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CRITERION III -RESEARCH INNOVATION & EXTENSION

3.3 :- Research Publication & Awards

3.3.1: Number of Research Papers Published per teacher in the journals notified on UGC website during the last five years.

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ROLE OF CLOUD COMPUTING IN HR PRACTICES**Prof. Harini Rajan**

Assistant Professor

Savitribai Phule Pune University, Pune

Prof Ashwaini Chavan

Assistant Professor

Savitribai Phule Pune University, Pune

ABSTRACT

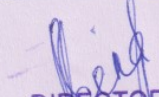
In order to compete successfully in the current economic climate, global industry has embraced information technology. The ability to act quickly and accurately is critical to the expansion of a firm. The same is made possible by the IT infrastructure. The most difficult obstacle presented by the most current business trend is ensuring the database's safety. Cloud computing is the most recent advancement in internet-based technology that enables management duties to be carried out promptly and securely. When it comes to measuring an organization's overall performance, Human Resource Management places a primary emphasis on the record-keeping and database maintenance of its human resources. The purpose of this study is to investigate how CBC contributes to HRM's level of effective performance. The research relied on input from forty different IT professionals residing in Odisha. Computing in the cloud has a close relationship to the HRM concepts that are used to evaluate employee performance. In order to properly analyze the data, we have taken into account the correlation. It has been discovered that HRM has a substantial correlation with performance management; however, the results of a successful CBC have a considerably greater impact on the performance of HRM.

keywords: Cloud Computing, Human Resource

INTRODUCTION

The traditional method of management focuses on the creation of an official organizational structure as well as the successful completion of the goal. The emergence of new trends and developments contributed to the increased complexity of management. At the same time, it was quite challenging to comprehend all of the many commercial concerns. The most influential thinkers in the field of management, such as F.W. Taylor (Scientific Management), Henry Fayol (Administrative Management), Max Weber (Bureaucratic Management), and Peter F. Drucker (Management by Objectives), are responsible for the development of new approaches to the solution of many difficult problems posed by the complex structures of organizational works. A further aspect of the present tendency is that the organization structure and job load have become more time and performance bound respectively. The function of information technology plays a significant part in the answer to the various tasks that need multitasking. Cloud computing has been proven to have a good affect on IT infrastructure, which assists in the capacity building of organizations. This was discovered by the Human Resource and IT departments, which became two sides of the same coin to assure the performance of a company. It provides information and awareness to the top management, which allows the organization to function more effectively. In addition to this, it assists in making decisions that lead to the effective utilization of resources, an improvement in production, and a cost-benefit analysis. Additionally, it gives the company access to cutting-edge technology without requiring major additional financial investments.

THEORETICAL BACKGROUND


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ROLE OF CLOUD COMPUTING IN HR PRACTICES

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ABSTRACT

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INTRODUCTION

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THEORETICAL BACKGROUND



A STUDY ON PERCEPTION ABOUT THE TYPE OF WORK (OPERATIVE OR NON-OPERATIVE) WOMEN IS HOLDING IN SELECT SERVICE SECTOR IN INDIA

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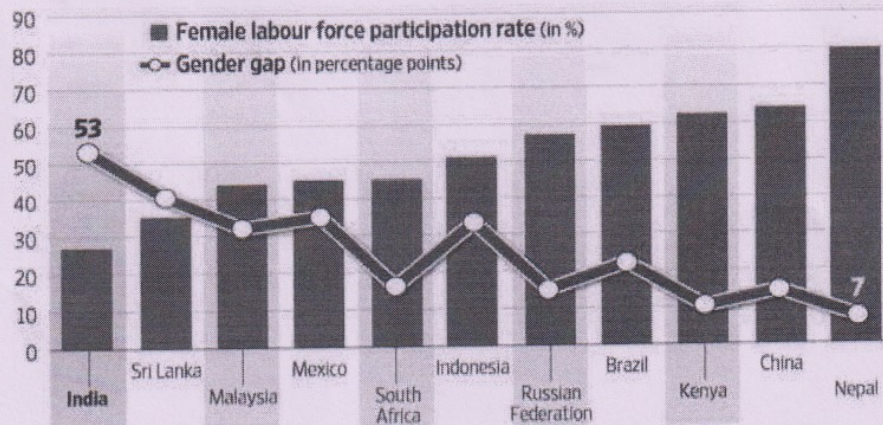
Prof. Deepak Pandita, Assistant Professor, MCA department, JSPM's Jayawant Institute of Management Studies Pune-33

(e-mail ID: pandita.deep@gmail.com)

Introduction:

"Equal Participation of women in all field "- was the dream of Dr.A.P.J.Abdul Kalam. It is shocking yet true that as per latest report women comprises only 20.3%¹ of the workplace in India in 2019 which was 26.45 in the year 2005. Women consist of 48% of Indian Population in 2020, nearly half. Isn't it wrong to keep the 30% of talents unutilized. Don't we feel that the economic growth of the country will increase if we make use of this unutilized hands. Actually, we are missing those talents due to chronic issue of gender disparity which is clear by the given data by World bank in the year 2016².

MISSING WOMEN



Source: World Development Indicators

It is surely a matter of concern that India is in a worst place in gender gap with 53% which is not only worst when compared to developed European countries but also with Peer



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People Analytics: The mediating role of Human Resource accounting in talent practices.

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Abstract

Human resource is an essential component of any company. It makes sure that the financial and other resources work seamlessly towards achieving the company's goals and objectives. Traditionally, only the financial assets are accounted for and recorded in the books of accounts as per the accounting rules, but it does not include human resources. Lately, due to digitalization and the global transition from manufacturing to service, quantifying the human assets has to be accounted for. This process of accounting of human resources is done through the accounting of human resources.

This research aims to explain incorporating the HRA system in the organization to promote people analytics and organizational applications. HRA's history illustrates how it can generate improvement in management systems and help measure human capital as a process.

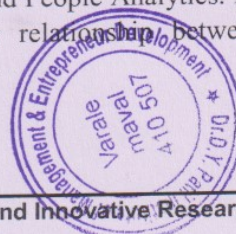
Human Resource processes like the acquisition of talent, selection, learning, and development are the crucial pillars of any organization. Therefore, the worth of quantifying skill, knowledge, motivation, and competencies to estimate the value of the human capital becomes a mandate to the organization. (Potnuru, 2019). The Accounting of Human Resources is the process to measure these dimensions in HR, which helps us predict many aspects of People Analytics.

Purpose

The rationale of this research is to investigate the current historical practices of Human Resource Accounting and People Analytics and examine the possibility of linking the two important aspects. We have reviewed people analytics by connecting the HRA systems in the organization. The purpose is also to look at the role, benefits, and risks of HRA by studying the HR Scorecard and its connection with People Analytics.

Methodology

This paper is drawn based on a systematic review of the literature. Various organizations also reviewed HR Practices for a better understanding of HRA and People Analytics. Interpretive Structural Modeling (ISM) methodology was employed to uncover relationship between various HR-drivers of an organisation as crystallized from Literature review.



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IS THE BASIC PURPOSE OF USING GENERIC MEDICINES TO REDUCE THERAPY COST BEING FULFILLED BY BRANDED GENERICS? AN OVERVIEW WITH REFERENCE TO INDIAN PHARMA MARKET

Amitabh Patil¹ and Dr. Priyanka Singh²

Research Scholar¹, Neville Wadia Institute of Management Studies & Research, Pune
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ABSTRACT

Role of generic medicines in reducing the healthcare expenditure has been recognized for a long time. Multiple studies have proven that saving through substitution of originator brands by cheaper generic medicines, savings in the range of 10-90% can be achieved. Most national governments have been encouraging the use of generic medicines worldwide and many healthcare systems have policies of substituting expensive branded original medications with generic medicines. In the United States, generic substitution (GS) is an accepted practice and at the end of 2012, almost 80% of all the prescriptions were of generic medications. This has resulted in a substantial moderation of expenditure growth in widely used drugs and significant savings to the economy. In the United Kingdom, Generic Substitution is now a standard practice in hospitals operated by the National Health Service (NHS) and medical schools have included generic prescribing as a part of their medical training. Generic medicines provide the opportunity for major savings in health care expenditure directly to the consumers as well as to the government, given that they are generally lower in price than their brand name equivalents. Savings made by using generic medicines for established therapeutic care would provide scope for health care systems and patients to finance the purchase of the generally more expensive, innovative products required to treat illnesses that at present lack adequate pharmaceutical treatment.

This study aims at understanding whether the currently used Branded Generics help in reducing healthcare expenditure of the consumers and also whether the use of Branded Generics support the measures taken by the Indian Government to reduce healthcare expense.

Keywords: Generic medicines, Branded Generics, Healthcare expenditure, Generic substitution

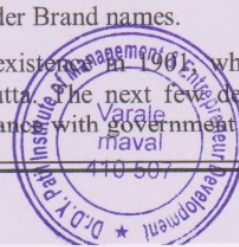
INTRODUCTION

Branded generics are the generic drugs for which a drug manufacturing company has attached its brand name and may have invested in its marketing to differentiate it from other generic brands. A branded generic is an off-patented drug that is re-released into the market with a different branded name. Once the patent of a drug expires, any pharmaceutical company is free to manufacture and market the product. This product must be bioequivalent to the innovator and must be physically, chemically, and biologically stable. Branded generics are "Copies" or equivalent products which different manufacturers produce mimicking the branded product after the expiry of the patent or other clauses as defined in the Intellectual Property rights regulations. When major pharmaceutical companies see potential in a drug that is going to be generic in the near future, they start their own research and development process on it.

Major pharmaceutical companies, with their strong R&D and high standards, make generic products that are extremely competitive to the innovator's product and create their own brand. Once the drug receives regulatory approval to market the drug, it is brought into the market. This is called a branded generic. The drug may differ in color, shape, taste, inactive ingredients, preservatives and packaging. Because of these differences, the generic drug manufacturers are required to submit additional paperwork to the FDA to prove that their product is manufactured in accordance with good manufacturing practices (GMPs), and is as pure and stable as the brand-name product. Thus a drug that contains the same active ingredient, in the same amount, in the same form, dissolving at the same rate in equal amounts may be granted acceptance for substitution for a brand-name product.

More than 70% of India pharmaceutical market comprise of Branded generics. The cost of generic drugs is lesser as compared to Innovator brands ,but far too high as that compared to Purely generic medicines. Hence even if these brands are prevalent in Indian market for long time now, they do not seem to benefit the patients in terms of reducing cost of therapy to a great extent. At least 90% of the Indian domestic pharma market of 1 Lakh Crores & more, comprises of drugs sold under Brand names.

The Indian pharmaceutical industry came into existence in 1906, when Bengal Chemical & Pharmaceutical Company started its maiden operation in Calcutta. The next few decades saw the pharmaceutical industry moving through several phases, largely in accordance with government policies, commencing with repackaging



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**A STUDY ON BIO FUEL POLICY IN INDIA****Dr. Sunita Yadhav**

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Dr. Priyanka Singh

Professor

Savitribai Phule Pune University, Pune

ABSTRACT

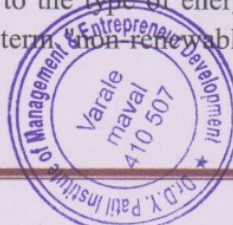
The modernization of society in India is largely attributable to the country's rapid economic growth, which has helped lift millions of people out of poverty. However, economic aspirations have not been realized without incurring some expenses. The increased reliance on foreign sources of energy supply has a negative impact on India's energy security. The pollution that is caused by industry, transportation, and traditional stoves for cooking has a negative impact on air quality and is increasing emissions of greenhouse gases, which contributes to climate change. India started producing biofuel about a decade ago in an effort to lessen its reliance on oil imported from other countries and, as a result, enhance its energy security; now, India is one of the leading producers of jatropha oil. 2001 saw the beginning of India's 5% ethanol blending (E5) pilot programme, and in 2003 the government established its National Mission on Biodiesel with the goal of increasing its biodiesel blends to 20% by 2011–2012 (Government of India, 2002, 2003). In the same way that biofuel programmes in many other nations across the globe have been stymied, India's have as well. This is largely due to supply limitations as well as global worries around food security. In 2009, India's National legislative on Biofuels included a comprehensive plan for the biofuels programme as well as legislative measures that may be adopted to provide support for the programme. The policy also recommended a non-mandatory aim of a 20% mix for both biodiesel and ethanol by the year 2017. pertaining to the use of biofuels in India, with some recommendations given on the function of biofuels in the near and distant.

Keywords: *Bio Fuel, Economic development in India*

INTRODUCTION

Energy is the power that is produced or generated by either the burning or combustion of fossil fuels such as petrol, diesel, coal, kerosene, coal tar and other similar substances, or by soaking up the sun's rays with the aid of solar panels and other such technologies. We need energy to power our industries, factories, vehicles, homes, and automobiles, and for this energy to have a positive influence on the natural environment, it must originate from a source that does not produce pollution. The vast majority of countries around the world produce their own electricity by burning fossil fuels, which, due to the potentially polluting properties of these fuels, have a negative impact on the environment in which they are located and pose a threat to human health, which in turn causes a variety of health risks. According to the theory of energy conservation, energy cannot be created nor destroyed; rather, it can only be transformed from one form to another. This is the only way energy can be dealt with. There are two broad categories that may be used to classify the various types of energy sources: those that are renewable and those that are not.

The term "renewable energy" refers to the type of energy that can be reused and is typically safe for the environment. On the other hand, the term "non-renewable energy" refers to the type of energy that is "non-



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A Study of Healthcare Television Advertisement & Its Impact on Adult Female Viewers with Special Reference to Pune City (2017-2018)

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Abstract

Talking into account the current lifestyles that have resulted in aggravated more problems like severe mental stress, tension, psychological imbalance, ever ambitiousness giddier approach toward life, nucleus families, style pattern etc. It has been adversely impacted working women since last more than 3 decades. To sustain in this competitive world working women have to strike balance between work & life. With this objective to envisaged success in their carrier women always are conscious & over conscious about their personal life and body care. The present market is flooded with a number of products of healthcare/ beauty care products which are propagated by campaigns through different media like print & electronic & television media. Women consumers get tempted & buy such products and use those products which are advertised in television media.

The present study attempts to find out the impact of deceptive advertisement on adult working women buying behavior. However, it is also observed that 50% of these products have only tall claims about the outcome like reduction in weight within 3 to 6 months, reducing hair loss in few days and more hair growth etc. Actually, they don't bring the expected outcome. After using these the women customers realize & Health the real loss and their money, patience, and health. Interacting with a number of customers narrowed down the target research only to these two products i.e. Weight loss and haircare.

Keywords: - Consumer Protection, Deceptive Advertisements, Pune, Television Commercials, Working Women

I. INTRODUCTION

Television advertising is one most popular media to advertise their products/services for most of the businesses. The topic is current & appealing. Everybody come across various advertisements in various Media. Television advertising is the most influencing one. Due to cutthroat competition, most of the business exaggerates their products and services. This leads to misleading and unfair competition. Indian women in today's scenario are career conscious. While playing multiple roles they remain unaware of personal health. There is a general tendency among women both they ignore common problems and not to visit doctors. Due to a busy schedule and disposable income and high medication cost, most of them take home remedies. Television media is influencing their personal decision to believe with celebrity endorsement made by the business.

Thus their need to study effects of deceptive television advertisement on their health care. With extensive literature, survey hypothesis was formulated to find out the following

1. How television advertisement fascinated adult working women's attention?
2. To find out the impact of television advertisement on adult working women buying behaviour.
3. What are various themes used by the business to influence women buying behaviour?
4. What are the issues involved in after consumption of personal care products?
5. Are they aware of the regulatory mechanism of resolving losses they incurred?
6. The role of government legislation in solving issues generated by misleading television advertisement.
7. Types of claims offered by the business to attract working women.
8. The role of celebrities in influencing women's buying behaviour.
9. Types of products required by adult working women's.
10. What happens after consumption of products/services?

1.1 Research Objectives

1. To study awareness amongst working women regarding misleading/deceptive television advertisements of health care products.
2. To ascertain whether working women customers get tempted to buy & use the products which are advertised on television.
3. To study the impact deceptive advertisement on buying behaviour working women.
4. To ascertain whether working is aware of any legal provisions in case of getting compensation or justice when they are deceived by television advertisement.
5. To suggest a suitable solution to reduce the misleading practice of misleading television advertisement.

