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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	ARTIFICIAL INTELLIGENCE AND INTELLECTUAL PROPERTY LAWS IN INDIA: AN EMPIRICAL STUDY <i>Dr. D. THIRUMALA RAO</i>	1
2.	INFLUENCE OF PERFORMANCE APPRAISAL MANAGEMENT ON EMPLOYEES' PRODUCTIVITY: A CASE STUDY ON INDIAN PROFESSIONALS <i>PRADEEP PANDA & Dr. ADARSH ARORA</i>	2
3.	EMPIRICAL INVESTIGATION: POWER CONSUMPTION DURING CORONAVIRUS (COVID-19) PANDEMIC OUTBREAK WITH REFERENCE TO RESIDENTIAL SOCIETY <i>ANUSHPAMATHI SUNDARARAJAN, DARSHINI A, MIRUNALINI B J, HARSHA DEEP KANKATA & Dr. J BHAVANI</i>	3
	REQUEST FOR FEEDBACK & DISCLAIMER	4

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ARTIFICIAL INTELLIGENCE AND INTELLECTUAL PROPERTY LAWS IN INDIA: AN EMPIRICAL STUDY

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ABSTRACT

In simple words, Intellectual Property Right is intangible creation of human mind. As we all know every one of us possess a talent with us, only few of them apply that talent for commercial use and gain out of it. Whether it is Bill Gates for Micro Soft, Copy Rights on books by famous authors, creating a logo, design, or a symbol which we call as "Trade Mark" developed by businessmen, geographical indication like Pochampalli famous for sarees, Kanchi for silk sarees, Mangalagiri for cotton dresses & sarees, Assam Tea, Bata for shoes and so on. There is no end for this, it is all the creation of a right by people among us, with the talent they have and make money out of it. The right created by the persons on the products, services should be protected to safeguard the efforts of its creators and benefit the society. Hence, Intellectual Property Rights (IPR) are legal rights which has been resulted from intellectual activity in business, trade, industry, science and other fields. The inventions and discovery by the human beings cannot be limited to one period or era. Since childhood, it is observed that video games, games in computer, then games and movies in cell phones today and the digitalization is taking us to get smart televisions, Alexa, Google Assistant. Very recent phenomenon is about "Artificial Intelligence" (AI). It is understood that this 'computer' is thriving AI. Hence, an attempt is made in this paper to correlate and emphasized the relevance of IPR in protecting the inventions or work that contributed to the emergence of AI.

INFLUENCE OF PERFORMANCE APPRAISAL MANAGEMENT ON EMPLOYEES' PRODUCTIVITY: A CASE STUDY ON INDIAN PROFESSIONALS

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ABSTRACT

This research paper helps to understand the influence of performance appraisal on the productivity of the Indian professionals. Performance appraisal helps to evaluate the performance of an employee and thus improves their motivation, engagement, and productivity of employees. Employee engagement or productivity is a significant theme that gained consideration from HR experts and specialists in the recent times who call engagement as an eminent driver of organizational goal. Assorted definitions of the construct subsist in its theoretical foundations. This generates criticalities for measuring and its use when executing and rating strategies aimed at employee productivity. To depict this problem, our paper examines the current approaches to define and measure employee productivity and suggests a path forward towards a consensus as to its meaning and measurement. Performance appraisal is a regular look on the employees' performance and their overall contribution to a company. Representative commitment is significant for the accomplishment of authoritative destinations or objectives, and that profitability and exhibitions of associations are upgraded through the instrumentality of connected workforce, Performance examination framework is a huge segment that can empower associations accomplish worker proficiency. This examination shows an applied model, meaning a positive association between execution assessment purposes and laborers commitment. It shows an exhaustive audit of writing, this paper advocates that presentation evaluation positively affects worker duty, and that associations require to perceive how various workforces are influenced by various components of execution examination as this would encourage achievement of vital results, just as adequacy and commitment. The initial segment of the investigation is viewed as legitimate and observational, and in this manner can be tried further through assortment and examination of pertinent information by future analysts. The reason of this research paper is to find relations between PA fairness and employee productivity.

EMPIRICAL INVESTIGATION: POWER CONSUMPTION DURING CORONAVIRUS (COVID-19) PANDEMIC OUTBREAK WITH REFERENCE TO RESIDENTIAL SOCIETY

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ABSTRACT

The Coronavirus COVID-19 was declared as a global pandemic and a public health emergency in January 2020. Lockdown was imposed all around the world. Lockdown was imposed on India nationwide for the first time on 25th March 2020. This lockdown forced many people to confine themselves to their apartments and houses, and to abandon their offices or workplaces, as they were allowed to work from home or they were laid off. Due to this the power sector was affected significantly. There were huge changes in the various sectors such as industrial, financial, agricultural, and residential. Some of the changes are load curve changes, demand and supply management, etc., specifically in the residential sector. This article attempts a study to find out the changes that have happened in the residential sector, through a questionnaire that has collected data from two hundred and twelve (212) respondents all over India during this lockdown using convenience sampling. Simple percentage analysis was incorporated along linear regression model and Analysis of Variance were applied to prove the impact of pandemic on energy consumption. The outputs obtained from these analyses were used to carry out the objective of the study.

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