whose changes are replicated amongst all the users.

Public key encryption is in which message data is encrypted with a recipient's public key. The Message can't be unscrambled by any individual who does not have the coordinating private key, who is dared to be the proprietor of that key, and the individual related to the general population key. [4] There are two types of keys, the public key, and the private key, just as the name suggests the private key is private to the participant of the blockchain and the public key is the key that is required to facilitate the private key.

II. BLOCKCHAIN AND CRYPTOCURRENCY

Cryptocurrency is the booming technological sector, but the transition from carrying out transactions based purely on instinct to trusting the stock market and especially the currency that is not tangible was not very easy. When blockchain with cryptocurrency was introduced, naturally people and countries were apprehensive due to its complexity and functions which led to being a restricting factor in its growth, but the thing that gained attention was the underlying technology, which worked as an online ledger to store records, data, and information about that data in a ledger format and which is stored in form of blocks which are linked to each other. This format and arrangement of transaction records and details related to data increased the transparency of the

data, which is a boon in disguise. If transparency is more then it gradually leaves a deliberate opening for anyone who wants to tamper with the data. [5]

Blockchain has been known to be the public ledger for all transactions and resolved the double-spend problem by combining peer-to-peer technology with public-key cryptography [2]. Blockchain technology has three versions stated as: blockchain1.0, blockchain 2.0, and blockchain 3.0 which are based on their applications in different scenarios. Blockchain technology was introduced via finance and digital currency but gradually it was widely used in every sector of society such as the health care sector, music sector, supply chain monitoring, agriculture industry, market monitoring, supply chain management, etc. Today's world is data-centric, and blockchain technology enables data to be stored in a systematic format, increases availability, and provides ease of tracking to the user. Blockchain technology's versions 2.0 and 3.0 flourished around 2015.

III. FUNCTIONALITY OF BLOCKCHAIN TECHNOLOGY

Bitcoin, blockchain has been known to be the public ledger for all transactions and resolved the double-spend problem by combining peer-to-peer technology with public-key cryptography [2]. Double spending is a situation in which a user of a digital currency can spend several times the same amount of money before there has been a realization that the amount has already been spent/claimed [3]. Double spending is a probable risk that comes inevitably with the concept of cryptocurrency, double spending means reclaiming the currency that had been already spent beforehand, or in a simple manner using the same currency for more than one transaction. It can be done by tampering with pre-existing blockchain and adding a new node or a new block to the chain and by this method the person who inserted a new block of data can travel to the whole chain of data and has full access to tamper the data and commit a fraudulent activity by reclaiming the currency which does not even exist or has been already spent. So to prevent such activity bitcoin assigns every block an encrypted number which includes a timestamp which further includes the time of the creation of the block, information about the previous block, and the information present inside that current block is also encrypted using the SHA algorithm.

The main aim of blockchain is to operate a different collection of data present at different locations which are linked together via a chain to which





Digital Eye Strain Detection By Applying Deep Learning Technique To Categories Of Images

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Abstract

This work presents the development of an ADES (advanced digital eye strain) detector system. It focuses on digital eye strain detector whose objective is to alert the users of digital devices to alert them if they are using devices for a long period of time. If a user is working on digital devices for prolonged hours, it is necessary that fatigue detection is performed in a non-intrusive way, and that the user should be alert with alarms. Our approach to this open problem uses sequences of images that are 60 s long and are recorded in such a way that the user's face is visible. To detect whether the user shows symptoms of tiredness or not, a solution is developed focusing on the minimization of false positives. This solution uses a recurrent and convolutional neural network to extract numeric features from images. The accuracy obtained by the proposed system is similar: around 85% accuracy over training data, and 80% accuracy on test data.

Keywords: ADES; drowsiness; deep learning; convolutional neural networks; computer vision syndrome

1. Introduction

Eyestrain is a frequent condition that occurs when your eyes tire after being used for an extended period of time, such as when driving a long distance or staring at screens of computers and other electronic devices [1]. In essence, eye strain is just tired eyes. Eye tiredness is another name for it. The causes of digital eye strain are varied [2]. According to studies, people blink less when using computers or other digital screens [3] [4]. Dry eyes result from this, which may increase eye fatigue. Due to their glare or when there is insufficient contrast between the type and the background, digital devices can also strain the eyes. Eye strain can also be caused by an improper viewing distance and bad illumination. Eye strain typically manifests as watery eyes, dry eyes, blurred vision, sensitivity to light, headache, neck and shoulder pain, difficulty concentrating, burning eyes, itchy eyes and hard time keeping your eyes open [5].

Digital eye strain, dry eyes, irritation, and discomfort can be brought on by squinting to read small print, poor lighting, holding devices at an awkward angle or too far away from our eyes, blue light emitted by digital devices, or wearing eyeglasses that are not designed for viewing computers and other electronics up close [1]. Limiting activities that strain the eyes as well as altering one's lifestyle might help control eye strain. Digital eye strain can be treated in a variety of ways. First and foremost, screen time needs to be moderated and frequently interrupted. There are additional strategies to mitigate the negative effects of screen time on your eyes if you are unable to cut back on your gadget use. Reading from a printed page puts less strain on the eyes than using a computer because people tend to blink less when using a computer, and blinking is essential for keeping the eyes moist. See digital screens from unfavourable angles or distances [6]. The majority of the time, symptoms of digital eye strain appear when a task requires more visual clarity than the person's eyes can easily accommodate. Those



THE IMPACT OF DIGITAL MARKETING ON BUSINESS GROWTH AND BRANDING

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Abstract

The paper begins with a discussion of digital marketing before going on to discuss its various forms, how it differs from traditional marketing, as well as its advantages, disadvantages, and current relevance. This study focuses on how digital marketing affects how people view a particular product. This study shows how people who are exposed to digital marketing can learn more about brands and how innovation has aided their growth. The assessment evaluates the efficacy of digital marketing tactics including member marketing, blogging, search engine optimization, mobile marketing, and email marketing. Understanding the connection between brand creation and digital marketing was the goal of this study. People are likely to remember the attention-grabbing headlines that glitter on their digital devices, such email and web search items, thanks to digital marketing. Digital platforms and resources are increasingly being used as part of multichannel branding and commitment campaigns to communicate a brand's positioning. Digital branding or digital correspondence are terms that can be used to refer to digital marketing.

Keywords: Digital Marketing, Business Growth, Branding



1. Introduction

Digital marketing is the branch of marketing that uses web- and online-based technical breakthroughs like personal computers, cell phones, and other digital media and platforms to advertise products and services. The way that businesses and brands use innovation for marketing has changed as a result of its development in the 1990s and 2000s. As digital platforms have become more prevalent in everyday life and marketing methods, as well as as more consumers utilize digital gadgets instead of visiting physical stores, digital marketing initiatives have grown. These initiatives include website design optimization (SEO), web index marketing (SEM), content marketing, force to be reckoned with marketing, content mechanization, campaign marketing, information driven marketing, and online advertising. Digital marketing also includes non-Web channels that provide programmable ringtones for digital media, such as TV, mobile phones (SMS and MMS), get back to, and on-hold. Digital marketing can now be distinguished from web-based marketing by its growth into non-Web platforms.

Web marketing is essentially what digital marketing is. A publicize and digital channel are hinted at. Digital marketing is a waste of time in terms of how it portrays the outcomes of business administration and marketing. Digital marketing is the review or promotion of products from a certain brand to advance the cause.

Self-education in how to advance a thing is a very old concept. The approaches a retailer uses to present a product have evolved in response to trends in the media and, more specifically, in how people behave. When companies try to sell something online these days, they use a method known as "digital marketing." Initially, the only thing that was thought of for web marketing was text about various products. However, it has become abundantly evident that digital marketing is about much more than just selling stuff as the number of people using the internet keeps growing. Additionally, it involves promoting awareness of the objects. It serves as a forum for communication between the organization and its clientele in Pakistan, India, Bangladesh, Sri Lanka, Bhutan, and other countries. With the assistance of digital marketing, the product's manufacturer can increase its recall value. Today, there are an overwhelming number of options available. Each company should concentrate on it to ensure that their brand stands out from that of their competitors by establishing distinct differences between the two. Every organization should pay attention to how its image is presented. Any kind of link between other countries, such as Bhutan, Sri Lanka, Pakistan, India, and Bangladesh, benefits from having a strong brand image. In this approach, creating a brand in the minds of one's target market is more significant to initiatives.

A brand is essentially the promise that a business makes to its clients. Philip Jones defined a "brand" as a product that delivers both functional advantages and supplementary



CURRENT PRACTICES IN BOARD DIVERSITY – A GLOBAL PERSPECTIVE

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Abstract

Many empirical studies have proven that having members from diverse backgrounds is a key step towards having a more effective corporate board as it leads to better decision making and improved governance. However, the reality in most of the companies is far from desired. Apart from bringing more clarity on the topic, this review paper focuses on taking an account of what has been done so far in this regard and conduct a gap analysis of where we are and where we ought to be. Researchers also intend to analyse the challenges faced by the organisation while attempting to diversify their boards. The examples across the globe have been taken in order to make it a comprehensive study on the corporate board diversity.

Keyword

Board Diversity, Corporate Governance, Board of Directors, Firm's performance.

1. Contextual Background

Each country has evolved its own code of Corporate Governance, standards and practices which suit their economic and social culture, government policies and capital and money market systems. Whatever be the system adopted, needless to say that board of directors are at the core of implementing governance standards and ensuring their compliance. Hence, a lot of emphasis has been laid on structuring the boards in such a manner that board is able to deliver as expected. One of the key elements towards this end is Board Diversity. Universally adopted OECD principles of Corporate Governance also highlight the key role played by board of directors in nominating and selecting board members who possess the desired competencies, knowledge and expertise to complement the existing skill set of the board and hence adding more value to the organization.

As per various national and international practices, diversity in board means having members who are unique in terms of knowledge, experience, functional expertise, education, background, perspective, thoughts, gender and age. It is not merely having a group of individuals with different traits and characters, but getting the most suitable people and harnessing their unique skills and capitalizing on their experience in such a manner which benefits the organization.

In order to further streamline the governance practices, regulators worldwide have stressed upon focussing on different aspects pertaining to the directors. Mandatory requirements regarding having independent directors and enhancing the roles of non-executive directors and highlighting the worth of complimenting skills, proficiency and experience of the board members are such prominent initiatives. Basically, diversity is all about having a team of people who possess

