



IJMIE

(ISSN: 2249-0558)

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

- editorijmie@gmail.com
- info@ijmra.us
- 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 (STIMIK-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, Singhanian 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, KARAİKUDI, 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>	A Study Of Consumer Preference With Special Reference To Carp Fish Varieties In Coimbatore City. V.Thiyagaraj And M.Umamaheswari	<u>1-8</u>
<u>2</u>	Ownership Concentration And Firm Performance:Evidence From The Banking Sector Of Pakistan. Muhammad Khurram Shabbir	<u>9-65</u>
<u>3</u>	Prediction Of Aspect Category On Customer Reviews Using Association Rule Mining. Miss.Gayatri D.Khot And Mr. Hemant. A. Tirmare	<u>66-74</u>
<u>4</u>	Live Streaming through Android Applicationusing Cloud Computing. Miss. Shailja S. Panhalkar And Mr. H. P. Khandagale	<u>75-82</u>
<u>5</u>	A Study Of Consumer Awareness For Green Marketing. Dr. Tanuja Jain	<u>83-96</u>
<u>6</u>	Digital Wallets: A Detailed Study. Akshat Kudesia And Dr. Jyoti Pradhan	<u>97-107</u>
<u>7</u>	Amazon Web Services (Aws) Glue. Kalyan Sudhakar	<u>108-122</u>
<u>8</u>	Glass Ceiling-Its Prevalence And Impact In Regions Of India. Dr.Sudesh Kumar And Mehek Gulati	<u>123-131</u>
<u>9</u>	Impact Of HRD Practices On Organizational Development. Sd. Ghousul Asvia Begum And Prof. M Chandraiah	<u>132-155</u>
<u>10</u>	A Secure Auditing Scheme To Provide Multi-Level Privacy Abilities In Shared Cloud Data. V.Naga Vaishnavi And Dr.S.Ramacharan	<u>156-164</u>
<u>11</u>	Modern & Traditional Gold Investment Avenues And Factors Affecting For Adoption In India. Ms. Kanchan Shivshankar Jatkar And Dr. Medha Dubhashi	<u>165-171</u>
<u>12</u>	Consumer Insights Towards Household Shopping:With Special Reference To Shoppers Buying Patterns In Saudi Arabia. Dr. Salah Abunar And Dr. Mohammad Zulfeequar Alam	<u>172-195</u>

<u>13</u>	Impact Of Financial Innovations On Sustainable Growth Rate: A Study On Nifty 50 Listed Banks In India. Arya Kumar	<u>196-210</u>
<u>14</u>	Selection And Creation Of Nano Particles Using Artificial Intelligence. N.Ambiga	<u>211-223</u>
<u>15</u>	Determinants of Entrepreneur's Competencies at Vellore district in Tamil Nadu – With Special reference to the Leather Industry. Professor A. Niyaz Ahmed	<u>224-231</u>
<u>16</u>	An Empirical Study On Supply Chain Security, Implications & Methods For Prevention. Vivek Kumar	<u>232-238</u>
<u>17</u>	Hrd In Education Sector- J & K A Case In Point. Dr. Owais Ahmed	<u>239-250</u>
<u>18</u>	Two-Fingered Servo Gripper With Four-Bar Mechanism And Rolling As An Integrated Feature. Ravi Patel And Eklavya Gupta	<u>251-272</u>
<u>19</u>	Comparing Different Classification Techniques Using Data Mining Tools. Bhawana Mathur And Manju Kaushik	<u>273-284</u>
<u>20</u>	Factors Affecting Quality Of Work Life Among Nationalized Bank Employees. Anukool Manish Hyde And Barkha Gupta	<u>285-305</u>
<u>21</u>	Exploring The Opportunities And Challenges Of Industry 4.0 For Entrepreneurship Development In India. Dr. Ananda Rao Madasala And Supriya. J	<u>306-314</u>
<u>22</u>	Extra Role Behavior: Finding A Link Between Organizational Citizenship Behavior And Work Life Interface Among Female Professionals. Prof (Dr) Harsh Dwivedi And Ms.SamanKhan	<u>315-323</u>
<u>23</u>	Conversion Of Automotive Turbocharger To Gas Turbine. Shajan K. Thomas, Showny Varghese, Robin Varghese, George Joseph And Joseph P Jojo	<u>324-330</u>
<u>24</u>	A Study On Absenteeism Of Polyester Viscose Spinning Department At Raymond Ltd. Borgaon. Prof. Pravin Yadao And Prof.Preeti Rangari	<u>331-336</u>
<u>25</u>	New High Performance 8T SRAM Cell Using FinFET Technology. Meenakshi And Raghvendra Singh	<u>337-347</u>
<u>26</u>	Impact Of Organizational Justice On Job Satisfaction Among The Managerial Personnel Of Automobile Industry. Dr.P. Paramanandam And Ms.Divya. M	<u>348-360</u>
<u>27</u>	Interrelationship Between Capital Structure And Dividend Policy With Reference To Select Indian Companies. Rajbinder Kaur, Prof. Arup Chattopadhyay And Prof. Debdas Rakshit	<u>361-384</u>
<u>28</u>	Influence Of Demographic Factors On Problems Faced By Agro Based Industries. Neethu Anil And Dr.Ajimon George	<u>385-400</u>
<u>29</u>	Stochastic Process To Analyze Behavior Of Improved Round Robin CPU Scheduling Algorithm. Rupesh Sendre And Rahul Singhai	<u>401-418</u>

<u>30</u>	Comparative Grain Size Analysis On Sediments Of Bhagirathi & Alaknanda River. Arpit Verma And Ankur Jaiswal	<u>419-431</u>
<u>31</u>	Credit Risk Management In Cooperative Sector Banks In India. S.Muthukrishnammal	<u>432-443</u>
<u>32</u>	Implementation core Business Intelligence System using modern IT Development Practices (Agile & DevOps). Anoop Kumar	<u>444-464</u>

