



3.4.6 - BOOKS AND CHAPTERS PUBLISHED & PAPERS IN NATIONAL / INTERNATIONAL CONFERENCE - PROCEEDINGS



PART IV

2020 - 2021

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Name of the Teacher	Dr KVR Rajandran
Title of the Book- Chapter Published	Training and Development for Competitive and
	Dynamic Environment
Year of Publication	2021
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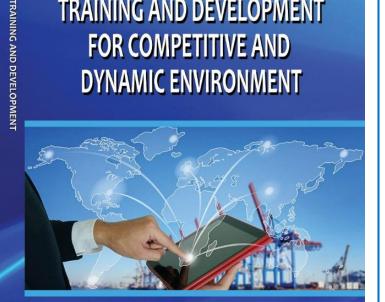
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Biography of the Author

Prof Dr KVR Rajandran has vast experience in

Industry and academic sector. He has worked as electro mechanical engineering for 28 years in aviation industry and 15 years in Academic sector. During his tenure he was an operation logistics trainer for ground flight engineers, pilots and ground crews. As a aircraft specialist has travel to Australia, Indonesia, Philippine and Thailand to support the flights' operation. In academic sector he has a Ph D in Management Studies, Post Graduate Degree in MAHRD (USA) and MBA (India) and Under Graduate Degree BET-(Australia). He is teaching in Department of Management Studies in PMIST-Vallam Tamil Nadu. He handles courses like Human Resource Management, Training and Development, Integrated Marketing communication, Business Analytics, Entrepreneurship Quality Management and Research Methodology. He has published numerous research papers in reputed SCOPUS and Web of Science Index journals. He has participated in numerous International and National conferences.

TRAINING AND DEVELOPMENT FOR COMPETITIVE AND **DYNAMIC ENVIRONMENT**



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Dr. KVR Rajandran

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HOLISTIC BUSINESS ENVIRONMENT IN CORONA PHASE



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Year of Publication	2021
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Holistic Business Environment in Corona Phase

BEHAVIORAL BIASES ON INVESTMENT DECISION MAKING

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Abstract

1

Fundamental difference of behavioral finance from traditional finance is the recognition of investors' irrationality. The study aims to find the behavioral biases, which influence investors decision making Disposition effect and herd behavior were the chosen behavioral biases for this study. Study also intends to find the influence of demographic profile on the behavioral biases. Results of the study indicated that beh disposition effect and herd behavior did have influence on investment decision making. Demographic profile of the investors influenced disposition effect but it did not influence the herd behavior. Keywords: Behavioral bias, Disposition effect, Herd behavior, Investment decision making

Introduction

Any decision-making process requires, appropriate use of mental and financial resources, to acquire and process information. In an attempt to make quick and easy decisions, individuals tend to deviate from rationality, or what is required for a standard decision-making process when he or she is rational. These decisions are termed biases. Thus, biases are systematic errors or offshoots of constraints that individuals themselves place on resources, like time, cost or capacity, to process the available information about his or her surroundings. In another sense, they are shortcuts that help in conserving time and energy in the process of decision making.

According to Welch (2000), and Hirshleifer and Teoh(2003), it is a mutual imitation leading to convergence in action space. It is also said to be the patterns of behavior, that are clustered or correlated across individuals by interaction, where the incentive to adopt a behavior increases with the number of previous adopters (Kim and Pantzalis 2007, Welch, 2000). Further, human being are social beings and hence they have inherently a strong belief in group behavior. When in an unpredictable environment, he or she considers that his or her personal security would be better off and even enhanced through cooperative behavior. Skyrms (2004) and Richerson and boyd(2005), opine that it is the

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Name of the Teacher	Dr.J.D.Aarthi Dhakshana
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Year of Publication	2021
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Holistic Business Environment in Corona Phase

IMPACT OF ECONOMY ON AUTOMOBILE INDUSTRY SALES IN COVID PANDEMIC WITH SPECIAL REFERENCE TO PASSENGERS CARS

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Abstract

All over the world, Coronavirus pandemic has extensive economic impacts and due to the openness of the Indian economy; it does have an impact on companies which is in Indiaespecially car plants. In fact this pandemic has crippled European demand for vehicles, without doubt its entire supply chain as well. The outcome of this pandemic is the hard truth that there was no one to make or something is available to make. This has a strong impact on manufacturers and the suppliers have closed their productions for operational as well as hygienic reasons. However, this does have a very big effect on the economy as a whole, as the car industry is a cornerstone. The paper reveals the impact of Covid and together with the impact of the automobile sector, Post challenges & the potentials for growth in the Indian automotive industry.

Introduction

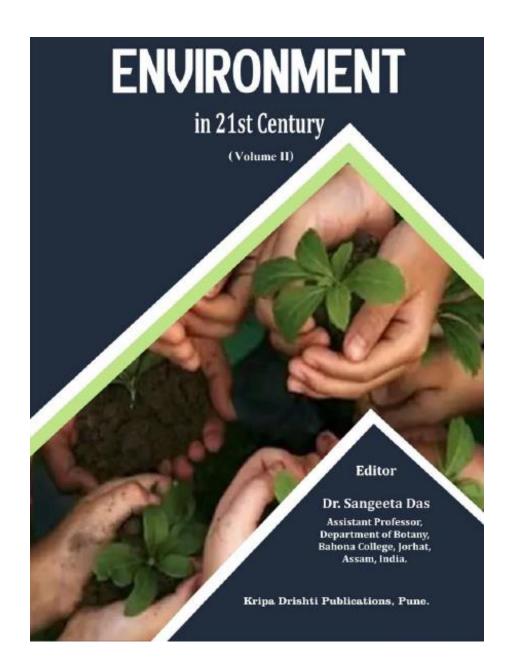
The Covidpandemic was faced by all countries of the world, which damaged all countries around the globe as well as economies of Asian countries. Many of the countries have included restrictive measures that may have delayed, paralyzed, and even blocked the economy. Among Asian countries, Indian economy can be predicted to weaken, exclusively due to the delayed response to the present situation. Because of this specific reason, a recession can be predicted in the end of 2021 not only in India but also in European countries. The Indian economy is most likely to be damaged. Schools facilities and schools in India were gradually closed because of the spread of COVID pandemic. Not only school, all retail outlets were locked, except for food and drugstores, which generate the household services sector to be completely locked. (restaurant, recreational sports, cultural, etc.) These are the Zones which had very bad impact on its business due to this pandemic. Deliberately, self-employed people, who did not have the convenience to buy different various consumables, were struggled to keep up with their business. As a result, they closed their business.

There was a big dip in all statistics that apprehend economic life, after the closure of shops, restaurants, and so on. Industrial production fell by retail sales by 40%, 20- 30% restaurants and hotels by 80%.

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Name of the Teacher	P.Mala
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Title of the Paper / Title of the Proceedings of the Conference	Environment and Human Population
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ISBN/ISSN Number of the proceeding	ISBN: 978-93-90847-57-0



Environment in 21⁴ Century ISBN: 978-93-90847-57-8 https://www.kdpublications.te

10. Environment and Human Population

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Abstract:

One of the key issues of the twenty-first century is environmental change. Despite all of their efforts over the previous few decades to repair the ecosystem, humans may only budge a few steps ahead, not up to an admirable extent. The COVID-19 plague is measured as the mortal disease of the century and the utmost dispute that mankind faced ever.

The spread of COVID-19 has enforced the world to stop the progress of all outdoor human actions on the peak phase in the reminiscences of the current population of this globe. This lockdown will perhaps be distinct in history eternally.

Nonetheless, this shutdown is a renewal of the Earth, atmosphere, and human health systems. But throughout the last few months, consequences of the COVID-19 plague have effectively improved the surroundings to a great coverage that ought to undeniably set an optimistic impact on universal atmosphere evolution. It will definitely change the actions of humans and the contiguous environmental system daily.

Keywords: Environment, Pandemic, Greenhouse gas, Economy, Water based epidemiology.

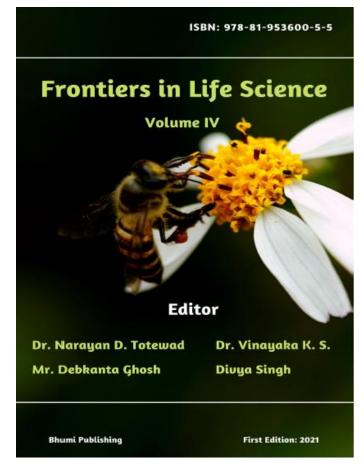
10.1 Introduction:

As the COVID-19 pandemic augmented exponentially across the globe threatening lives and uprooting the economy of cities and nations, it also had a major impact on the environment.

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Name of the Teacher	P. Mala
Title of the Book Published	Frontiers in life science
Title of the Paper /	Study the in vitro determination of Vmax and Km in
Title of the Proceedings of the Conference	enzyme activity
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STUDY THE IN VITRO DETERMINATION OF

Vmax AND Km IN ENZYME ACTIVITY

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Abstract:

The in vitro determination (in vitro = within the laboratory) of the kinetic parameters has been accomplished through certain methodologies that have been examined. The experiment enzyme activity using alpha-amylase is carried out for finding the values of the kinetic constants. The method to be applied is also mentioned clearly. The simple and easy process of determination is made via this experiment. Moreover, the requirements are cost-efficient and many trials are performed for getting actual values. Readings obtained from the observations of the experiment enabled to plot of the graph using methodology. The results gained are almost accurate since the method applied is highly productive. The readers who go through it will gain a perception regarding the kinetic parameters in-depth.

Keywords: Kinetic Parameters, Value determination, Lineweaver - Burk Plot

Introduction:

In natural chemistry, Michaelis-Menten energy is outstanding amongst other known models of compound energy. It is named after German organic chemist Leonor Michaelis and Canadian doctor Maud Menten. The model appears as a condition portraying the pace of enzymatic responses, by relating response rate, the grouping of a substrate S. Its equation is given by

Vo = Vmax . [S]/Km + [S]

This condition is known as the Michaelis-Menten condition.Vmax is a volumetric rate that is relative to the measure of dynamic catalyst present. The Michaelis steady Km is equivalent to the reactant focus at which rA=Vmax/2. Km is free of protein fixation yet shifts starting with one compound then onto the next and with various substrates for a similar catalyst.

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Name of the Teacher	Dr. K. Geetha, Dr. A. Ashokkumar, Dr. S. Kumaran,
Title of the Book Published	Handbook of Carbon Nanotubes – Springer
Title of the Paper / Title of the Proceedings of the Conference	Carbon Nanotubes in Regenerative Medicine
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Carbon Nanotubes in Regenerative Medicine

R. Krishnaveni, M. Naveen Roobadoss, S. Kumaran, A. Ashok Kumar, and K. Geetha

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Abstract

Carbon nanotubes (CNTs), one of the allotropes of carbon has many applications in various fields of science. This is attributed to the unique properties of CNTs such high tensile strength, thermal conductivity and electrical conductivity. In order to effectively utilize CNTs in biomedical applications, it is required to functionalize them with various components like acids, polymers, biomolecules

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Intelligent Technologies for Science and Engineering

Chapter - 19

BIOMATERIALS MATERIALS AND APPLICATIONS

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&

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<u>Abstract</u>

A biomaterial is basically a substance that is used and tailored for a medical application. The development of biomaterial application is not a novel area of science, having existed for approximately half a century. The study of biomaterials is called biomaterial science. It is a challenging field of science, having knowledgeable stable and strong growth over its history, with a lot of companies investing huge amounts of money into the growth of new products. There is a rising demand for novel biomaterials for the replacement and repairing of soft and hard tissues such as bones, cartilage, and blood vessels, decaying teeth, arthritic hips, injured tissues, or even whole organs. The major plan of biomaterial research is to discover the appropriate grouping of chemical and physical properties matched with tissues replaced in the host. It improves the excellence of life. On the rising number of people every year with rising demands on these materials with elevated potential connected to the quality of life arising from an aging people. Currently a day there is a growing search for novel biomaterials as the material requirements for difficult biomedical devices increases with the point. Several materials such as metals, ceramics, polymers, and glasses are being investigated as biomaterials. They are extremely valuable in different fields due to their brilliant bioactivity and biocompatibility. This paper includes a variety of eco-friendly biomaterials and their application in different fields.

Keywords : Biomaterials, Medicine, Sutures, Types and applications.

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Name of the Teacher	Dr. AR. Umayal Sundari
Title of the Book Published	Design and fabrication of evacuated tube collector based solar drier
Title of the Paper / Title of the Proceedings of the Conference	Design and fabrication of evacuated tube collector based solar drier
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Drying is a method of food preservation that works by removing water from the food crops which inhibits the growth of microorganisms. Solar heating systems to dry food and other crops can improve the quality of product by reducing wastage of seasonal surplus and fossil fuel. This book gives a brief introduction about drying mechanism, solar thermal technology, a short account on survey of various types of driers used for solar drying of agricultural crops. A brief account on evacuated tube collector and its working are discussed. A concise explanation on design and fabrication of indirect forced convection solar drier using Evacuated Tube Collector (ETC), is provided.

Dr. AR. Umayal Sundari, Associate Professor in

Dr. An. Umayai Sundari, Associate Professor in Physics, has nearly 15+ years of teaching experience. She has bagged several awards including Sushila Chaurasia Merit Award. She has served as a member of Programme Advisory Committee in framing syllabus for Polytechnic Colleges. She has delivered several lectures and invited talks on Renewable Energy

Umayal Sundari AR.

Design and Fabrication of Evacuated Tube Collector **Based Solar Drier**

Solar Thermal Technology



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