

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	ELECTRONIC HEALTH RECORD SYSTEM - BENEFITS AND CHALLENGES: A LITERATURE REVIEW <i>SHEETAL JOHAR & Dr. BASANNA PATAGUNDI</i>	1
2.	OMNICHANNEL RETAILING: IMPACT OF FACEBOOK ON RETAIL BUSINESS DYNAMICS <i>MUGESHKANNAN REGURAMAN, Dr. S. GANAPATHY & A. THANGAM</i>	2
3.	ROLE OF TOURISM IN SUSTAINABLE DEVELOPMENT & WELL BEING OF SOCIETY <i>CHIKAI GHOSH</i>	3
4.	THE IMPACT OF DIGITIZATION IN FUTURE VISION <i>Dr. R. LEELAVATHY</i>	4
5.	REGIONAL VARIATIONS IN LITERACY RATES - A PROFILE OF ANDHRA PRADESH <i>K. MAHESWARA RAO</i>	5
6.	CUSTOMER SATISFACTION WITH LIFE INSURANCE COMPANY: A CASE STUDY OF SHIMLA DISTRICT OF HIMACHAL PRADESH <i>NIVEDITA & Dr. RASHMI CHAUDHARY</i>	6
7.	MARKETING STRATEGIES OF DAIRY CO-OPERATIVE SOCIETIES IN KERALA: WITH SPECIAL REFERENCE TO MILMA ERNAKULAM DISTRICT <i>EAPEN RAJU & Dr. PRAKASH C</i>	7
8.	FINANCING SMALL AND MEDIUM SCALE ENTERPRISES BY MICROFINANCE BANKS IN SOKOTO STATE, NIGERIA <i>Dr. MUSTAPHA NAMAKKA TUKUR & ABDULRAHMAN BALA SANI</i>	8
9.	THE DYNAMICS RETURN OF CLEAN AND RENEWABLE ENERGY SECTOR AND ITS RESPONSE ON THE BUSINESS CYCLE AFTER THE KYOTO PROTOCOL <i>BAGUS SUNDORO, NOER AZAM ACHSANI & Dr. TONY IRAWAN</i>	9
10.	DIGITAL FINANCE: A CATALYST TO FINANCIAL SERVICES <i>ANUBHUTI</i>	10
	REQUEST FOR FEEDBACK & DISCLAIMER	11

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ELECTRONIC HEALTH RECORD SYSTEM - BENEFITS AND CHALLENGES: A LITERATURE REVIEW

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ABSTRACT

Health care sector in India is widely under public and private sector. There has been lot of improvement in this area ever since after India gained Independence. Medical treatment, equipment, technology, Information system, rules, regulations and many others areas connected to healthcare have seen a lot of change. In this paper, we would like to bring out the review on literature available with regard to Health Information Systems (HIS). Lot of literature is available in this area in different aspects. The articles were mainly categorized based on the relevant area that were discussed in the article. The wide categories were Articles, which discussed more on benefits, challenges, obstacles during the process of implementation.

OMNICHANNEL RETAILING: IMPACT OF FACEBOOK ON RETAIL BUSINESS DYNAMICS

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ABSTRACT

Indian Retailing industry came with evolutionary patterns from kirana store retailing to online retailing (i.e.,) Rural to Urban. This scenario was unorganized in the beginning stage and its gradually growing as Omnichannel retailing through Social Media (Facebook). The purpose of this study is to deliver a Smarter Shopping Experience on Social Media especially on Facebook. The Structured Questionnaire has been used to collect from 1045 respondents on the basis of Random Sampling method. The respondents include Engineering Students & Staffs of Madurai. The data has been analysed with the help of Statistical Software (SPSS) and Simple percentage, Descriptive statistics and ANOVA are used for analysing the data. This study offers detailed description and analyses of the Facebook affecting retailer's business dynamics.

ROLE OF TOURISM IN SUSTAINABLE DEVELOPMENT & WELL BEING OF SOCIETY

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ABSTRACT

If we consider the economic growth of a country then we found tourism is playing a vital role to promote and develop a countries economy by its multiplier effects. In reality as well as in a significant sense, tourism has emerged as most instrumental phenomena in the economic and social development of society. There is hardly any other economic activity which is capable of generating as much added value, employment and hard currency (foreign exchange) and that also at such a low cost as tourism. With the development of tourism and economy of a country, we should think also about the sustainable development as it takes care about the environment and local community. The wellbeing of a society depends on their development of economy, culture, and environment and so on. But if we go for development in tourism without considering sustainable development then it resulted in various types of damages and destruction to the local communities and environment. So, in future we will find there is nothing except the damages of environment & nature will never forgive us. She will take revenge as we behave with her. Human being can fight with himself and take measure of their benefits but when nature is our opponent then we are helpless we can't fight with her as we don't have so much power as well as equipment's. We develop for what? For our good future, for a better environment, for a better future for our children and long term benefit which will give fruit to the local people, to a particular region, country, nation and whole world also.

THE IMPACT OF DIGITIZATION IN FUTURE VISION

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ABSTRACT

'Digital India' is a central programme to make India ready for a knowledge-based future. The focus of the Rs 1.13 lakh crore initiatives is on using technology to create a participative, transparent and responsive government. The major targets of the programme are to create a digital infrastructure as a utility to every Indian citizen. This includes providing high-speed internet, mobile phone and bank account enabling participation in digital & financial space, shareable private space on a public cloud, and creating a safe and secure cyber space. The biggest internet firms in India & are Inbound Marketing, Microsoft & Google Certified. The Digital technology only solution provider for businesses across who plan to reach to their prospects using Digital & Traditional Marketing Mediums. It include brands from Healthcare, Real Estate, Education & Banking Industry. The primary objectives of the present study are to identify usage of digital level and helps in small-scale industry in digital technology. In case of emergency, people can look for immediate do's. Foster the overall economy because of rapid increase in trade, literacy rate, health betterment etc.

REGIONAL VARIATIONS IN LITERACY RATES - A PROFILE OF ANDHRA PRADESH

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ABSTRACT

The study find out that the literacy has been recognised as a key factor in the process of economic development. It is also an established fact that investment in education is the most important component of investment in human capital. The importance of investment in human capital is aptly stressed by Schultz in the following words. "By some miracle, India or some other low income country like India were to acquire as it were, overnight a set of natural resources, equipment and structures, including techniques of production, what would they do with them given the existing skills and knowledge of the people? Surely the imbalance between the stock of human and non-human capital would be tremendous". As such, more efforts must be made to achieve education levels with a special focus on females in all the regions of the State as it is the pre-requisite for generating the skilled labour and to achieve balance between the stock of human and non-human capital. Then only the objectives of "sustainable development" and "inclusive growth" become more meaningful.

**CUSTOMER SATISFACTION WITH LIFE INSURANCE COMPANY: A CASE STUDY
OF SHIMLA DISTRICT OF HIMACHAL PRADESH**

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ABSTRACT

Over the last few years, we can see a tremendous growth in life insurance sector in India. People are concerned for their and loving ones future. Life insurance helps the needy beneficiary in his bad time. However, there is cutthroat competition between life insurance companies. Therefore, proactive approach should be adopted for customer's satisfaction. This study explores the impact of demographic factors on customer's satisfaction with Life Insurance Company. It was depicted that mostly policyholders find their life insurance company safe and trustworthy. It is suggested that Life Insurance Company should provide prompt and right information to make their existing customers loyal so that they can spread positive word of mouth about them.

**MARKETING STRATEGIES OF DAIRY CO-OPERATIVE SOCIETIES IN KERALA:
WITH SPECIAL REFERENCE TO MILMA ERNAKULAM DISTRICT**

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ABSTRACT

Dairying has a long history in India, and Dairy Co-operative societies are the cornerstone of this long and proud industry. This study analysed MILMA, the Dairy Co-operative Society in Kerala with regards to how MILMA achieved such growth; why there is not even a major competitor for MILMA in Kerala; what are the marketing strategies adopted by MILMA, how MILMA maintain its customers etc. Focus of the study restricted to Ernakulam district. The study is descriptive and analytical in nature and has made use of surveys and questionnaires. All data collected was tabulated to facilitate interpretation. Percentage analysis is used for analysis of data collection. Statistical device like tables, graphs are also used for the analysis of data. The study suggests that brand loyalty is the main reason for its success rather than other factors analyzed. The results of this study suggest that MILMA can increase sales through more advertising.

FINANCING SMALL AND MEDIUM SCALE ENTERPRISES BY MICROFINANCE BANKS IN SOKOTO STATE, NIGERIA

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*It can be observed that governments in Nigeria-both federal and state levels have launched various programmes aimed at providing access to micro-credit as strategy for promoting the development of SMEs the impact of the credit to SMEs is abysmal. The main thrust of this study is to investigate the effect of microcredit on the growth of SMEs in Sokoto State. The study used stratified and purposeful sampling methods to select 240 SMEs that have received micro-credit and operate for at least ten (10) years. Paired sample t test and regression were used to test hypotheses. It is discovered that after receiving micro-credit the firms have recorded a significant change in the rate of employment. The results also indicate that micro-credit has significant influence on SMEs growth in terms of employment with p-value of 0.004*** and 0.009***. Even though the SMEs in the area have achieved growth, some constraints have been identified to affect the activities of enterprises which include inadequate infrastructure, lack of adequate finance and inadequate professional personnel, lack of conducive business environment among others. This study therefore recommends that Microfinance banks should create awareness and provide finances to SMEs to facilitate their activities. Government should partner with donor agencies to focus attention on the regular training and retraining of the SMEs operators to enhance their skills for rapid growth of their enterprises.*

THE DYNAMICS RETURN OF CLEAN AND RENEWABLE ENERGY SECTOR AND ITS RESPONSE ON THE BUSINESS CYCLE AFTER THE KYOTO PROTOCOL

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ABSTRACT

The purpose of this study is to analyze the world energy consumption and the impact of the world economy to the clean and renewable energy stock return. This study used historical secondary data from The World Bank and from United States of America's stock market. The methodology in this study consists of energy mix analysis, growth analysis, correlation analysis, different test, and event study analysis. The result showed that after the Kyoto Protocol, the portion of clean and renewable energy in the energy mix has increased 1.47% within 11 years. Clean and renewable energy is not affected by the global financial crisis of 2008. China is the fastest growth of clean and renewable energy consumption in the world. S&P Global Clean Energy Index has a modest positive correlation with S&P Global Oil Index, negative correlation with S&P 500, and negative correlation with GDP per capita. There is a difference between the average S & P Clean index before the crisis and after the crisis. The average S&P Clean index before the crisis was higher than after the crisis. There is no significant difference of average abnormal return before and after the Conference of Parties (COP) 21st in Paris.

DIGITAL FINANCE: A CATALYST TO FINANCIAL SERVICES

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ABSTRACT

Financial services are the backbone of an economy, which caters the basic needs of its citizen i.e. to save, to invest and to protect. Digital finance is a financial service that covers financial services delivered through digital network/ infrastructure including mobile and internet. The present study is conducted to explore the growth potential of digital finance and major problems faced in emerging economies. Digital finance has a great potential to boost the GDP of emerging economies. Digital infrastructure, financial service markets and financial products are three building blocks of digital finance. The major hurdle in the growth of digital finance is the problem of financial exclusion, which is actually spread beyond the poor section of the society. It is further concluded that 93 percent of all transactions in emerging countries are executed in cash as compared to 50 percent in developed nation.

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