

Ugc Approved International Journal For Ijraset

International Journal on Multicultural Literature (IJML) Volume 8 Number 1 (January 2018) ISSN 2231-6248. Highlights include The Spectral Visions of the Menace of Capitalism Masquerading as Modernity: an Explication of Bond's Summer, Saved and The Pope's Wedding by S. Chelliah Digital Humanities and Literary Studies: A Conceptual Study by S. Kumaran The Metaphysical Quest of Raja Rao by Ramaswamy Subramony An Ecofeminist Analysis of Kamala Das' Select Short Stories by Armstrong Sebastian Third Gender in India: Reconfiguring Identity by Poonam Wadhwa The Negro to Black Conversion Experience in Alex Haley's Roots by Rosebel Wilson C & Baskaran Gavarappan War and Women: Enslavement and Emancipation: New Afghan Women in Khaleid Hosseini's A Thousand Splendid Suns by Nirjharini Tripathy Multicultural Ethnic Identity: Paradox of Being and Becoming in Malaysia in K. S. Maniam's In A Far Country by A. Athiappan Devdas to Dev.D: Transformation in the Cinematic World of Devdas by Benazir Manzar & Aju Aravind Empowered Prodigious Protagonists in Paulo Coelho's Novels by Giftsy Dorcas E. & Raichel M. Sylus Toni Morrison's Paradise: A Saga of Race and Violence by Sebin Justine Masks and Masqueraders in Ramesh K. Srivastava's Short Stories by Shipra G. Vashishtha Plays of Activism: An Analysis of Badal Sircar's Legacy by Soumitra Chakraborty Leadership Lessons from the Life and Achievements of Kanakadasa, in Dr Basavaraj Naikar's Kanakadasa, the Golden Servant by - Sumathi Shivakumar The Crisis of Female Identity in the Novels of Jane Austen and Shashi Deshpande: A Comparative Study by Sweta Anand Manas Bakshi's Parnassus of Revival: A Review Article by K. Rajani The Poetic Sensibilities of Poonam Dwivedi in The Confluence and Other Poems: An Analytical Study by Manas Bakshi T. V. Reddy's Sound and Silence: A Collection of Poems by Patricia Prime Ramesh K. Srivastava's Road Not Taken and Other Stories by Smita IJML is a peer-reviewed research journal in English literature published from Thodupuzha, Kerala, India. The publisher and editor is Prof. Dr. K. V. Dominic, renowned English language poet, critic, short story writer and editor who has to his credit 27 books. He is also the secretary of Guild of Indian English Writers, Editors and Critics (GIEWEC). Since 2010, IJML is a biannual journal published in January and July. The articles are sent first to the referees by the editor and only if they accept, the papers will be published. Although based in India, each issue includes worldwide contributors. Although IJML concentrates on multiculturalism, it also encompasses other literature. Each issue also includes poems, short stories, review articles, book reviews, interviews, general essays etc. under separate sections. IJML is available in paperback, Kindle, ePub, and PDF editions. Distributed by Modern History Press LCO004020 LITERARY COLLECTIONS / Asian / Indic LIT008020 Literary Criticism : Asian - Indic POL035010 Political Science : Political Freedom & Security - Human Rights Learn more at www.profKVDominc.com

The 9th Multidisciplinary Academic Conference in Prague 2017, Czech Republic

International Journal of Knowledge Management International Journal of Business Analytics (IJBAN). International Journal of Interdisciplinary Telecommunications and Networking (IJITN). January-March 2014. Volume 6, Issue 1 Sports Injuries and Rehabilitation Scientific e-Resources

In this era of customer sovereignty, the key to success is to be customer-centric to the core and divert optimum resources towards identifying the right customers and catering to their service needs so as to leverage the relationship with a long-term perspective. In the fierce marketplace, the prime factor that will prove to be a sustainable differentiator is customer loyalty. Marketers must connect with the customers – inform, engaging and energizing them in the process to capture the customers and win over the competition. This book will give an insight into such aspects of CRM and help an organization to develop an apt strategy and build an infrastructure that absolutely must be in place before they can begin to understand the customers and start delivering effective loyalty programs. It emphasizes on the fact that the loyalty is built on trust which results from the total experience that a customer has with your organization throughout the customer lifecycle. This book will primarily cater to the management students who are aspiring managers keen to explore the world of endless opportunities of Marketing & Brand Management. It will provide them with an insight into the core concepts of CRM and equip them to successfully mark their corporate debut. This book also intends to cater to the corporate professionals who are planning to invest in a Customer Relationship Management program. I hope that we will be able to build a relationship through my investment in writing this book and your investment in reading it. Since a relationship is two-way, I hope that we can benefit from each other's experiences. I would be glad to hear from you, please do share your experience and feedback at pallavikapooria@gmail.com

This laboratory manual describes laboratory procedures, equipment uses, preparation of reagents, DNA and RNA isolation, electrophoresis, blotting and hybridisation, molecular markers, PCR, DNA barcodes, sequencing methods, gene expression studies, and RNAi. Each chapter consists of an outline of the principles concerned, a schematic explanation of the procedure with elaborated protocols. The book is main geared for students who are relatively new to practical molecular entomology and therefore the emphasis is on making techniques accessible to those individuals. As the author admits, there is a degree of repetition, what this implies is that the majority of the chapters are basically complete and standard thus, there's no looking around for recipes, however in fact it conjointly pushes up the dimensions. The chapters written in this book gives the background information which can be allowed to modify at their end and design new protocols.

Special topic volume with invited peer reviewed papers only

PREFACE The world is now ready to enter a second wave of Coronavirus and several lockdowns. What a year ago seemed too far and like a fairytale, is now a reality and a nightmare all over the world. On March 11, 2020 the World Health Organization (WHO) declared the Coronavirus disease (a.k.a Covid- 19) a pandemic as it spread in a short time all over the world. The Coronavirus disease has already affected life in many countries. In the long term, it is predicted that it will bring about changes that are quite likely to be permanent. Along with the measures taken on prevention and control of the spread of the outbreak; international supply chains, supply- demand balance, consumer and producer behavior, business methods, working models, education methods and daily life are changing. The concern for all countries needs to be researched in different aspects. The Covid- 19 crisis has caused considerable damage in every aspect of life. We believe that different socio- economic aspects need to be discussed by scholars involved in

academia and people who are interested in contributing to this new topic the world is facing. This book comprises nine chapters including topics related to several impacts and challenges that Covid- 19 brought about on economy, education, social life, trade, geopolitical relations, and what is more important on our health care systems. We realize that this editorial book will lead a way to policy makers, implementers, researchers, students and those who are interested in learning more about Covid- 19 impacts all over the world. We hope and believe that it will be widely read As Socrates said: "The secret of change is to focus all of your energy, not on fighting the old, but on building the new". Now, it's our turn to focus on our new normal, new reality and we are all in this together

There are varieties of books in the market, easily available for the researchers in Ayurveda but no book is still designed having a stepwise approach for writing a research paper in Ayurveda. Furthermore, every beginner should be acquainted with the different components of a research paper like introduction, abstract, conclusion etc. The skill of writing a research paper is not acquired just by reading books or by mere learning in classrooms. The book serves the purpose of giving a conceptual idea of writing a research paper in Ayurveda. The stepwise aspect makes the learners easy to understand the components of a research paper. The book has been added a number of examples to make it clear 'what is right' and 'what is wrong'.

As the world grows increasingly interconnected, data communications has become a critical aspect of business operations. Wireless and mobile technology allows us to seamlessly transition from work to play and back again, and the Internet of things has brought our appliances, vehicles, and homes into the network; as life increasingly takes place online, businesses recognize the opportunity for a competitive advantage. Today's networking professionals have become central to nearly every aspect of business, and this book provides the essential foundation needed to build and manage the scalable, mobile, secure networks these businesses require. Although the technologies evolve rapidly, the underlying concepts are more constant. This book combines the foundational concepts with practical exercises to provide a well-grounded approach to networking in business today. Key management and technical issues are highlighted and discussed in the context of real-world applications, and hands-on exercises reinforce critical concepts while providing insight into day-to-day operations. Detailed technical descriptions reveal the tradeoffs not presented in product summaries, building the analytical capacity needed to understand, evaluate, and compare current and future technologies.

Excessive pollution has provoked the nature, and the nature starts behaving in unnatural ways (in form of global warming versus global cooling, heavy rains versus draught, and other natural calamities like frequent earthquakes and tsunami, cyclones, epidemics, and so forth). Economic growth via production and consumption threatens peaceful life of human beings on the earth. Environment-friendly eco-green marketing is an attempt to protect consumer welfare and environment (the nature) through production, consumption, and disposal of eco-friendly products. Basically, green marketing is concerned with three aspects: 1. promotion of production and consummation of pure/quality products, 2. fair and just dealing with customers and society, and 3. protection of ecological environment. Thus, green marketing is a marketing philosophy that promotes production and selling of pure (eco-friendly) products with protection of ecological balance. Green marketing involves multiple activities. Green marketing encourages production of pure products by pure technology, conservation of energy, preservation of environment, minimum use of natural resources, and more use of natural foods instead of processed foods. Efforts of people, social organizations, firms, and governments in this regard can be said as green marketing efforts. Green marketing raises the voice against production, consumption, and/or disposal of such products that harm consumers, the society, and the environment anyway. It is necessary that businessmen and users should refrain from harmful products. My modest efforts of working on some literary topics and writers have finally come to you in the form of this book in your hands. There is no doubt that this book contains miscellaneous topics from some popular genres like poetry and novel writing. The book attempts to offer a critical and evaluative material on the poetic achievements of some national and foreign poets. It provides a comparative analysis of some famous poets.

In today's business climate, where speed-to-market is paramount and there's no margin for error, companies who fail to excel at new products stand no chance of survival. Companies who live and die by their products need better tools for linking product development to strategy to ensure that resources are deployed efficiently from idea to launch across the full range of products. In *Portfolio Management for New Products*, the authors present a rigorous and practical approach to managing a company's product portfolio as you would a financial portfolio—investing for maximum long-term growth. With its field-tested, step-by-step framework, the book provides corporations and managers with the methods and strategies they need to assess and realign their current R&D divisions, determine which products are most worthy of resource allocation, design and implement a portfolio management process, maximize the value of their product portfolios, create balanced portfolios, and recognize and solve challenges as they arise. *Portfolio Management for New Products*, is an essential resource for any company whose profitability, and very existence, relies on the products it chooses to develop and the speed with which it brings those products to market. This book clarifies the decision-making process, demystifies R&D, and puts corporations on track to understanding and developing the strategies necessary to succeed in the highly competitive and volatile world of product development.

These proceedings gather cutting-edge papers exploring the principles, techniques, and applications of Microservices in Big Data Analytics. The ICETCE-2019 is the latest installment in a successful series of annual conferences that began in 2011. Every year since, it has significantly contributed to the research community in the form of numerous high-quality research papers. This year, the conference's focus was on the highly relevant area of Microservices in Big Data Analytics.

In today's world, media becomes as essential as our daily needs. Media of today is playing an outstanding role in creating and shaping of public opinion and strengthening of society. Media is

the sword arm of democracy. Media acts as watchdog to protect public interest against malpractice and create public awareness. The media was dominated by print, radio, and television, attracting a broad swath of the public, affording them the opportunity to read, listen, and watch the world around them in a way that they previously had not been able to do. Media is intended to reach and address a large target group or audience. The word was first used in respect of books and newspapers i.e. print media and with the advent of technology, media now encompasses television, movies, radio and internet. Media Advertising does this, by changing the consumer attitude favourably. Further, the sales turnover rate so attained should be maximised and maintained at any rate. Advertising does this by repeat sales. A regular, effective and frequent advertising always helps in building more loyal class of customers and effective media advertising helps to informing the public about the right product at the right time through the right medium.

This book gathers a collection of high-quality peer-reviewed research papers presented at the 2nd International Conference on Data and Information Sciences (ICDIS 2019), held at Raja Balwant Singh Engineering Technical Campus, Agra, India, on March 29–30, 2019. In chapters written by leading researchers, developers, and practitioner from academia and industry, it covers virtually all aspects of computational sciences and information security, including central topics like artificial intelligence, cloud computing, and big data. Highlighting the latest developments and technical solutions, it will show readers from the computer industry how to capitalize on key advances in next-generation computer and communication technology.

At the turn of this century, with the advent of the information revolution, the concept of professional communication has been repeatedly redefined to accommodate the new trends, methods and changes that communication in the corporate world has witnessed. Generally, it has to do with the effective transmission of information over various channels, using various mediums and means. It could be oral, written, visual, nonverbal, digital, web-based, etc. Channels can be air waves, pages of a book, newspapers, or more recently computers, smart phones and tablets. This work has been selected by scholars as being culturally important, and is part of the knowledge base of civilization as we know it. This work was reproduced from the original artifact, and remains as true to the original work as possible. Therefore, you will see the original copyright references, library stamps (as most of these works have been housed in our most important libraries around the world), and other notations in the work. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. As a reproduction of a historical artifact, this work may contain missing or blurred pages, poor pictures, errant marks, etc. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant.

This book features high-quality, peer-reviewed research papers presented at the International Conference on Smart Technologies in Data Science and Communication (Smart-DSC 2019), held at Vignan's Institute of Information Technology (Autonomous), Visakhapatnam, Andhra Pradesh, India on 13-14 December 2019. It includes innovative and novel contributions in the areas of data analytics, communication and soft computing. .

This book is a collection of peer-reviewed best selected research papers presented at the First International Conference on Machine Intelligence and Smart Systems 2020 (MISS 2020), organized during September 24–25, 2020, in Gwalior, India. The book presents new advances and research results in the fields of machine intelligence, artificial intelligence and smart systems. It includes main paradigms of machine intelligence algorithms, namely (1) neural networks, (2) evolutionary computation, (3) swarm intelligence, (4) fuzzy systems and (5) immunological computation.

This book addresses a broad range of problems commonly encountered in the fields of financial analysis, logistics and supply chain management, such as the use of big data analytics in the banking sector. Divided into twenty chapters, some of the contemporary topics discussed in the book are co-operative/non-cooperative supply chain models for imperfect quality items with trade-credit financing; a non-dominated sorting water cycle algorithm for the cardinality constrained portfolio problem; and determining initial, basic and feasible solutions for transportation problems by means of the “supply demand reparation method” and “continuous allocation method.” In addition, the book delves into a comparison study on exponential smoothing and the Arima model for fuel prices; optimal policy for Weibull distributed deteriorating items varying with ramp type demand rate and shortages; an inventory model with shortages and deterioration for three different demand rates; outlier labeling methods for medical data; a garbage disposal plant as a validated model of a fault-tolerant system; and the design of a “least cost ration formulation application for cattle”; a preservation technology model for deteriorating items with advertisement dependent demand and trade credit; a time series model for stock price forecasting in India; and asset pricing using capital market curves. The book offers a valuable asset for all researchers and industry practitioners working in these areas, giving them a feel for the latest developments and encouraging them to pursue further research in this direction.

International Journal on Multicultural Literature (IJML) Volume 7 Number 2 (July 2017) ISSN 2231-6248. Highlights include Solutions to Religious Communalism as Projected in Mahesh Dattani's Final Solutions: An Analysis by S. Chelliah K.V. Dominic's Winged Reason: A Portrait of Social Realism by D.C. Chambial Tracing Political Bricoleurs in Winston Churchill's Thoughts and Adventures and Khushwant Singh's The End of India by Sreedevi R. & Raichel M. Sylus Play/Games as Sublimation of Juvenile Delinquency: An Exploration into the World of Children's Literature by Sijo Varghese Intrinsic Journey into the Epic, Savitri: A Symbolic Exploration by Santanu Basak Feminine or Feminist: Ambiguous Women in The Moor's Last Sigh by Sharmila Bhattacharjee Element of Grotesque in Carson McCullers' The Ballad of the Sad Cafe by Sarika Tiwari Alec Derwent Hope on Poet and Art of Poetry by Amodini Sreedharan Women as Victims: A Study of Nalini Sharma's Strange Equations by S. Barathi Mahesh Dattani's Final Solutions: Deconstruction of Communalism - Nidhish Kumar Singh Authenticity of Rural Life in the Novels of Chinua Achebe, Kamala Markandaya and Ramesh K. Srivastava by Smita Das Lives on Pyre: A Socio-realistic Portrayal in D.C. Chambial's The Cargoes of the Bleeding Hearts by Parthajit Ghosh & Madhu Kamra An Evolution of His Demography: A Socio-cultural Flow in the Fictional World of Manoj Das by Suresh Bera & Somali Gupta Maya Angelou's Shaker, Why Don't You Sing?: a Paroxysm of Confession by Ishita Pramanik & Shukla Banerjee Fruits of Delight in the Fields of Despair in Manas Bakshi's Dance of Satan and Other Poems by T.V. Reddy IJML is a peer-reviewed research journal in English literature published from Thodupuzha, Kerala, India. The publisher and editor is Prof. Dr. K. V. Dominic, renowned English language poet, critic, short story writer and editor who has to his credit 27 books. He is also the secretary of Guild of Indian English Writers, Editors and Critics (GIEWEC). Since 2010, IJML is a biannual journal

published in January and July. The articles are sent first to the referees by the editor and only if they accept, the papers will be published. Although based in India, each issue includes worldwide contributors. Although IJML concentrates on multiculturalism, it also encompasses other literature. Each issue also includes poems, short stories, review articles, book reviews, interviews, general essays etc. under separate sections. IJML is available in paperback, Kindle, ePub, and PDF editions. Distributed by Modern History Press LCO004020 LITERARY COLLECTIONS / Asian / Indic LIT008020 Literary Criticism : Asian - Indic POL035010 Political Science : Political Freedom & Security - Human Rights Learn more at www.profKVDominc.com Event Studies is the only book devoted to developing knowledge and theory about planned events. It focuses on event planning and management, outcomes, the experience of events and the meanings attached to them, the dynamic processes shaping events and why people attend them. This title draws from a large number of foundation disciplines and closely related professional fields, to foster interdisciplinary theory focused on planned events. It brings together important discourses on events including event management, event tourism, and the study of events within various disciplines that are able to shed light on the roles, importance and impacts of events in society and culture. New to this edition: New sections on social and intangible influences, consumer psychology and legal environment, planning and policy framework to reflect recent developments in the field Extended coverage of philosophy and research methods and how they can best be used in event studies; social media as a marketing tool; and the class and cultural influences of events New and additional case studies throughout the book from a wide range of international events Companion website to include PowerPoint slides and updated Instructor's Manual including suggested lecture outlines and sequence, quizzes per chapter and essay questions.

The purpose of this book is first to study MATLAB programming concepts, then the basic concepts of modeling and simulation analysis, particularly focus on digital communication simulation. The book will cover the topics practically to describe network routing simulation using MATLAB tool. It will cover the dimensions' like Wireless network and WSN simulation using MATLAB, then depict the modeling and simulation of vehicles power network in detail along with considering different case studies. Key features of the book include: Discusses different basics and advanced methodology with their fundamental concepts of exploration and exploitation in NETWORK SIMULATION. Elaborates practice questions and simulations in MATLAB Student-friendly and Concise Useful for UG and PG level research scholar Aimed at Practical approach for network simulation with more programs with step by step comments. Based on the Latest technologies, coverage of wireless simulation and WSN concepts and implementations

This is an open access book. The book provides an overview of the state of research in developing countries – Africa, Latin America, and Asia (especially India) and why research and publications are important in these regions. It addresses budding but struggling academics in low and middle-income countries. It is written mainly by senior colleagues who have experienced and recognized the challenges with design, documentation, and publication of health research in the developing world. The book includes short chapters providing insight into planning research at the undergraduate or postgraduate level, issues related to research ethics, and conduct of clinical trials. It also serves as a guide towards establishing a research question and research methodology. It covers important concepts such as writing a paper, the submission process, dealing with rejection and revisions, and covers additional topics such as planning lectures and presentations. The book will be useful for graduates, postgraduates, teachers as well as physicians and practitioners all over the developing world who are interested in academic medicine and wish to do medical research.

This volume presents some of the latest research and applications in using natural substances and processes for pharmaceutical products. It presents an in-depth examination of the chemical and biological properties of selected natural products that are either currently used or have the potential for useful applications in the chemical and pharmaceutical industries. It covers emerging technologies and case studies and is a source of up-to-date information on the topical subject of natural products and microbial technology. It provides an applied overview of the field, from traditional medicinal targets to cutting-edge molecular techniques. Natural products have always been of key importance to drug discovery, but as modern techniques and technologies have allowed researchers to identify, isolate, extract, and synthesize their active compounds in new ways, they are once again coming to the forefront of drug discovery.

In this brilliant debut novel, Alexis Wright evokes city and outback, deepening our understanding of human ambition and failure, and making the timeless heart and soul of this country pulsate on the page. black and white cultures collide in a thousand ways as Aboriginal spirituality clashes with the complex brutality of colonisation at St Dominic's mission. With her political awareness raised by work with the city-based Aboriginal Coalition, Mary visits the old mission in the northern Gulf country, place of her mother's and grand-mother's suffering. Mary's return re-ignites community anxieties, and the Council of Elders again turn to their spirit world.

The book emphasises on the oppression, marginalization, exploitation, segregation, and discrimination which women are subjected to from time immemorial. Gender is a social construct. The abuse of women is not only material reality, originating in economic conditions but also a psychological phenomenon—how men and women perceive one another. This anthology contains 24 scholarly papers that concern with theoretical issues and historical perspectives, with spatial metaphors, discourse analysis, challenges of women in the professional and domestic sphere, and various arenas. Compromise, rebellion, madness are some of the strategies contrived by women to defend and express themselves. The present book explores multifarious facets as Women Empowerment, Transculturation, Me Too, Women for Women, Women Education, Women and Cinema, Marginalised Women, Working Women, Gender Discrimination, Feminism, Women's Emancipation and Post Modernism. The papers included in this volume will provide in-depth insight into the subject and prove valuable to research scholars, teachers, academicians, and those interested in Gender Studies.

After centuries of British rule, nobody expected Indian Independence and the birth of Pakistan to be so bloody - they were supposed to be the answer to the dreams of Muslims and Hindus. Jawaharlal Nehru, Gandhi's protégé and the political leader of India, believed Indians were an inherently nonviolent, peaceful people. Pakistan's founder, Mohammad Ali Jinnah, was a secular lawyer, not a firebrand. But in August 1946, exactly a year before Independence, Calcutta erupted in street-gang fighting. A cycle of riots -

targeting Hindus, then Muslims, then Sikhs - spiraled out of control. As the summer of 1947 approached, all three groups were heavily armed and on edge, and the British rushed to leave. Hell let loose. Trains carried Muslims west and Hindus east to their slaughter. Some of the most brutal and widespread ethnic cleansing in modern history erupted on both sides of the new border, carving a gulf between India and Pakistan that remains a root cause of many evils. From jihadi terrorism to nuclear proliferation, the searing tale told in *Midnight's Furies* explains all too many of the headlines we read today.

Every physical activity gives us something to learn, increases our fitness components makes one confident and refresher or recharges us to lead life happy. On other side participation in games and sports may lead to injury. The injury can be the minor one, serious, career ending or even some times life threatening. An athlete can face injuries at any time i.e. during main competition, in regular practice reasons or in off-season training also. Sports injuries continue to increase in organized or varsity athletics and in the general population because of the increased interest in fitness and sports. In the present study, all major sports, injuries including foot and ankle, knee, hip flexors, hip joints, shoulders, head, forearm muscles, wrist joints, arm muscles, elbow joints, pelvic, calf, etc., are described in detail in simple English language so that to reach its readers. The present book entitled *Sports Injuries and Rehabilitation* highlights all the aspects of sports injuries. The book is arranged in a lucid form and written in simple spoken English language. Hopefully, the present book will prove useful for clinicians, physiotherapists, sportsmen and sportswomen, students, teachers and for the general readers too.

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