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A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE BANKING WITH SPECIAL REFERENCE TO COIMBATORE CITY

**K. RAJA RAJESWARI
ASSOCIATE PROFESSOR
HINDUSTHAN COLLEGE OF ARTS AND SCIENCE
COIMBATORE**

**S. KIRTHIKA
RESEARCH SCHOLAR
LRG GOVERNMENT ARTS COLLEGE FOR WOMEN
TIRUPPUR**

ABSTRACT

Online banking means any user with a personal computer and a browser can get connected to his banks website to perform any of the virtual banking functions. In online banking system the bank has a centralized database that is web enabled. Banks have designed their website in a very user friendly manner for net banking facilities most of the banking interfaces are easily viewable and instructions are provided at every step so that people can carry out any transaction due to internet failure or any other reason, he\she can take assistance from phone banking facility offered by banks. The phone banking feature allows the customers to call the toll-free number and get required assistance in finishing their transactions to avail the phone banking facility customers are provided with phone banking PIN along with their ATM PIN and net banking PIN.

AN ANALYSIS OF THE PERFORMANCE OF PRADHAN MANTRI MUDRA YOJANA (PMMY)

Dr. A. C. PRAMILA
ASST. PROFESSOR
MAHARAJA'S COLLEGE
UNIVERSITY OF MYSORE
MYSURU

ABSTRACT

MSME sector has emerged as a highly vibrant and dynamic sector of the Indian economy. It contributes significantly in the economic and social development of the country by fostering entrepreneurship and generating largest employment opportunity next only to agriculture. MSMEs are also contributing significantly in the inclusive industrial development of the country. Unfortunately, majority of this sector does not have access to formal source of funding. Of the small businesses and micro units, only less than 5 per cent have access to formal credit institutions and the rest have to rely upon informal sources for funding their business. Considering the significance of MSME sector for India's transformation and to encourage them financially, the Government of India launched MUDRA Yojana in April 2015. The purpose of the launch of this scheme was to bring MSMEs under the formal credit channel, as a part of the financial inclusion process. The scheme has completed four years of its launch. This paper analyses the performance of PMMY since its launch.

SMARTPHONE NOMOPHOBIA: TO ANALYZE THE SMARTPHONE NOMOPHOBIA AMONG TEENAGERS AND PARENTS CONTROL OVER IT

JAYASHREE PRAKASH MAHAJAN

ASST. PROFESSOR

GODAVARI INSTITUTION OF MANAGEMENT & RESEARCH

JALGAON

ABSTRACT

The study has been undertaken to analyze how Smartphones dominates life of teenagers. Every year, new technologies are invented; technology is made to simplify the way we do things. We use technology in our daily lives to carry out various tasks. There are so many ways technology is being used today, such as, we use technology in education, use it in communication, use it in business, entertainment, data and home security, we use technology in human resource management, in transportation, and so much more. Modern technology or evolved technology at times may replace previously used technology due to its increased benefits or newfound popularity. In the same way as Smartphone has replaced mobile phones today. Cell phones are around us from so many years then what happen suddenly that people cannot think to live without Smartphone's even for a day? It is the features that Smartphone has and its easiness to use. Therefore, the use of Smartphone has increased tremendously. In every family at least 1 Smartphone is available. And this causes a problem of Smartphone addiction. In official term Smartphone addiction is called as "Nomo phobia". It occurs in situations when each experience anxiety due to the fear of not having access to a mobile phone. This fear can be viewed in many persons of different age group and of different gender. The most affected age group is between 13 to 19 years. Teenagers are strongly attached to their Smartphone, and they regard a Smartphone as their second self. To put it in a simple term, cell phone addiction referred to as a dependence syndrome. This term is used by WHO in 1964 and is categorized either as a substance abuse or a behavioral addiction. And cell phone addiction falls into this category. 67% of Smartphone users said that they check their phones for calls, instant messages, or updates when even their phones did not ring? This study was carried out by PEW Research Center and it is a clear sign in telling us that something is not right with our behavioral attachment to cell phones. In the study focus is given on Nomo Phobia among teenagers and how parents try to control Nomo Phobia of their Children.

IMPACT OF INSTAGRAM ON ACADEMIC PERFORMANCE STUDENTS – AN EXPLORATORY EVIDENCE FROM UNDERGRADUATE FROM BANGALORE

**PRIYADHARSHINI
STUDENT
PES UNIVERSITY
STUDENT
BANGALORE**

**CHRISTOPHER DEVAKUMAR
ASST. PROFESSOR
PES UNIVERSITY
BANGALORE**

ABSTRACT

This paper tried to test undergraduate student's usage of Instagram and their academic performance. The paper was also intended to find how pervasive the use of Instagram by University students plays a role in their academic success. Structured questionnaire was designed and sent out to approximately 150 students of different programs in the University. Well-structured questionnaire was framed and distributed to the college students, majority of the respondents were in the age category of 18 to 21 respectively. Six hypotheses were framed and tested accordingly. The Independent variables measured how actively students used Instagram, including how much time they spend on Instagram, how often they update their status, post on friends' walls, comment on others' pages, the level of their privacy settings, and how many friends and photo albums they have. In order to accurately measure students' academic achievement, we had student's self-report, their in-class participation, attendance, as well as grade point average. Six pre-determined hypotheses were tested. First, the more time a student spends on Instagram, the lower grade point averages the student has. Secondly, the higher a student's privacy settings are on Instagram, the higher that student's grade point average is. Third, the more a student updates his or her Instagram status, the less likely they are to have good class attendance. Fourth, the more time a student spends on Instagram, the less likely they are to participate in class. Fifth, the more friends a student has on Instagram, the more time he spends on Instagram. Last, that the more posts a student puts on Instagram, the less likely they are to participate in class. Data collected were analysed and tested by using correlation tests through SPSS, a data analysis program. All the hypotheses were proven wrong.

A STUDY OF FACTORS AFFECTING EMPLOYEE MOTIVATION IN PRIVATE DIAMOND COMPANY, SURAT

RAHUL MUKESHBHAI PATEL

STUDENT

B. V. PATEL INSTITUTE OF MANAGEMENT

UKA TARSADIA UNIVERSITY

BARDOLI

NIMISHA JARIWALA

TEACHING ASST.

B. V. PATEL INSTITUTE OF MANAGEMENT

UKA TARSADIA UNIVERSITY

BARDOLI

ABSTRACT

Employee motivation is the important factor that helps the employee to carry out work related task. The objective of the study is to know the factor affecting motivation of employee in an organization. A descriptive research design was adopted. The sampling design is Stratified random sampling was used in the research. 100 respondents were taken as a sample. The primary data collected through structured questionnaire. A set of graphs and frequency tables were used to present the results of the study. Continuous feedback of employees' performance should be given to employees so that they can improve their performance in the organization. In organization the duration of the research project is for 1 month. The importance factors that motivate the employee are welfare facilities and reward. Employees should get what they deserve in the organization otherwise they will be de-motivated and company cannot get desired outcome. The results of the study indicate that employees are motivated in the organization, it improves both their effectiveness and efficiency drastically for achieving organizational goals.

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