



**IJMIE**

(ISSN: 2249-0558)

**INTERNATIONAL JOURNAL  
OF  
MANAGEMENT, IT & ENGINEERING**

- [editorijmie@gmail.com](mailto:editorijmie@gmail.com)
- [info@ijmra.us](mailto:info@ijmra.us)
- [www.ijmra.us](http://www.ijmra.us)





## Chief Patron

**Dr. JOSE G. VARGAS-HERNANDEZ**

Member of the National System of Researchers, Mexico

Research professor at University Center of Economic and Managerial Sciences,  
University of Guadalajara

Director of Mass Media at Ayuntamiento de Cd. Guzman  
Ex. director of Centro de Capacitacion y Adiestramiento

**DR. RAMACHANDRAN GURUPRASAD**

Scientist, Knowledge and Technology Management Division (KTMD),  
National Aerospace Laboratories.

## Patron

**Dr. Mohammad Reza Noruzi**

PhD: Public Administration, Public Sector Policy Making Management,  
Tarbiat Modarres University, Tehran, Iran

Faculty of Economics and Management, Tarbiat Modarres University, Tehran, Iran  
Young Researchers' Club Member, Islamic Azad University, Bonab, Iran

## Chief Advisors

**Dr. NAGENDRA. S.**

Senior Asst. Professor,

Department of MBA, Mangalore Institute of Technology and Engineering, Moodabidri

**I Wayan Suryasa**

Doctor of Linguistics Program, Udayana University,

Linguistics Lecturer (STMIK-STIKOM Bali), Translator (Indonesian Translator Association)

Researcher of Local Languages Researcher Association

Certified Doctor of Linguistics Program in Udayana University Bali

**Dr. SUNIL KUMAR MISHRA**

Associate Professor,

Dronacharya College of Engineering, Gurgaon, INDIA

**Mr. GARRY TAN WEI HAN**

Lecturer and Chairperson (Centre for Business and Management),  
Department of Marketing, University Tunku Abdul Rahman, MALAYSIA

**MS. R. KAVITHA**

Assistant Professor,

Aloysius Institute of Management and Information, Mangalore, INDIA



**Dr. A. JUSTIN DIRAVIAM**

Assistant Professor,  
Dept. of Computer Science and Engineering, Sardar Raja College of Engineering,  
Alangulam Tirunelveli, TAMIL NADU, INDIA

**Dr. Krishan kumar**

Dean,  
School of Life Sciences, Singhania University Rajasthan, INDIA

**Dr. G. D. Singh**

Certified Manager - Cambridge Association of Managers, England,  
Founder & President, The Indian Management Academy - IMA

**Dr. Sorinel Capusneanu**

Associate Professor,  
Faculty of Finance and Accounting, "ARTIFEX" University, Bucharest, ROMANIA

**Benard Okelo Nyaare**

Assistant Lecturer,  
Bondo University College, Bondo, KENYA

**Dr. Meenakshi Gupta**

Assistant Professor,  
Shri Mata Vaishno Devi University- Katra, INDIA

**Editor-in-chief**

**Dr Tsung Hung Lee**

Professor,  
Graduate School of Leisure and Exercise Studies  
National Yunlin University of Science & Technology  
123, section 3, University Road, Touliu, Yunlin, Taiwan 640

**International Editorial Board**

**Dr. N. Kavitha**

Department Of Management,  
College Of Business And Economics, Mekelle University, ETHIOPIA

**Dr. Roli Pradhan**

Mechanical Engg. Deptt., Nitttr Bhopal, INDIA

**Dr. Pranam Dhar**

Associate Professor,



Department Of Commerce & Management, West Bengal State University, INDIA

**Dr. Sanjay Aswale**

Head And Research Guide,  
Department Of Commerce, Scs College Omerga

**Dr. Farah Naaz Gauri**

Associate Professor, Department Of Commerce,  
Dr. Babasaheb Ambedkar Marathwada University, Aurangabad 431 001, (M.S), India.

**Prof. Dr. Badar Alam Iqbal**

Professor,  
Department Of Commerce, Aligarh Muslim University, 202002 (Up) India.

**Dr. Jigar VITthalbhai Patel**

Associate Professor,  
Kalol Institute Of Management, Affiliate With Gujarat Technological University (Gtu)

**Dr. Manisha Singhai**

Assistant Professor,  
Prestige Institute Of Management And Research, Indore, INDIA

**Prof. (Dr.) Bharat Raj Singh**

Director (R & D) And Hod-ME, School Of Management Sciences,  
Kashimpur-Biruha, Near Gosainganj, Nh-56, Lucknow-227125, Up, India

**Dr. Gajendra Singh**

Associate Professor, School Of Management,  
Doon University, Mothrowala Road, Kedarpur, Po Ajabpur, Dehradun, Uttarakhand-248001, India

**Dr. S. N. TAKALIKAR**

Principal,  
St. Johns Institute of Engineering, PALGHAR (M.S.), INDIA

**Dr. RAMPRATAP SINGH**

Professor, Bangalore Institute of International Management, (BIIM),  
Bangalore University, Bangalore - 560 059, KARNATAKA

**Prof GURSEL ILIPINAR**

ESADE Business School,  
Department of Marketing, Av. Pedralbes, 60-62, E-08034, BARCELONA, SPAIN

**Dr. ZEESHAN AHMED**

Software Research Eng,  
Department of Bioinformatics, Biocenter, University of Wuerzburg, GERMANY

**Dr. Y. LOKESWARA CHOUDARY**

Asst. Professor Cum Head (Academics) PG & Research,  
SRM B-School, SRM University, Vadapalani, CHENNAI, INDIA

**Prof. Dr. TEKI SURAYYA**

Professor and Head, Department of Management Studies, Adikavi Nannaya University,



**Dr. T. DULABABU**

Professor & Principal, Nimra College of Business Management,  
The Oxford College of Business Management, BANGALORE- 560 102, INDIA

**Dr. A. ARUL LAWRENCE SELVAKUMAR**

Professor, Department of Computer Science Engineering,  
Adhiparasakthi Engineering College, MELMARAVATHUR, TN.

**Dr. S. D. SURYAWANSHI**

Lecturer, Mech. Engg. Department,  
College of Engineering Pune, SHIVAJINAGAR, PUNE-411005(MAHARASHTRA), INDIA

**Dr. S. KALIYAMOORTHY**

Professor & Director,  
Alagappa Institute of Management, Alagappa University, KARAIKUDI, INDIA

**Dr Sandeep Bansal**

Dept of Commerce,  
Indira Gandhi National College Ladwa, Kurukshetra,INDIA

**Prof SANJAY ASATI**

Dept of ME,  
M. Patel Institute of Engg. & Tech., GONDIA(M.S.)

**Dr. Gajendra Singh**

Associate Professor,  
School of Management, Doon University, Mothrowala Road, Kedarpur, Dehradun, INDIA

**Dr.R.P.C.S.Rajaram**

Assistant Professor ,  
Kalasalingam University, 91/C,P.K.S.A.Arumuga Nadar Road, Sivakasi

**Dr. D. R.Prajapati**

Assistant Professor,  
Mech. Engg. Dept., PEC University Of Technology, Sector-12, Chandigarh, INDIA

**Dr A. Justin Diraviam**

Assistant Professor,  
Sardar Raja College Of Engg, Alangulam, Tirunelveli, INDIA

**Dr.V.S.Sreebalaji**

PRINCIPAL,  
Thamirabharani Engineering College, Tirunelveli, Tamilnadu 627 357, INDIA

**Dr.B.C.M.Patnaik**

Associate Professor,  
School Of Management, KIIT University, Bhubaneswar, Odisha, INDIA



# Technical Advisors

**Mr. Rajan Verma**

Lecturer, Department of Computer Science, Ambala, INDIA

**Mr. Ankit Jain**

Department of Chemical Engineering, NIT Karnataka, Mangalore, INDIA

**Mr. Anil Chandra**

Department of Biotechnology, Indian Institute of Technology Guwahati, Assam, INDIA

**Prof. Bharati Veerendra**

Asst. Professor - MCA, K. J. Somaiya's SIMSR, univeristy of Mumbai, Mumbai, INDIA

**Mr. Gagandeep Singh**

Department of Biotechnology, Kurukshetra University, Kurukshetra, INDIA

# Associate Editors

**Dr. SANJAY J. BHAYANI**

Associate Professor ,Department of Business Management, RAJKOT, INDIA

**MOID UDDIN AHMAD**

Assistant Professor, Jaipuria Institute of Management, NOIDA

**Dr. SUNEEL ARORA**

Assistant Professor, G D Goenka World Institute, Lancaster University, NEW DELHI

**Mr. P. PRABHU**

Assistant Professor, Alagappa University, KARAIKUDI

**Mr. MANISH KUMAR**

Assistant Professor, DBIT, Deptt. Of MBA, DEHRADUN

**Mrs. BABITA VERMA**

Assistant Professor, Bhilai Institute Of Technology, DURG

**Ms. MONIKA BHATNAGAR**

Assistant Professor, Technocrat Institute of Technology, BHOPAL

**Ms. SUPRIYA RAHEJA**

Assistant Professor, CSE Department of ITM University, GURGAON

**CONTENTS**

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
<u>1</u>	<b>Economic Integration: Necessary Condition For development In Africa.</b> Akeem Amodu And Morenike Ademoye	<u>1-7</u>
<u>2</u>	<b>Job Satisfaction Of Employees In Amararaja Batteries Limited, Tirupati – A Pragmatic Study.</b> Dr. N.Venkatarathnam And Mr.K.Suresh	<u>8-18</u>
<u>3</u>	<b>Understanding Factors Influencing the Acceptance &amp; Use Of Smartphone Based Training Programs By Using UTAUT - A Unified Model: A Study With Respect To Employees Of Selected Organized Retail Stores Of Bangalore.</b> Dr Ramesh Kulkarni And Mr. Rajashekhar V Navalgi	<u>19-35</u>
<u>4</u>	<b>Government Policy And FDI Triggering Growth Opportunities Of Iron And Steel In India.</b> Dr. Shailendra Kumar Chaturvedi And Ms. Suruchi Tripathi	<u>36-49</u>
<u>5</u>	<b>Behavioral Study Of Investors Of Stock Market With Reference To Solapur City.</b> Dr. Satyajit K. Shah	<u>50-58</u>
<u>6</u>	<b>Emerging Trends In Banking Sector In India.</b> Dr. R. Renuka	<u>59-71</u>
<u>7</u>	<b>An Introduction To E-Way Bill; A Game Changer Of The Indian Economic System.</b> Silpa P, Sreelekshmi Mohan, Krishna Murali, Sreelakshmi T. And Jayashankar J.	<u>72-86</u>
<u>8</u>	<b>“Marketing Strategies Of Patanjali’s Cosmetic Products In Capturing Large Market Share”.</b> Tasha Javed And Dr N.K Shrivastava	<u>87-92</u>
<u>9</u>	<b>A Study On Intra-Organizational Employee Relationship In Kali Bmh System (P) Limited.</b> Mrs.C.Rathna	<u>93-105</u>
<u>10</u>	<b>Apollo Hospitals: New Definition To Private Health Care Industry.</b> Dr. Poonam Singh, Dr. Sumit Agarwal, Dr. Rashmi Mahajan And Dr. Garima Bhardwaj	<u>106-120</u>
<u>11</u>	<b>Automation Page Object Pattern With Open Source Framework Ruby - Study Paper.</b> Devanshu Bhatt	<u>121-129</u>
<u>12</u>	<b>Harnessing Big Data For Growth In Retail Industry.</b> Dr. Deepika Saxena, Dr.C.Komalavalli And Chetna Laroia	<u>130-144</u>

<a href="#"><u>13</u></a>	<b>Design And Performance Analysis Of Vapour Compression Refrigeration System Using R12&amp;R134a.</b> Ch.Indira Priyadarsini,Tanveer Ahmead,Banoth Sathish And Venkata Prasad Goka	<a href="#"><u>145-157</u></a>
<a href="#"><u>14</u></a>	<b>Analysis Of Investments And Directions Of Investment Activation In Uzbekistan.</b> Astanakulov Olim Tashtemirovich And Asatullaev Khurshid Sunatullaevich	<a href="#"><u>158-169</u></a>
<a href="#"><u>15</u></a>	<b>A Study Of Employee Welfare Facilities At Mahatma Phulemagasvargiya Sahakari Soot Girani Ltd. Peth Vadgaon.</b> Mr. Sujit Baburao Chavan	<a href="#"><u>170-185</u></a>
<a href="#"><u>16</u></a>	<b>A Conceptual Study On Digitalization Of Banking - Issues And Challenges In Rural India.</b> Raghavendra Nayak	<a href="#"><u>186-191</u></a>
<a href="#"><u>17</u></a>	<b>Amazon Web Services.</b> Kalyan Sudhakar	<a href="#"><u>192-198</u></a>
<a href="#"><u>18</u></a>	<b>Credit Risk Management In Cooperative Bank Of Meerut Division, Uttar Pradesh.</b> Preety-Research Scholar And Dr. D.K. Maheshwari	<a href="#"><u>199-229</u></a>
<a href="#"><u>19</u></a>	<b>Online Oil Condition Monitoring Of Four Stroke Engine.</b> S.Ranjith Kumar and M.Mohan	<a href="#"><u>230-243</u></a>
<a href="#"><u>20</u></a>	<b>The Systematic Computational Analysis Of cloud-Based Big Data Analytics – A Study Of Present And Future Orietation.</b> Dr. Pushendra Kumar Verma	<a href="#"><u>244-252</u></a>
<a href="#"><u>21</u></a>	<b>Motivation And Job Involvement Among The Employees of General Co-Operative Marketing Societies In Kerala.</b> Sini Raj S And Dr.P.S.Deva Kumar	<a href="#"><u>253-269</u></a>
<a href="#"><u>22</u></a>	<b>“A Study On E-Governance In India:Problems, And Prospectus”.</b> MSR Krishna Prasada Rao	<a href="#"><u>270-289</u></a>
<a href="#"><u>23</u></a>	<b>Can The Public-Sector Banks (Psbs) Extricate Themselves From The Crisis?</b> Alok Agrawal And Akash Agrawal	<a href="#"><u>290-306</u></a>
<a href="#"><u>24</u></a>	<b>Indian Pharmaceutical Industry- Gearing For The Next Level.</b> Dr. Anupama Verma	<a href="#"><u>307-317</u></a>
<a href="#"><u>25</u></a>	<b>Aadhaar- A Transparency Mechanism For Food Security In India: An Analysis Using The Fair Price Shop Sale Transactions.</b> Tanvi Kiran	<a href="#"><u>318-327</u></a>
<a href="#"><u>26</u></a>	<b>The State Of Art: Revolutionary 5-Axis CNC Wire EDM &amp; Its Recent Developments.</b> Sandeep Kumar,B. Mitra And Dr. S. Dhanabalan	<a href="#"><u>328-353</u></a>
<a href="#"><u>27</u></a>	<b>Factors Determining Investment Decisions In Equity And Mutual Funds: A Case Study Of Odisha.</b> Dr. Kishore Kumar Das	<a href="#"><u>354-368</u></a>
<a href="#"><u>28</u></a>	<b>Completeness Assessment Model To Estimate Quality Of The Effective E-Procurement Process In Adoption.</b> Surabhi Saxena And Devendra Agarwal	<a href="#"><u>369-380</u></a>
<a href="#"><u>29</u></a>	<b>Speech Recognition And Hidden Markov Model.</b> Dr. Anuradha Kanade	<a href="#"><u>381-390</u></a>



<a href="#"><u>30</u></a>	<b>The Model Of Multilingual Multimedia Based Crop Disease Identification.</b> Ms. Shreya B. Bhavsar And Dr. Dipti B. Shah	<a href="#"><u>391-397</u></a>
<a href="#"><u>31</u></a>	<b>Issues Of Mathematic Models At Generalization Of Auditor's Reports In Uzbekistan.</b> Kuziyev I.N.	<a href="#"><u>398-408</u></a>
<a href="#"><u>32</u></a>	<b>Educational Data Mining: Predicting Student's Performance Using Clustering.</b> Prof. Priya Chandran And Ms. Sanakhatun Shakirali Shaikh	<a href="#"><u>409-415</u></a>
<a href="#"><u>33</u></a>	<b>"A Sutdy On First Generation Women Entrepreneurs : Problems And Prospectus."</b> Gadila Vakula Devi	<a href="#"><u>416-431</u></a>
<a href="#"><u>34</u></a>	<b>Digital Forensic Models: A Comparative Analysis.</b> Dr. Sudesh Rani	<a href="#"><u>432-443</u></a>
<a href="#"><u>35</u></a>	<b>Difference Between SQL And NoSQL Databases.</b> Kalyan Sudhakar	<a href="#"><u>444-452</u></a>
<a href="#"><u>36</u></a>	<b>Performance Evaluation Of Liquid Debt Mutual Fund Schemes In India.</b> Prof. Sumant L.Wachasundar	<a href="#"><u>453-459</u></a>
<a href="#"><u>37</u></a>	<b>Strategy Formulation Through Benchmarking And Economic Ranking- An Analysis On Selected Companies Of Indian Cement Industry.</b> Mr. Arya Kumar	<a href="#"><u>460-467</u></a>
<a href="#"><u>38</u></a>	<b>Relationship between Economic Growth and Fixed Capital of the Manufacturing Sector: An Empirical Analysis of the North-Indian States.</b> Sakshi Arora	<a href="#"><u>468-473</u></a>