



**NOIDA
INTERNATIONAL
UNIVERSITY** UGC RECOGNIZED

(Established Under Noida International University Uttar Pradesh Act No. 27 of 2010)



2018
YEARBOOK

NOIDA INTERNATIONAL UNIVERSITY

Plot No 1, Sector – 17 A, Yamuna Expressway, Gautam Buddha Nagar, Uttar Pradesh
Website: www.niu.edu.in

CENTER FOR RESEARCH STUDIES

THE YEAR BOOK 2017-18



**NOIDA INTERNATIONAL UNIVERSITY
CENTER FOR RESEARCH STUDIES**

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Preface

The Beauty of research is that you get to question the very fundamentals of a subject”

The Centre for Research Studies offers PhD and M.Phil programs in various disciplines through its constituent schools and departments. Our PhD and M. Phil programs are designed to give students the space and infrastructure to come up with original research that contributes to the chosen discipline. The aim is to nurture scholarly talent equipped with analytical thinking and problem solving capabilities. Over 300 students from across the globe divulge themselves in 9 academic research departments. The highly qualified faculties act as entrepreneurs and are deeply engaged in education research and carry their research experience into the classrooms. The sprawling digital library is well equipped with textbooks, reference books, journals and periodicals containing unfathomable amount of content.

Vision

The Center for Research Studies (CRS) is a leading academic research Centre dedicated to advancing, applying and facilitating high standards of academic research practice for a wide variety of audiences within the university and across the community, state and across the World through excellence in scientific and technical education and research, to serve as a valuable resource for industry and society.

Mission

The Center for Research Studies (CRS) is committed to enhancing academic research support to scholars and public agencies for research, service, and educational activities. Establishing and developing research relationships, both within the University and with external public policy makers, researchers, and not-for-profit agencies locally, nationally, and internationally. The Center for Research Studies (CRS) conducts original survey research, qualitative data collection, and data analysis that inform scholarship and public policy decision-making.

Message of Hon'ble Chancellor

Congratulations to our research alumni, You have proficient an enormous amount, and you have even greater potential than when you began your studies here. You have earned a degree, but you have done more than grow intellectually. You have also developed enthusiastically and socially. Your newly acquired research education will serve you well throughout your life, and the Noida International University friendships and memories are ones I hope you return to often.

Each year at the Academic Convocation for first year students I have emphasized that “there is no room for racism, discrimination or hatred on this campus.” but we must work harder, more creatively, and more collaboratively to bring reality to our aspirations and to realize the benefits to all of us that stem from a truly inclusive and diverse community.

Dr. Arvind Kumar Singh

Chancellor

Noida International University

Message of Hon'ble Chairman

We at Noida international university dedicated to nurture scholars who will donate to society by advancing knowledge and imparting it to new generation of students.

Society is changing speedily in ways which will have a profound impact on the role of universities. The challenge shared by all universities is to help to generate the intellectual property which will create new jobs and to educate and train people to work in fields where they will be valued both for their specialized knowledge and for their ability to research, communicate and solve problems.

Our challenge for the future is to build on this strong base to establish ourselves firmly among the world's leading universities. As we create a supportive and challenging campus environment that enhances student's personal resources needed to succeed in college and beyond.

Dr. Devesh Kumar Singh

Chairman

Noida International University

Message of Hon'ble Pro Chancellor

It is a matter of great pride and privilege to be part of an esteemed organization Noida international University that prepares today's scholars to meet the challenges of the industry. I have seen the way Noida international University has become pioneer in providing superior quality education.

This has become possible with the untiring efforts of our teaching faculty which imparts teaching by relating it with real life situations and current developments in their respective fields. The course curriculum is devised based on the ever changing needs of industry so that students are absorbed in industry smoothly and shine as proud alumni of Noida international University.

We know that for students to compete internationally and become a part of world top corporations they need to be creative and innovative. We promote in our students right attitude with blend of extra-ordinary soft skills and hence make their personality impressive so that they become brand ambassadors of not only Noida international University but also the companies with which they get associated.

Dr. Vikram Singh

Pro Chancellor

Noida International University

Message of Hon'ble Vice Chancellor

I have the pleasure of presenting you the developing prospect of contemporary global education and international career opportunity at your doorstep made possible through a unique enterprise based as much on creativity and association as on invention and re-engineering of the best of academia and education worldwide.

No doubt, this is a time of profound change for higher and technical education across the world, more so in India as we face the challenges of a knowledge based global village where change is the only constant; the watch word is responsibility and competition amongst individuals and institutions; and the gold standard is an unrelenting demand for innovation, enterprise, value creation, quality and excellence. In these profound times we are privileged to be a University that thinks globally and acts locally, that understands that its vision and mission for the future have to be in conformity with national goals and priorities and its integration to global economy. We are mindful that our future standing among the best will be dictated by the present and that education should not only ensure skilling and empower individuals but also entrust wisdom and enforce discovery so as to transform our world for better times.

Prof. (Dr.) K. K. Dewan

Vice Chancellor

Noida International University

Note by Director Technical

Another year has elapsed and we plan to move forward for improving the condition of our national affairs, personal growth and academic excellence. We look forward for new collaboration and strengthening our friendship with institutional partners in India and abroad. We remain committed to the spirit of sharing knowledge and to contribute in developing new products. We sincerely hope that in terms of progress and prosperity.

On the academic platform, we require to reposition ourselves in our research endeavours. This repositioning is needed to align with the rapidly changing scenario in the research field across the world. Some of them are rapidly changing our lives in significant ways which require suggestive discussions. It will not be incongruous, if we mention about the areas where we require putting in our efforts for the prosperity of the nation through interdisciplinary research initiatives.

It is creditable that the Noida international University has shaped a modern system to make it conceivable for staff and students to appraise their skills and talent in numerous areas like arts, social sciences, medical and technical disciplines because of rapid evolving developments in modern era. Anyone can notice that the Noida international University has been fairly effective in sustaining equilibrium amid contemporary leanings in teaching and its ancient civilisations.

Pro. (Dr.) D. K. Chauhan

Director

Noida International University

PHD DEGREE AWARDED
2017-18

Value of Doctor of Philosophy

Research and Innovation process that takes into account effects and potential impacts on the environment and society. The approach is and has been included Framework Programmes and has been developed in scientific and technological publications in journals and conferences, as well as in projects. Noida International University involved in developing a Responsible Research and Innovations.

The requirements to earn a PhD degree vary considerably according to the country, institution, and time period, from entry-level research degrees to higher doctorates. During the studies that lead to the degree, the student is called a doctoral student or PhD student; a student who has completed all of their coursework and comprehensive examinations and is working on their thesis/dissertation is sometimes known as a doctoral candidate or PhD candidate (see: all but dissertation). A student attaining this level may be granted a Candidate of Philosophy degree.

Responsible Research and Innovation refers to the comprehensive approach of proceeding in research and innovation in ways that allow all stakeholders that are involved in the processes of research and innovation at an early stage to obtain relevant knowledge on the consequences of the outcomes of their actions and on the range of options open to them and to effectively evaluate both outcomes and options in terms of societal needs and moral values and to use these considerations as functional requirements for design and development of new research, products and services

Doctor of Philosophy is the highest academic degree awarded by universities in most countries. PhDs are awarded for programs across the whole scope of academic fields.

Research Topic: “Data Hiding Using Robust Image Based Steganography Techniques”

Steganography is a technique to hide any information in a cover media in such a way that nobody can even suspect it. Steganography is a confidential transmission way to transmit secret data over the channel. This research presents an image Steganography algorithm that can work for cover images of multiple formats. We present our algorithm based on the abstract concept of image components that can be adapted for JPEG, Bitmap, TIFF and PNG cover images. To the best of our knowledge, the proposed algorithm is the first Steganography algorithm that can work for multiple cover image formats. In addition, we have utilized concepts like capacity pre-estimation, adaptive partition schemes and data spreading to embed secret data with enhanced security. Moreover, comparative results for the proposed algorithm are very promising for three different cover image formats.



Dr. Arshiya Sajid Ansari
Roll No. PHD/CSE/1302/002
Branch: COMPUTER SCIENCE

Research Topic:
***Management Of Paramedical Education
In India***

Person who works in the healthcare field in an auxiliary / capacity to a Physician / Surgeon / Medical Consultant as Lab Technician Nurse / Radiology Technician / Hospital Assistant etc. They are specially trained with development of technology, special training is required for Paramedical personnel to operate difference diagnostic equipment and Lab operations. Different careers paths are opening for paramedical personnel India has the best Doctors in the world. For every Doctor there is need for approx 10 Paramedical / support staff. This is the biggest employment potential area. Training of Paramedical staff is slowly opening employment opportunities for the people. Technological development needs various trained facilities. Computer knowledge is becoming important for Healthcare industry with more technology development. India has the best Doctors in the world. For every Doctor there is need for approx 10 Paramedical / support staff. This is the biggest employment potential area. Training of Paramedical staff is slowly opening employment opportunities for the people



Dr. Surendra Mohan Arora
Roll No. - PHD/MGT/2015/007
Branch: MANAGEMENT

Research Topic:
***“Impact Of Marketing Strategies On Customer Buying
Behaviour In Indian Passenger Car Industry
(with Reference To Northern India)”***

The characteristics of the socio-Eco cultural environment in which we have lived and are living has intimately influenced our resources, tastes, and preferences. It therefore affects our behavior as customers by helping to define what we can and want to use, pay for, and buy. Sheth, Mittal & Newman. After the detailed analysis of this exhaustive study, it is the time to bring it to a meaningful conclusion. The global automobile industry is a key sector of the economy for every major country in the world. The industry continues to grow, registering a 30 percent increase over the past decade (1995-2005) (Source: OICA). In the post liberalization era consumers experienced a lot of changes in the quality of their life in various product segments, especially in passenger car segment. A number of car brands competing with each other have left the consumer with a large no. of alternatives to choose from. The presence of large number of alternatives in this segment is the important factor in studying the consumer behavior. The rise in disposable income, wide choice of models and easy availability of finance will drive growth in passenger car segment and future looks even brighter. The data collected and analyzed to bring profitable insights for the marketers. Various factors and motivators that derive the purchase behavior of the mass have been compiled through primary data and the changes in the outlook of the consumer's mind set have to be considered carefully by the marketers. It was concluded that an intensive study is done before hand by the buyer before going for a particular car as most of the respondents made a self-decision for a particular product. The rising disposable income levels, technological advancements have compelling effects on the marketers to now concentrate on a wide variety of factors demonstrated by the target consumers. Marketers have to come out with innovative promotional strategies to attract this segment of the consumers. Pre-Purchase Search Strategies adopted by the consumers have to be carefully tackled by marketers in order to increase profitability. Hopefully the marketer will find the present study useful and logical for tapping the consumers of the India. The goal is to present the analysis of consumer behavior so that the marketers can concentrate on the right track to tap the market by keeping in mind the findings of the study.



Dr. MRINALINI
Roll No. - PHD/MGT/1402/015
Branch: MANAGEMENT

Research Topic:

***“Critical Analysis Of Various Indian Legislations
For Medical Negligence”***

The aim of this thesis “Critical Analysis of Various Indian Legislations for Medical Negligence” was to study the laws which define medical negligence, the response of judicial and quasi-judicial bodies and the to check whether remedy which is provided by the court is adequate or not for the victims who suffers a loss by the doctors who are not performing their duties as per their responsibilities. The current system has a lot of serious issues, but not the same as those which are normally shown in the media. The some recommendations should be incorporated within the framework of new proposed legislation like to make a New Legislation, Need to Establish Medical Negligence Tribunal System, To Adopt „No-Fault Compensation Programme, Fixing the Cost of Treatment within Affordable Limit, To Provide Adequate Compensation in Cases of Gross Medical Negligence etc. Despite that there are certain limitations and loopholes which need further extensive research. This study makes efforts to focus on various laws related to medical negligence in India. The legal framework and the objective of these laws are complicated not only by differences between the theoretical arguments and reality but also by the peculiarities possessed by the doctors. The real world is characterized by the lack of perfect information on the part of courts and individuals regarding the optimal level of care. This creates more problems than the legal framework attempts to address. In the absence of correct signals to the agents involved, the system becomes riddled with the problems of defensive medicine and rising health care costs. There are a few criticisms staring in the face of the Indian laws on medical negligence. If a patient alleges malpractice in medical, the law will require a higher standard of evidence to support it. For an ordinary human or a patient, it becomes very difficult to determine the exact damage and the causal relation between the injury and the fault of the doctor.



Dr. Annu Bahl

Roll No. - PHD/LAW/1201/001
Branch: LAW

Research Topic:

***“Noise Reduction Of Digital Images Using Soft
Computing Approaches”***

Several techniques have been proposed over the years for image filtering. Linear filtering techniques have been the methods of choice for many years for their mathematical simplicity and existence of unifying theory for their design and implementation. However, most of these techniques operate assuming a Gaussian model for the statistical characteristics of the underlying process, and thus they try to optimize the parameters of a system suitable for such a model. Classical image filtering techniques are generally based on averaging, transform domain filtering and contrast enhancement, with most of them being linear.

In case of image processing, however, linear techniques are proved inadequate as they cannot cope with the nonlinearities of the image formation model and do not take into account of human visual system. These methods, therefore, often produce blurred images and are insensitive to impulse noise. Image signals are composed of flat regional parts and abruptly changing areas such as edges, which carry important information for visual perception. Thus, over the last 15 years, nonlinear approaches have been found to be more effective for this purpose. Nonlinear techniques are able to suppress non-Gaussian and signal dependent noise to preserve important signal elements such as edges and fine details and eliminate degradations occurring during signal formation or transmission through nonlinear channels.

Digital image processing has a broad spectrum of applications, such as digital television, photo-phone, remote sensing, image transmission, and storage for business applications, medical processing, radar, sonar, and acoustic image processing, robotics, and computer aided manufacturing (CAM) and automated quality control in industries.



Dr. Kanika Gupta

Roll No. - PHD/CSE/1302/003
Branch: COMPUTER SCIENCE

Research Topic:
***“Protection Of Information Systems And Information
Infrastructure From Emerging Cyber Threats”***

The exponential growth of digitalization coupled with ubiquitous availability of fast Internet has helped improve lives of millions of people, increase reach-ability of government to citizens for better governance, enhance the profits in business and enable effective competition in the world economy. Such a powerful capability also comes with inherent significant vulnerabilities. This empowering capability that can enable e-banking, telemedicine, e-auction, e-commerce and e-governance in seconds can disrupt life if used by malicious actors to launch cyber-attacks leveraging the inherent invisible vulnerabilities in the cyberspace. Out of the broad spectrum the primary concern is the threat of organised cyber-attacks capable of causing debilitating disruption to our nation's critical infrastructures, economy or national security. A targeted attack on any one of the major information infrastructures from a distant location in the realm of cyberspace can prove detrimental to any country.

This research has been undertaken to study the present scenario of emerging cyber threats and subsequent cyber-attacks along with the steps taken by various organisations for mitigation of risk to protect their information & information infrastructure. The study has proposed a “Framework for Protecting Information Infrastructure from Emerging Cyber Threats” and developed a tool for Baseline Security Evaluation of Computers.



Dr. Devesh Vats

Roll No. - PHD/ IT/1301/004

Branch: INFORMATION TECHNOLOGY

Research Topic:
***“Developing A Security Framework
To Defend Advanced Persistent Threats”***

Today threat landscape is constantly changing, it is adapting to our new countermeasures and attackers continue to successfully carry out missions ranging from identity theft, criminal and nation based corporate & military espionage. Intrusion Prevention System (IPS), antivirus solutions are failing to protect against the next generation threats. Today the advanced malware and advanced persistent threats which are highly dynamic in nature are extremely successful in compromising networks. Advanced Persistent Threats have emerged as the biggest threat in field of Cyber Security. This research analysis latest APT attacks and evaluate the effectiveness of existing traditional information security architectures and controls to counter them. A comprehensive security framework has been proposed for APT protection by various government organisations and Private stakeholders. An endpoint software solution to defend against APT attacks has also been developed as part of research. The controls listed in the proposed framework can be effectively utilised to defend against the APTs. The selection of controls will need to be customised depending on the specific risk exposure of the organisation. Depending on the probability of APT attack on an organisation the controls have been worked out and are required be implemented accordingly. The APT solution is towards packet and packet capture technology which provides full visibility and a good end point solution which again gives good visibility. Three core verticals of security which need focus are i.e. Prevention, Detection and Response. For prevention the functioning of discovered attacks should be known to an organisation and should be blocked. It is always important to remember that prevention is ideal but detection is a must. Attackers need to be detected in a timely manner.



Dr. Vikash Sood

Roll No. - PHD/ IT/1301/007

Branch: INFORMATION TECHNOLOGY

Research Topic:
**“Novel Outlier Detection Method Based
On Clustering”**

The study comprises of analysis of various outliers and techniques used for outlier detection. Many authors outline different definitions of outliers per their work and study.

We presented a comparison between angle based and distance based approaches. Angle based approach is highly scalable and works well on high dimensional data, whereas. Distance based approach works well simple data. Angle based approach provides better result with respect to the precision instead of distance based approach, therefore, as the dimensionality increases result of angle based approaches is more stable than distance based approach. Distance based approach often unable to produce high quality result.

In this work a new algorithm ODAD (Outlier detection using angle based and distance based approach) is proposed and implemented. The algorithm is based on both angle and distance based approaches for outlier detection. The algorithm functions on bivariate data analysis. The algorithm functions in various steps as it identifies both the clusters and outliers. In the results a rank is shown for the detected outliers. Those data points having the top ranks are detected and declared as outliers. We implemented the algorithm in SQL Server 2014. SQL Server 2014 includes many tools and features that simplify the process of using the databases. The algorithm can further be enhanced for various types of data sets. It is valuable for the researchers.



Dr. Deepti Mishra
Roll No. - PHD/CSE/1201/002
Branch: COMPUTER SCIENCE

Research Topic:
**“Measuring The Effectiveness Of Training And
Development Programs In Context To Private Bank
And Public Bank – In Reference To Kirkpatric's
Model Of Evaluation In Hdfe Bank And Idbi Bank.
(An Empirical Study In East Delhi Region)”**

Dr. Sapna Sharma (MBA, PGDBM, NET, P.hd) is a Lecturer in S.K. College of Science and Commerce, Mumbai and has experience of 10 years in teaching, research and corporate. She holds a doctoral degree in Management from Noida International University with the research study titled “Measuring the effectiveness of Training and Development programs in context to Private bank and Public bank- in reference to Kirkpatrick's Model of evaluation in HDFC bank and IDBI bank”. She has presented many research papers in national and international conferences. Her area of interest includes Human resources, Training, Teaching and Management Development



Dr. Sapna Sharma
Roll No. - PHD/MGT/1302/023
Branch: MANAGEMENT

This research work emphasized the importance of evaluating the training and development programs in the banking sector. This study is based on the Kirkpatrick's model of evaluation of training and development programs and is conducted in public sector bank (IDBI) and private sector bank (HDFC). The objective of this research study is to identify the major training and development areas which has an impact on the productivity of the employees and hence on the overall performance of the organization (bank).

Research Topic:

“A Critical Analysis On Franchising As A Strategy For Business Growth In Fast Food Industry With Particular Reference Of Mc Donald's And Pizza Hut. (in Delhi NCR Region)”

McDonald's and Pizza Hut are two international fast food restaurants. They both expanded their businesses globally. It is obvious that McDonald surpassed Pizza Hut in terms of sales and fame at international level. The aim of this study was to find out how these two companies developed differently in Indian market and to explore the reasons to buy the specific franchise of Mc Donald,,s and Pizza hut. By knowing about the various challenges after opening the franchise in a particular location of McDonald's and Pizza Hut, different operation and competitive business strategy theory was integrated with their development situation. Research is made based on strategy theory, Internet sources and questionnaire. Next, by knowing McDonald's and Pizza hut core competitive power, the researcher compared the franchising business of Mc Donald,,s & Pizza hut with other Competitor,,s in fast food sector. The research study was ended with conclusions, findings, and suggestions have been put which will be useful for further research and industry.



Dr. Shikha Choudhary
Roll No. - PHD/MGT/1302/02
Branch: MANAGEMENT

Research Topic:

“A Study Of Shopping Behaviour In Organised Retail Sector In Delhi.”

The research work undertaken under the guidance of Prof I.B.Singh is a comprehensive study of shopping behaviour in Delhi's organised retail sector. It further suggests shopper marketing strategies so that both retailers and shoppers are in a winning situation. It aims to fulfill six objectives and tests six hypotheses using data of 500 shoppers using descriptive statistics, ANOVA and factorial analysis etc. The results highlight Shoppers preference for Specialty stores over others and the preference influenced by shoppers' demographic profile, product and store attributes. Products attributes like price, assortment and good quality while store attributes like promotions, trust, trained staff, convenient shopping hours, parking facility are important retail attributes influencing preference of retail format. Further, shoppers' age, gender, education, income, occupation, family size are important attributes influencing shoppers' choice of organised retail format with respect to product attributes. Whereas, shoppers' gender and income emerged as important attributes influencing shoppers' choice of organised retail format with respect to store attributes. Shoppers prefer different retail formats for different categories of goods. Results reveal preference of Speciality stores for most of shopping goods and Convenience stores for most of convenience goods. Further the research presents shoppers' preference of goods category from various formats based on demographic profile. Smartphone have changed the entire retailing scenario. Shopper use smartphones during various stages of the shopping. Results show that both before making a visit to retail store or inside store majority of shoppers use their smartphones to receive discount offers and coupons to redeem them at store. Similarly majority of shoppers use it to visit retailer's social site to avail exclusive discount the results also show shoppers purchase journey in terms of online search, consulting friends & families, both online search along with consulting, planned with no research and impulsive for various categories of goods.



Dr. Samarth Singh
Roll No. PHD/MGT/1302/019
Branch: MANAGEMENT

Research Topic:

“Impact Of Exim Bank Policies And International Investment And Trade Promotion In India”

The topic of my research is “Impact of EXIM Bank Policies on International Investment and Trade promotion in India”. An attempt has been made to understand the Export Import Policies and the role of EXIM Bank in promotion of international trade with the customer satisfaction level has been done. Export–Import Bank of India is the premier export finance institution in India, established in 1982 under the Export-Import Bank of India Act 1981. Since its inception, EXIM Bank of India has been both a catalyst and a key player in the promotion of cross border trade and investment. The study is based on the mixed approach having primary as well as secondary data interpretation with the concluding remarks. The study aims at collecting the information from the clients of the EXIM bank by means of open-ended questionnaires and the secondary data source will be gathered from the bank’s database like the bank’s policies and strategies in handling the export and import activities in India. The study collects the Information regarding the loan sanctioned, total resources, profit after tax and the lines of credit for the past ten years of time. The study follows the methods of descriptive data. The study links both the qualitative and the quantitative approaches. The descriptive method of design will assist both the approaches and hence, the study includes the principles of the descriptive design. The descriptive study tries to explain systematically a condition, difficulty, occurrence, service or programme, offers data regarding the living circumstances of a group, or explains attitudes towards a subject. This research work focus and extracts the customer satisfaction in the EXIM bank clients of India based on assorted parameters and dimensions and found that the customers are delighted and satisfied with the services of EXIM bank of India. Still this research work is able to present the effective results in effectual dimensions about the performance and customer satisfaction of EXIM banks.



Dr. Mahesh Sharma
Roll No. - PHD/MGT/1302/010
Branch: MANAGEMENT

Research Topic:

“A Study On Organizational Commitment And Job Satisfaction: A Study On Higher Educational Institutions (with Reference To Gautam Budh Nagar).”

In this competitive and global world, it is necessary to increase the standard and quality of education and, meeting those standards is equally important. This can be achieved when the faculties who are devoting their time and contributing in the field of education, are happy and satisfied. It is necessary to give a concern towards their commitment and satisfaction and the efforts should be made continuously to achieve these so that the faculties can give more productive and fruitful results, and shape up the future of the students and their development in the best possible way. This research study would help to know that to what extent our educational system has developed and how much our faculties are happy at their workplace. This research would help to predict and analyze whether the job satisfaction has any relation with organizational commitment in higher educational institutions in Gautam Budh Nagar. This research study has been conducted to study the impact of various factors of job satisfaction on organizational commitment and to study the impact of demographic variables on job satisfaction and organizational commitment. Data from sample of 200 respondents, which was distributed among the faculties of various colleges and universities, was analyzed by using correlation and linear regression analysis and ANOVA are used in order to test the hypothesis and meeting the objective. It was found from this study that there exists a positive relationship between the job satisfaction and organizational commitment of the faculties in higher educational institutions. The factors of job satisfaction were found to have significant impact on the organizational commitment of the faculties.



Dr. Sangeeta Rani
Roll No. - PHD/MGT/1302/026
Branch: MANAGEMENT

Research Topic:

“A Study On Level Of Job Satisfaction Of Bank Employees With Special Reference To State Bank Of India, Delhi-ncr.”

A satisfied work force will create a pleasant atmosphere within the organization to perform well. Hence job satisfaction has become a major topic for research studies which selected by myself. The prime objective of this study is to find out the level of job satisfaction of employees working in the State Bank of India Delhi-NCR. Other one is to find out what the factors affecting employees job satisfaction or dissatisfaction. This exploratory study was carried out using a questionnaire with considering demographic and organizational variables and its relationship with job satisfaction. Both primary and secondary data has been used. After that data tabulated in MS Excel, mean, Mann Whitney tests, Kruskal Wallis, co-relation, factor analysis tool applied for analyzing the data with the help of software SPSS and R. The results showed that the job satisfaction is relatively high in the SBI and the managers have only a few improvements to make.

In this research work has touched upon the various aspects of Job satisfaction at a suitable designed level for the framework of this research. Therefore this can be considered as a base any future research.



Dr. Priyambada Purohit
Roll No. - PHD/MGT/1302/013
Branch: MANAGEMENT

Research Topic:

“Marketing Of Vocational Courses At National Small Industries Corporation-[A Study On Training And Incubation Centre (OKHLA)].”

“National Small Industries Corporations Limited is established under Ministry of Micro Small and medium Enterprise in 1955 with aim of fostering Small industries. The ever growing sector of small industries needs such an institutional mechanism which works as an umbrella for small industries to let them grow up to the point where they are resourceful enough to deal with cut throat competition of corporate giants. For this purpose NSIC provides training and consulting services for the budding entrepreneurs to prepare project report on the business idea and to prepare initial feasibility report for bank finance. The study “Marketing of vocational courses At National Small Industries Corporation-[A Study on Training and Incubation Center (Okhla)]” aims at evaluating the effectiveness of current training programs of NSIC TIC in NCR region, assessing industry acceptance of these programs, and suggesting suitable marketing mix for these training programs. In order to study the effectiveness of the training programs offered by NSIC s Technical service center, the courses and the outcome in evaluated on various parameters. The literature review and exploratory study highlighted various parameters of the training program. Two structured questionnaire is administered separately on recruiters and students & alumnus of the institutions using google forms. The questionnaire one provided five major factors after factor analysis of the questionnaire. The questionnaire administered to the students gave three factors. A total of 160 and 38 valid responses used for the purpose of the study. The detailed analysis of the factors provided the broad overview of the marketing mix employed by NSIC. The detailed analysis also presents the degree to which the emphasis is laid on various factor of marketing mix and the contribution of each factor in the value delivery process.



Dr. Istadeva Mishra
Roll No. - PHD/MGT/1201/011
Branch: MANAGEMENT

Research Topic:

***“study On The Role Of Alcohol/drug On Physiology,
Biochemical & Molecular Aspects Of
Saccharomyces Species”***

The aim of the present study was to isolate *Saccharomyces cerevisiae* from *Saccharum officinarum* commonly known as Sugar cane. *Saccharomyces cerevisiae* was collected from sugarcane juice from different areas that have different atmosphere, soil composition and temperature. Sample of sugarcane juice preserved at 0°C ice bugs. Sample were shifted to the laboratory and stored at 4°C for 15 hours and proceed further for study. *Saccharomyces cerevisiae* species was identified by applied for different tests including morphological, cultural and biochemical characteristics, which facilitate the opportunity for identification of the yeasts. These strains were observed to produce various extra cellular enzymes. Qualitative analysis of H₂S production and which Mutants were screened using colony color on (BSA) agar. The aim of the present study was to analyse the role of drug and alcohol on growth of *Saccharomyces cerevisiae* isolated from Sugar cane (*Saccharum officinarum*) juice, The growth on *Saccharomyces cerevisiae* yeast is influenced by various alcohol (ethanol and methanol) and different drug (Ampicillin and Cefotaxim). For characterization of physiological effects on *Saccharomyces cerevisiae* strains due to various Alcohol/drug optical densities was measured by spectrophotometer. Experimental results indicate the inhibitory effect of alcohol and drug on growth on *Saccharomyces cerevisiae* under aerobic conditions. Extensive research on factors effecting the growth of *Saccharomyces cerevisiae* will help in improvising the conditions essential for fermentation. Protein isolation of *Saccharomyces cerevisiae* has been affected by different concentration of alcohol/drug. The *Saccharomyces cerevisiae* yeast has been produced of more enzyme, which those enzyme activity or growth have affected by the different concentration of the alcohol/drug. It is growth effects measured by optical density (OD). The fresh cultures have used of the DNA isolated of *Saccharomyces cerevisiae*, First up all identify by using the standard physiological and biochemical tests and then molecular genetic analyses. The isolated yeast stains have run in gel electrophoresis, DNA band perfectly showed on eliminator. The selected isolated strains have further checked for their identity by PCR analysis. However, PCR analyses of the ITS1 region, by using the ITS1 (16bp) and ITS4 (17bp) primers of the 18S rDNA identified of these isolates as *S. cerevisiae*. These isolated strains have identified by molecular analysis of yeast rDNA, thus confirming that they all belonged to the species *Saccharomyces cerevisiae*. These yeast strains have collected from different sub-region of sugarcane juice.



Dr. Sanjay Yadav
Roll No. - PHD/BT/1201/002
Branch: BIOTECH

Research Topic:

***“Molecular Characterization and insilico
Analysis of Drought Resistance Genes
in Oryza Sativa”***

The success of the Green Revolution in closing the gap between world population and food production was principally achieved by increasing crop productivity in favorable areas. However, this success has been limited in the rain fed systems, which are prone to frequent droughts and other abiotic stresses. Worldwide, drought affects approximately 23 million hectares of rain fed rice. Varieties combining improved drought resistance with high yield under favorable conditions and quality characteristics preferred by farmers are the most promising and deliverable technologies for alleviating poverty in communities dependent on rain fed rice production. Drought is one of the major limitations to food production worldwide and is endemic particularly in the semi-arid tropics. Improving drought tolerance and productivity is one of the most difficult tasks for cereal breeders. In the present study, CGs directly related to drought resistance and productivity genetic and phenotypic levels were identified and polymerase chain reaction (PCR) primers designed. These were used to genotype diverse cultivars of rice. The main objective of the study are reporting the presence of targeted 3 genes involved in drought resistance in selected varieties of *Oryza* and Insilico studies of selected genes and their products involving Evolutionary study, Gene annotation and Structural analysis. And the deliverables of the study would be 3 Novel Primer Sets with information of their GC content and melting points, Physio chemical properties of the gene products, Insight on domains and motifs of targeted gene products and phylogenetic Tree (Dendrogram) of different gene products involved in drought resistance in *Oryza* to trace the course of evolution.



Dr. K. Raghavendra
Reg No: PHD/BT/1402/003
Branch: School Of Sciences
(Biotechnology)

Research Topic:
***“Evaluating The Nutraceuticals From
Different Strains Of Aloe Vera”***

Research has been done to explore the nutraceutical efficacy in selected Aloe species. For this an invitro antimicrobial activity, phytochemical composition and antioxidant activity were determined. Aloe vera has a long history of therapeutic ability, pharmacological property and even some contributions in nutraceutical field. For the study, besides Aloe barbadensis, three more Aloe species namely Aloe rupestris, Aloe juvenna and Aloe maculata var. pulchra (Gasteria pulchra) were collected from Uttar Pradesh and Rajasthan in October 2013 and grown at home. The study was conducted to find out the biological importance of unexplored Aloe species and explored their potential efficiency in the nutraceutical field as that of Aloe barbadensis. These results justified that the Aloe species were effective against the tested pathogens. The dried powders of all Aloe species were extracted with different solvents like ethanol, methanol, petroleum ether and aqueous solution. Antimicrobial activity of these plant extracts were done in bacterial and fungal cultures like Escherichia coli, Klebsiella pneumonia, Staphylococcus aureus, Bacillus cereus, Salmonella typhimurium, Aspergillus niger and Candida albicans by disc diffusion method. Antioxidant assay also supported the justification that the leaf extracts possess enzymatic antioxidants. Almost all the phytochemicals were present in the Aloe leaf extracts with varied concentration. The varied activity of these extracts differs due the difference in the solubility to isolate the phytochemical constituents from the plant cell. These phytochemical constituents contribute the antimicrobial activity of plant extracts against the tested pathogens. So the study proved that tested Aloes were nutritionally valued by possessing all the essential phytochemicals and enzymatic antioxidants as well as medicinally valued against infectious pathogens for the development of nutraceuticals.



Dr. Sonam SK
Roll No. – PHD/BT/1401/006
Branch: BIO-TECHNOLOGY

Research Topic:
***“A Study On Combating Online Sexual Abuse
Of Children In India”***

In the digital age, children use internet and mobile phones for study, communication and entertainment and spend a lot of time on social media. In the cyberspace, Children are vulnerable to sexual abuse and are often targeted through child pornography, cyberbullying, online grooming, cyberstalking amongst other forms of child abuse. Despite the POCSO Act,2012, IT Act,2000, Juvenile Justice (Care and Protection of Children) Act,2015 and other laws enacted that protect children from sexual abuse, Indian children continue to face online sexual abuse as cybercriminals misuse anonymity of cyberspace. Cyber criminals who target children online for sexual abuse remain undeterred perhaps due to prevalent lacunae in Indian laws and/or its inefficient enforcement, including cybercrime investigation and prosecution processes.

This research study examines the lacunae in extant Indian law protecting children against online sexual abuse including Indian Penal Code,1860, POCSO Act,2012, IT Act,2000, J.J Act,2015. It aims to make suggestions for bringing appropriate amendments in Indian law and its enforcement to strengthen protection of children against various forms of online sexual abuse. The study also suggests measures in this regard that can be adopted while framing National initiatives for child welfare for effective implementation of law



Dr. Karnika Seth
Roll No. - PHD/LAW/1302/001
Branch: LAW

Research Topic:

***Business English Communication Skills Effects
of Using English in Business Communication
in Indian MNCs***

Indian corporations are internationalizing and fetching increasingly convoluted in global business. It has become more and more common in India to use English, the global language of business. Recently, a growing number of firms worldwide are adopting English as their official language-.English has been introduced as the official language of a few Indian corporations and discussions are going on in many other companies. English is not used for international operations uniquely but it is obligatory in almost all purposes.



Dr. Adam Shaik

Roll No. PHD/ENG/1402/003
Branch: Liberal Arts/ English/ELT

The aim of this research is to examine the effects of using English in Indian-based multinational corporations, communication barriers and English language development, using qualitative research method, the investigational part of the study is comprised of a dual-step research together with three interviews and a questionnaire. Participants were selected from four Indian-based multinational corporations. (TCS, Infosys, Wipro and Tech Mahindra).

Employees must listen to understandable English. They must listen to English every day. They don't read textbooks. They listen to English. It's simple. That is the key to English success. One must stop reading textbooks. Start listening every day. Learn with their ears, not their Eyes. (Effortlessenglish.com).

In summary, by presenting a qualitative study of Indian-based multinational corporations, this research helps in contributing to better understanding of effective business communication. The role of language cannot be left aside, since effective cross-cultural business communication can define Indian companies' success in today's multicultural business world.

This study was conducted in Hyderabad –Secunderabad MNCs for the research program, NIU, Noida, during the academic year 2015–2016

Research Topic:

***“Studies On Mechanical Behavior And Microstructure
Of Luffacylindrica Reinforced Epoxy Composites With
Glass, Banana And Sisal Fiber Hybrid”***

Natural fibers are now considered as a suitable alternative to glass fiber, due to their advantages, which include low cost, high strength-to-weight ratio, and recyclability. Combining natural fibers with glass fiber also decreases the usage of glass fiber. Natural fibers are now regarded as a serious alternative to glass fiber for use as reinforcements in composite materials. Their advantages include low cost, low density, high strength-to-weight ratio, and resistance to breakage during processing, low energy content and recyclability.



Dr. M. Sampath Kumar

Roll No: PHD/ME/1402/002
Branch: MECHANICAL

In this research work, analyze the mechanical properties and microstructure properties of Luffacylindrica Reinforced Epoxy Composites to improve the flexural properties, compressive properties, tensile properties and impact properties of luffacylindrica reinforced epoxy composites and identify the micro-structure of luffacylindrica reinforced epoxy composites with help of Scanning electron microscopy test. These studies are important if new improved materials are to be developed for safe usage against crack growth and environmental pollution. Based on these properties, the composites are recommended for the manufacture of chemical and water storage tanks, load bearing structural materials, domestic articles, construction, sports goods and automobile parts where high impact strength is required.

There is a very wide scope for future scholars to explore this area of research. This work can be further extended to study other tribological aspects like abrasion, wear, hardness behavior of this composite. Authors can also study other aspects of such composites like use of other potential fillers for development of hybrid composites and evaluation of their mechanical and erosion behavior and the resulting experimental findings can be similarly analyzed.

Research Topic:
***“Design And Study Of Global Positioning System
Block Codes Using Matlab”***

In this thesis GPS block codes are studied and designed. Then the new enhancement technique for image enhancement of low contrast images, PSO-CS hybrid algorithm and AHE-RWT is developed and it is compared with various techniques like classical PSO using MATLAB. This can be useful for medical image enhancement for optimal patient management.

Image enhancement is needed in the medical field for optimal patient management. MRI is capable of providing comprehensive and highly accurate diagnostic information, with the additional advantage of lack of harmful ionizing radiation. These properties make MRI the mainstay for the noninvasive evaluation of focal liver lesions. Like with other radiologic exams, the interpretation of a liver MR should be done in a by-patient fashion. The expertise of an experienced subspecialized abdominal MR radiologist is paramount to establish and maintain high-quality liver MR protocols, determine the appropriate indications for the utilization of hepatocyte versus extracellular contrast agents, and interpret MR studies; therefore, consistently yielding a correct diagnosis and ultimately setting the right path and pace for patient's management.



Dr. Prasad Janga
Roll No: PHD/ECE/1402/002
Branch: ECE

Research Topic:
***Improved Rapid Aes
For Secure Digital Images***

Exponential growth of internet and users lead to evolution of effective and efficient algorithms for secure transmission of sensitive data. AES being used in crucial applications like banking and encrypting on-line examination data, the data is to be processed fastly and transmitted securely. Keeping in view of these aspects, maximum permissible block size along with compatible a key size is considered. Bigger block size and minimum number of rounds makes the procedure faster. Internal operations of the algorithm are defined in such a way that the uniform histogram is generated as a resultant.



Dr. Anuradha Konidena
Roll No. - PHD/CSE/1302/001
Branch: COMPUTER SCIENCE

Research Topic:
***Exploring The Role Of Microbes & Pollens
As A Forensic Tool***

The discipline of forensic palynology uses the unique characteristics of pollen morphology and mode of dispersal to provide information on the provenance of a wide range of materials to which it adheres. The study of pollen and spores remains one of the least utilized disciplines of criminal investigation worldwide and particularly in India. Forensic palynological analysis may use pollen assemblages or pollen from specific species that has been obtained from crime scene materials. This project investigated the relative occurrence of pollen in top soil at varying distances from plants of six species (*Banksia attenuata*, *B. menziesii*, *B. sessilis* var. *cygnorum* - referred to in text as *Banksia sessilis*, *Acacia saligna*, *A. pulchella*, *Grevillea vestita*) that are found in bush land at Pachmarhi, in Madhya Pradesh. These plants use insects, small mammals and birds as transfer vectors for pollination and are commonly found in native bush land areas of Pachmarhi in Madhya Pradesh. This study was designed to identify the distance and percentage of pollen that can be found under and near each species, with comparisons discussed. Results will provide quantitative data useful for forensic palynologists conducting criminal case work to assist in understanding the importance/relevance of palynological evidence presented in court. This study has provided an understanding of pollen dispersal patterns for the six species in Western India. Although there have been a number of limitations and future research ideas identified and presented, the potential forensic application of the results obtained in this study for the six target species for casework in the state of Madhya Pradesh was found to be the most prominent for pollen analytic. Pollen analytic is seen as a largely palliative method but recent development in the analytical technique technologically has directed a move towards a greater use of quantitative interpretation. Use of new method allows more detailed information to be obtained from the pollen data and in turn widens the scope for use of this technique. It is often assumed that pollen analysis only inform on the terrestrial changes in vegetation, but these analytical development mean pollen data can be used to in per changes in climate human activity and societal development. This study outlines the range of contribution of pollen and microbes that can make the forensic investigation an authentic tool for revealing the crime before the court of interest.



Dr. Vivek Chauhan
ROLL NO. -PH.D./BT/1401/007
BRANCH- BIOTECHNOLOGY

Research Topic:
***“Design And Performance Analysis Of Low Power
AHB DMA Controller”***

DMA (Direct Memory Access) Controller is used to transmission of data from Memory Side to peripheral side and peripheral side to memory side with keeping CPU free during data transmission. AHB (Advance High Performance Bus) is a new generation of AMBA bus which is intended to address the requirements of high performance synthesizable designs. It is a high-performance system bus that supports multiple bus masters and provides high-bandwidth operation.

Power consumption and power-related issues have become a major concern for most designs. The primary method used for reducing power has been supply voltage reduction, this technique begins to lose its effectiveness as voltages drop to sub threshold voltage range and further reductions in the supply voltage begin to create more problems than are solved. In this work a new approach to the synthesis problem for finite state machines with the reduction of power dissipation as a design objective.

AHB DMA Controller is designed which can work on full duplex mode. It has separate FIFO for date transfer and data receiving section. Both Tx and Rx function can be performed simultaneously. Also Power Consumption is reduced by using decomposition technique. The Decomposed technique leads in a 31.15% average reduction in switching activity of the state variables.



Dr. Chetan Sharma
Roll No. - PHD/ECE/1401/003
Branch: ECE

Research Topic:

***“Unemployment In India: Problems And Prospects
In Post Reform Period
(with Reference To Greater Noida Region).”***

The Formal Technical Education started in India during 19th Century. During pre-Independence period so may milestones were set in Indian Education System like appointment of the Indian Universities Commission in 1902, issue of the Indian Education policy resolution in 1904 and the Governor General s policy statement of 1913 stressing the importance of Technical Education, the establishment of II Sc. in Bangalore, Institution for Sugar, Textile and Leather Technology in Kanpur, N.C.E. in Bengal in 1905 and Industrial schools in several provinces. Significant developments include: Constitution of the Technical Education Committee of the Central Advisory Board of Education (CABE) of 1943; Preparation of the Sergeant Report of 1944; and Formation of the All India Council for Technical Education (AICTE) in 1945 by the Government of India. During November 1945 based on the recommendations of CABE, the AICTE was formed by Govt of India. The basic purpose of forming AICTE was to have centralised control over all technical education and for further educational development in India. The growth of industries in the country, just after independence, also demanded the need for qualified professionals in other fields, such as Business Management, Architecture, Hotel Management, Pharmacy etc. Although the diverse elements of Management such as Commerce, Economics, Finance, Psychology and Industrial Sociology were being taught for a long time, the need for Management Education in a formal way was felt in India only in the fifties. The Government of India decided in 1954 to set up a Board of Management Studies under AICTE to formulate standards and promote Management Education. Other major initiatives taken in Management education include: setting up of the Administrative Staff College of India at Hyderabad in the late fifties, National Productivity Council and Indian Institution of Management in the early sixties.



Dr. Rubee Singh

Roll No. - PHD/MGT/1302/018

Branch: MANAGEMENT

Research Topic:

***Security Issues in Mobile Wireless Body Area Network
with Secured Solutions***

When a Body Sensor Network (BSN) that is linked to the backbone via a wireless network interface roams from one coverage zone to another then in between wireless-body-area-networks (WBAN) interference created, which can cause serious throughput degradation and energy waste. When a wireless body area network become mobile then problem arises of inter process interference A necessity appears for efficient WBAN monitoring information extraction, high spatial reuse, dynamically fine tuning the monitoring process to suit the data quality, provision for allowing the translation of high-level requirements of medical officers to low-level sensor reconfiguration. Issues related to security and possible solutions must be taken in the research. Study brings out that the current proposed solutions in security are still having limitations needing further research. This thesis proposes an optimized BSN handover strategy. RASS (Real-time Accurate & Scalable System) and VMISO (Virtual Multiple Input Single Output) system implementation in WBAN, and procedure to maximize the network throughput by jointly selecting stable routes and assigning channels avoiding inter- and intra-flow interferences based on mobility prediction. Some of the issues are addressed in WBANs, in which the critical issues need to be solved are energy saving and security along with inter-WBANs interference. To evade the inter-WBANs interference along with the control the transmission power on WBAN system, this paper presents a cooperative based power control game algorithm which is utilized with the social interaction information model. In order to manage the WBAN with the security measures to transmit the patient data throughout the system an Elliptic Curve Cryptography (ECC) algorithm is used for authentication before initiating the transmission. The performance of the proposed approach is evaluated along with the increased number of nodes while the occurrence of an interference problem is also rigorous.



Dr. Manisha Mittal

Roll No: PHD/ECE/1201/001

Branch: ECE

Research Topic:
***Text and Audio Steganography
Using Soft Computing***

Security of information has been always a critical issue but now days due to easily available broadband services and reach of mobile phones to almost each and every hand, information sharing over the internet has been increased and the challenge related to security of these digital data over the network has also been increased. Many techniques are used to secure the valuable data over the common network and steganography is one of them. It is a technique used to conceal a secret information within a normal appearing cover media in such a way that the existence of the message could not be noticeable to an unwanted person i.e. it makes the secret message invisible for any unwanted recipient. If any suspicion arises about the presence of message in the cover media then, the purpose of steganography fails. As we are dealing with digital steganography so, we are taking audio file as a cover media and text message as secret information to be concealed in a cover audio file. When the secret information is embedded in the cover file it creates noise in it, but as we know the HAS cannot detect the sound less than 20Hz or greater than 20000Hz, we have exploited this fact in our steganography procedure. To make our steganography algorithm more secure, here we are encoding the secret data within a cover media using ASCII code after that GA has been applied in order to get an optimized position to hide the data in the audio samples and then the LSB algorithm is used to embed the secret information within the samples of the audio file.



Dr. Amba
Roll No. -PHD/CSE/1401/001
Branch: COMPUTER SCIENCE

Research Topic:
***“Phycoprospecting Of Diatom Algae for Neutraceuticals,
Biofuels And Phycoremediation.”***

Isolation, Identification and characterization of native diatom isolates. Screen native diatom isolates for bioactive compounds. Optimize growth and lipid production, to study the effect of optimized growth conditions on EPA and Fucoxanthin production in selected diatom isolates. Study the effects of nutrient enrichment to trigger diatom growth in polluted water bodies to control eutrophication. To collect samples from the marine and fresh water habitats to isolate and identify diatom algae using morphological and molecular techniques. To screen diatom isolates for bioactive compounds. To optimize the growth of selected diatom isolates with respect to temperature, pH, major nutrients (N, P and Si), and salinity, To study the effect of optimized conditions on total lipid, EPA and Fucoxanthin production. To explore the ability of diatom isolates to grow in urban waste water. To optimize the nutrient enrichment techniques for diatom growth in eutrophic water bodies and study lipid production.



Dr. M. Thomas Kiran
Roll No. - PHD/BT/1402/005
Branch: BIOTECH

Research Topic:
***“Information Warfare: Emerging Arena For
Future Conflicts”***

The Topic of this Thesis is “Information Warfare: Emerging Arena for Future Conflicts.”

Information warfare is formally defined as “Actions taken to achieve information superiority by affecting adversary information, information-based processes, information systems, and computer-based networks while defending one’s own”. The objective of IW is to attain a significant information advantage that enables own forces to quickly dominate and control the adversary.



Dr. Premjit Singh Panesar

Roll No. - PHD/ECE/1401/004

Branch: ECE

Existing literature on the subject reveals that IW is becoming more relevant in modern times. IW is relevant both during peace and war. The offensive IW actions have a capability of hiding the source which provides deniability to the offender. This is making IW a favorite tool in the hands of governments. IW tools have a low cost of implementation. This makes it popular amongst rogue states, non-state actors and hackers. Also cell-phones and social networking sites are providing new tools in the hands of the populace to wage wars against oppressive states as revealed in the Arab Spring. Most governments are evolving their IW doctrines and strategies. As the term “warfare” is being seen as politically incorrect, therefore the concepts of Information Operations are being promulgated more instead of IW. Governments are trying to build a consensus on internationally acceptable laws which could govern Information Warfare as no rules of engagement currently exist. Therefore it is important to understand the tenants of IW, current trends and emerging technologies, evaluate their influence on future conflicts and recommend measures to exploit its full potential.

Research Topic:
***Assumption Of Social Mobility Research In India:
Thae Case Study Of Occupational Status.***

The study of social mobility enables us to assess the extent to which a given society is “open”. Addressing this issue is particularly crucial in our democratic societies, where it is expected that the place of individuals in society should no longer be determined at birth, but rather by individual quality. Social mobility is highly dependent on the overall structure of social statuses and occupations in a given society. The extent of differing social positions and the manner in which they fit together or overlap provides the overall social structure of such positions. Add to this the differing dimensions of status, such as Max Weber's delineation of economic stature, prestige, and power and we see the potential for complexity in a given social stratification system. Such dimensions within a given society can be seen as independent variables that can explain differences in social mobility at different times and places in different stratification systems. In addition, the same variables that contribute as intervening variables to the valuation of income or wealth and that also affect social status, social class, and social inequality do affect social mobility. These include sex or gender, race or ethnicity, and age.



Dr. Vishal Mahajan

Roll No. – PHD/SOC/1402/001

Branch: SOCIOLOGY

Research Topic:

***Hr Practices In Context Of Public Grievances
For Indian Rural Areas A Study Based On
-[BSES (Rajdhani Power Ltd)] (South Delhi).***

“HR Practices in context of public Grievances for Indian Rural Areas, A Study based on BSES Rajdhani Power LTD. (South Delhi)”.

The problem provides an in depth review of the HR Practices in context of Indian rural areas. BSES Rajdhani power LTD has been chosen for this study. It approaches public grievances held by BRPL. This topic is selected to analyze the problems facing by the public for billing and various purposes and how these grievances can be resolved. My study covers eight villages of south Delhi. Tehkhand Village, Tughlakabad Village, Badarpur Village, Tigri Village, Khanpur, Sangam vihar, Pul Pehladpur Village, Deoli Village.

Power is a subject in the concurrent list and it is the responsibility of both the Union and State Govt. to make the power sector efficient, robust and financially viable. Reform in Power Sector took place in Xth Five Year Plan. In July, 2002, BSES Delhi became a private sector and, power distribution business had been transferred to BSES- Rajdhani- Power- Ltd (BRPL) and BSES- Yamuna- Power- Ltd (BYPL). Both BRPL and BYPL provide electricity to approx 28.34 lacs customers of Delhi. BSES provides exposure to latest technology for his employees. BSES provides world class management practices. IT provides Multifunctional skills to its employees. BSES provides good training for Customer relationship management. It provides exposure to regulatory, legal and contractual aspects of business. It provides fast track growth to its employees.



Dr. Rekha Kumari
Roll No. - PHD/MGT/1302/016
Branch: MANAGEMENT

Research Topic:

***“Application Of Graph Theory To Computer Science
In Big Networks For Big Data”***

This research Entitled “Application of Graph Theory to Computer Science in Big Network for Big Data”, is a novel and innovative idea of interdisciplinary, application of Mathematical foundations of Computer Sciences, Graph Theoretic Mining Approach to Computer Science Big Networks for Big Data for Network Analysis regarding Security and Privacy concerns.

Major contribution of thesis is formulation of a mathematical graph model using Graph Mining and validated on various computer science case studies and considerable satisfactory empirical results were obtained for security and privacy metrics. The present research work attempts to applying Graph Mining Mathematical Model for Big Data Network Analysis for technology transfer to extension of Big Data Social Media Analytics.



Dr. Rama Krishna Kollimarla
Roll No. PHD/MATH/1402/001
Branch: MATHEMATICS

Research Topic:

***“Adsorptive Removal Studies Of Lead, Mercury
And Chromium From Aqueous Solutions By
New Modified Adsorbents”***

Our water resources are limited and hence, water treatment and recycling methods are the only alternate for getting fresh water in the coming decades. Therefore, there is a great need for the development of a suitable, inexpensive and rapid waste water treatment techniques and reuse or conservation method in the present century, in the study we have prepared potential adsorbents modifying the agro waste namely date palm trunk. The date palm trunk carbonized by concentrated H_2SO_4 has been utilized for adsorptive studies of $Cr(VI)$.



Dr. Meenakshi Pandey
Roll No. –PHD/CHM/1201/003
Branch: CHEMISTRY

**M.PHIL DEGREE AWARDED
2017-18**

Introduction of Master of Philosophy

M.Phil. or Master of Philosophy is a Postgraduate Academic Research Degree Course. It is an advanced research degree with the prerequisites required for a Master of Philosophy degree making it the most advanced research degree before the **Doctor of Philosophy**. It studies about the nature of man and ideas in context to a certain field of study. Philosophy is a comprehensive system of ideas about human nature and the nature of the reality we live in. Master of Philosophy (M.Phil.) is taken after completion of the Master's Degree. This can include course work as well. Master's Degree in Philosophy is offered by Noida International University in a wide variety of subjects. Noida International University offers M.Phil. degrees mostly in the streams of Education, Science, Management and Humanities. Noida International University offers enrolment in their integrated M.Phil-Ph.D program and M.Phil. degree holders are usually exempted from doctoral coursework requirement.

Neetu bhati

MPH/ENG/2016/002

Research Topic:

***Making Of The Hero; A Critical Study Of The Trilogy
(the Village, Across The Black Waters,
The Sword And The Sickle)
Of Mulk Raj Anand***

Mohammad Aslam

MPH/PHY/2016/001

Research Topic:

***A Study Of Thermo-elastic Properties Of Various
Minerals At High Temperature***

Neetu bhati

MPH/ENG/2016/002

Research Topic:

***“Management Of Paramedical Education
In India”***

Varsha Jain

MPH/BT/2016/002

Research Topic:

***Studying The Defense Response Of
Brassica Juncea Against Aphid Infestation***

Pooja Singh
SEMP-1505001

Research Topic:

***“A Study On Litracy Level Of Muslim Girls
In Uttar Pradesh”***

Sonia Bhati
MPH/ENG/2016/001

Research Topic:

***Feminist Elements In George Bernard Shaw's Trilogy
(Arms And The Man, Candida And Saint Joan)***

Taruna Gupta
MPH/BT/2016/001

Research Topic:

***Molecular Characterization Of Begomovirus
Infecting Cotton And Habiscus Plants In India***

Ashish Upadhyay
MPH/MT/2016/001

Research Topic:

Particular Significant To Queqeing Waiting Lines

Research Activities 2017-18



The world's brightest minds in Supply Chain Management (SCM) researchers and academicians met with industry leaders and scientists at Global Summit, “Research in SCM for Innovative Technologies -Driving Future Business” 10-11 October 2017, and discussed the most recent innovations, trends, technologies and concerns, practical challenges encountered and solutions adopted in the field of SCM as with Globalization and outsourcing the industries and business updated with the latest technology to become least expensive yet offering the best quality.

The event was organized by Noida International University (NIU) in association with Indian Institute of Material management, in partnership with other agencies, and with the participation of more than 50 leading companies and academic and research institutes

In today's context of Indian economy and in the atmosphere of uncompromising global competitiveness the scope and role of Supply Chain Management are of paramount importance. To appreciate the need for SCM Technologies, Companies are looking to manage their logistics and global supply chains more efficiently while preparing for future growth. Supply chain technology trends are continuously shaped by new business areas, production methods, outsourcing strategies, workflow changes, environmental impacts, globalization etc., just as much as by new technologies, platforms and communication standards. The future of supply chain demands high level commitment to make a difference to critical world issues such as universal access to healthcare, the global distribution of food and environmental sustainability. Supply chain leaders and their teams continue to demonstrate that social and environmental sustainability can also be a pillar of profitability.

The Programme was started by the welcome of the dignitaries and delegates by Dr D.K.Chauhan. In opening sessions JIT technique of Japanese Industries and business to cut down the cost and time involved in making available the right quantity in right time with least cost of packaging and processing in 1970 to 1990 which later named as value chain or Kaizen explained by Vice chancellor NIU Dr K.K.Devan.

Honble Pro chancellor Dr. Vikram Singh of NIU gives the ideas for best supply chain management system. He speaks about the transportation, time management and satisfaction of users Chief guest Shri V.S Verma, member of Central Electricity Regulatory Authority Commission Gov.of India, shared his views and valuable experience of thermal and hydro power plant engineering and guest of honour Dr

Ravindra Aggrawal, Additional Director Health sector, Gov. of India shared how to Minimize the bio waste and its management

Further day session was filled with lots of information and knowledge of sustainability in SCM through vendor partnership by Partha Bhattacharya GM CESC Kolkata, Government financial rules & CBC guidelines by Dr M K Bhardwaj –Chairman BOS-IIMM and Supply Strategy & Supplier relations by Dr C Subbakrishna - Former National President IIMM followed by distinctive award ceremony with best CEO award to Mr Gopal Saxena Director M/S BSES, Best chairman award to Mr Ageet Kumar, Sr Manager BSES, Corporate Excellence award to Mr Briges Kumar, Sr Vice President BSES, Best MSME award to Mr. K.P.Singh of M/S Vividh Packaging Industries, followed by Best Director award to Dr D.K.Chauhan, Director Technical NIU and Best Researcher award to Dr Abhilekha Sharma, Associate Professor, NIU

Parallel session were running with the scholars presentations in the various aspects of SCM

Day 2 session started with the shower of knowledge by Mr Ashok Das Gupta, first National president of NPCL followed by E-Procurement ensure transparency & efficiency by Shri T G Nand kumar –GM Tata Energy Research, Scope of SCM in development of Yamuna expressway area by Shri Shailendra Bhatia, chairman of Yamuna expressway Authority, Modern Procurement Challenges & Trends by Shri V K Jain – Former Managing Director, Air India and Impact & features of GST by Dr. Aman Aggarwal – Dean, Indian Institute of Finance

“The Summit was intended very infancy, encouraging active collaboration among the participants and the speakers. Panel discussion was filled with lots of possibilities and opportunities to provide even greater benefits in term of process efficiency and cost savings via SCM

Lecture on Intellectual Properties by Karnika Seth

Dr. Karnika Seth is an internationally renowned cyber law expert & is the Founding Partner at Seth Associates. Dr. Seth is also the Chairperson of Lex Cyberia at Seth Associates, the World's first integrated cyber laws research, forensics and legal consulting center. Dr. Seth is recognized as the only cyber lawyer with a doctorate degree in cyber law in the world. Dr. Seth has been consistently ranked by global business community as topnotch cyber lawyer, an IT Expert & a prolific author, policymaker & educator. Her contribution to growth & development of cyber laws internationally and in India is widely acknowledged in the corporate world and by International organisations. She has been empanelled as a member of the Working Group of International Corporation for Assigned Names & Numbers (ICANN) formed to design the Policy framework impacting global domain registration services. She is also the India representative at the Working Group Consultations and ICANN discussion forums. She is part of expert panel of UNICEF working on children safety in the online world and actively associates with International Centre for Missing and Exploited Children (ICMEC) in its cyber awareness activities in India. She is also associated with the International Telecommunication Union's initiatives and is a member of the global cyber security forum. Her expert views on cyber safety have been solicited by United Nations International organisations and also by the Parliament and the Ministry of Information Technology for strengthening the cyber laws in India. She has spoken at more than 1000 seminars, conferences and workshops and has authored several books, e-books, white papers, legal toolkits, policy documents and Internet Exchange of India and represents the Office of Comptroller of Certifying Authorities constituted under the IT Act, 2000. In 2013, she was appointed as legal expert to represent Indian Government in the panel formed to advise on objections to ICANN's suggested new gTLDs. She has been consulted by the University Grants Commission of India, IGNOU, National Law school, India and other reputed educational institutions for formulation of cyber law education courses in India.



Speaker : Dr. Karnika Seth
Founding Partner & Head,
Corporate & Cyber Laws Practice
Chairperson, Lex Cyberia

Key Points of the Talk:

- Different types of IPR-Trademark, copyright, patents, design
- Copyright and rights flowing therefrom
- Licensing and assignment of copyright
- Quoting and referencing literary works
- Few cases pertaining to copyright infringement
- Remedies-civil and criminal.

Expert Lecture by Dr D K Chauhan

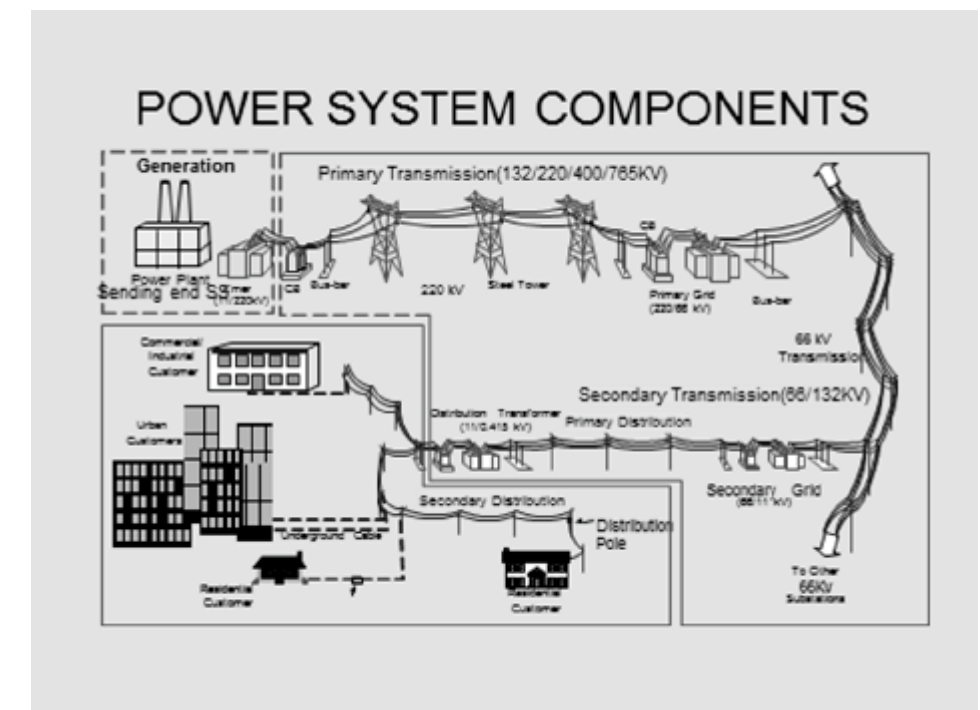
10th April 2018



“INDIAN Power Sector IT-Scenario”

Power: The Building Block of Economy: Electricity- the most imp. Infrastructural input in the dev. & growth of economy. Consumption of electricity- imp. Index of advancement of the country & standard of living. Economic growth rate of 8-9% on a sustained basis is necessary for us to catch up with the rest of the world.

“It is left for imagination to look for more IT applications to improve the Distribution system efficiency at large to make the power sector: A REALLY POWERFUL SECTOR”



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Sr. No.	Applicant	Inventor	Patent	File No.
1	Dr Abhilekha Sharma	1. Dr. Abhilekha Sharma 2. Ms. Preeti Rajput	Novel Amite Analogues	201811017954
2	Dr D K Chauhan	1. Dr D K Chauhan 2. Ms. Aarti Kalra	A Method For Preparation Of Cotton Grass Fiber Based Epoxy Composite And A Product Thereof	201811020104

ADMISSIONS

Ph.D./M.Phil

Applications are Invited

Management/Engineering/
Mass Comm./Law/Liberal Art
Education/Sciences
Fine Arts/Health Sciences.

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