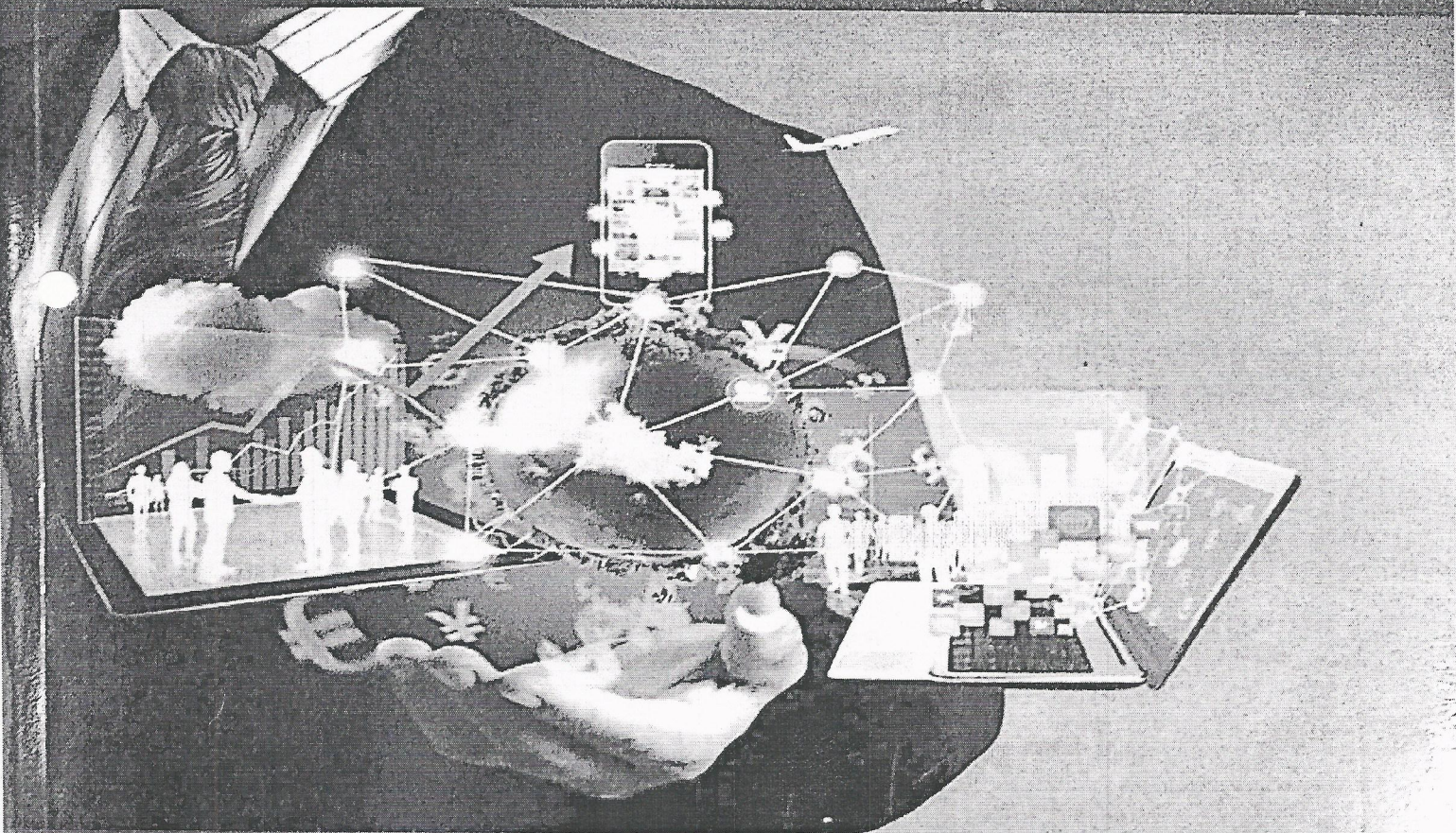


**NATIONAL CONFERENCE  
ON  
"GLOBAL TECHNOLOGY"**

**21<sup>st</sup> February 2015**

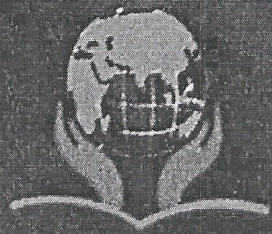


Organised by  
Department of Computer Science

**Vidhya Sagar**

Women's College

Vedanarayanapuram  
Chengalpattu - 603 111





# INFLUENCE OF DATA MINING TECHNIQUES IN AGRICULTURE FIELD FOR CROP PRICE PREDICTION

Prof. Kumar B. Pawar and Prof. Shweta D. Padale  
Assistant Professors,  
JSPM'S Jayawant Institute of Management Studies,  
Tathawade,

## Abstract

Due to ample availability of data and forthcoming need for turning such data into constructive information and knowledge data mining plays significant role in the information industry and in society as a whole from recent years. The information and knowledge gained can be used in various application, control and science exploration. In current era of modernization and competitive in agricultural product, productivity and price has become very important problem which is to be solved only based on the available data with the help of data mining techniques like classification, K-Mean, K-Nearest Neighbour, Artificial Neural Network and Support Vector Machine etc. This article explores the application of data mining techniques in the field of agriculture for crop price prediction.

**Keywords:** Data mining, K-Mean, K-Nearest Neighbour, Artificial Neural Network and Support Vector Machine, Crop Price prediction

## Introduction

To accelerate the existing, computer technology steadily progress from the past four decades lead to large supplies of powerful and affordable computers, data collection equipment, and storage media. This technology provides

an enhancement to database, information engineering and repositories available for transaction management, information retrieval and data analysis.

Data mining refers to extracting or "mining" knowledge from large amount of data [1]. Many other terms provide a similar or slightly different meaning of data mining, such as knowledge mining from data, knowledge extraction, data/pattern analysis, data archaeology, and data dredging from large set of data. This paper explores description and overview of data mining techniques which are applied to agriculture and agricultural application. Crop price prediction is a vital problem to any farmer as he expecting to his crop after investing his effort, time, money.

## Data mining techniques

From the past decades crop price prediction was done by judging farmer's experience on the basis of particular crop and field. With the help of this availability of large amount of data set, different data mining techniques were used for data mining. This paper present the most used data mining techniques in agriculture field for crop price prediction.

Data mining undertaking into two categories descriptive (takes characterize the general



**8<sup>th</sup> Indian Subcontinent  
Decision Sciences Institute  
ISDSI International Conference**

**Proceedings**

**Hyatt Regency, Pune, India  
January 2-4, 2015**



## Abstract Redefining Software Maintenance Costs

S. Sakhivel(Bowling Green State University,Bowling Green, OH 43403)

Since several studies show that organizations spend 75% of their software budget on maintenance activities, management of software maintenance and its costs assume major importance. Although rich literature exists on how-to of software maintenance, research on management of its costs is sparse. The few studies that deal with software maintenance costs are flawed in the treatment of these costs. This article will correct the knowledge foundation for software maintenance costs to enable its effective management. Merriam-Webster dictionary defines maintenance as "the act or activity of keeping something in an existing and usually satisfactory condition." The term applies well to the maintenance of fixed assets such as machines but, it is incorrectly used to describe the last phase of the software product life cycle, during which a software product is used and "maintained." Current literature on software maintenance classifies it into corrective, preventive, adaptive, and perfective maintenances. Corrective maintenance relates to fixing errors in programs to keep it in working condition. It results from the poor state of the software product due to poor development. Preventive maintenance involves optimizing the software to improve its efficiency, reliability, and maintainability and to prevent problems in the future. Although these two types of activities constitute maintenance, adaptive maintenance that deals with modifying a system due to changes in other systems or system environment, and perfective maintenance that involves enhancing the system features and functions do not fall under the realm of maintenance. Despite the varied nature of maintenance activities, organizations treat costs of all types of maintenance alike. This article will discuss and distinguish among various software maintenance costs, so that these costs can be accorded the appropriate treatment to manage them effectively. This article will show that each type of maintenance costs has multiple components that behave variedly with the size, complexity, and aging of the software product. It will also show that certain components of each maintenance costs are controllable while certain other components are beyond a manager's control. To facilitate planning and budgeting of various maintenance activities and to evaluate maintenance requests, knowledge of various cost components and their behavior is necessary. Since investment decisions in software products need to recognize and include one-time development cost and maintenance costs that occur during the age of the product, knowledge of various cost components and their behaviors is important. Such knowledge is also necessary to decide whether a software product should continue to be maintained or redeveloped to minimize the total costs of using the software product.

Paper 0056M

## Analyzing factors of business escalation through knowledge management and innovations

Kumar B. Pawar and Prof. Shweta D. Padale (JSPM'S Jayawant Institute of Management Studies, Pune, India)

On the aspect of 21<sup>st</sup> century, swiftly change towards the globalization, information technology, internet, intranet, e-commerce, transactions, communication technology, and improved transportation infrastructure have actually made the world a smaller place. Business is always been about ideas that can generate a profit. In the present global context of shrinking markets, it is innovation that determines whether business is gaining competitive edge over other. All business and organization start with seed idea that gives them



# Human Resource - An Unbeatable Competitive Advantage

**Mrs. Harini M. Rajan**

Assistant Professor, MBA department, JSPM's Jayawant Institute of Management Studies Pune-33.

**Mr. Deepakkumar V. Pore**

Assistant Professor, MBA department, JSPM's Jayawant Institute of Management Studies Pune-33.

## Abstract

Every organization, immaterial of its size, is in a position to fight against the competition in this globalized world. They are in an urge to strengthen their resources to prove themselves in the business race. In this it is very crucial for each of the business entity to identify one such resource which will be their competitive advantage. Retaining such competitive advantage is a one more challenge to the organization. This paper tries to elaborate certain ways by which the organization can develop its human resources as a competitive advantage and sustain the same for a longer period.

**Key Words:** Competitive Advantage, Human Resource, Retaining of Talent

## Introduction

Today's business economy is very competitive. Every organization is in an urge to prove them to sustain in the market. The customers are becoming more and more demanding from the manufacturers and service providers. They expect that the product or service that they use must be unique or superior in some aspect from that of its competitors. Keeping in mind the expectations of customers the business experts, now a days, insist the business world to concentrate on a key word called "Competitive Advantage".

## Competitive Advantage

Competitive advantage is been defined as Term competitive advantage is the ability gained through attributes and resources to perform at a higher level than others in the same industry or market (Christensen and Fahey 1984, Kay 1994, Porter 1980 cited by Chacarbaghi and Lynch 1999, p. 45)[1].

In simple words competitive advantage can be said as an edge over the competitors. A resource, business model, service method, product itself are some of the examples which can be developed as a Competitive advantage. In case the organization uses any of the above said things as a competitive advantage there are chances that it can be imitated or used by the competitors hence it will always be a threat to the organization. There is one resource which can be developed as a competitive advantage and which cannot be imitated, copied or used by other organization as a competitive advantage Human Resource.



C



**8<sup>th</sup> Indian Subcontinent**

**Decision Sciences Institute**

**ISDSI International Conference**

**Proceedings**

**Hyatt Regency, Pune, India**

**January 2-4, 2015**

3



# AN ANALYTICAL STUDY OF THE SEARCH ENGINE OPTIMIZATION TECHNIQUES FOR INFORMATION RETRIEVAL SYSTEMS

Prof.Sarika R Patil  
JSPM's JTC Tathwade  
[Patil.sarika417@gmail.com](mailto:Patil.sarika417@gmail.com)

Prof.Dr.Sarika Sharma  
Director JSPM EIOCA Wagholi  
[sarika4@gmail.com](mailto:sarika4@gmail.com)

*Abstract-Search engine is the most prominent tool to extract information from web (www).It is a very large distributed digital information .The concept of information retrieval systems is to only receive the input from user as keywords, process it then compared with the database and the information is provided to the user. Search engine optimization is the technique which is used to increase the importance of the pages which are most frequently visited which the user comes upon regularly. This article introduces and discusses the concept of search engine optimization, features of web search engine, how search engine works, and this paper offers comparative study of previous research work regarding the techniques used in SEO..*

**Keywords:** Search engine optimization (Seo,) Information Retrieval Systems .

## 1. INTRODUCTION

Information Retrieval System is the process of improving the visibility of a website or web page. The general objective of an Information Retrieval System is to minimize the overhead of a user locating needed information.(e.g. query generation, query execution). World wide web provides us with huge amount of necessary data digitally available as hypertext data may be web pages, images, information and other type. Search engine is one of the primary ways that internet users find web sites. SEO is the activity of optimizing web pages or whole sites in order to make them more search engine friendly. It is internet based tool that searches an index of documents for a particular term, phrase or text specified by user. Search engine optimization is the process that uses search principle for search engine to acquire higher ranking for web. It is a methodology which is based on different strategies using computer programs to gather information from internet. search engine is not only necessary function in the website to provide convenience for users but also effective tools of understanding web users behavior. At present some major search engines are Google, Yahoo, Ask and Bing so on.

## 2. RELATED WORK

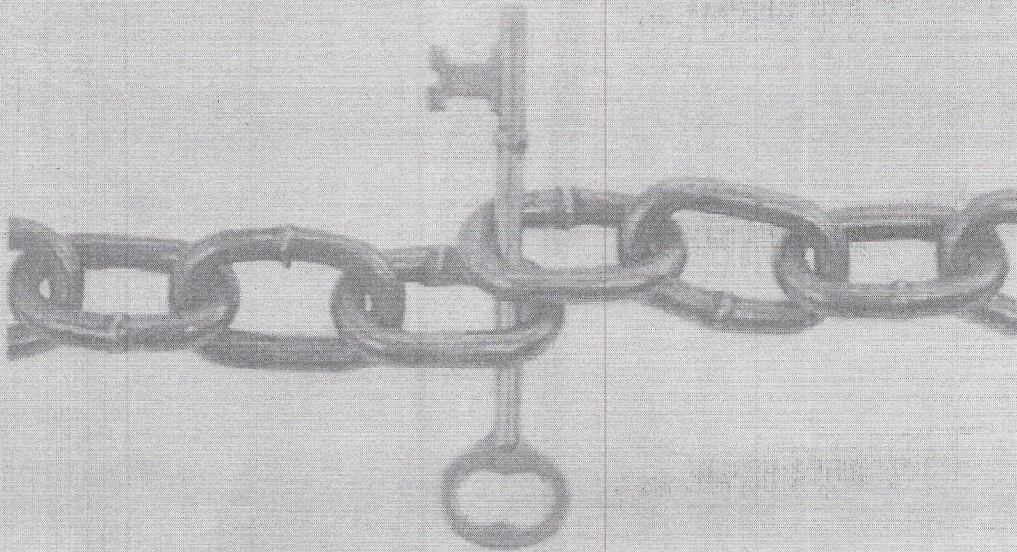
Generally people visit a website to find out information according to their need, but if they did not find right content they immediately click away from site so in order to draw their attention and bring them back maximum number of times. It fulfills user need as well as improves rank position in search engine. It is the process of improving the number and quality of traffic to a web site from search engines via natural listing for targeted keywords. It refers to the process of "optimizing" both the on-page and off-page ranking factors in order to achieve high search engine rankings for targeted search terms. cloud to have all information and on the basis of that information the decisions are to be made. So the provenance information leads to the correct decision made by the user.

Search engine optimization is also used for getting higher rank in search results from the business information. Corporate sectors and institutions want to become more recognized worldwide through seeing higher ranks for their websites. It is an approach for the retrieval of web pages related to user requests on the internet. Actual objective is to make more preferable website in search result and make more visitors for higher ranks. Examples for popular search engines



INTERNATIONAL CONFERENCE  
ON  
"GLOBAL WORKPLACE BY THE YEAR 2020"

12<sup>th</sup> September 2014



Editors

Mrs. G. Valarmathi

Mrs. R. Revathi

Mrs. R. Hema

Organised by

Department of Commerce



vidhya sagar  
WOMEN'S COLLEGE

Chengalpattu - 603 111



# GLOBAL TALENT GAP - IMPACT OF UNDER UTILIZATION OF FEMALE TALENT, INDIAN AND GLOBAL CONTEXT

Mrs. Harini M. Rajan\* and Deepakkumar V. Pore\*\*,  
Asst. Professor, MBA department, JSI'M's Jayawant Institute of Management Studies,  
Pune-33

## Abstract

Women in this modern era became an inseparable part of economic development of any country. More than 45% of the world population is of women. In recent days it is visible that more number of women is becoming an earning member of the family either by employment or entrepreneurship. Still when it comes to numbers it is very less than that of their male counterparts. The reason may vary for this in different countries like glass ceiling, gender inequality, work life imbalance, family setup etc. There is a gap in using women talents for the growth of business as well as economic growth of any country.

In this paper it is discussed that both business and economy is losing to certain extent because of lesser utilization of female talent resources in India which is more or less same in some of the developing countries also. The possible reason behind the issue is also been discussed. An attempt is been made to emphasise that Global Talent Gap can be minimized to certain extent by properly utilising talent of female workforce in India and Globally.

**Key words:** Talent Gap, Economic development, Gender inequality, Glass ceiling.

## Introduction

"The world cannot afford the loss of the talents of half of people if we are to solve the many problems which beset us," said the eminent

American scientist and Nobel Laureate Rosalyn Yalow. Obviously, she was referring to the women who form half, if not the better half the population of the world. As purely said by her the world is facing Talent gap due to utilising the talent of only one half of the world population to a greater extent and avoiding or under utilising the talent of other half of the population. Many studies and survey's proved the above said fact.

In Early of 19th century in India women were not allowed for even primary education. Even in the mid of 19th century graduation itself becomes a dream for many women in the society apart from few high class women were allowed to complete their degree as just a status symbol. The trend was moving towards a positive change year by year were in number of women fought for their rights and came out of the boxes and started their career in the business world. The growth didn't stopped here very few women also took place in the board room discussion and holding top level positions in corporate world. And currently women also took the next phase of becoming entrepreneurs which was once considered as a position only made for male. Even though the women faced lot of changes in their growth path still the opportunity to hold high level profile in corporate or owners of business is limited to very few women.



# THE CHALLENGES OF COLLECTION DEVELOPMENT IN AN ACADEMIC LIBRARY : AN APPRAISAL

**Veena.E.Ankad**  
Librarian,  
Vijnaneshwara Govt Law College,  
Martur, Dist-Gulbarga  
[Email-ankad.veena@gmail.com](mailto:Email-ankad.veena@gmail.com)

**Jayanthi Rajkumar kumbhar**  
Librarian,  
Vibgyor High School,  
Balewadi, Pune.  
[email-ashajayraj2006@gmail.com](mailto:email-ashajayraj2006@gmail.com)

## ABSTRACT:

There are many challenges facing librarians in the academic environment, including collection development. This article analyzes the topic of collection development and how it relates to professionals in the field of librarianship. The article contains a literature review of papers discussing the collection development curriculum in library and information science programs, expected skills required of collection development offices, and library training programs for librarians. The article also provides practical advice by recent graduates and their collection development experiences. Topics of discussion, include acclimation to a new environment, collection development policies and procedures, liaison work, resource selection, and time management.

**Keywords:** Collection development, Selection material, Academic Libraries, Librarianship

## 1. INTRODUCTION

Selection policies and practices play fundamental role in developing a strong collection. Collection development involves a number of activities by which a library acquires materials of all types by implementing the selection policy and the plans for document acquisition. Collection development is a dynamic and continuous activity. It involves the users, the library staff, and the subject experts on selection team. It is not an end in itself, but a means to develop a need-based, up-to-date, and balanced collection fit to meet the document and information needs of the users.

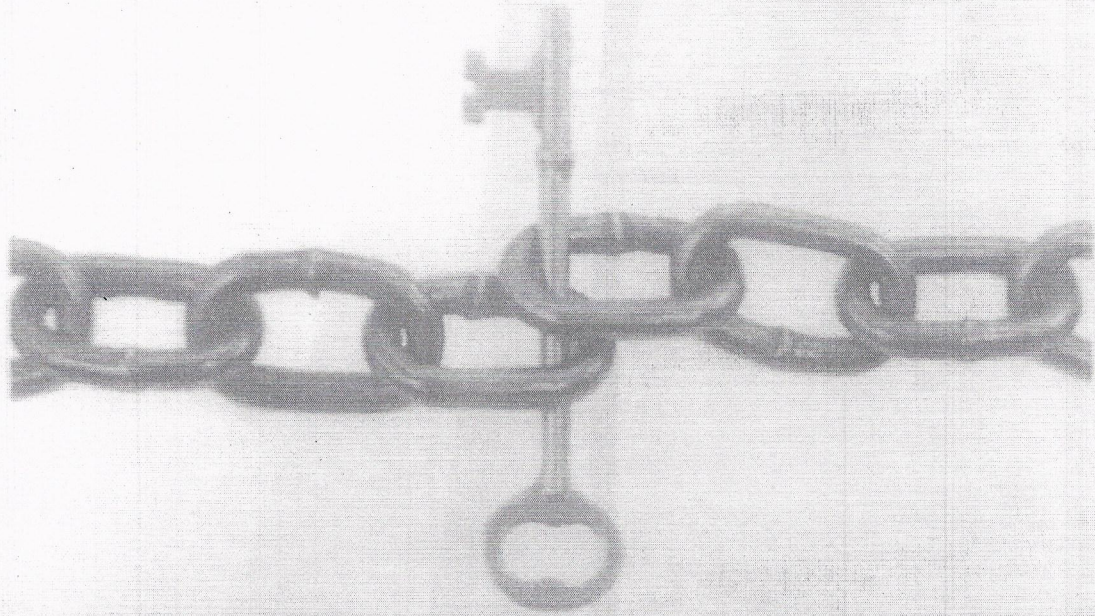
Collection development is considered as one of the primary tasks for any library and information centre. It is a dynamic and continuous activity. In order to develop a balanced, user-oriented and active collection, a well planned and thought out system has to be evolved by the library and information managers in close association with the representatives of various user constituencies.

Collection development is the process of meeting the information needs of the people (a service population) in a timely and economical manner using information resources locally held, as well as from other organizations. According to the International Federation of Library Associations and Institutions (IFLA), acquisition and collection development focuses on methodological and topical themes pertaining to acquisition of print and other analogue library materials (by purchase, exchange, gift, legal deposit), and the licensing and purchase of electronic information resources. This paper is focus will be on four specific areas budget allocation, identifying user needs, selection of resources and collection evaluation.



INTERNATIONAL CONFERENCE  
ON  
"GLOBAL WORKPLACE BY THE YEAR 2020"

12<sup>th</sup> September 2014



Editors

Mrs. G. Valarmathi

Mrs. R. Revathi

Mrs. R. Hema

Organised by

Department of Commerce



vidhya sagar

WOMEN'S COLLEGE

Chengalpattu - 603 111



26.	CROWD SOURCING: THE NEW SOURCING PARADIGM <i>Dr.P.Natarajan and E. Nirupama</i>	95
27.	CROWD SOURCING: INTERNAL AND EXTERNAL IMPLICATIONS <i>Nivedhitha.K.S and Dinesh Babu</i>	100
28.	ATTAINING ORGANIZATIONAL EXCELLENCE THROUGH TALENT RETENTION IN FINANCIAL SECTOR <i>Dr.P. Neelakantan</i>	104
29.	EMPLOYEES QUALITY WORK LIFE OF TURBO ENERGY LTD AT SHOLINGUR <i>N. Pattabi</i>	107
30.	CROWD SOURCING <i>Payal Dudhedia</i>	113
31.	POLARIZATION OF THE WORKPLACE <i>L. Gomathy and R. Praveenkumar</i>	117
32.	QUALITY OF WORK LIFE AMONG WOMEN EMPLOYEES IN THE SOFTWARE COMPANIES <i>R. Premalatha</i>	122
33.	HUMAN RESOURCE INFORMATION SYSTEMS - ITS BENEFITS AND IMPORTANCE IN BUSINESS WITH GLOBAL PROSPECTIVE <i>Dr.Rasika P Patil and Prof. Snehil B. Godes</i>	127
34.	CROWDSOURCING – A BOON OR A BANE <i>A. Sajitha Parvin</i>	131
35.	HEALTH PROMOTION IN WORK PLACE <i>R.Saraswathy</i>	136
36.	JOB POLARIZATION AND JOBLESS RECOVERIES-AN INTERLINK APPROACH <i>Dr. I. Savarimuthu</i>	141
37.	EMPLOYEE RETENTION OF IT INDUSTRY IN CHENNAI CITY <i>T. Selvakumar</i>	146
38.	CROWD SOURCING A BETTER WORLD <i>Mrs. P. Selvi</i>	150
39.	SOCIAL MEDIA MARKETING COMMUNICATION <i>G. Shabeena</i>	152



# HUMAN RESOURCE INFORMATION SYSTEMS - ITS BENEFITS AND IMPORTANCE IN BUSINESS WITH GLOBAL PROSPECTIVE

Dr. Rasika P Patil\* and Prof. Snehal B. Godes\*\*

Assistance Professor, Jayawant Institute of Management Studies, Pune

## Abstract

Emerging hyper-competitive era has increased the need of information system and technology in almost all the sector of management. Human resource management is no exception to this. The revolution in information technology is completely and swiftly redefining the way things are done in nearly every field of human activity. Both Human resources and information technology are utilized as strategic weapons to compete in the global market by many firms. Information systems especially developed for human resource management referred as human resource information system (HRIS). It is an integrated system by which enables the organization to collect, record, store, manage, deliver and present data for human resource and hence promotes effectiveness of human resource system. Human resource technology or human resource information system opens a path for interaction between human resource management and information technology. HRIS has become a critical factor in making business competitive and effective. The paper will emphasize the need and benefits of HRIS for a business to sustain in this competitive global market.

Keywords: Human resources information systems, Business, global prospective.

## Introduction

Today's world of business is global and not restricted to particular region, economies around the world are deeply interrelated with

each other. The recent financial crisis is clear evidence of this. As many businesses need to take a global view on their operations rather than a local or regional, information systems that businesses use have to be designed in order to meet the needs of global business processes adequately.

Human resources management is one of the departments that mostly use management information systems. There are many supporting activities which HRIS provides to management few of such supporting activities are identifying potential employees, maintaining complete records on existing employees and creating programs to develop employees' talents and skills.

HR systems helps the employees in almost all the levels in the organization. It help senior management to make long term business plans and strategic goals which are defined in global context of business by identifying the manpower requirements. Middle management uses human resources systems to monitor and analyze the recruitment, allocation and compensation of employees. Operational management uses HR systems to track the recruitment and placement of the employees. HRIS can also support various HR practices such as workforce planning, staffing, compensation programs, salary forecasts, pay budgets and labour/employee relations.

## Need for HRIS:

HRIS becomes an inevitable part of any





CENTRAL UNIVERSITY OF KARNATAKA

Two Day National Conference on

Integrating ICT in Academic Libraries: Making a Difference in Knowledge Age

# Certificate

This is to certify that Dr./Prof./Mr./Mrs. *Jayantibi Rajkumar Kumbhar*  
has participated/presented a paper on *People - oriented Knowledge*  
*Management for Information Access* ..... in the Two Day

National Conference on Integrating ICT in Academic Libraries: Making a Difference in Knowledge Age  
Organised by Central Library, Central University of Karnataka, Gulbarga on 12th & 13th August 2014

*[Signature]*  
Dr. P. S. Kattimani  
Organizing Secretary

*[Signature]*  
N. Nagaraju  
Registrar  
STATE BANK OF INDIA  
General Manager  
Super Market Branch  
GULBARGA - 51304

*[Signature]*  
Prof. M. N. Sudheendra Rao  
Vice-Chancellor

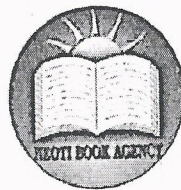


**INTEGRATING ICT IN ACADEMIC  
LIBRARIES**  
**Making a Difference in Knowledge Age**

*Editors :*

**Dr. P. S. Kattimani**

**Dr. Suresh Jange**



**Neoti Book Agency**  
New Delhi, INDIA

**2014**



# PEOPLE - ORIENTED KNOWLEDGE MANAGEMENT FOR INFORMATION ACCES

Veena E. Ankad and Jayanti Rajkumar Kumbar

## ABSTRACT

The paper attempts to describe the concepts of people oriented knowledge management for knowledge sharing and developing information networks. It also highlights futures and requirements of knowledge management centers in the changing scenario of information industry and concludes the people oriented knowledge management is the need of the hour for centralized management excess in any organizational set up.

Keywords: Knowledge management, People oriented knowledge management

## INTRODUCTION

The transition to a knowledge society and a global knowledge economy will be the most important social and economic changes in the 21<sup>st</sup> century. The knowledge economic with its high innovation speed and an increasing demand of innovative and knowledge intensive products and services calls for new management tool and methods. since the primary key to growth in hour economy is innovation, efficient knowledge management tools and methods have become imperative for almost all types of organizations.

Knowledge management deals with knowledge friendly environments in which knowledge can develop and flourish to provide individuals, organizations or reasons with context - sensitive knowledge and the ability of knowledge workers to apply the knowledge of action. Knowledge management can address from two different prospective. The first one is more people oriented as it focuses on people and organizations. The second one places the emphasis on information technologies as enabling technologies. The difference between these two prospective is the level at which knowledge management is applied.

In people-oriented knowledge management, the focus is on the people, the organization and the associated working and communication process rather than technology. People-oriented knowledge management seeks answers to question such as "How can we adopt our communication culture to become more knowledge friendly? "How can we manage our human capital more efficiently? and what methods and incentives exist to foster knowledge sharing and transfer?

The objective of technology oriented knowledge management is to support knowledge workers in companies at an operation level.

The objective of technology-oriented knowledge management is to support knowledge workers in companies at an operation level. That is information technologies are used as enabling technology to provide the knowledge somebody needs to perform a specific task as efficiently as possible often, this requires a careful and smooth integration of knowledge management tools with business process management tools.

## PEOPLE-ORIENTED KNOWLEDGE MANAGEMENT

Rural community constitute the greater part of the population of developing countries and often lack access to basic needs such as water, food, education, health care, sanitation and security. Leading to low life expectancy and high infant mortality. These conditions, considered harsh by the majority of the rural population as the only option for survival and subsistent level living. Knowledge and information