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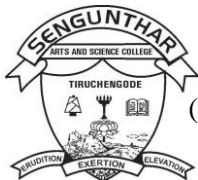
TIRUCHENGODE - 637205

SELF STUDY REPORT
(CYCLE 2)

CRITERIA – III

RESEARCH, INNOVATIONS & EXTENSION

COLLABORATIONS

SENGUNTHAR ARTS AND SCIENCE COLLEGE
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3.5 Collaboration

3.5.1 The number of MoUs, collaborations/linkages for Faculty exchange, Student exchange, Internship, Field trip, On-the- job training, research and other academic activities during the Academic year 2021-2022

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ENHANCED LDA BASED INPUT SELECTION TOWARDS THE SENTIMENTAL ANALYSIS

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Abstract

Big data creates considerable challenges for businesses due to its complexity. The fundamental challenge that firms face is processing and storing large amounts of data. In addition, strategies for dealing with a befuddling amount of raw data in various forms must be enhanced. It is also vital to develop scalable data storage in order to efficiently acquire and retrieve critical information. The importance of feature selection in today's society cannot be overstated. Feature selection is one of the most important factors that can affect classification accuracy. If the dataset has a large number of characteristics, the space will be huge and congested, reducing the classification accuracy rate. It is possible to employ a method that is both efficient and reliable for removing noisy, irrelevant, and redundant data. Then it's just a matter of determining what sentimental analysis entails. Single words from a text document can be utilized as features, or more complex pairings can be retrieved using a variety of approaches that add more information to the feature-document matrix representation. The huge number of properties and relationships that diverse feature types hold, however, causes the high dimensionality problem. As a result, feature selection helps to build effective and efficient sentiment analysis applications by selecting relevant and informative features to enhance classifier performance while reducing processing load. In this work, Enhanced LDA-based feature selection has been applied. LDA is one of the generative statistical models. In basic, the Latent semantic analysis has been the most widely used distributive model with the singular value decomposition. LDA is utilized for removing points from text that empower effective preparing, particularly for huge information analysis.

Keywords: sentiment analysis, LDA, NLP, KNN, SVM, NB

INTRODUCTION

Fundamentally, Sentiment Analysis (S.A.) is the examination of the emotions (for example, feelings, perspectives, assessments, musings, and so on) behind the words by utilizing Natural Language Processing (NLP) apparatuses. In case you're not mindful of what NLP apparatuses do – it's practically all in the name. Regular Language Processing basically expects to comprehend and make a characteristic language by utilizing fundamental devices and

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Investigation of Opportunistic Routing in Wireless Ad-Hoc Networks Using Distributed Adaptive Opportunistic Routing with Artificial Fish-Swarm Algorithm

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Abstract: Opportunistic routing has long been proposed to overcome the lack of traditional routing in wireless ad-hoc networks. Opportunistic routing mitigates the impact of defective wireless links by using the broadcast element of wireless signals and path diversity. Opportunistic routing decisions, on the other hand, are made in real time and involve selecting the next relay based on actual transmission results and a rank ordering of nearby nodes. The novel opportunistic algorithms proposed in are based on a probabilistic model of wireless connections and the surrounding topology of the network. MANET will further develop the organization's data transmission trustworthiness while decreasing idleness. The heuristics in would turn into another instance of steering in an organization with deterministic channels and no beneficiary variety if network clog, and henceforth idleness, were to be altered via time-invariant characteristics. In this paper, the ExOR, d-AdaptOR, Firefly(FF), Artificial Fish Swarm(AFS), Distributed Adaptive Opportunistic Routing with Firefly (DAOR-FF), Distributed Adaptive Opportunistic Routing with Artificial Fish-Swarm (DAOR-AFS) Algorithms is compared and analyzed, and then it selects shortest route for transferring the packets of information from transmitter node to the receiver node for extend the transmission reliability of sensor networks, existence time of the throughput, network, and decrease the delay. Here, the experimental end result illustrated and in contrast with the present method, the hybrid algorithms offers higher result.

Keywords: Opportunistic Routing, ExOR, d-AdaptOR, Firefly(FF), Artificial Fish Swarm(AFS), Distributed Adaptive Opportunistic Routing with Firefly (DAOR-FF), Distributed Adaptive Opportunistic Routing with Artificial Fish-Swarm (DAOR-AFS)

I.INTRODUCTION

Opportunistic Routing (OR) addresses a promising response to utilize the transmission idea of remote discussion links.Opportunistic information by which stacks of info are treated in a multi-bounce remote network. Dissimilar to conventional IP sending, which requires a delegate hub to look into a sending table for a particular next jump, pioneering information sending permits various downstream hubs to follow up on a transmission information bundle. Sharp steering has been displayed to further develop network throughput by permitting hubs that catch transmissions and are

[10081]

Juvenile Innovative Entrepreneurs: Challenges Pave A Path to Opportunities

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Abstract: Introduction: Young entrepreneurs loving to sharpen up their business skills and their business challenges pave a way to innovative ideas in business domain. It leads to develop a positive outlook among juvenile innovative entrepreneurs to utilize it as an opportunity. All effective innovations are breathtakingly. Youth entrepreneurship has becoming a vital factor in ensuring a brighter future for the nation. Entrepreneurship attitude leads to innovation is seen as not only the solution to unemployment but also fundamental in nurturing young people to unleash their potential to the fullest.

Objectives: To emphasize the opportunities and challenges of budding entrepreneurs in the college students; and to identify the strategies of online free enterprises with nominal investment in Chennai City.

Methods: Structured questionnaire package that inquired information including Gender, Age, Education level, Source of Parental Income, daily time spent for business and challenges leads to innovative business opportunities among young entrepreneurs. Liker's five-point scale is developed to test the juvenile innovative entrepreneurs' attitudes with percentage analysis and Chi- Square, KMO coefficient and the Bartlett's test of with sixty samples for the research.

Result: There is no significant relationship between "Challenges and Opportunities of Young innovative entrepreneurs. On the differing, the null hypothesis is accepted and shows that the there is significant relationship between "Challenges and Opportunities of Young innovative entrepreneurs during their business passion.

Conclusion: The study assessed that young innovative entrepreneurs are using technology as a vast weapon to encounter the challenges faced while playing entrepreneurial role in the modern business world. "Most significant walk has to be taken by young innovative entrepreneurs to trendy economic revolution and cost-effective business strategy in the modern epoch."

Keywords: Juvenile, Entrepreneur, Challenges, Opportunities, and Innovative

INTRODUCTION

Entrepreneurship tends to be an interesting idea at first glance; nevertheless, the journey to become an entrepreneur is not for all. On the road, one must overcome several obstacles and challenges. Given these hurdles, many fresher's lack advice and assistance, as well as uncertainty over how to begin the process of creating a company. This is where the benefit of incubators and accelerators comes into effect. These programmers' advisors assist aspiring founders in developing their business plans and turning them into practice. Incubators and accelerators will help you organize your ideas and prepare the next steps from the very beginning of your entrepreneurship path. Essentially, these acceleration initiatives assist ambitious entrepreneurs in advancing to the next step of growth. Accelerators/incubators assist in every phase of the journey, from helping to furnish the startup to raising funds for the company. Startup India is the government of India's flagship project, with the aim of developing a strong ecosystem that promotes the development of small companies, resulting in long-term economic growth and large-scale job formation. Via this programme, the government intends to encourage entrepreneurs to expand through creativity and design. In addition, a Startup

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Autonomous Transaction Model for E-Commerce Management Using Blockchain Technology

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ABSTRACT

A blockchain is an advanced technology that can power over a decentralized network. The authors bring it up to design the autonomous transaction system for e-commerce applications; because of the dramatic increase in IoT devices, communication between physical things is enabled. This brings more efficiency and accuracy, which benefits the outsiders while human interaction reduces. There is a big challenge in data storage after payment in the e-commerce application. Blockchain presents an appropriate platform for the distributed data storage; it also protects the data from outsiders. The authors create blocks that check and record each transaction that took place in the e-commerce application. Blockchain is going to protect the user's privacy from outsiders/banks that are being violated. The authors deliver this research in this paper in terms of the method with detailed design and full implementation. The system captures the user data, processes it, and gives a visual representation of the processed data.

KEYWORDS

Autonomous, Blockchain, E-Commerce, Management, Transaction Model

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THE IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION TOWARDS STAR HOTELS IN TAMILNADU

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ABSTRACT: - The interaction among customers' satisfaction is the level of product. It is a deep required to stay a member of a particular hospitality sector and we retain (as well as) exert elevated amounts of effort in account of a Resin hotel. It is also defined as an underlying mental connection to the hospitality sector. The study is primarily focused on customer loyalty and the quality of products or services of quality dimension. For the service industry, quality of service is a big problem. The aim of the work is to discover out the variables which differ between the participants' demographic factors and independent factors. The doctors collected the variable, selected on both secondary sources. By focusing on front office workers only this study identifies variables of service quality and analyzed the expectations and awareness levels of such services of a customer. The effects of this quantitative assessment of the quality of service can provide some insights on how consumers rate the quality of service and evaluate the satisfaction of customers. The research implies that service efficiency plays a significant role as a catalyst for increased customer satisfaction of hotel service. Supervisors should concentrate on compassion, flexibility, responsiveness and reliability to achieve a customer satisfaction that contributes to customer satisfaction and business benefit.

Key words: customer satisfaction, hotel, service quality, customer perception.

INTRODUCTION

Consistency has attracted the attention of practitioners and scholars throughout the years, but mainly in the manufacturing sector at the first level. However, since well before the 1980s, the concept of hospitality for company performance in the service industry was also widely accepted in the literature because of the effect on different aspects of business quality. In order to research quality of service, several evaluation frameworks were created, such as Option of Time Methodology and Functional.It is important for an organisation to clearly identify the service quality requirements of all its customers in order to be able to develop processes to enhance or maintain the level of service they offer to their customers The investigators examined in this paper if service quality has an effect on the credibility of a hotel, namely Minabatho Palms hotel.

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Research Study on Factors and Strategies to Impart Employability Skills of College students in Tamil Nadu

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Abstract
Employability skills are essential for acquiring and pursuing goals of college students for their employment in the corporate sector. Educational institutions with the help of their teachers make all out effort to impart knowledge of employability. This study is aimed at factors and strategies which are vital for students employability in the Indian corporate sector.
Keywords Employability skills, Communication skills, Employability skills, factors, Employability skill strategies.

Introduction

The present younger generation in India is forming part of Human capital of India. Younger generation is a human capital means they have an important contributory factor to the nation. Educational institutions in India especially in arts and science colleges not only impart basic curriculum knowledge of subject but also they have to impart employability skill knowledge of students. In order to design and develop and mould the students to impart employability skills only with the help of strategies required and expected by corporate houses. In this direction, this study attempts to focus on factors influencing development of employability skills and also strategies adopted by the arts and science colleges to mould the employability skills for their college students.

Employability skills for corporate sector employability

World Bank document indicates that Indian education system to be flexible nature such as basic educational learning, secondary educational capabilities of developing technical core skills and

Customer Satisfaction Towards Five Star Hotel Services In Tamil Nadu

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Abstract

Customer satisfaction is described as a measure of how pleased customers are with a star hotel, facilities and capabilities. Details on customer loyalty, including polls and reviews, will help an organization decide how its goods and services best enhance or alter. Study goals to analyze the degree of satisfaction with services offered by Coimbatore District hotels. Research methodology, Ten hotels represented the research community of 10 owners/managers, from whom 150 consumers were given licenses to visit their customers, to determine the extent of execution of the companies' marketing activities. The client was only responsible for the customers to be checked in the hotel's during the data collection era. Results of the analysis show that factor-I coefficients have strong absolute correlations with the component. Grace to the assistants, Assistants procedure, Reception Pace and Assistants Operation Initiative 0.951, 0.908, 0.907, 0.902 etc. This research was suggested, the attention paid to selecting beautiful interior design might upgrade the image of the hotel environment and encourage an overall tone to be decided for a successful atmosphere. Lighting is often a very critical issue that can create an atmosphere or destroy it rather than the other part of the style. It is also advised that hotels create upward lights to render the hotel softer and more welcoming. Please end this review, The study would concentrate on hotel industry facilities in Coimbatore, the service marketing combination and consumer loyalty in the Coimbatore Area. The research focuses on the facets of consumer loyalty of 10 chosen hotels.

Keywords: Customer satisfaction, parking facilities and Room facilities

Introduction

A Five Star Hotel is designed to take guests to the most important standard into account. Anything from outside the inn to the flatware should therefore be of brilliant standard and very careful. Helpers should be well trained and attention should be given to providing the guest with the most ideal experience. Excellent standards of constructive assistance and customer service are important. Workers employed at the food outlets can demonstrate astonishing amounts of awareness and management of food, drink and wine items. The menu can include a wide range of dishes of extraordinary consistency, which are shown in perfect menus.

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Both channels should have levels of very cohesive and dedicated groups with a depth in management. This allows them to deliver forms of support that meet the benchmark. For eg, valet stops, rooms escorts, constructive bar table support and relax and breakfast facilities, 24-hour meetings, room administration, complete evening tea.

On order, space access is transmitted and cleaned in a highly skilled and effective way The scale and format of the premises provide for a transport approach that guarantees the best room service experience. The critical lion's number of rooms is exceptionally large, enabling freedom to create, console, eat and relax. Beds and headboards are superbly uniform. Roomy, rich and diverse workplaces with latrines and refined brands such as unique hand towels, excellent toiletries and frills, continually overhauled all day long. The inn could host additional offices with additional food, recreation, business concentrate, spa, etc. The entire office is remembered by travelers for prices and customized

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A STUDY ON ACCEPTABILITY OF SOCIAL MEDIA NETWORKING SITES AMONG WOMEN

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ABSTRACT

Social Media networks offer a straightforward way to converse with peers and get feedback as well which may influence a young adult's self-esteem and examines how social media affects college students' communication with others and their levels of engagement and connectedness; as well their effects and impacts on their social life, privacy, emotional health and education. Media is established as an efficient technique to create beneficial communication procedure. However, the media consumers have not known the usage of the technology well. The rise of New Media resulting in convergence is playing havoc in the emerging environment. Social Media has been a venue to express opinions and sentiments which is exclusive to a group of people. The objectives of the study are to study the frequency of using the social media networks by the women users, to identify the favorite social media network among the women users to analyze the reason for using the social media by the women and to know the women users' opinion about their freedom in using the social media. The study has been carried out in Chennai City during the month of March 2022. For which purposive sampling technique has been applied. The women social media users are taken purposively to understand their attitude towards social media networks are purposively considered as samples. 400 sample respondents are selected and their acceptability of the social media networks are analyzed.

Keywords: Social Media Networking Sites, Women and Chennai City

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A STUDY ON INFLUENCE OF LEADERSHIP STYLE AND JOB SATISFACTION ON JOB PERFORMANCE

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Abstract

In any organization, leadership is a critical process. We relate an organization's success or failure to its leadership. When a corporate endeavor, a university, or a sports team succeeds, the president or coach is frequently credited; when a venture fails, the same people at the top is frequently removed. Thus, one of the primary concerns of every organization is how to recruit, develop, and retain good leaders. The goal of this study was to study the socio-economic characteristics of the sample respondents and to measure the impact of leadership style and job satisfaction on the job performance. Primary data was gathered primarily through the use of survey questionnaire (google form). The sample method used for the study was simple random technique. The selected sample (200) represented a balanced mix of various demographic factors Gender, age, income and level of experience. The article opens with a discussion of how culture is conceptualized at the human level, as well as leadership styles and their influence on work satisfaction. The study concluded that the leadership style and job satisfaction of the employees are influencing their performance.

Keywords

Leadership Styles, Job Satisfaction and Job Performance.

1. Introduction

Effective leadership and employee job satisfaction have long been seen as critical aspects in determining an organization's success. A capable leader sets the direction for the company and guides followers toward accomplishing the organization's objectives. Similarly, people who are satisfied with their jobs are more willing to put in extra effort and pursue corporate goals. A company that generates high levels of employee satisfaction is also more capable of maintaining and recruiting people with the necessary capabilities. (Mosadegh Rad, 2006). Raelin (2011) Leadership is inextricably linked to people-oriented actions. The most impactful leaders are those who have a favourable correlation between work happiness and performance[1]. Employee views of their occupations are a critical component of job satisfaction measurement; these

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[1] Lowe, K.B., Kroeck, K.G., & Sivasubramaniam. N. (1996). "Effectiveness correlates of transformational and transactional leadership" Ameta - Analytic Review of the MLQ Literature. The Leadership Quarterly. Vol.7(3), pp.385-425