



VISION THINK TANK

Vol. 10 , No. 1

(Compilation of research articles written by Students)

March 2020

MANGHANMAL UDHARAM COLLEGE OF COMMERCE

F.Y.B.Com.

SOCIAL NETWORKING HABITS OF 17-19 YEAR OLD TEENAGERS 01

By Khushbu, Suma, Anuradha, Monika, Priya, Tejasvini, Sakshi, Om and others

S.Y.B.Com.

WORKING STUDENTS' EXPERIENCE 06

By Bithik, Veronica, Harsha, Aditya, Sanskriti, Anisha, Meghna, Priti and Anushka

T.Y.B.Com.

BUYING INFLUENCES 10

By Sonia, Supriya, Neha, Aishwarya, Ekta, Rohit, Mobeena and others

M.Com.

IMPACT OF EDUCATION ON GETTING JOBS IN INDIA: IS IT TRUE ? 15

By M.Com Dr Leena Mody and Arti Mourya, Rinku

B.B.A. (Ist Prize)

IMPACT OF GOOGLE ON HUMAN INTELLIGENCE 23

By Namrata Jaiprakash Singh

B.B.A. (IInd Prize)

DREAMS OR PURPOSE: HOW DOES IT AFFECT AN INDIVIDUAL'S LIFE 27

By Harsha Bhagnani

B.C.A.

BIOMETRICS IN ORGANIZATIONS 31

By Mrs. Bijal Thaker and students of B.C.A. -Netra, Gopika, Rajesh, Selina, Bhavesh, Hanna, Alisha, Apekhsa

**EDITORIAL FOR
VISION THINK TANK**

VOL. 10, No. 1

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Editorial

Dear Readers,

Welcome to the 10th Issue of Vision Think Tank, a compilation of Research articles by the students. For this issue, apart from the Research articles under the mentorship of respective teachers, we conducted a research article competition for BBA Students, who have a subject of Research Methodology. The objective was to motivate students to be more research oriented and undertake serious research. The results were overwhelming and we selected the best two out of the 25 research papers received.

We propose to extend this competition to other levels too, after mentoring them on skills of Research by experts, whom we plan to invite in the coming academic year.

Till then, we bring you interesting research articles by the various levels of students including the prize winning ones related to the impact of Dreams and Google influence on Human Intelligence.

We have attempted to make the topics topical like the theme of social networking sites, Biometrics, Working Students' experiences, Consumer Behaviour and jobs and higher education.

Happy Reading!! Do share your feedback with us.

Dr. Parveen Prasad
Editor

Dr. Vinita Basantani
Chief Editor

SOCIAL NETWORKING HABITS OF 17-19 YEAR OLD TEENAGERS

By F.Y.B.Com students- Khushbu, Suma, Anuradha, Monika, Priya, Tejasvini, Sakshi,Om and others

ABSTRACT

The engagement in social media is only growing. Among the various age groups, teenagers are known to join this bandwagon in large numbers, according to a recent research study. The survey-based research was conducted among 89 teenagers, mostly first year students of commerce. The objective was to determine the average time spent on social media sites and the various platform used along with the frequency of time. The findings from the survey were as follows: 53 respondents spend more than one hour on the social networking sites, 26 respondents spend more than one hour on You Tube and the common stories shared by respondents include those related to lifestyle, education and entertainment.

INTRODUCTION

The digitization has brought about revolutionary changes in the way people connect, build relationships, get influenced and react to events around them. Among the multitude of sites, the social networking sites are being commonly adopted and adapted by teenager's .Twitter, Snap chat, Facebook and Instagram are apparently the most popular networking sites. Apart from casual conversations and relationship building platforms, marketers, advertisers, teachers and the general public are using these media to achieve the objectives of branding, communicating, inspiring the target audience and so on.

OBJECTIVES OF THE STUDY

1. To determine the social networking habits of teenagers
2. To investigate the dependency of teenagers of social networking sites
3. To understand the content browsing habits of teenagers from social media platforms.

IMPORTANCE OF THE STUDY

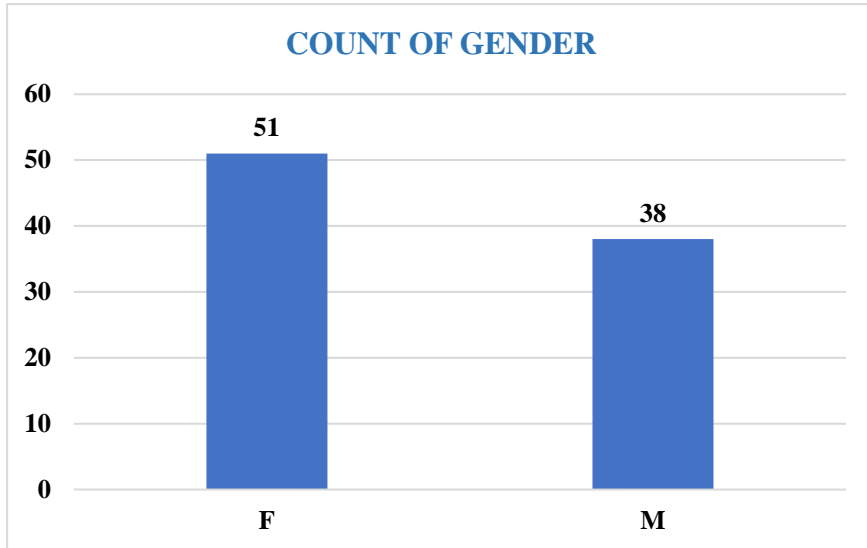
1. The study will leverage the influence of social networking sites on temperament and skills of teenagers
2. The study will popularise the reach of social networking sites to better viewership and use by teenagers.

METHODOLOGY

A survey was conducted among the teenage students mostly from academic institutions. The questionnaire contained details like frequency of time spent, type of social media platform, type of blogs read, usage of you tube and the type of dependency of social networking sites. These questionnaires were administered by F Year Commerce students. In total about 135 questionnaires were circulated and 89 were completely filled. These were then considered for analysis.

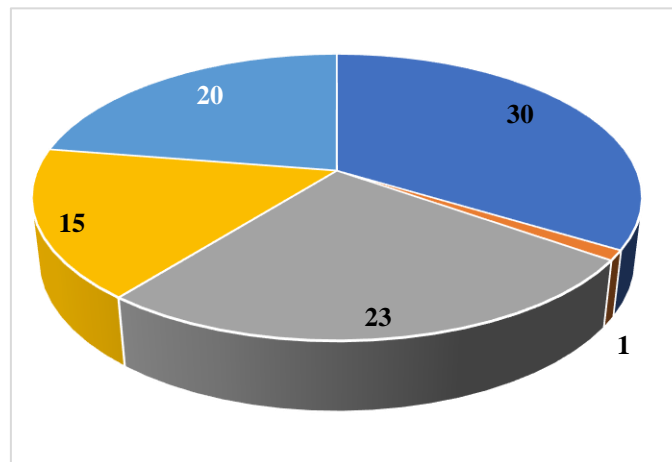
FINDINGS

1. Average Age of the respondents-18 years



Gender of the respondents: 51 were females and 38 were males.

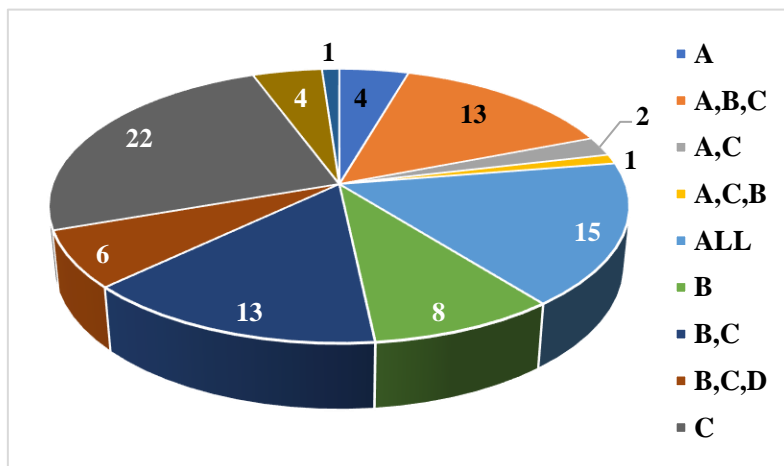
2. Time spent on Social Media



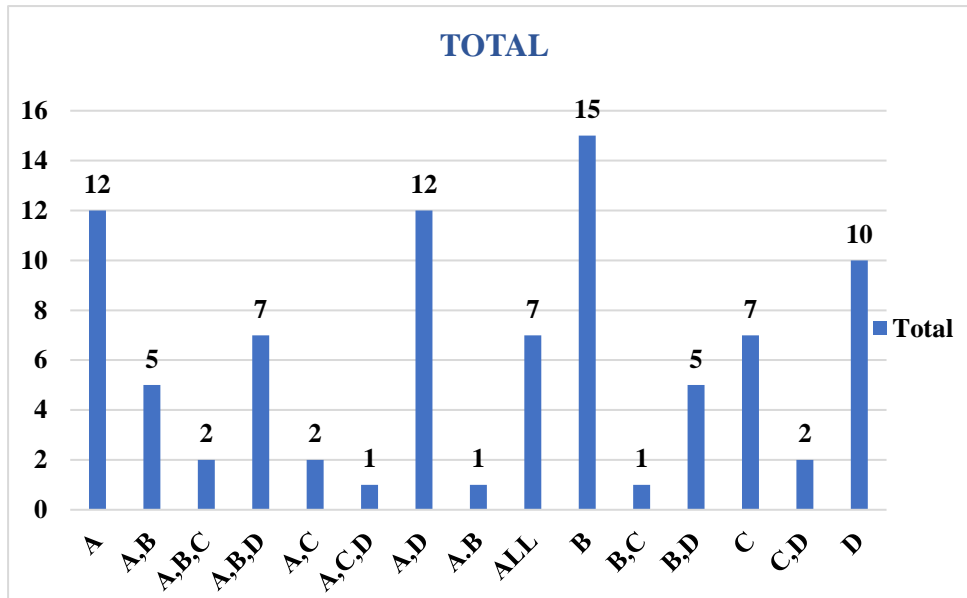
1 hour- 30 respondents
3 hours- 15 respondents

2 hours- 20 respondents
More- 23 respondents

3. Type of Social media Platform



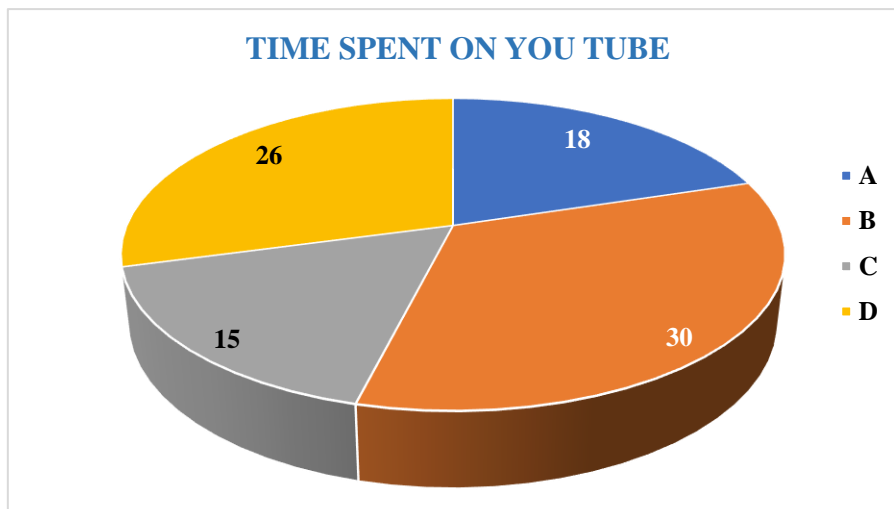
1. Facebook- 4
2. Instagram- 8
3. Whats App and Instagram- 11
4. Facebook, Instagram, Whats App-13
5. Facebook and Whats App- 22
6. All-15
7. Instagram, Whats app, Snapchat-6



1. Lifestyle- 7
2. Education, lifestyle- 5
3. Lifestyle, education, fitness-10
4. Lifestyle, Education, Entertainment-

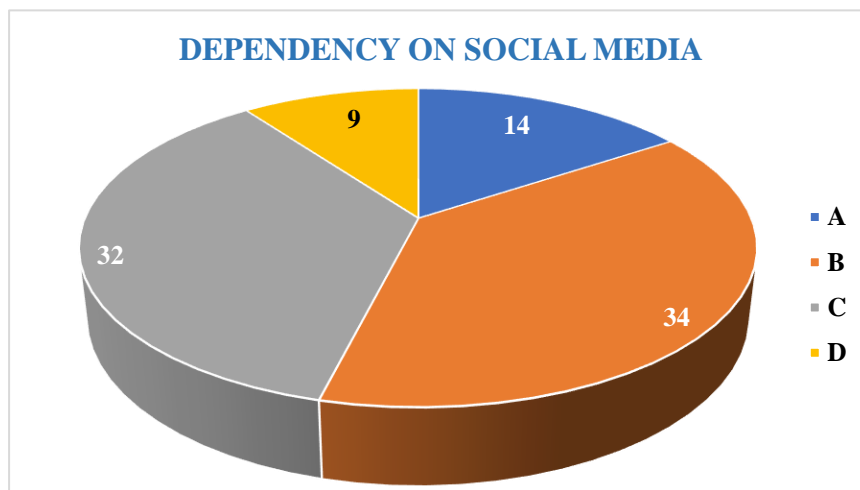
TYPES OF BLOGS	COUNT OF TYPES OF BLOGS
A	12 Lifestyle
A,B	5 Education, lifestyle
A,B,C	2 Lifestyle, education, fitness
A,B,D	7 Lifestyle, Education, Entertainment
A,C	2 Lifestyle, Fitness
A,C,D	1 Lifestyle, Fitness, Entertainment
A,D	12 Lifestyle, Entertainment
A,B	1 Lifestyle, Education
ALL	7 All
B	15 Education
B,C	1 Education, Fitness
B,D	5 Education, Entertainment
C	7 Fitness
C,D	2 Fitness, Entertainment
D	10 Entertainment

4. Amount of Time spent on You Tube



A: 15 minutes: 18 B: 30 minutes: 30 C: 45 minutes: 15 D: 1 hour: 26

5. Dependency on Social Media for making choices.



**A: Very dependent: 14 B: Little dependent: 34
C: Neutral: 32 D: Not dependent: 9**

DISCUSSION

The above findings depict the necessity of social media in a teenager's life today. Social media is here to stay. It becomes indispensable to leverage the rampant role of social media networking sites. More and more professionals are adopting and adapting the usage of these sites. The flip side is the over usage and addiction to these sites for unproductive work. The above findings depict the overdependence on these sites and the harmful impact as a result of the same. It is necessary to secure a productive balance in order to reap the advantages of social networking sites and accessibility.

CONCLUSION

Social networking sites are rampant in the life of the youth. They are major influencers for all their major decisions. Among the social networking sites, Facebook, What's App and

Instagram are the most popular sites and hence they wild a dominant influence. Youth are known to spend long hours and hence, the impact of these sites is deep.

SOCIAL NETWORKING HABITS OF 17-19 YEAR OLD TEENAGERS

Name:

Age:

Gender: MALE / FEMALE

1. *How much time do you spend on social media?*
 - a) *1 hour*
 - b) *2 hours*
 - c) *3 hours*
 - d) *More*

2. *Which social media platform?*
 - a) *Facebook YES / NO*
 - b) *Instagram YES / NO*
 - c) *WhatsAPP YES / NO*
 - d) *Snap chat YES / NO*

3. *What type of blogs / vlogs do you prefer to read / watch?*
 - a) *Lifestyle – food, clothing, automobiles.*
 - b) *Education.*
 - c) *Fitness*
 - d) *Entertainment.*

4. *Do you use YouTube for studying? If yes, how much time?*
 - a) *15mins*
 - b) *30mins*
 - c) *45mins*
 - d) *1 hour*

5. *How dependent are you social media for making choices?*
 - a) *Very dependent*
 - b) *Little dependent*
 - c) *Neutral*
 - d) *Not dependent*

WORKING STUDENTS' EXPERIENCE

By S.Y.B.Com students- Bithik, Veronica, Harsha, Aditya, Sanskriti, Anisha, Meghna, Priti and Anushka

ABSTRACT

Millennials today are an important element in the diverse workforce. It's necessary that organizations understand their values, lifestyle and perspectives on different issues. These insights will help organizations to customise their policies, programmes, motivation related bonuses and so on. More significantly, orienting their leadership and management styles to tailor to the new millennial requirements. The research study included an analysis of the millennial needs in terms of their personality, job satisfaction and interests. The findings revealed changing interests of the working students, experience shaping their behaviour and values and an ever changing lifestyle with changing trends and paradigm shifts. The average age of the 198 respondents was 23 years. The gender analysis was as follows-110 were females and 82 were males; working analysis was as follows: 110 were working and 11 were non-working; in terms of job satisfaction – 127 respondents were satisfied with their jobs and 11 respondents were dissatisfied and the others were neutral; 134 believed in punctuality and 34 respondents were not always punctual; in terms of personality determinants, 104 highly believed in the determinant of experience and 54 believed in the determinant of hereditary factors; others were influenced by a combination of heredity as well as experience. And in terms of priority family as the most important is 129, money as a priority is for 16 and the rest are other factors.

INTRODUCTION

Modern Organizations are being increasingly challenged by the characteristics of the millennials. They are considered to be radically different from the Gen X or Gen Y. Another feature that is further compounding the millennial challenge in organizations is the talent retention. Organizations need to be increasingly sensitive to their needs and requirements in order to retain this generation.

OBJECTIVES OF THE STUDY

1. To investigate the job satisfaction of the working students
2. To measure their lifestyle
3. To determine their personality sources

IMPORTANCE OF THE STUDY

1. To customise motivation programmes of organizations
2. To understand the personality of the millennials

RESEARCH METHODOLOGY

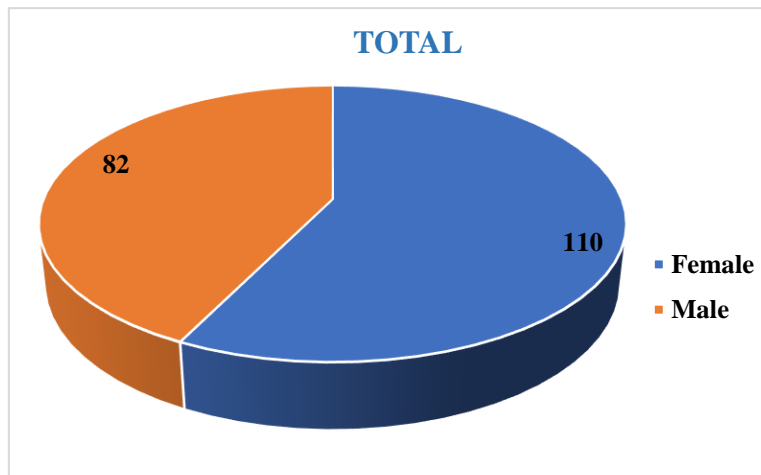
A primary data survey was conducted by circulating questionnaires among the working students. The points included in the questionnaire covered areas of job satisfaction, personality source, lifestyle habits, type of reading interests and so on. The total number of respondents measured 198..The condition for filling was that the respondent should be working for at least a year. These were later analysed in order to determine the insights of the working students.

FINDINGS AND ANALYSES

The questionnaires were collated and the findings measured. The following were the results.

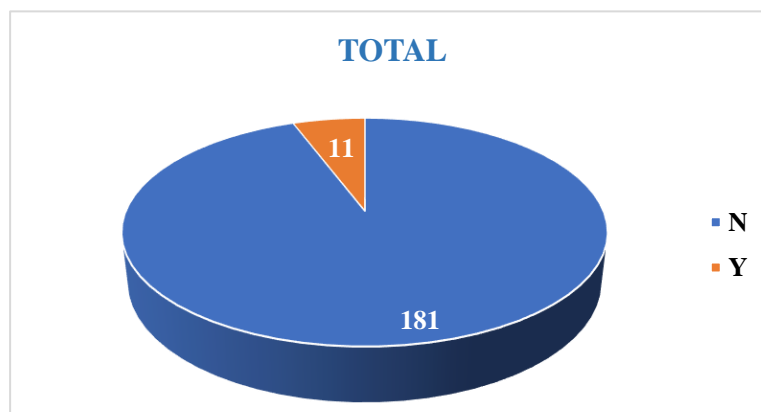
1. Average age of the respondents - 23 years

GENDER OF THE RESPONDENTS



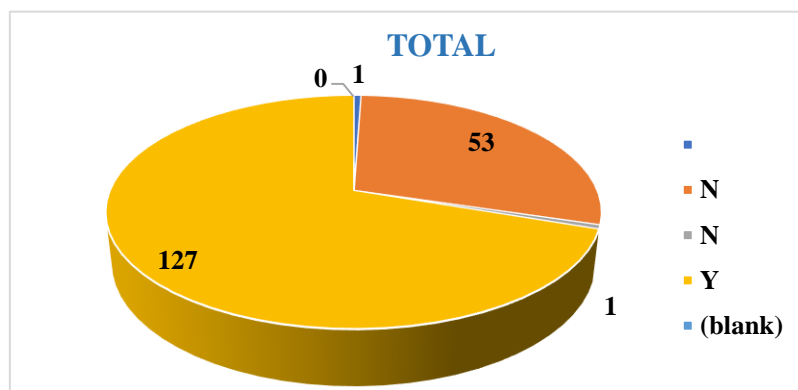
110 were Females and 82 were Males.

WORKING RESPONDENTS



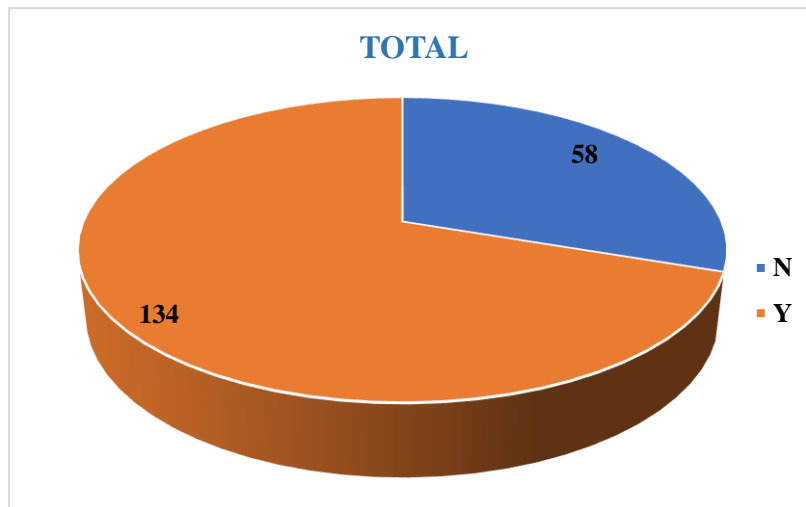
181 were working and 11 were non-working respondents.

JOB SATISFACTION



127 were satisfied with their jobs and 53 were non-satisfied.

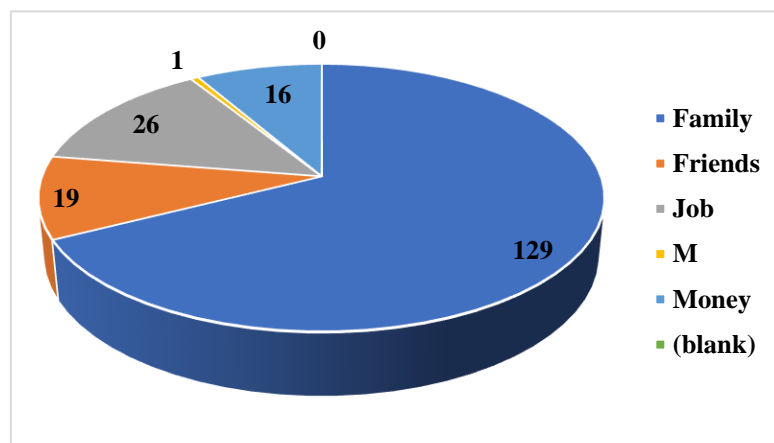
PERSONALITY SOURCE



Punctuality- 134 were punctual and 58 were not punctual.

INFLUENCERS

104 were influenced by experience factors and 61 were influenced by heredity



Influencers 129 believe that Family is top priority; 26 believe that job is very important;

DISCUSSION

It is investigated and determined from the analyses how the working students in this era, are fairly satisfied with their jobs. Evidently the organizations are sensitive to the challenges of the millennials and are conscious of tailoring the motivation and morale boosting programmes to suit their requirements. The chief reasons perhaps for generating job satisfaction among them is the keen sensitivity of the organizations towards their needs and motivations. As seen in the analyses above, the priority areas of the millennials is job, friends, family and not necessarily money. Job satisfaction is quite high, most attribute their personality to experience rather than hereditary factors and most of the working students are conscious of reading areas related to ...

CONCLUSION

There is a clear paradigm shift in a working students' values and beliefs. The working students' believe that experience is a major influence that shapes ones personality and at all times Family continues to have a top priority in their lives. Jobs are secondary after Family.

In terms of punctuality too, they are increasingly conscious of the same. These paradigm shifts should be noted by the HR managers of organizations while designing policies and programmes.

WORKING STUDENT'S EXPERIENCE QUESTIONNAIRE

Name:

Gender:

Age:

TICK ANY THAT APPLY

I belong to:

- Working class
- Business class
- Retired/Non-working
- Student

If employed, are you satisfied with your job?

- Yes
- No

Are you Punctual?

- Yes
- No

Personality appears to be a result of both heredity and environmental factors. Give one factor for each, which has affected your personality?

- Heredity _____
- Environmental _____

My top most priority is

- Money
- Family
- Job
- Friends

I like talking about

- Sports
- Politics
- T.V. shows/drama
- Happenings in the neighbourhood
- Others _____

How strong is your decision making power?

- Very strong
- Strong
- Average
- Weak

BUYING INFLUENCES

By T.Y.B.Com students- Sonia, Supriya, Neha, Aishwarya, Ekta, Rohit, Mobeena and others

ABSTRACT

Marketing of products and services has undergone a radical transformation in modern times. The impact of internet and social networking has radically transformed the traditional marketing techniques and has digitalized the process of marketing. The analysis of marketing techniques is dominated by the spectre of digitization. With the rampant adoption of the online marketing promotion strategies, the buying influences have changed. Sales promotion and buy one get one free are the dominant influences as reflected in the research findings.

INTRODUCTION

Digitalisation and Marketing are the watchwords in marketing today. The techniques of marketing have drastically changed over the years. Sales promotion and Buy one get one offers are increasingly influencing the buying habits of consumers. Traditional marketing techniques are being replaced by modern and popular methods.

OBJECTIVES OF THE STUDY

1. To measure the buying habits of consumers in terms of outlets
2. To measure the popularity of Sales promotion offers
3. To determine the factors influencing buying of consumers

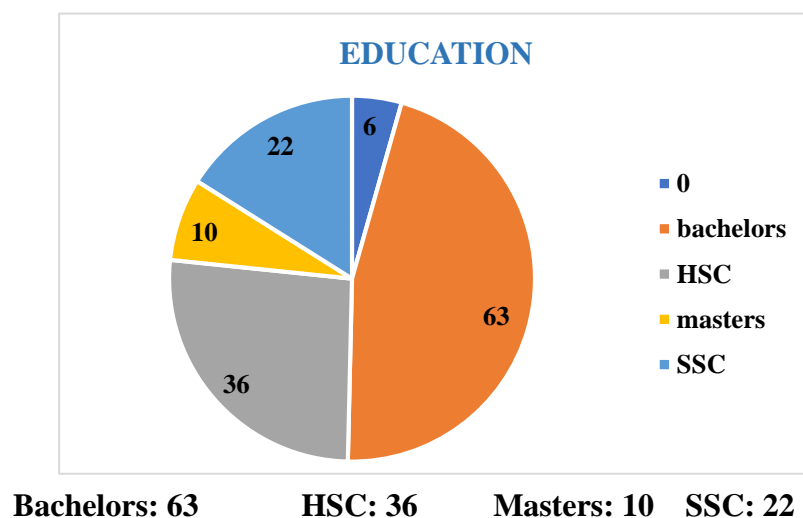
SIGNIFICANCE OF THE STUDY

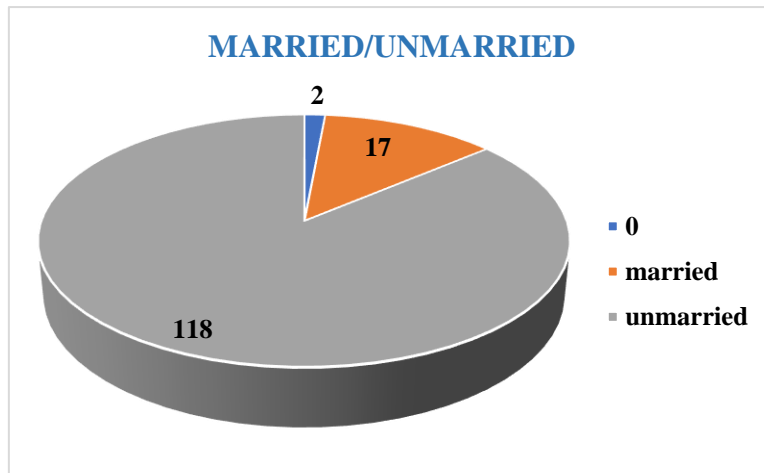
1. To determine the buying habits of city consumers
2. To recommend measures to marketing organizations

RESEARCH METHODOLOGY

About 137 respondents were contacted through questionnaires to measure their buying habits. The questionnaire contained elements relate to their personal profile, buying habits, influences for brand buying and responses to sales promotion offers.

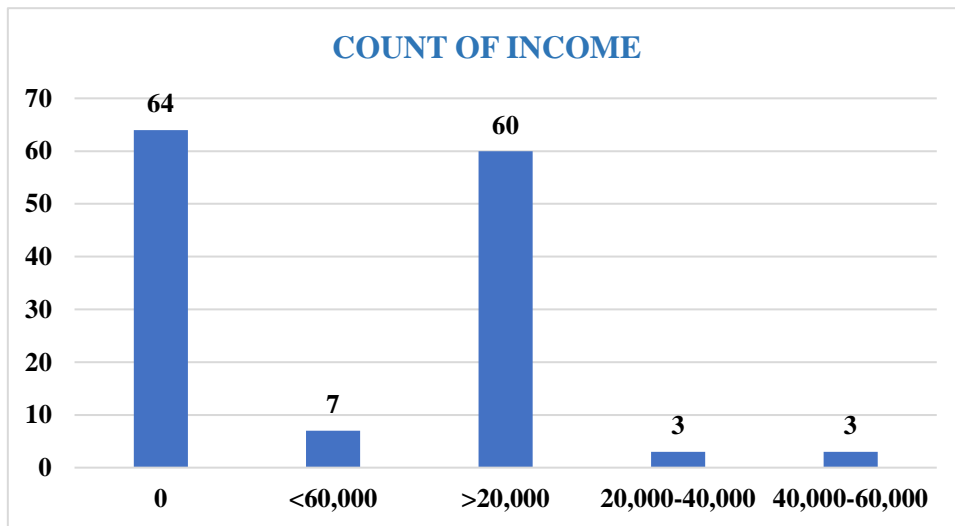
FINDINGS AND ANALYSIS



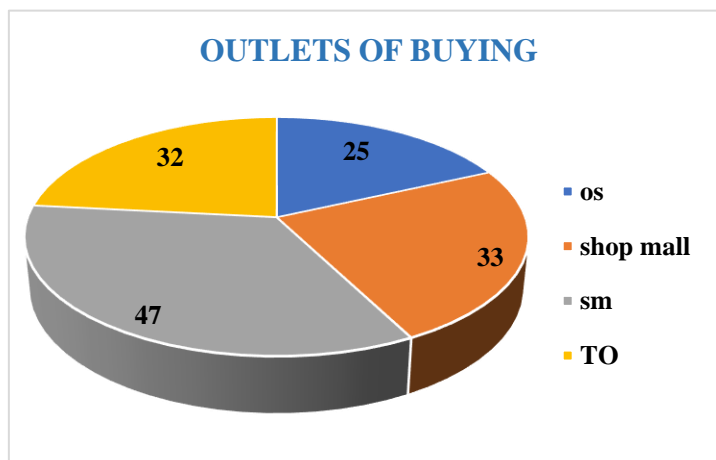


Unmarried: 118 respondents Married: 17 respondents

INCOME

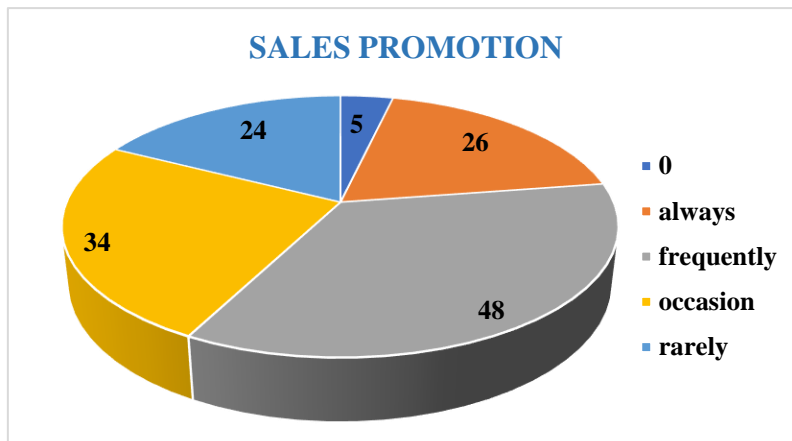


Zero income: 64 respondents More than 60,000: 7 respondents
Less than 20,000: 60 students 20,000-40,000: 3 students 40,000-60,000: 3 students



OS: Online shopping: 25 respondents Shop Mall: 33 respondents
SM: Super Market: 47 respondents TO: Traditional outlets 32 respondents

SALES PROMOTION INFLUENCES

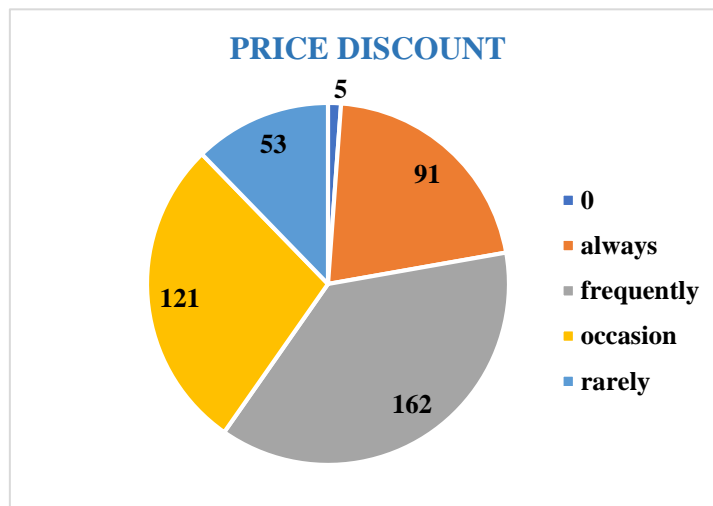


Always: 26 respondents

Frequently: 48 respondents

Occasionally: 34 respondents

Rarely: 24 respondents

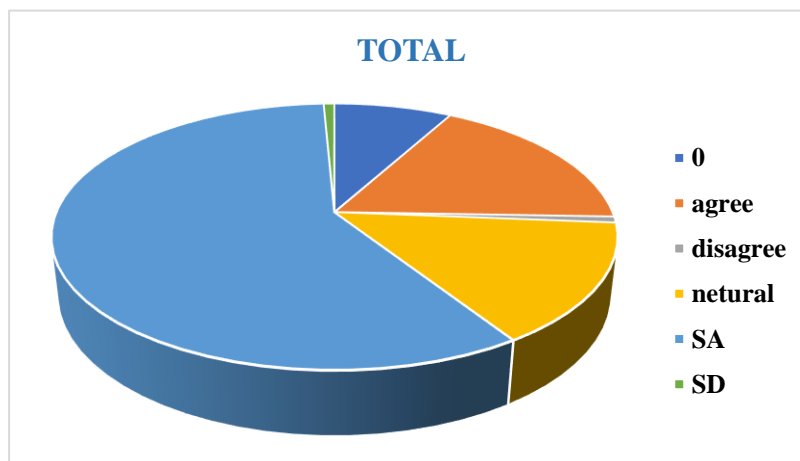


Always: 91 respondents

Frequently:

FACTORS CONSIDERED BEFORE BUYING

Among the common pointers indicated by the respondents, reliability was very common. 80 respondents dominantly considered this factor.



DISCUSSION

It is learnt from the above findings, how shopping malls and online shopping are the common outlets for shopping. Consumers are slowly veering towards online shopping and for regular shopping, they are considering malls and the experience of the same. Price Sensitivity and Sales promotion offers are important determinants for shopping. In terms of factors influencing buying, reliability is considered to be the most significant.

CONCLUSION

There is a clear paradigm shift in shopping patterns as reflected by the findings above. Marketers need to be aware and sensitive to the changing shifts of consumers in order to succeed in their brand promotion and marketing efforts.

QUESTIONNAIRE FOR YOUNG CONSUMERS

PART A

- 1) Name of the Respondent - _____
- 2) Gender - Male Female
- 3) Age - 15years to 20 years 26 years to 30 years
21 years to 25 years
- 4) Education Details
SSC HSC Bachelors Masters
- 5) Income – Below 20000 20000 to 40000
40000 to 60000 Above 60000
- 6) Occupation -
Student Businessmen
Employed Housewife
- 7) Marital status - Married Unmarried

PART B

Q1) where do you like to purchase FMCG products regularly?

- | | |
|---|---|
| 1) Traditional Outlets <input type="checkbox"/> | 3) Shopping Malls <input type="checkbox"/> |
| 2) Super Markets <input type="checkbox"/> | 4) Online Shopping <input type="checkbox"/> |

Q2) Do you search for sales promotion offers while shopping FMCG products

Always Frequently Occasionally Rarely

Q3) Overall awareness towards sales promotion activities

Rate as per your choice (5 Highest 1 Lowest)

Sales promotion offers	1	2	3	4	5
Price Discounts					
BOGO offers					
Samples					
Coupons					
Cash Back offers					
Premium offers					
Combo offers					

*Q4) Which promotional schemes attract you most while purchasing FMCG products?
Rate as per your choice (5 Highest 1 Lowest)*

Sales promotion offers	1	2	3	4	5
Price Discounts					
BOGO offers					
Samples					
Coupons					
Cash Back offers					
Premium offers					
Combo offers					

Q5) Factors you consider while purchasing FMCG products

Attributes	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Reliability					
Promotion					
Product					
Social					
Economic					

IMPACT OF EDUCATION ON GETTING JOBS IN INDIA: IS IT TRUE?

By M.Com Dr Leena Mody and Arti Mourya, Rinku

ABSTRACT

In India, a rapidly developing country, the enrolment in higher education is accelerating. It is believed that higher education will translate into better skill enhancement and so, jobs. However, the real scenario is starkly different. In this research paper, I have gathered primary data among 250 respondents, all students pursuing higher education. The parameters of the questionnaire included items like skill building, alignment with industry needs, and topicality of subjects and so on. Analysis reveals, that there is a wide gap between industry needs and higher education inputs.

KEY WORDS

Higher education, Alignment, Industry, Job.

INTRODUCTION

“Education and training are key drivers of competitiveness. As the global economy has become more complex, it has become evident that to compete and maintain a presence in global markets, it is essential to boost the human capital endowment so of the labour forces, whose members must have access to new knowledge, [and] be constantly trained in new processes and in the operation of latest technologies.”– World Economic Forum 2006 Global Competitiveness Index

There are a number of factors to take into consideration when deciding whether obtaining a higher education can be a positive decision or a negative decision and if a person should or should not pursue. The advantages of attaining a higher education range from guaranteed employment, improved healthy lifestyles, higher income, to social recognition. The parameters of the questionnaire included items like skill building, alignment with industry needs, and topicality of subjects and so on.

This paper studies the students’ opinion regarding some aspects like, whether the higher education in commerce is job oriented or they have to adopt some professional course for better job, are they getting the handsome salary after their education, whether the practical aspects are covered in syllabus etc.

There are many job opportunities in commerce. Some Employment areas for B.Com. Graduates are: Banks, Business Consultancies, Foreign Trade, Public Accounting Firms, Educational Institutions, Investment Banking, Industrial Houses, Budget Planning, and Multinational Companies.

Some Job Profiles of commerce graduates are: Budget Analyst, Auditor, Chartered Management Accountant, Chief Financial Officer, Business Consultant, Finance Manager, Stock Broker, Production Manager, Management Accountant, Chartered Accountancy (CA), Chartered Financial Analyst Program (CFA), and Company Secretary Program (CS).

But if we go through these above employment opportunities a student has to adopt some professional course or have to crack competitive exams to get a job.

According to ‘Group Discussion Idea’ Present Education System in India, updated on June 5th, 2019, there are certain drawbacks in Indian Education System, some of them are as follows:

1. Completely relying on textbooks

2. Students are not being taught why they are learning particular subjects and topic. Textbooks do not mention how the topics are relevant in practical life.
3. Most of the syllabus is in theoretical form
4. Students are learning the subjects just to reach to the next level, i.e obtaining admission from the good college.
5. Not encouraging research and innovation
6. No proper career guidance available for students
7. Taking marks as an assessment of student's talent, when marks can be easily obtained by memorizing the pre-written answers from the textbooks.
8. Students have no freedom to think creatively and to question the content in the textbooks
9. There is no incentive for teachers to encourage critical thinking in children
10. Ethics aren't being taught in schools. And the result of this is many educated persons lack ethics.
11. Our textbooks do not mention the importance of physical activity and the extracurricular activities. Most of the schools in India do not have playgrounds
12. Incentivising hyper-competitiveness rather than encouraging to co-learn.

In this research an attempt is made to know the perception of the students, whether the higher education is aligned with employability. Hence the title is 'Higher Education in Commerce is aligned with Employability in India: A myth or a reality'.

OBJECTIVES OF THE STUDY

1. To know whether the higher education in commerce is aligned with the job.
2. To know whether a commerce graduate gets a handsome salary.
3. To study the perception of the students regarding the syllabus content of commerce.

RESEARCH METHODOLOGY

Data is collected through primary source and secondary source.

PRIMARY SOURCE

Questionnaire were prepared and distributed to the students to collect primary data. Likert scale used to get the response from the respondents. Targeted population is students from M.Com. and B.Com. Sample size is 250 students.

SECONDARY DATA

Secondary data is collected through books, journals and internet.

TOOLS FOR ANALYSIS

1. The values on qualitative characteristics have been shown as n (% of respondents). While the values on quantitative variables (Scores of Various Factors) are shown as means.
2. To quantify the scores on attributes the weighing scheme through a weighted arithmetic mean is used for 5-point Likert scale being implemented in the questionnaire. Higher weights are given for those responses who are in favour of the importance of the attributes/factors and vice-versa. Thus, higher mean score indicates higher agreement and vice-versa.
3. Co-relation analysis.

DATA ANALYSIS AND INTERPRETATION

Table 1) Distribution of average score of responses of each question included in the questionnaire.

Que. No.	Question	Mean score	SD
1	Higher education in commerce is job oriented	3.90	0.82
2	Practical aspects are covered in syllabus	3.00	1.19
3	Syllabus is related to current economic situation	3.00	1.08
4	Syllabus gives the knowledge of current market conditions	2.86	1.17
5	Commerce graduates gets a handsome salary package	2.64	1.06
6	Professional certification is mandatory for better job prospects	3.39	1.19
7	Field visits like Industries, Banks, RBI, Stock Exchange etc are covered in commerce program	3.40	1.13
8	Internship promotes job related skills	3.16	1.19
9	Colleges are signing MOU with nearby companies to give training to the students in their interested areas	2.93	1.19
10	Higher education in commerce is able to achieve all round development of students	3.22	1.14
11	Compulsory subject's content is job oriented	2.97	1.06
12	Higher education in commerce increases the reasoning and logical skills of the student	3.41	0.99
13	There is a scope in the syllabus to develop the job-related skills among the students	3.45	0.96
Higher mean values indicate higher (more than 3) (positive) perception and vice-versa.			

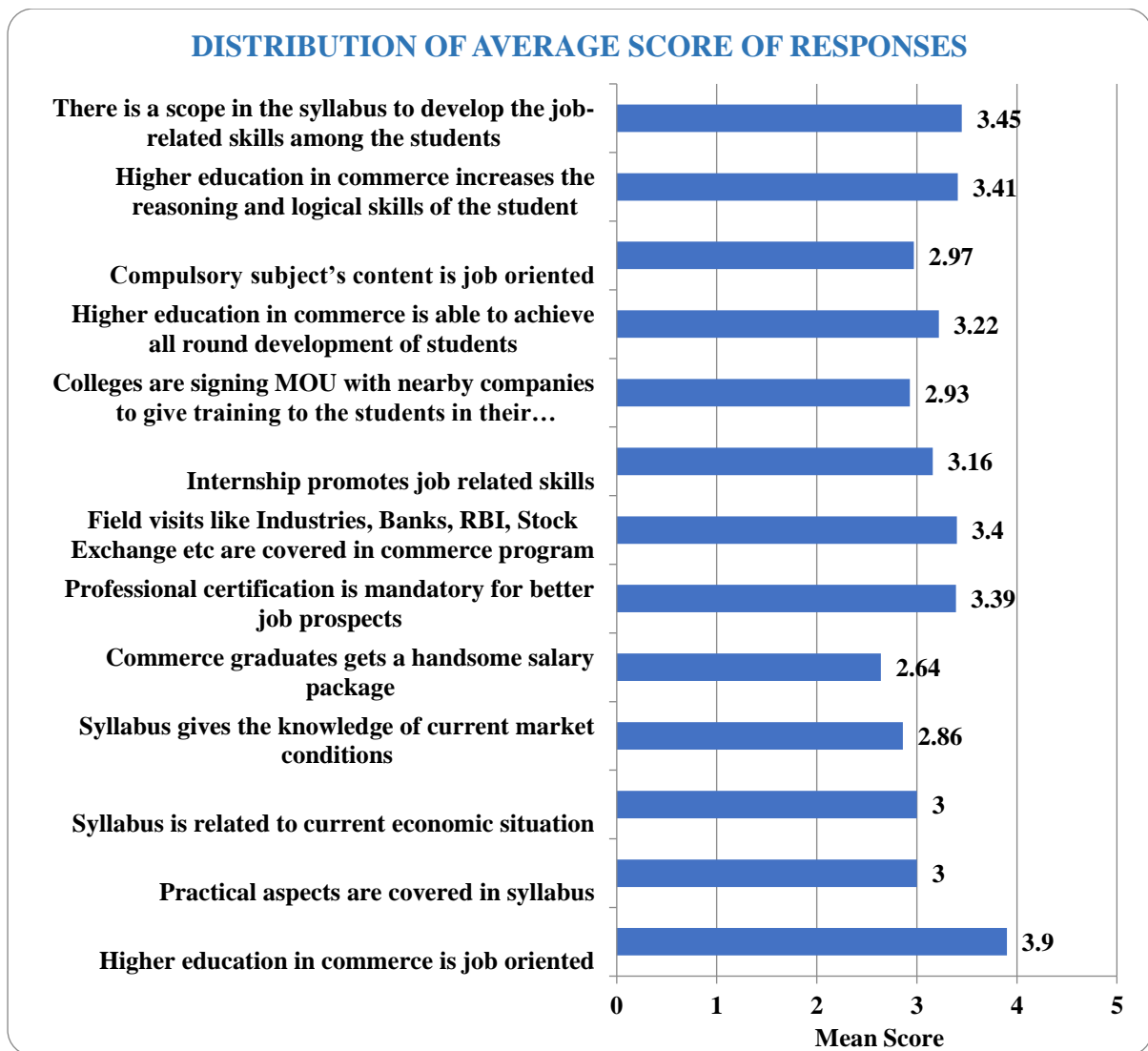


Figure 1) Distribution of average of responses of each question included in the questionnaire. Higher mean values indicate higher (more than 3) (positive) perception and vice-versa.

1. The distribution of mean \pm SD perception of the respondents on the question 'Higher education in commerce is job oriented' was 3.90 ± 0.82 . The distribution of mean value is relatively higher than the average value (3.00) which resembles the positive attitude towards the question 'Higher education in commerce is job oriented'.
2. The distribution of mean \pm SD perception of the respondents on the question 'Practical aspects are covered in syllabus' was 3.00 ± 1.19 . The distribution of mean value is relatively exactly same to the average value (3.00) which resembles the neither positive nor negative attitude towards the question 'Practical aspects are covered in syllabus'.
3. The distribution of mean \pm SD perception of the respondents on the question 'Syllabus is related to current economic situation' was 3.00 ± 1.08 . The distribution of mean value is relatively exactly same to the average value (3.00) which resembles the neither positive nor negative attitude towards the question 'Syllabus is related to current economic situation'.

4. The distribution of mean \pm SD perception of the respondents on the question 'Syllabus gives the knowledge of current market conditions' was 2.86 ± 1.17 . The distribution of mean value is relatively lower than the average value (3.00) which resembles the slightly negative attitude towards the question 'Syllabus gives the knowledge of current market conditions'.
5. The distribution of mean \pm SD perception of the respondents on the question 'Commerce graduates gets a handsome salary package' was 2.64 ± 1.06 . The distribution of mean value is relatively lower than the average value (3.00) which resembles the slightly negative attitude towards the question 'Commerce graduates gets a handsome salary package'.
6. The distribution of mean \pm SD perception of the respondents on the question 'Professional certification is mandatory for better job prospects' was 3.39 ± 1.19 . The distribution of mean value is relatively higher than the average value (3.00) which resembles the positive attitude towards the question 'Professional certification is mandatory for better job prospects'.
7. The distribution of mean \pm SD perception of the respondents on the question 'Field visits like Industries, Banks, RBI, Stock Exchange etc are covered in commerce program' was 3.40 ± 1.13 . The distribution of mean value is relatively higher than the average value (3.00) which resembles the positive attitude towards the question 'Field visits like Industries, Banks, RBI, Stock Exchange etc are covered in commerce program'.
8. The distribution of mean \pm SD perception of the respondents on the question 'Internship promotes job related skills' was 3.16 ± 1.19 . The distribution of mean value is relatively higher than the average value (3.00) which resembles the positive attitude towards the question 'Internship promotes job related skills'.
9. The distribution of mean \pm SD perception of the respondents on the question 'Colleges are signing MOU with nearby companies to give training to the students in their interested areas' was 2.93 ± 1.19 . The distribution of mean value is relatively lower than the average value (3.00) which resembles the slightly negative attitude towards the question 'Colleges are signing MOU with nearby companies to give training to the students in their interested areas'.
10. The distribution of mean \pm SD perception of the respondents on the question 'Higher education in commerce is able to achieve all round development of students' was 3.22 ± 1.14 . The distribution of mean value is relatively higher than the average value (3.00) which resembles the positive attitude towards the question 'Higher education in commerce is able to achieve all round development of the students'.
11. The distribution of mean \pm SD perception of the respondents on the question 'Compulsory subject's content is job oriented' was 2.97 ± 1.06 . The distribution of mean value is relatively lower than the average value (3.00) which resembles the slightly negative attitude towards the question 'Compulsory subject's content is job oriented'.
12. The distribution of mean \pm SD perception of the respondents on the question 'Higher education in commerce increases the reasoning and logical skills of the student' was 3.41 ± 0.99 . The distribution of mean value is relatively higher than the average value (3.00) which resembles the positive attitude towards the question 'Higher education in commerce increases the reasoning and logical skills of the student'.

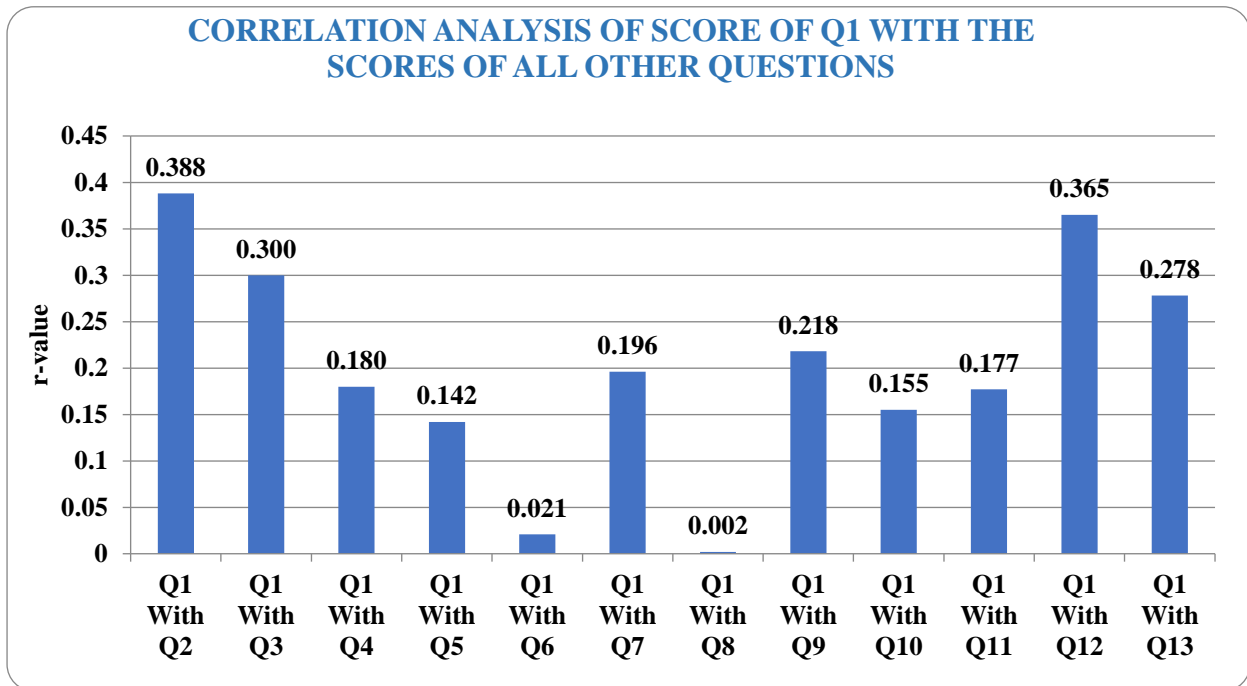
13. The distribution of mean \pm SD perception of the respondents on the question ‘There is a scope in the syllabus to develop the job-related skills among the students’ was 3.45 ± 0.96 . The distribution of mean value is relatively higher than the average value (3.00) which resembles the positive attitude towards the question ‘There is a scope in the syllabus to develop the job-related skills among the students’.

Table 2) Correlation analysis of score of Q1 with the scores of all other questions.

QUE NO 1	WITH QUESTIONS Q2 TO Q13	R-VALUE	P-VALUE
Q1. Higher education in commerce is job oriented	Q2. Practical aspects are covered in syllabus	0.388	0.001***
	Q3. Syllabus is related to current economic situation	0.300	0.001***
	Q4. Syllabus gives the knowledge of current market conditions	0.180	0.004**
	Q5. Commerce graduates gets a handsome salary package	0.142	0.025*
	Q6. Professional certification is mandatory for better job prospects	0.021	0.737NS
	Q7. Field visits like Industries, Banks, RBI, Stock Exchange etc are covered in commerce program	0.196	0.002**
	Q8. Internship promotes job related skills	0.002	0.973NS
	Q9. Colleges are signing MOU with nearby companies to give training to the students in their interested areas	0.218	0.001***
	Q10. Higher education in commerce is able to achieve all round development of students	0.155	0.014*
	Q11. Compulsory subject’s content is job oriented	0.177	0.005**
	Q12. Higher education in commerce increases the reasoning and logical skills of the student	0.365	0.001***
	Q13. There is a scope in the syllabus to develop the job-related skills among the students	0.278	0.001***

Spearman's Correlation analysis. P-value<0.05 is consider to be statistically significant correlation. *P-value<0.05, **P-value<0.01, ***P-value<0.001, NS-Statistically non-significant.

Figure 2) Correlation analysis of score of Q1 with the scores of all other questions.



Perception score of Higher education in commerce is job oriented (Q1) showed statistically significant positive correlation with scores of questions such as Q2, Q3, Q4, Q5, Q7, Q9, Q10, Q11, Q12 and Q13 (P-value<0.05 for all).

The positive correlations indicate higher (Positive) perception on the responses to Q1 is significantly associated with higher (Positive) perception on the responses to questions such as Q2, Q3, Q4, Q5, Q7, Q9, Q10, Q11, Q12 and Q13 (P-value<0.05 for all).

FINDINGS

1. The study reflects the positive attitude of students towards the question 'Higher education in commerce is job oriented'.
2. The study reveals neither positive nor negative attitude of the students towards the question 'Practical aspects are covered in syllabuses'.
3. The students responded neither positive nor negative for the question 'Syllabus is related to current economic situation'.
4. The students gave slightly negative response for the question 'Syllabus gives the knowledge of current market conditions'.
5. The study shows slightly negative attitude towards the question 'Commerce graduates get a handsome salary package'.
6. Majority of the students agreed that Professional certification is mandatory for better job prospects.
7. Majority of the students agreed that Field visits like Industries, Banks, RBI, Stock Exchange etc are covered in commerce program.

8. The students reflected a positive attitude towards the question 'Internship promotes job related skills'.
9. The study shows slightly negative attitude of the students towards the question 'Colleges are signing MOU with nearby companies to give training to the students in their interested areas'.
10. The students showed a positive attitude towards the question 'Higher education in commerce is able to achieve all round development of the students.
11. The students showed a slightly negative attitude towards the question 'Compulsory subject's content is job oriented'.
12. The students showed a positive attitude towards the question 'Higher education in commerce increases the reasoning and logical skills of the student'.
13. The students showed a positive attitude towards the question 'There is a scope in the syllabus to develop the job-related skills among the students.

CONCLUSION

From the above study based on the responses of 250 students, it can be concluded that:

1. The current higher education in commerce is job oriented; field visits like Industries, Banks, RBI, Stock Exchange etc are covered in commerce stream. Internship program promotes job related skills. Higher education in commerce is able to achieve all round development of the students. Higher education in commerce increases the reasoning and logical skills of the students. There is a scope in the syllabus to develop the job-related skills among the students.
2. Some students gave neither positive nor negative response for practical aspects covered in commerce syllabus. However, the commerce syllabus is related to the current economic situation.
3. On the whole, it may be summarised that the scope to improve the syllabus is vast. The commerce syllabus should cover more practical aspects and have a built in element for industrial internship and educational visits.

RECOMMENDATION

1. The syllabus should be updated regularly and must include current market conditions.
2. There should be an MOU between colleges and nearby industries, to give training to the students in their interested areas in order to get practical knowledge.
3. The compulsory subject's content should also be job oriented.

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1st PRIZE

IMPACT OF GOOGLE ON HUMAN INTELLIGENCE

By *B.B.A. student – Namrata Jaiprakash Singh*

ABSTRACT

The paper analyses the impact of Google on human intelligence. Google can have both positive and negative consequences. The need is to understand the true impact of Google on human brains. In this paper, research work is fulfilled by asking questions to 50 people by the experimental method. However, it was found that Google has a more positive impact on human intelligence and the negative impact can be reduced by properly using Google.

KEY WORDS

Human intelligence, IQ level, Google, Positive and negative effect.

INTRODUCTION

“One machine can do the work of fifty ordinary men; no machine can do the work of one extraordinary man”. –Elbert Hubbard.

The above line means a lot and I agree with it. Brains with extraordinary memory are becoming ordinary with the advent of Google.

The average number of Google searches per day has grown from 9,800 in 1998 to over 4.7 trillion today.¹ This may not be surprising since we've all come to appreciate the thrill of instant information. But while it's certainly convenient to have the sum of all knowledge at our fingertips, studies show that the "Google effect" is changing the way we think.

Everyday search engines like Google give us thousands of solutions and also facilitate our lives. Do they also affect our brains? It seems so, according to a new study that claims that the internet has a direct impact on our memory works. The results published in the science magazine, suggest that the way our brain saves various data has changed significantly because of our confidence to find them online.

The researchers claim that Google has now become a dominant form of transitive memory- “recollections that are outside” of our mind but we know where and we can access them. Previously this role belongs to books. Today the internet shows an even more powerful presence in our lives.

Does it mean that we are becoming more “stupid” and “sophomoric” or that we are dealing with more “useful” knowledge? It is a matter of another, much larger debate among experts.

OBJECTIVES

1. To find out the impact of Google in human mind.
2. To understand that in current scenario why people surfing Google for all types of problems.
3. To find out the addiction and dependency of Google.
4. To find out the positive and negative impact of using Google.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The research topic is based on human psychological thinking related to Google and their behaviour towards it. So, the method of research design is experimental method. Along with this the research is fulfilled by primary and secondary method of data collection.

SAMPLING

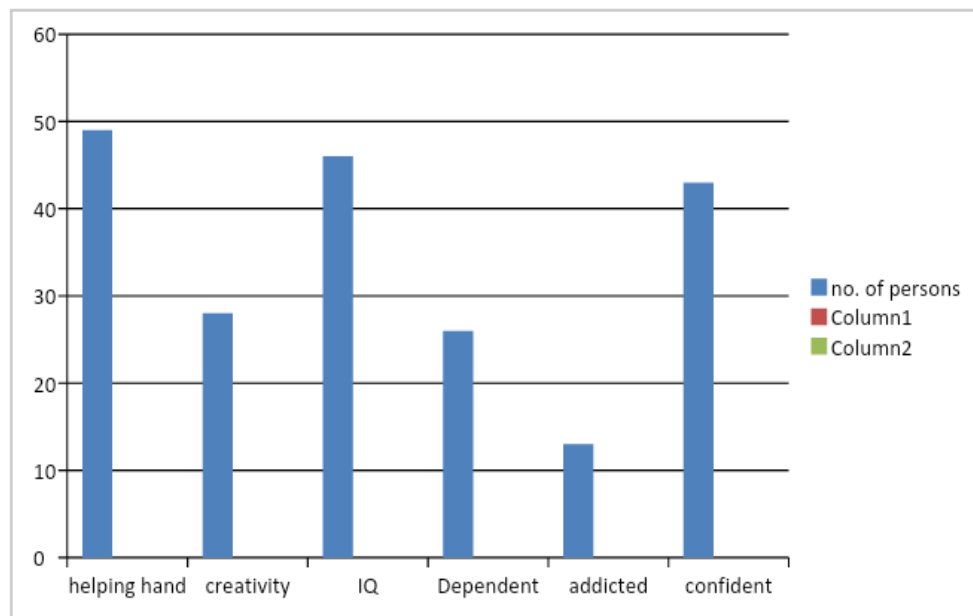
The research is done among 50 persons who use Google on a regular basis. The sample was chosen from Pune, Maharashtra through simple judgmental method of sampling.

COLLECTION OF DATA

The data is collected by both primary and secondary method of data collection. The primary data is collected by doing survey through questionnaire. The survey consisted of 9 close ended questions to answer with yes or no choice. The survey was conducted by online media (what's app) and by personally meeting the respondents. 15 persons responded through online media and remaining 35 through personal meeting and they were given 5 minutes to answer the questions with their suggestions. The secondary data is collected through a website given in bibliography.

ANALYSIS AND INTERPRETATION

The survey on “The impact of Google on human intelligence” is a real-life situation and behaviour which requires participant’s perceptions, emotions and understanding. Google has a deep impact on human intelligence which can be shown with the help of diagram given below:-



The above bar diagram indicates impact of Google on human intelligence. These are shown in the bar diagram.

The figure depicts that Google is helping hand of almost everyone (i.e. 49/50). When we talk about creativity and IQ level, 28 persons and 46 persons respectively feel that Google is affecting the same. Only 26 persons are dependent on Google and very a smaller number of people is addicted to it (i.e. 12/50). While using Google, 43 persons among 50 feel confident. To sum up, the Internet not only changes people’s interests but also turns the world into the speed generation. As the Internet saves us much time, we can have enough time to do other things. Because of these reasons, people are surfing the Google most. The Google is a marvellous creation in this generation.

The overall positive and negative impact of Google on human intelligence is shown below: -

Q.5. Do you feel helpless when you don't get the thing that you really want from Google?

Yes

No

Q.6. Does Google increase your IQ level?

Yes

No

Q.7. Do you think that you are dependent on Google?

Yes

No

Q.8. Are you addicted to Google?

Yes

No

Q.9. Does google makes you confident?

Yes

No

2nd PRIZE

DREAMS OR PURPOSE: HOW DOES IT AFFECT AN INDIVIDUAL'S LIFE

By B.B.A. student – Harsha Bhagnani

INTRODUCTION

What is Purpose? Purpose means for which something is done or created or for which something exists.

What is Purpose of Life? The Purpose of Life does not only means to be happy, it also means to be useful, to be honourable, to be compassionate in life.

Life purposes consists of the central motivating aims of one's life i.e. the reason to get up in the morning. Purpose or dreams can guide life's decision, influence behaviour, shape goals, offer a sense of direction and create meaning in life.

OBJECTIVES

1. To understand how keeping purpose in life changes an individual's life.
2. To know that by keeping purpose or dream in life keeps an individual stressed or stress free.
3. To know whether their parents support them in fulfilling their dreams or purposes
4. To know whether they have chosen their purpose themselves or their parents made them choose their purpose.

DREAMS OR PURPOSE: HOW DOES IT AFFECT AN INDIVIDUAL'S LIFE

The purpose or dreams of life is to have a variety of experiences. People who know their purpose in life know who they are, what they are and why they are. And the people who know them it becomes easier for them to live a life. Purpose or Dreams differ from person to person, some people have only one dream or purpose and some people have multiple dreams or purposes in life. Some people choose their career by themselves and in some cases their parents make them choose their career or dreams of their life. There are some people who are always motivated while pursuing their dreams or purpose of life while there are some people who are so stressed while accomplishing their dreams.

For some people, purpose is connected to vocation- meaningful, satisfying work. Purpose will be unique for everyone; what one identifies as path may be different from others. When one knows the purpose of life, they tend to live a more meaningful existence than those who don't. One tends to live each day to the fullest, because they know who they are, where they're coming from, and where they're going.

Questions that may come up when one reflects upon life purpose are:

1. Who am I?
2. Where do I belong?
3. When do I feel fulfilled?

Some people feel hesitant about pursuing their life's purpose because they worry that it sounds like a self-serving or selfish quest. In today's times, everyone has a purpose in their life whether single or multiple. Keeping purpose in life makes one live with integrity. However, true purpose is about recognizing one's gift and using them to contribute to the world. "The purpose of life is to explore and experience"- Steve Pavlina

RESEARCH METHODOLOGY

RESEARCH DESIGN

The Design used in this research is 'Descriptive Research Design'.

SAMPLING

1. Judgement sampling technique was used to collect the data for conducting this research.
2. People of age groups, 15-21 years, were provided a structured questionnaire and where requested to participate voluntarily.

COLLECTION OF DATA

1. The data of this research is collected from primary as well as secondary sources.
2. The data was collected through a structured questionnaire.
3. The questionnaire prepared contained close ended questions of yes or no.
4. People of age group, 15 to 21years, where chosen.
5. The questionnaire was filled several respondents.
6. After all the questionnaires were filled, data collected was used for making further analysis.

DATA ANALYSIS AND INTERPRETATION



Figure 1: Percentage of people with stress and no stress

EXPLANATION OF THE ABOVE FIGURE

- The above figure was made from the survey conducted and after the analysis of that survey.
- To better understand about the concept, close ended qualitative questions were provided to some people.
- From the survey that was conducted it was found that:

1. There are some people who have purpose in their life, they are always motivated and they are not stressed while accomplish their dream or purpose.
2. And, also there are many people who have purpose in their life but at the same time they feel lot of stress while working on their dreams or purpose.
3. It was also found that there are some people who are not able to fulfil their purpose or don't have purpose in their life, they don't know what they want from life, but at the same time they are not stressed at all.
4. But there are also people with no purpose in life, they don't know about what they want from their life, there is lot of stress in their life, they are confused and also some people feel depressed.

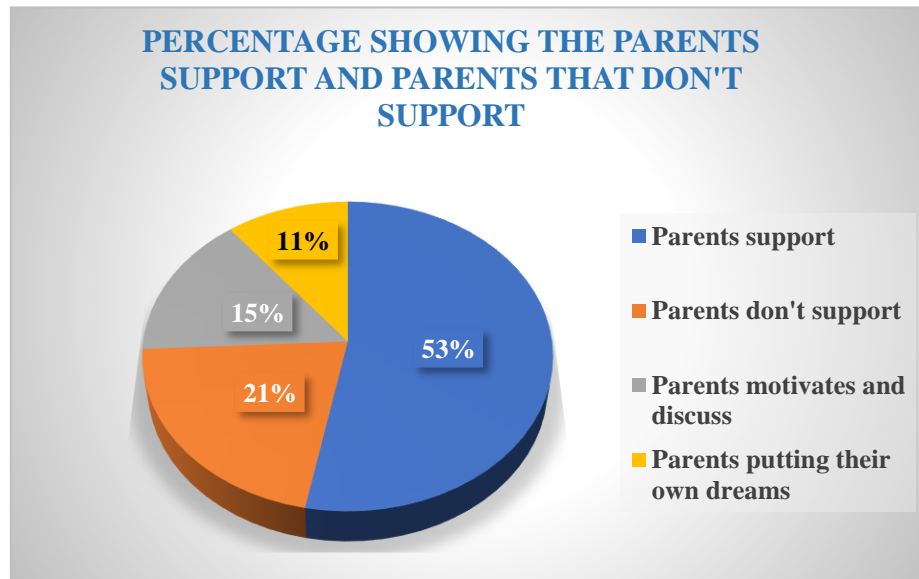


Figure 2: percentage showing parents support and parents that don't support

EXPLANATION OF THE ABOVE FIGURE

- The above figure shows the data collected from the survey conducted and after the analysis of that survey.
- 4 factors that was found after conducting the survey was:
 1. It was found that there are many parents who support their children in fulfilling their dreams.
 2. But at the same time there are parents who don't support their children in fulfilling their dreams.
 3. It was also found that some parents support their children in every possible way and motivate them, they also sit and discuss with them about their dreams or purpose of life.
 4. There are many parents who make their children to fulfil the dreams, that they were not able to fulfil in their life.

CONCLUSION

Adolescence is the time for development of purpose in life. A study also reveals the importance for each individual of developing a clear purpose in their life. From the research, which was conducted, the main factors found were,

- Purpose is related to goal setting and provides one with a foundation to achieve these goals.
- Purpose brings personal fulfilment or happiness in individual's life.
- Parents who support their children tend to grow higher and achieve goals than the children whose parents do not support them.
- Every parent should support their children in fulfilling their dreams or purpose, they should understand their children; they should help them in choosing their dreams or purpose.
- And the people who are facing a lot of stress should find some way to reduce their stress as it will help them to fulfil their purpose or dreams more smoothly.

REFERENCE

www.google.com

QUESTIONNAIRE

Q.1. Do you have any purpose/dream in your life?

Yes No

Q.2. You have chosen your purpose/dream by yourself?

Yes No

Q.3. Does your parents support you in fulfilling your purpose/dream of your life?

Yes No

Q.4. Have you chosen your carrier according to your purpose/dream in life?

Yes No

Q.5. By keeping purpose in your life keeps you stress free?

Yes No

Q.6. Does it adds meaning to your life?

Yes No

Q.7. Does it always keeps you motivated?

Yes No

Q.8. Are you happy with your purpose/dream of life?

Yes No

Q.9. Do you have any other purpose or dreams?

Yes No

Q.10. Do you think so that your purpose or dream can make changes in your life?

Yes No

BIOMETRICS IN ORGANIZATIONS

*By Mrs. Bijal Thaker and students of BCA- Netra, Gopika, Rajesh, Selina,
Bhavesh, Hanna, Alisha, Apekhsa*

ABSTRACT

Advances in technology has brought a multitude of advantages to the workplace. One of them is the Biometrics related technology. Biometrics technology is gaining popularity day by day. It is hugely accepted in companies, government offices, banks, schools, colleges and in the service sector. Various types of biometrics are used for attendance and authentication. For example, fingerprints scan, iris scan, face recognition, voice recognition, retina scan are used to monitor attendance, for purchasing authentication and to access some apps or to access database. Among them, fingerprint scanners and face recognition system are very popularly used for biometric authentication. Information technology, finance, service and the government sector demonstrate maximum use of biometric authentication. In the last few years, its use has drastically increased as validated in the survey undertaken by the students.

KEY WORDS

Biometrics, technology, digital

INTRODUCTION

The word 'biometrics' is derived from the ancient Greek bios (life) and metron (measure). In general usage, biometrics refers to both the methods used to measure and analyze an individual's unique physiological or behavioral characteristic and the characteristics themselves, including fingerprints, facial geometry, iris patterns and more. This system is mainly used for identification purpose. Apart from this, it is used for authentication, to grant access and for data verification.

India ranks third among the most attractive investment destinations for technology transactions in the world. Technology has revolutionized the way companies conduct business by enabling small businesses, to level the playing field with larger organizations. Small business owners should consider implementing technology in their planning process for streamlined integration and to make room for future expansion. Modern India has had a strong focus on science and technology, realizing that it is a key element of economic growth. Nowadays offices are equipped with technology. They are adopting technology for generating efficiency at work. In relation to biometric technology, privacy, attendance marking and punctuality are established. Traditional methods of authentication, such as PIN numbers and key cards, are slowly becoming outdated. In fact, many companies using PINs have seen millions lost to scams from phishing, which can prove to be potentially catastrophic. With everything else seemingly moving towards a digital platform, it is expected that security will do so too. Biometric authentication is known to provide a heightened level of security apart from other benefits.

OBJECTIVE OF THE STUDY

- To know about the technical adaptation of biometrics in companies.
- To know whether the biometric interaction with the system is easy or not.

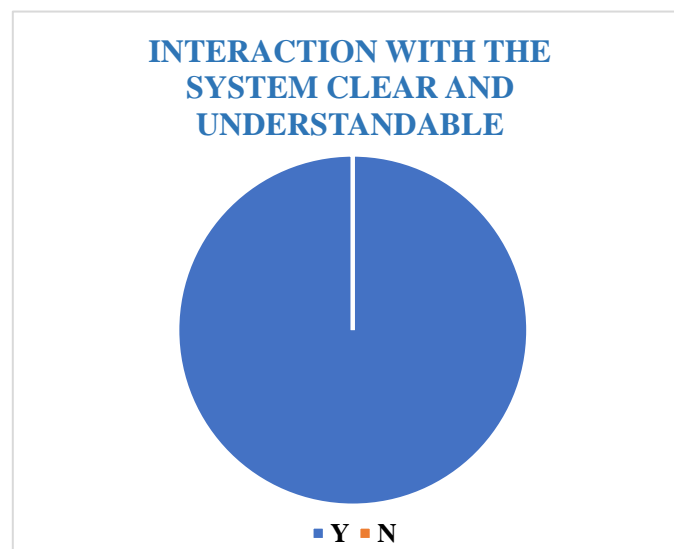
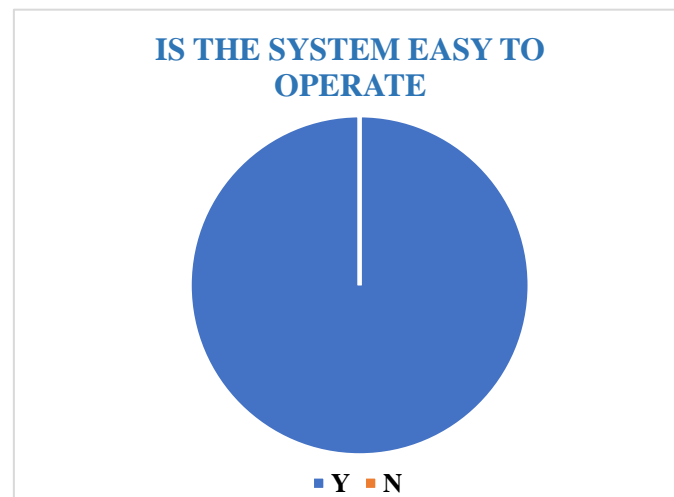
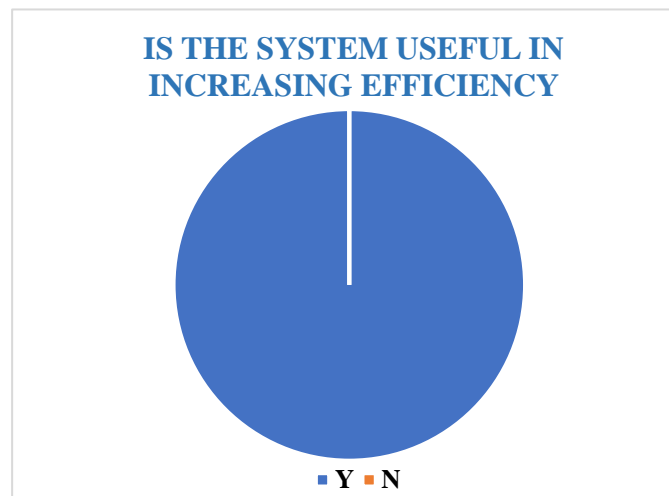
METHODOLOGY

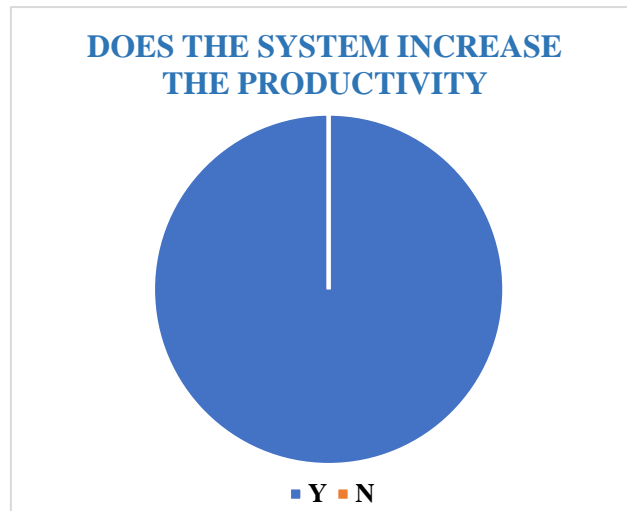
A questionnaire was designed and circulated to top level managers of companies and offices in Pimpri-Chinchwad area. The purpose of the questionnaire was to measure the technical

awareness and the benefits of the biometric system.

ANALYSIS

The following graphs represent the analysis of the questionnaire.





BENEFITS OF USING SYSTEM

- It reduces human efforts and more accurate information can be obtained.
- It improves the communication process
- Transactions happen quickly
- Automation is implemented.
- It allows employees to process more information than manual methods.
- It offers remote connectivity.
- Data entry time can be saved.
- It contributes to green computing as paperwork can be reduced.
- It increases the efficiency of business process.

CONCLUSION

It can thus be concluded from the survey and analysis how the use of biometric technology brings immense benefits for the organizations and enhances their efficiency.

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Improves efficiency for Business

ADAPTATION OF TECHNICAL ADVANCEMENT IN AN ORGANIZATION QUESTIONNAIRE

Q.1. Name of organization -

.....

Q.2. Year of Establishment -

.....

Q.3. Which type of business - Automotive Service Production Allied

Q.4. Which type of system is been adapted -

.....

Q.5. Is the system useful in increasing efficiency - Yes No

Q.6. Who is involved in using the system Trainee Operator

Department head Manager Others

Q.7. Learning to operate the system is easy for me Yes No

Q.8. My interaction with the system is clear and understandable Yes No

Q.9. Using the system increases my productivity Yes No

Q.10. How would a sophisticated system help?

.....

.....

.....

Q.11. Would you incorporate the same? Yes No

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