DRIVE   JANUARY 2013

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DRIVE

Guest Editor's Note:

Mr. Hiren Vakil, Management Consulting Professional, Mumbai

The New Breed of Leaders in the E-Commerce Era:

Technology is part of life and management and life is not only about technology. One man can make the difference and this man is larger than life and something comes into being or existence because of one man. This man is the leader.

Carly Fiorina, CEO, Hewlett Packard has said, "One reason I have put confidence in people is that every person can lead. Leadership isn't about a title, statistics, how to report your budget. It's having a positive impact". Carly Fiorina says that she has confidence in people because every person can lead, everyone has learnt from someone something and everyone has potential. Leadership is not about title, it is about leading, demonstration of skills, competencies that can be taught and instilled in others. Leadership is not about figures and statistics but having positive impact on people. It is the art and skill of influencing others. One can work on the skills to become a leader because one is not born with leadership skills as is assumed. It is acquired through learning.

Leaders are winners and winners are those who know their limitations but always focus on their strengths. But losers are people who know their strengths but focus on their limitations. Tom Peters, an American writer on business management practices, has said, "Trust, not technology, is the issue of the decade". The problems of human beings are the resultant of man becoming more materialistic. Man has everything except happiness and happiness is short-lived. The greatest risk of technology is that it becomes obsolete within a day. Spiritual gurus opine that it is mockery looking for happiness in materialistic things that have short shelf life. The latest technology has surpassed one's imagination but one has to work for success and happiness for technology cannot and will not help.

Warren G. Benis, an American scholar, has said,

"The most dangerous leadership myth is that leaders are born-that there is a genetic factor to leadership. This myth asserts that people simply either have certain charismatic qualities or not. That's nonsense; in fact, the opposite is true.

Leaders are made rather than born". Leadership skills are not inherent but one must work on one's skills to be something. A true leader has the confidence and courage to stand alone and make bold decisions. One has to have courage to take tough decisions. A leader has the courage and also compassion to listen to the needs of others. Such leaders are like the eagles which do not flock, but one sees them one at a time. Leadership is dealing with and understanding human beings. Intelligent Quotient will get the job but it is the Emotional Quotient that will get the promotion and a leader knows this quite well. Leadership is like a banyan tree – it cannot be explained or described in one word and in one perspective.

The whole concept of leadership can be summed in Anne M. Mulcahy, CEO, Xerox Corporation, words,

"When people ask me now how we made so much progress in so short a period of time, I don't have to think about the answer. I tell them that you have to have a good strategy, but it can be roughly right. And you have to have a good implementation plan, but it too can be roughly right. The critical component is the alignment of your people around a common set of objectives".

The essence of a true leader is:

Reward the gift of imagination, innovation and creativity – E.g. Dunkin Donuts; the American global doughnut company and coffeehouse chain and McDonalds; the world's largest chain of hamburger fast food restaurants.

Love what you do – This is best explained in the words of Oprah Winfrey, an American media proprietor, talk show host, actress, producer, and philanthropist, "Many things will catch your eye, but very few will capture your hear. Pursue those".

Pursue goals – Take the inch by inch approach and the words of Mac Anderson, the founder of Simple Truths and Successories, well explains this, "Dream big dreams, but never forget that realistic short-term goals are the keys to your success". Patience is bitter but the fruit is sweet. To be successful one should have realistic short term goals.

Focus on your priorities – Focus on the critical few, not the insignificant many. One should know the difference between things that are urgent and things that are important.

Develop a "Refuse to lose" attitude – Perseverance brings about success and glory. Walt Disney failed miserable four times in his attempt to live his dream. Henry Ford went bankrupt seven times while trying to launch Ford Motor Company.

Embrace humour, hope and optimism – Lean good habits. Aristotle, a Greek philosopher and polymath, said, "Excellence is an art won by training and habituation. We do not act rightly because we have virtue or excellence, but we rather have those because we have acted rightly. We are what we repeatedly do. Excellence, then, is not an act but a habit". If one forms good habits, good habits will mould and make one.

From the Chief Editor's desk:

Dress Code in College: To Be or Not To Be

To implement dress code in colleges has been a topic of hot debate and discussion across India. While some colleges have implemented dress code, others are yet to follow suit. The topic of dress code in India has set others thinking deep. Dress code brings about homogeneity that gives equal rights and opportunities to students irrespective of their background, dress and financial condition. Equality breeds patriotism in students towards their Alma Mater. Because college life in a crucial period in one's life, it should not become the place for discrimination and inequality because of a mere dress. It inculcates in the students the notion that college is a place for learning and acquiring knowledge and not flaunting one's riches or sense of passion.

It is surprising to note that some college students strongly believe that dress code should be implemented in colleges for which the reasons are varied. Dress code gives a sense of solidarity, togetherness, discipline, minimalism, unity and familiarity among the students. When students have the choice of wearing dress of their choice it definitely leads to chaos, instills complexes in students and brings in discrimination ultimately leading to an unhealthy environs that is not conducive to good mental health, overall grooming of personality and development. Thus it becomes a great barrier to progress and growth. Dress code instills in students the feeling of belonging to the same family and banner and this strengthens the bond with the college and among fellow students. The greatest advantage would be the unwavering loyalty and devotion that students have and that are a must for the further expansion of any institute. When students are given an opportunity to make a choice or a decision, they will learn to be responsible, which is very essential for happy and successful living. Hence students become more responsible and mature.

Without dress code there can be discord between students from rich families and students from poor families which can lead to the weakening of the

props of the big tree, the institution. In appropriate and provocative dresses can wreak havoc of great intensity that can shake the very foundation of the institution. Dress code also implies that an institution has a perfect control over the students which is very necessary for smooth and sound administration. It ensures that everything is in place and functions normally and without a hitch. It helps develop mutual love and respect for fellow students whereby dignity and esteem are maintained. It helps students to treat others with courtesy and dignity and this in turn fosters a better understanding and bond among the students.

While discussing the importance of dress code, one should take care the implementation does not become rigid and meaningless. Anything carried to the extreme can in the long run become cumbersome, illogical and lose its significance and relevance. Implementation of dress should take of freedom of the students and should conform to the comfort level for it is not about fashion, rigidity and uniformity; it is about identity and a decent code of conduct. Dress code also means treating college students like school children and not as mature and grown up adults who can look after themselves. This reduces their level of confidence and instills in them a sense of fear and uncertainty. It results in creating individuals who feel who are not well equipped to take decisions and carve out their lives and future. Moreover college students should be treated like adults and not told what to do or what not to do. It blunts their perception and decision making skills and reduces them to mere robots that are programmed to do things not out of choice but out of compulsion. Students should be self-taught and self-made and hindering their thought process would serve as a great barrier towards this end.

Human beings have their own and unique individuality and identity. But when dress code comes into force individuality and identity are suppressed which will serve a death blow to overall development and growth. Students learn through experimenting and exploring and students do experiment with their dress sense which is also learning in its own way. Dress code becomes an entity in itself, thus killing the originality in students. It is said that dress code inculcates a

sense of togetherness, but one should remember that college provides ample opportunities for working and exploring together, be it curriculum oriented activities or extracurricular activities. This would act as a better cohesive binding the students.

Given the liberty students would know to strike a balance between their choice of dress and maintaining a social décor. Having said that students should be taught to express themselves freely and establish their own identities. Students should be judged on how they perform academically, contribute to student community and societal welfare and how they evolve into responsible citizens and not by the dress that they wear. Researches and surveys carried out in this regard show that students fail to evolve into imaginative, creative, artistic and expressive human beings when dress code is implemented. It is because dress code gives them a sense of conformity and not a sense of belonging in the true sense of the word. Students merely comply with the rules and regulations with passiveness and this bears no desired fruit for it is does not come from the heart and hence has no passion.

Nevertheless, we, as a society, aspire to emerge as enterprising, creative, innovative, respectful, harmonious, disciplined, courteous, civilized appreciative, bold, courageous, …

And so the debate, Dress Code – To be or not to be –goes on. Each side has its own advantages and disadvantages. To bring about a solution is to have a balance between rigidity and flexibility and to have a median between what is proper and improper, what is decent and indecent and what is modest and provoking.

By:

Dr. Nikhil Zaveri

Director & Principal,

SEMCOM.

SEMCOM updates

Certificate Course:

A certificate course for duration of 30 hours on "Awaken the Leader Within" began on 22nd January 2013. The participants are the top 20 students from the first year and the coordinators are Dr. Kamini Shah and Mr. Sarvesh Trivedi. Guruji, G. Narayan, The Chairman, Emeritus of Excel Industries Limited, is the Speaker.

Management Conclave:

The annual Management Conclave was organized from 26th January 2013 to 28th January 2013. On 26th January 2013 many events were conducted like Alumni Meet, Techno fest, Faculty Symposium, and Ad Making Contest. Dr. Kamini Shah and Mr. Sarvesh Trivedi were the coordinators.

The IT faculty members coordinated Techno fest under which many competitions like Best Programmer, Best Flash Designer, Best Web Designer and Best Image Creator were conducted.

The coordinators of Faculty Symposium were Dr. Kamini Shah, Ms. Rina Dave and Mr. Abhishek Trivedi under which Faculty Research Paper Contest was organized. Twelve faculty members took part in the contest. The judges were Prof. I. C. Gupta, Education Management, UGC, and Mr. Sohil Pandya, In-Charge Head, Department of Computer Science, SVIT, Vasad, were the judges.

Ad Making Contest was coordinated by Dr. Preethi Menon, Dr. Vigna Oza and Ms. Hiral Patel and the judges were Prof. I. C. Gupta, Education Management, UGC, Mr. Priyesh Balakrishnan, Founder, Open Circle Communication, Ahmedabad and Mr. Praveen Mishra, Faculty, MICA, Ahmedabad were the judges. Twenty seven teams participated and the advertisement was on commercial services and products.

Elecon Best Business Idea Competition was organized on 27th January 2013 and the coordinators were Dr. Yashasvi Rajpara, Dr. Subhash Joshi, Mr. Renil Thomas and Mr. Abhishek Trivedi. Dr. C. L. Patel, Chairman, Charutar Vidya Mandal, was the President of the inaugural function and Mr. H. C. Shah, Vice President, Elecon Engineering Company Limited was the Chief Guest. Sixteen teams participated and the best seven business ideas were given cash prizes. The judges for the competition were Prof. I. C. Gupta, Education Management, UGC, Mr. Ashwin Parikh, Management Consultant, Ahmedabad, Mr. Praveen Master, Projector Director, Patel Travels, Ahmedabad, C. A. Roopin Patel, Practicing Chartered Accountant, Anand and Mr. Manoj Shah, Management Consultant, Baroda.

E-Biz Summit was on 28th January 2013 and Prin. S. M. Patel, Honorary Secretary-in-Charge, Charutar Vidya Mandal was the President of the inaugural function, Mr. Viral Raval, Senior Manager, Suzlon Energy Limited, Pune was the Keynote Speaker and Mr. Hemal Patel, CEO, Elitecore Technologies, Ahmedabad, was the Chief Guest. The speakers for the seminar were C. A. Roopin Patel, Practicing Chartered Accountant, Anand, Mr. Hiren Vakil, Management Consultant, Mumbai and Prof. I. C. Gupta, Education Management, UGC.

SEMCOM Premier League:

SEMCOM Premier League was inaugurated on 17th January 2013 the matches were played from 18th January 2013 to 1st February 2013. The different teams were Faculty Fighters, Staff Stormers, Alumni Attackers, MEB Bulls, BCom Indians, BBA Challengers, BCA Royals and ITM Warriors. The final match was between BBA Challengers and BCom Indians on 1st February 2013 in which BCOm Indians won the championship for the second time.

Book Review:

Mass communication and Society

- ## Compiled and edited by Sachin Bharti

Communication is as old as human race. Mass communication is a process of sending and receiving messages through mass communication vehicles or mass media. For democracy, media is the fourth pillar and India is the biggest democratic country in the world. India is now at the centre of information revolution. It has covered mass media from newspapers to audio visual aid. It has a dedicated chapter on the historical background, present scenario and future of different mass media. This book covers almost all related fields of communication and mass communication separately.

The content of the book can be divided into two broad categories: Communication and Mass Communication. We cannot ignore the effect of media on society and how society looks upon the media. The book also talks about the relationship between media and society. The book is written in simple and easy to understand language and readers can read and understand it easily without any difficulty. The difference between communication and mass communication by interrelating and their commonness is discussed in the book.

The chapterization of this book outlines what communication is, functions of communication in the organizational context, individual context, society and mass context, process of communication, and the typology of the same. Afterwards the mass communication details are considered such as elements, media types and functions. It also covers the details regarding the compulsion of communication, the need for communication, communication and societal relationship. The author has tried to be answerable as to how it helps in the growth of a developing country like India. It sketches out the models of communication. The author has explained how mass communication is used as a process of transmitting messages to large, anonymous and

heterogeneous masses and critically describes the mass communication effects on society. This would also help us to evaluate the trend whether the phenomenon of popular culture should be allowed to play important lives of the people today.

The book is very useful for learning as it is written in simple and easy language. The diagrams of different theories are also presented which would be a useful aid for understanding. The style is formal and the quality of the writing style is enhanced by using originality, clarity, and the correct use of technical words. The set of interrelation of communication and mass communication has been explained very clearly for our understanding.

The author uses explanation and analysis to present a subject or to clarify an idea about past trends of communication which were used to via gadgets such as radio, telephone, computers and emails and through cell phones. The new trend of text messaging is just written in a short description. The author could have emphasized to draw attention on new communication medium which are existing today rather than the older forms.

The impact of internet is the latest issue when mass communication is talked about, but the description of the same is ignored in the book. It is difficult for us to illustrate whether or not any conclusions drawn are derived logically from the evidence.

The author has concluded with the note that mankind has communicated in different ways down the ages. From smoke signals to etching drawings on cave walls and stone formations, the mode has shifted to written and spoken words in different languages sent through post, bird carriers and horseback riders. But now it has changed to internet which is the fastest mode of communication but this mode has taken over the life of young and adult generations which has to be discussed further. The curriculum in the schools has to be updated by teaching new literacy skills.

It is an appetizing collection that is worth dipping into any time. It is a recommended read for those who consider Mass Communication, as the most potent, and the farthest reaching of all communication. Communication plays an

important role in the transmission of culture from one generation to the next.

BY:

DR. PREETHI MENON

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Article:

Interests and Hobbies – Factors of Motivation

Introduction:

One of the largest obstacles teachers face in their classrooms is the lack of motivation on the students' part. This motivation is lacking in all areas of learning and academia, but writing in particular has been a problem. As a current student teacher, I have yet to have my own classroom, but I do spend three days a week all day in a high school language arts class. From my own observations and involvement, getting students to do just about anything like read or write, especially write, is like pulling teeth. Some of these students seem to have been infected with a kind of laziness that I never imagined could have existed; however, after further observation, I realized that even this pseudo-laziness goes deeper than that. The lack of student motivation in schools today depends on the lack of confidence and concept of self-worth in the student.

Defined by a dictionary, motivation may refer to the initiation, direction, intensity and persistence of behavior, or what 'drives' a person to do what they do. With reference to student motivation, it would mean what makes the students do their work, perform tasks, and in our specific case in writing, actually write. However, it goes deeper than that.

There is intrinsic motivation in which a student may undertake an activity "for its own sake, for the enjoyment it provides, the learning it permits, or the feelings of accomplishment it evokes". Then there is extrinsic motivation in which a student performs "in order to obtain some reward or avoid some punishment external to the activity itself," which may include stickers, grades or even teacher approval.

Self-Worth:

Timothy L. Seifert, author of "Understanding Student Motivation", defines self-worth and relates it to culture. He states, "The theory begins by postulating that people possess a sense of self-worth, and that self-worth is a critical dimension of

human functioning. Self-worth refers to the judgment one makes about one's sense of worth and dignity as a person. There is a belief in Western culture that self-worth is inherently connected to performance. People who are good at something are people who are worthy; people who are valued by others are good at tasks that are important. In the context of school, students who can get top grades (are smart) are deemed more worthy than those who do not do well".

In my own experiences as a student and also as a student teacher, I would agree. Self-worth is a very important and intricate piece of our development as an individual and when it comes to the sections of our life where we feel that performance is necessary, self-worth will come into question.

It seems that people tend to assume that student achievement is directly related to ability levels, and I am sure there is some truth to that, but even if the student's ability level is high while they simply do not believe they are able to complete a task, their achievement level will inevitably be low.

Motivation is not the only problem. Related to that is engagement. Engagement involves the students' active interaction with the learning process, and in this case, writing specifically. Motivation is the goal in order to have engaged students. This in turn affects three psychological variables of students: beliefs about competence and control, values and goals, social connectedness. As a result, engagement (resulting from proper motivation) either flourishes or fails.

"Students will not exert effort in academic work if they are convinced they lack the capacity to succeed or have no control over outcomes. They need to know what it takes to succeed and to believe they can succeed. Thus, the student who does not believe he or she can do the homework assigned will not attempt it; the student who believes he or she is incapable of passing the courses he or she needs to graduate will not exert much effort in class and may stop coming to school altogether.

Using Interpersonal Activities to Engage Disengaged Students, author Michelle M. Merwin, who had a problem with her own students not being

motivated or engaged, went right to the source (students) and asked them what they wanted or needed from their teachers. Some of the responses were:

"Do not blow off complaints and suggestions.

Learn our names.

Encourage instead of discourage.

Develop some type of personal relationship with us.

Avoid composing tests that look like they want us to fail.

Treat us as individuals.

Send us letters of encouragement for hard work.

Take a personal interest in me when I do not do well on an exam and try to help me do better.

Just show an interest in students and be aware of their feelings.

Care whether we pass or fail.

Acknowledge me when you see me outside of class.

Know little things about me — like my major, my hometown or whether I am an athlete".

Interest:

The interests and passion of the students are equally crucial and related to their concept of self-worth. If a student has a negative concept of his or her own self-worth, he or she may not express interest, or may somehow feel that his or her own interests are less important than others. It could be start for a teacher to get them reacquainted with their own interest and passions in rejuvenating their confidence, and this is a great start to motivate them.

In "Creating Lesson Plans Designed to Motivate Students", author Cynthia Desrochers, says that, as I suggested, student interest is a large factor in student motivation. She starts off by saying that students are motivated by their interests, and so motivation is heightened when they are getting to work on something that is relevant to them or

involves their choice or control over what they consider to be important elements.

At this point in a student's life, the ability to safely exert his or her own control is a way of letting them be expressive and learn freely.

Ann T. White of "Keys to the Might of Motivation" says that the principles of human motivation apply to all of us, regardless of our age, and that it is we learn when we have a reason. It is vital that students must see the information covered in the classroom as relevant to their own lives and just the same, it must be something of interest to them. She says, "They must see a connection between what they are learning in the classroom and their own goals. Teachers need to identify students' interests and assist them in developing creative projects that, once completed, will increase their self-esteem and motivation to learn more".

As a suggestion for a quick remedy that help the root of this problem, Karen Bromley and Penny

Powell, authors of "Interest Journals Motivate Student Writers", say that interest journals are simply a kind that students can write entries about whatever they want and not only do they write them, but later they read entries written by others students. They can be of any topic or interest. It is the student's choice. Bromley and Powell say,

"Students can voice opinions, clarify their thinking, ask questions, build on one another's ideas, and debate issues". Interest journals offer students opportunities to write persuasively as they try to change one another's minds and influence one another's actions.

This type of writing teaches them how to use evidence to support their arguments, which is a skill used later in life, but because they can make choices about what their entries are about, it makes them want to write about it. Students, no matter how young or old, like to be able to voice their opinions in a world where they may feel no one else is listening.

Rewards and Feedback:

Many seem to think that feedback automatically has to be something negative that only tells a student what they did wrong or what they should

change, but that is not true. Feedback that is positive or at least constructive (even if it is criticism) is one of the best resources we have to reinforce wanted behaviors.

White of "Keys to the Might of Motivation", states that "specific knowledge of results is an important factor for motivation". She says that when such feedback is not provided, the students may lose interest, which is a problem. The feedback should be regarding progress and mastery and it needs to be as immediate as possible. Furthermore, she instructs that the "information should be detailed, giving strengths and suggestions of how to improve". Even more importantly, it is best to write out comments instead of just assigning a grade.

Encouragement and Enthusiasm by the Teacher/Instructor:

Even though learning is at least partially in the students' hands and is their own responsibility, as a future educator I know that a lot of things that teachers do can directly affect how their students view writing and other tasks that need motivation. If a teacher is not modeling his/her enthusiasm for learning and/or writing or encouraging those that look up to her, the students may, and probably will, view it as something negative.

Teachers, who genuinely believe writing to be interesting and important, and also convey that attitude, encourage their students to value writing.

Encouragement in a step-by step process enhances motivation. Mutual respect and cooperation ultimate create more authority in the classroom than the authoritarian and condescending attitudes that have been modeled in the past".

BY:

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LECTURER,

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A Study on Impacts of Data Mining and Data Warehousing

INTRODUCTION:

Data Mining

Data mining is sometimes called data or knowledge discovery.

Definition: It is the process of analyzing data from different perspectives and summarizing it into useful information.

It is a powerful new technology with great potential to help companies focus on the most important information in their data warehouses.

Data mining software is one of a number of analytical tools for analyzing data. It allows users to analyze data from many different dimensions or angles, categorize it, and summarize the relationships identified.

Technically, data mining is the process of finding correlations or patterns among dozens of fields in large relational databases. [1]

Data mining, or knowledge discovery, is the computer-assisted process of digging through and analyzing enormous sets of data and then extracting the meaning of the data. Data mining tools predict behaviors and future trends, allowing businesses to make proactive, knowledge-driven decisions.

Data mining tools can answer business questions that traditionally were too time consuming to resolve.

Although data mining is still in its infancy, companies in a wide range of industries - including retail, finance, health care, manufacturing transportation, and aerospace - are already using data mining tools and techniques to take advantage of historical data. By using pattern recognition technologies and statistical and mathematical techniques to sift through warehoused information, data mining helps analysts recognize significant facts, relationships, trends, patterns,

exceptions and anomalies that might otherwise go unnoticed.

For businesses, data mining is used to discover patterns and relationships in the data in order to help make better business decisions.

Data mining can help spot sales trends, develop smarter marketing campaigns, and accurately predict customer loyalty.

Specific uses of data mining include:

Market segmentation - Identify the common characteristics of customers who buy the same products from your company.

Customer churn - Predict which customers are likely to leave your company and go to a competitor.

Fraud detection - Identify which transactions are most likely to be fraudulent.

Direct marketing - Identify which prospects should be included in a mailing list to obtain the highest response rate.

Interactive marketing - Predict what each individual accessing a website is most likely interested in seeing.

Market basket analysis - Understand what products or services are commonly purchased together; e.g., beer and diapers.

Trend analysis - Reveal the difference between typical customers this month and last.

Data mining technology can generate new business opportunities by:

Automated prediction of trends and behaviors: Data mining automates the process of finding predictive information in a large database. Questions that traditionally required extensive hands-on analysis can now be directly answered from the data. A typical example of a predictive problem is targeted marketing. Data mining uses

data on past promotional mailings to identify the targets most likely to maximize return on investment in future mailings. Other predictive problems include forecasting bankruptcy and other forms of default, and identifying segments of a population likely to respond similarly to given events.

Automated discovery of previously unknown patterns: Data mining tools sweep through databases and identify previously hidden patterns. An example of pattern discovery is the analysis of retail sales data to identify seemingly unrelated products that are often purchased together. Other pattern discovery problems include detecting fraudulent credit card transactions and identifying anomalous data that could represent data entry keying errors. [2]

Cignus Web Services is a leading Web Data Mining Company offers one of its kind data mining services which put into use concerted project management approach and focus completely on the processes right away. Its Data Mining services include:

Gathering data from websites into excel database.

Searching and collecting contact information from websites.

Using software to extract data from websites.

Searching online newspapers for information.

Extracting and summarizing stories from news sources.

Gathering information about competitors business. [3]

Data mining is frequently described as "the process of extracting valid, authentic, and actionable information from large databases". In other words, data mining derives patterns and trends that exist in data. These patterns and trends can be collected together and defined as a mining model. Mining models can be applied to specific business scenarios, such as:

Forecasting sales.

Targeting mailings toward specific customers.

Determining which products are likely to be sold together.

Finding sequences in the order that customers add products to a shopping cart.

An important concept is that building a mining model is part of a larger process that includes everything from defining the basic problem that the model will solve, to deploying the model into a working environment. This process can be defined by using the following six basic steps:
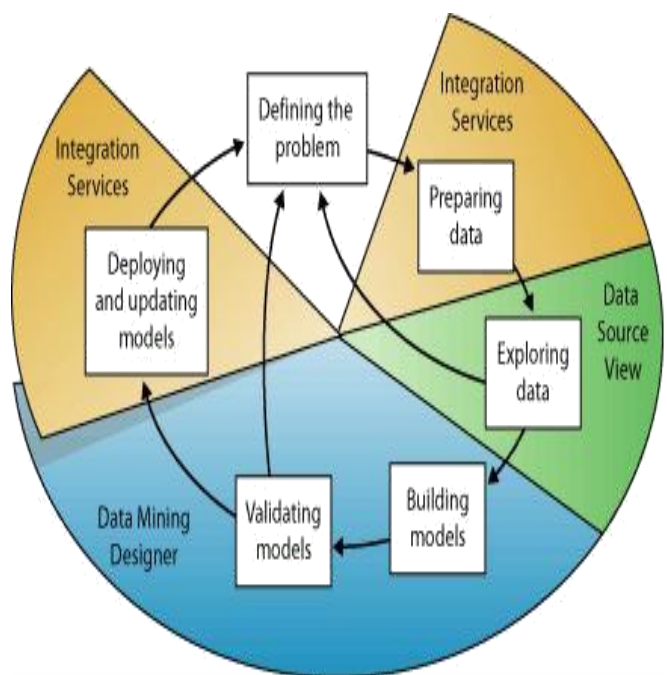
Defining the Problem

Preparing Data

Exploring Data

Building Models

Exploring and Validating Models

Deploying and Updating Models

The following diagram describes the relationships between each step in the process, and the technologies:[4]

How does Data Mining Work?

Data mining tells you important things that you did not know or what is going to happen next. That technique that is used to perform these feats is called modeling. Modeling is simply the act of building a model (a set of examples or a mathematical relationship) based on data from situations where the answer is known and then applying the model to other situations where the answers are not known.

As a simple example of building a model, consider the director of marketing for a telecommunications company. He would like to focus his marketing and sales efforts on segments of the population most likely to become big users of long distance services. He knows a lot about his customers, but it is impossible to discern the common characteristics of his best customers because there are so many variables. From his existing database of customers, which contains information such as age, sex, credit history, income, zip code, occupation, etc., he can use data mining tools, such as neural networks, to identify the characteristics of those customers who make lots of long distance calls. For instance, he might learn that his best customers are unmarried females between the age of 34 and 42 who make in excess of $60,000 per year. This, then, is his model for high value customers, and he would budget his marketing efforts to accordingly. [2]

Data Warehousing

Definition: A single, complete and consistent store of data obtained from a variety of different sources made available to end users in what they can understand and use in a business context.

A process of transforming data into information and making it available to users in a timely enough manner to make a difference.

Technique for assembling and managing data from various sources for the purpose of answering business questions.

A data warehouse is a relational database that is designed for query and analysis rather than for transaction processing. It usually contains historical data derived from transaction data, but it can include data from other sources. [5]

In 1993, the "father of data warehousing", Bill Inmon, gave this definition of Data Warehouse: A data warehouse is subject-oriented, integrated, time-variant, nonvolatile collection of data in support of management's decision making process.

➢ Subject oriented: Data is arranged by subject area rather than by application, which is more intuitive for users to navigate.

➢ Integrated: Data is collected and consistently stored from multiple, diverse sources.

➢ Nonvolatile: The data is static, one version of the truth regardless of when the question is asked.

➢ Time variant: Allows for access to and analysis of data over time, rather than typical systems which generally provide just detailed current information

The purpose of data warehousing is:

➢ Realize the value of data!!
 • Data/information is an asset

 • Data/information can be sold

 • Methods to realize the value (Reporting, Analysis, Data Mining, etc.)

➢ Make better decisions!!
 • Turn data into information

 • Create competitive advantage

 • Methods to support the decision making process, (EIS, DSS, etc.) [6]

Sources of Information (Survey)

In this research paper, we have used secondary source (online survey references) to examine the Impact of Data Mining and Data Warehousing.

I. Healthcare related data mining is one of the most rewarding and challenging areas of application in data mining and knowledge discovery. The challenges are due to the datasets which are large, complex, heterogeneous, hierarchical, time series and varying of quality.

Chen and Chang tried to predict and analyze the most commonly-seen skin diseases and their symptoms. In this study, it is focusing on the relationships of the symptoms and disorders to find important factors and rules that affect skin disorders. Three stages are involved in the modeling construction analysis. The first step includes data collection and pre-processing, producing training data and analyzing variables. The second stage involves five experiments, decision tree model, artificial neural network model, a combination of decision tree and artificial neural network model, decision tree with sensitivity analysis and artificial neural network with sensitivity analysis. The last stage presents comparisons and explanations of each various model. The goal of this study is to focus on six major skin diseases and their symptoms. These six types of common skin disorders are Psoriasis, Seborrhea Dermatitis, Lichen Planus, Pityriasis Rosea, Chronic Dermatitis and Pityriasis Rubra Pilaris. This study uses authentic database in a case medical institute as its research subjects, and then compares the different classification results of data mining when applying decision tree and artificial neural network. It was found that the accuracy of the predictive models in the five experiments was as high as 80% and artificial neural network had the best accuracy. [7]

II. Survey: Data Miners Reflect on Their Work, Tools and Challenges [8]

Rexer Analytics recently released results from its 2010 survey of 735 data miners from 60 countries who were asked a series of 50 questions regarding their work, their favorite tools and their biggest challenges.

Highlights included:

Fields and goals: Data miners work in a diverse set of fields. CRM/Marketing have been the No. 1 field in each of the past four years of the survey.

"Improving the understanding of customers" and "retaining customers" were identified as goals by most of the data miners surveyed.

Algorithms: Decision trees, regression and cluster analysis continue to form a triad of core algorithms for most data miners. However, a wide variety of algorithms are being used. This year, for the first time, the survey asked about Ensemble Models, and 22 percent of data miners report using them.

Models: About one-third of data miners typically build final models with 10 or fewer variables, while about 28 percent generally construct models with more than 45 variables.

Tools: After a steady rise across the past few years, the open source data mining software R overtook other tools to become the tool used by more data miners (43 percent) than any other. STATISTICA, which has also been climbing in the rankings, is selected as the primary data mining tool by the most data miners (18 percent). Data miners report using an average of 4.6 software tools overall. STATISTICA, IBM SPSS Modeler and R received the strongest satisfaction ratings in both 2010 and 2009.

Technology: Data mining most often occurs on a desktop or laptop computer, and frequently the data is stored locally. Model scoring typically happens using the same software used to develop models.

Challenges: As in previous years dirty data, explaining data mining to others and difficult access to data are the top challenges data miners face. This year data miners also shared best practices for overcoming these challenges.

Future: Data miners are optimistic about continued growth in the number of projects they will be conducting, and growth in data mining adoption is the No. 1 "future trend" identified. There is room to improve: only 13 percent of data miners surveyed rate their company's analytic capabilities

as "excellent" and only 8 percent rate their data quality as "very strong".

Survey Question: What algorithm/analytic method do you typically use?
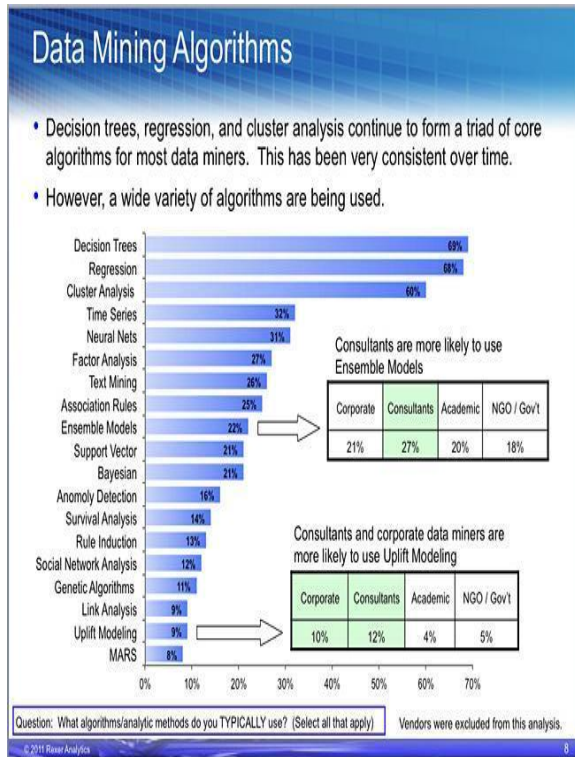
III. Survey of Data warehousing [9]

The infamous data warehouse failure rate – 80% to 90% failure rate promoted by Doug Hackney and the Data Warehouse network and from a survey taken by Data Warehouse network.

IV. Survey of Data warehousing [5]
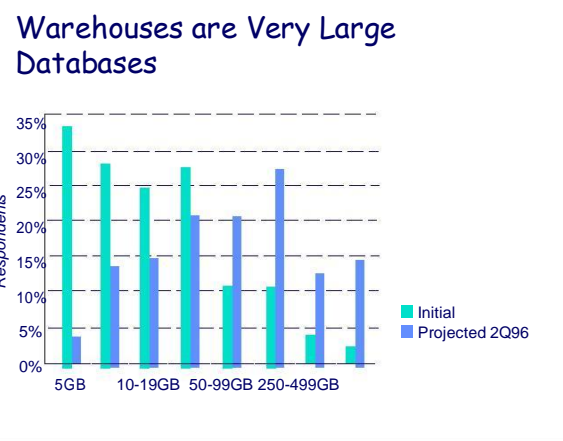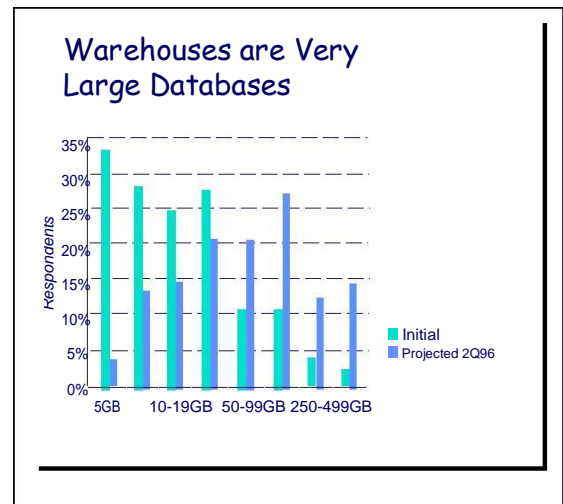
V. *Data warehousing systems Survey according to those responding to IBM's satisfaction survey.* [11]

Much good news is available about data warehousing systems according to those responding to IBM's satisfaction survey. At the top of the list (see Table 1) with about 73 percent responding, data warehousing is useful in making business decisions and guiding business operations. Data warehouses provide visibility to trends in the business that requires watching, and they provide a single view of the business, the famous "single source of truth". Some 56 percent of respondents report that their data warehouse delivers quantifiable business value. The question was worded to require accountability. The objectives (the "success criteria") were to deliver quantifiable business value. This makes explicit that the calculation of business value is provided by the responding enterprise. A single fact is worth a thousand opinions when it comes to decision making and data warehousing provides the facts.

Table 1 (Percentage will sum to more than 100 percent due to allowing multiple responses.)

What works right in your data warehousing systems – what success criteria in light of your objectives are satisfied even if the system can be improved? (Pick ALL that apply)		
Useful in making business decisions and guiding business operations	30	73%
Provides consistent results or a single source of the truth about the business	28	68%
Provides visibility to trends in the business that require watching	27	66%
Delivers quantifiable business value - increased revenue or reduced costs	23	56%
Satisfies service level agreements - performance, availability, etc.	21	51%
Satisfies all or most business requirements	20	49%
Satisfies some business requirements	19	46%
Satisfies enterprise collaboration - helps us to work smarter	13	32%
Part of a data governance process that works	7	17%
Other (please specify and add extra pages if needed) _____	6	15%
Total	109	

Table 2 (Percentages will sum to more than 100 percent due to allowing multiple responses.)

What business areas does your data warehousing environment support today? (Check all that apply.):		
Finance	27	66%
Sales	25	61%
Marketing	25	61%
Customer Service	18	44%
Fraud	18	44%
Revenue/Pricing Optimization	16	39%
Inventory Management	14	34%
Cross-Selling	14	34%
Market Basket	13	32%
Demand Planning	12	29%
Supply Chain Mgt	12	29%
Distribution	15	22%
Logistics	10	24%
Retail Trends	10	24%
Customer Churn	9	22%
HR	9	22%
Manufacturing	3	7%
Other: _____	17	41%

Advantages of Data Mining:

Marking/Retailing: Data mining can aid direct marketers by providing them with useful and accurate trends about their customers' purchasing behavior.

Banking/Crediting: Data mining can assist financial institutions in areas such as credit reporting and loan information.

Law enforcement: Data mining can aid law enforcers in identifying criminal suspects as well as apprehending these criminals by examining trends in location, crime type, habit, and other patterns of behaviors.

Researchers: Data mining can assist researchers by speeding up their data analyzing process; thus, allowing them more time to work on other projects. [12]

The benefits of executing data mining are as follows: implementing up-selling, increasing season-ticket sales, monitoring season-ticket usage, raising transplanted-fan ticket sales, and executing cross-selling (James, 2004). Additionally, other benefits include (a) retaining current customers, (b) determining customers' lifetime value, (c) developing relationships with customers, (d) improving delivery of sales promotion, (e) reinforcing consumers purchase decisions, (f) customizing consumer services, (g) facilitating marketing research, (h) profiling the customers, and (i) identifying the best customers for an organization (Aaker, Kumar, & Day, 2000; "Happy Customer", 2004; Kotler, 2003). [13]

Direct benefits of Data Warehouse:

Allows end users to perform extensive analysis

Allows a consolidated view of corporate data

Better and more timely information

Enhance system performance

Simplification of data performance

Indirect benefits of Data Warehouse result from end users using these direct benefits

Enhance business knowledge

Present competitive advantages

Enhance customer service and satisfaction

Facilitate decision making

Help in reforming business processes [14]

Limitations of Data Mining:

Privacy Issues: For example, according to Washing Post, in 1998, CVS had sold their patient's prescription purchases to a different company

American Express also sold their customers' credit card purchases to another company.

Security issues: Although companies have a lot of personal information about us available online, they do not have sufficient security systems in place to protect that information.

Misuse of information: Some of the company will answer your phone based on your purchase history. If you have spent a lot of money or buying a lot of product from one company, your call will be answered really soon. So you should not think that your call is really being answer in the order in which it was receive. [10]

Limitations of Data Warehousing:

Costly to maintain

Managers have unrealistic expectations about what they will get from having a data warehouse.

Data warehouses are not the optimal environment for unstructured data.

Because data must be extracted, transformed and loaded into the warehouse, there is an element of latency in data warehouse data.

Over their life, data warehouses can have high costs.

Data warehouses can get outdated relatively quickly. There is a cost of delivering suboptimal information to the organization.

There is often a fine line between data warehouses and operational systems. Duplicate, expensive functionality may be developed. Or, functionality may be developed in the data warehouse that, in retrospect, should have been developed in the operational systems. [15]

Challenges of Data Mining and Overcoming from Problems of Data Mining:

Challenges:

Dirty Data

Explaining Data Mining to Others

Unavailability of Data / Difficult Access to Data

How to overcome from these above problems of Data Mining:

There can be number of ways to overcome from above problems. One of the best solutions is given below for each.

Overcome from Dirty Data: User can use a combination of two methods: informed intuition and data profiling. Informed intuition required our human analysts to really get to know their data. Data Profiling entails checking to see if the data falls into pre-defined norms. If it is outside the norms, he can go through a data validation step to ensure that the data is in fact correct.

Overcome from explaining Data Mining to others: (1) Initiate Knowledge Sharing Sessions about DM basics and purposes, (2) Graphical representations are very helpful.

Overcome from Unavailability of Data/Difficult Access to Data: Best practice is to design and implement a dedicated database model for data mining purposes - an Analytical Data Set - that should be populated automatically in the defined period. [16]

Challenges of Data Warehousing:

Data warehousing has often taken more to implement than expected;

It has been difficult to define an effective implementation strategy;

It has been difficult to measure the impact goals have been too broadly defined;

It has not provided the benefits promised notably, easy end-user access to corporate data. [17]

Lack of consistent standards and applications

Large quantity and variety of potential data sources

Proprietary systems and platforms

Tremendous variety in the number of business relationships

Government regulation and laws

Various budgetary procedures or constraints

Conflicting objectives or incentives [18]

Storing data about ever changing physical world.

Integration of structured, semi structured or unstructured data.

Synthesizing the past and present data to forecast the future possibilities.

Managing imperfect data.

Ensuring privacy and security to the data stored in a data warehouse. [19]

Overcoming from Problems of Data Warehousing:

Extracting real-time data from multiple sources on the fly

Transforming traditional data into actionable business intelligence data

Making the resulting information accessible to those who need it and

Handling huge volumes of data with many users making simultaneous complex ad hoc queries [20]

Future Scope of Data Mining

In the short-term, the results of data mining will be in profitable, if mundane, business related areas. Micro-marketing campaigns will explore new niches. Advertising will target potential customers with new precision.

In the medium term, data mining may be as common and easy to use as e-mail. We may use these tools to find the best airfare to New York, root out a phone number of a long-lost classmate, or find the best prices on lawn mowers.

The long-term prospects are truly exciting. Imagine intelligent agents turned loose on medical research data or on sub-atomic particle data. Computers may

reveal new treatments for diseases or new insights into the nature of the universe. [2]

Future Scope of Data Warehousing

A data warehouse should be looked at as a means of organizing and improving data, not as merely a record-keeping device. Just supplying data on demand efficiently to the users is not enough. That data must be packaged within a context of frameworks, analyses, and rules. To be effective, the warehouse must challenge peoples' thinking, not reinforce it, and it should lead users to ask the right questions. No decision-support system delivers sustainable improvement unless it fundamentally alters its nature of work for the betterment. The greatest data surfing programs in the world will only have, at best, a temporary and localized effect if the analysis cannot be shared easily with others. Many data warehouse implementations miss this component completely as they focus on data and reporting issues instead of the broader concepts of content and problem solving. Following are the possible milestones that can be achieved with minor alterations in existing data warehouse design.

➢ Intelligent Distributed Data Warehouse Systems

➢ Contribution of the Web

Data Mining & Data warehousing Future Views
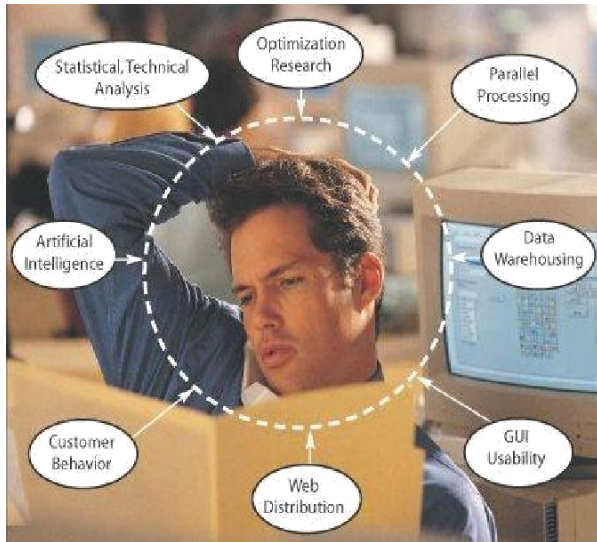
• | Conclusion

Data mining technology and techniques are invaluable for any organization or institute for strategic decision- making. This technology can enable organizations to meet their business objectives for cost control, revenue generation, while maintaining high quality of satisfaction to customers. Data warehousing is the leading and most reliable technology used today by companies for planning, forecasting, and management for e.g. resource planning, financial forecasting and control etc. A major reason for data warehouse project failures is poor maintenance. Without proper maintenance desired results are nearly impossible to attain from a data warehouse.

Competition requires timely and sophisticated analysis on an integrated view of the data. Though, there is a growing gap between more powerful storage and retrieval systems and the users' ability to effectively analyze and act on the information they contain. Due to this company required a new technology. The data mining tools can make this rise. Data Warehousing provides the Enterprise with a memory and Data Mining provides the Enterprise with intelligence. Advances in these areas are making data mining deployable: data warehousing,

better and more data (i.e., operational, behavioral, and demographic), the emergence of easily deployed data mining tools and the advent of new data mining techniques.

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IQ, EQ, SQ Lessons from Bhagwad Geeta

Eastern philosophy, thought and spirituality has invariably capitulated the west and rest of the world. Today thousands of books and literature are available on what makes a successful leader. What makes a successful manager? What makes a successful follower and above all what it takes to be a successful human being? No book describes these and many other aspects about the purpose of human life better than Bhagwad Geeta. Bhagwad Geeta is a conversation between Pandav Prince, Arjuna and Lord Shri. Krishna, who are in the middle of the battle field of Kurushetra. Prince Arjuna was reluctant to take up arms against his cousins

Kaurava's, grandfather Bhisma, Guru Dronacharya and other in-laws, relatives and friends. Lord Shri Krishna explained to Arjuna that as a Kshatriya, it is his duty to fight against injustice and protect society from injustice. Lord Shri Krishna explained to Arjuna the importance of unselfish karma without the expectation of a reward. He told Arjuna to control his senses with his mind, and the all-powerful human soul and fight for the good of humanity, without worrying about victory and defeat, because he will achieve salvation with almighty God Lord Shri Krishna. Lord Krishna told Prince Arjuna that the greatest enemies of humanity are greed, anger, because unsatisfied greed results in anger and anger disturbs and distracts the mind, and a disturbed and distracted mind cannot concentrate on worthy goals as a result of which there is destruction of knowledge and humanity. Lord Krishna further told Prince Arjuna that Lord Krishna dwells in all creatures; while the human body is mortal, the human soul is immortal. Lord Krishna emphasized the importance of unselfish karma (unselfish work) done for the good of humanity and the need to do away from greed and anger the greatest enemies of humanity. Bhagwad Geeta has ageless wisdom for humanity,

and can definitely help in understanding the purpose of life, how to be a good human being and how to become a good leader, good manager and good follower. Bhagwad Geeta is a must read book to achieve a balanced, happy and purposeful life. It does consist of IQ, EQ and SQ, which are very necessary to become a good human being, good leader, good manager and good follower.

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ManageAnt:

E-Learning ManageAnt:

E-Learning is the use of technology to enable people to learn anytime and anywhere. E-Learning can include training, the delivery of just-in-time information and guidance from experts.1

E-Learning is defined as the delivery of a learning, training or education program by electronic means. E-learning involves the use of a computer or electronic device (e.g. a mobile phone) in some way to provide training, educational or learning material. (Derek Stockley 2003)

E-learning can involve a greater variety of equipment than online training or education, for as the name implies, "online" involves using the Internet or an Intranet. CD-ROM and DVD can be used to provide learning materials.

Distance education provides the base for e-learning's development. E-learning can be "on demand". It overcomes time restraint, attendance and travel difficulties.

Benefits of e-Learning:

Student's Point of View

The main benefits of E-Learning are its flexibility and accessibility, both in terms of time and place and in terms of its accessibility to a much wider population.

E-Learners are able to access the E-Learning materials from home, work or wherever they choose, and at the time of day that they choose. They can also control the pace at which they progress through the materials.

Students are able to obtain globally recognized qualifications from established UK universities and still continue to live and work in their home country.

E-Learning allows students to choose a course, which is recognized as the best in their field, no matter which university it originates from.

ELearning breaks geographical boundaries and erases worries that mature students may once have encountered such as moving home, or finding new schools for children and they can continue to work, if they choose to study part time. (Walmsley 2003)2

As the potential student base is global, the cultural diversity of students brought together by ELearning promotes interactions, which would otherwise be unlikely.

Corporate Point of View

From a corporate point of view E-Learning is accessible and cost effective.

It also allows employees to learn in real time, employees can access the information at any time, rather than scheduling a training course.

There is also the advantage that the employee can refer back to any part of the material that they do not feel fully familiar with.

A further advantage for corporations is that they are able to work with something that they can manipulate and control to a much greater extent than conventional residential courses. As a result they can create training courses, which serve their particular business needs.

E-learners have shown E-Learning to be effective and to improve learning outcome and speed. This is explained by the fact that the average E-student will be mature in employment that this will lead to more employees learning on-line while at work, the importance of this is that there is a growing realization by students, employers and universities that, by combining work and study, learning takes place at a deeper level of understanding and students are able to apply their knowledge more effectively. (Donoghue, et al 2002)2

It is not the end; looking forward!

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GreenCorner:

GREEN BUSINESS FAIR

Join us at our 2nd Annual Green Fair as we continue the exciting momentum in raising public awareness of environmental concern. The County's Mission is to raise awareness regarding environmental concerns on how consumers can reduce their impact on the earth by selecting sustainable, eco-friendly products and services, reducing energy consumption, conserving water and limiting their dependence on fossil fuels.

Thus the Green Products Fair 2013 will be in a direct context to green economy and sustainable development, which is one of the main themes for this year's Green Products Fair. For continuing our efforts to aware public about protecting the environment we would like to invite you to bring your eco-friendly product in our Green Business Fair 2013.

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''TIANODE

DAROHAR

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CommuniCare:

Humility in Communication

"If you are humble, nothing will touch you, neither praise nor disgrace, because you know what you are" – Mother Teresa

When we listen to the word humility we register with so much triviality as the meaning of the word is very simple. In our interaction with others we look for it too. The matter is only when we have to demonstrate it.

"Humility is", as Earnest Hemingway said, "being equal to others, not above. Also, it is to be compassionate, patient and cool".

People who have humility:

> Know their strengths and weaknesses
> Accept innovations
> Recognize and acknowledge others' contribution in their success
> Put ego aside and give best to the others and
> Know self-worth.

Most of the time, we fail in demonstrating humility because of certain stereotypes. We often categorize people on the basis of easily identifiable characteristics. We ascribe them certain attributes. It is fine till we assign these attributes to the group of the people. But problem starts when we ascribe particular attribute to an individual member of that group. It is tempting doing so because many a time we do not have time to know people with their individual traits.

But we must accept that every person has an individuality and self-respect. When there is no humility in our interaction with others, it jeopardizes the relationship, may it be person or professional.

Mother Theresa's Rules of Humility

Mother Teresa gave these rules to her Sisters to help them develop the virtue of humility:
1. Speak as little as possible about yourself.
2. Keep busy with your own affairs and not those of others.
3. Accept small irritations with good humor.
4. Do not dwell on the faults of others.
5. Accept insults and injuries.
6. Accept contempt, being forgotten and disregarded.
7. Be courteous and delicate even when provoked by someone.
8. Do not seek to be admired and loved.
9. Do not protect yourself behind your own dignity.
10. Give in, in discussions, even when you are right.
11. Always choose the more difficult task.

Humility is an important trait in employees, too. Humble people accept their limitations and they believe that if they have to progress they have to walk with others. This attitude is requisite for effective teamwork. Humility allows different people to work in coordination.

Fostering humility at workplace requires collective inclinations and putting certain core beliefs into action. Here are some:

1. **Look for humility:** Many people are arrogant and indifferent to others. Opposite to it, look for humility by taking people on their face value. As long as they are good at their work, give them benefit of doubt and try to be natural with them. Every individual has human within. Try to address him and let the goodness permeate.

2. Show humility: If you want others to be humble, be humble yourself. Never ask people for the impossible task. Care for people with resources and emotions. Listen more than you

speak, and allow others to express their ideas. Then, give responsibility to them.

3. Cooperate: Let people know your availability for them and make sure that the team is successful because of their joint efforts. It is also respecting other people's abilities and acknowledging their skills. What is more important at workplace is to harmonize with others and create a good skill set to facilitate cooperation.

Humility is important in cross cultural communication also as we look for trust and need to be transparent and polite in our cross cultural affairs.

Related Term: Authentic Humility

Authentic humility is opposite of imposing your own beliefs and notions on others. It is also to give others space to begin new and life long relationship.

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