# DRIVE

## Monthly eNewsletter

### Published by:

CHARUTAR VIDYA MANDAL'S

## S.G.M. English Medium college of Commerce & Management

## SEMCOM

**VISION:** *To contribute to the societal enrichment through quality education, innovation and value augmentation.*

**MISSION:** *To build up a competitive edge amongst the students by fostering a stimulating learning environment.*

**DREAM:** *To establish a unique identity in the emerging global village.*

**GOALS:**

- *To focus on integral development of students.*
- *To offer courses and programs in tune with changing trends in the society as a whole.*
- *To update the curriculum as per the need of the business and industry.*
- *To create unique identity in the educational world at the national as well as international level.*
- *To institutionalize quality in imparting education.*
- *To incorporate innovations on a continuous basis in the entire process of education at institutional level.*
- *To create platform for the students for exhibiting their talent and for development of their potentials.*
- *To generate stimulating learning environment for students as well as teachers.*
- *To build cutting edge amongst the students to withstand and grow in the competitive environment at the global level.*

**The overall mission is reinforced by the Punch Line**

# "WHAT WE THINK, OTHERS DON'T".

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**Editorial Board:**

**From the Chief Editor's desk:**

**Parents' Workshop:**

**Sharing responsibilities for holistic development of students:**

At schools parent meeting and frequent interactions among teacher – parents are common because child's development is very much focused and one to one. As the students get into higher education, parents slowly drift away from taking micro interest in their day to-day-activities. In fact, this is the more crucial phase in students' life and parents need to handle it carefully.

There are several factors responsible for that. First is the age. The teens are more sensitive to any matter at this age. Their self-awareness regarding looks, behavior, habits just begins and any corrective measure is strongly resisted. Teachers and parents joint efforts to understand a child can improve the situation for better. Higher education institutes should make sure that they keep constant touch with parents apprising them about their wards' activities and progress. If required, institutes may conduct workshops for the parents to make them aware about how they need to

tackle different sensitive issues of their children.

Parents' workshop, conducted by an expert on human behavior or counsellor may throw some light on usually ignored issues. Parents, sometimes in becoming too friendly with children, give them liberty without responsibilities. At the same time, they are independent individuals. They should be allowed to take their decisions. But parents need to be vigilant for their every move. They just should not be allowed unattended.

Workshop also help make parents aware about various behavioral reactions of children on different situation. Counsellor, through his experience knows how these teenagers behave at particular situation and how parents should understand it. Many a times parents fail to grasp the real intentions and end up with miscommunication. Frequent contact with teachers, help parents knows about child's specific behavior in the classroom or in the institute with peers.

Parents involvement also helps maintain child's socio-cultural status. It adds more self-esteem and student becomes more self-motivated. Since students' holistic identity becomes

known to everyone, it is easier to communicate with him for different activities. Academically also student gets more flourished when he is under observation of parents and teachers.

When parents are involved by the institute, it is good for both, teachers and parents in terms of earning high respect. Lot of transparency is created which leads to trust building. Some parents may also help in resource generation. Getting students' placement, training, industrial visits etc. become easy with parents involvement. Parents also become more aware about institute's policies and procedures by which their children are benefited.

Combined efforts by Institute, Teachers, and Parents develop high morale among students, better relations with parents and greater institutional respect in community.

**By:**

**Dr. Nikhil Zaveri**
**Director & Principal,**
**Chairman, IQAC**
**SEMCOM.**

**IQAC Corner:**

**Research Article:**

**Sustainable Development of Higher Educational Institutions through Innovation Management**

**Impact of technology and innovation in quality education management**

## Abstract:

"Educational management is the theory and practice of the organization and administration of existing educational establishments and systems." Education is the crucible in which Innovations are forged. Promoting creativity and incentivizing innovations through our educational institutions is a first step towards broadening and deepening the impact of innovations in our society and economy. In a democratic country like ours, educational management is a necessity. The purpose of educational management is to bring pupils and teachers under such conditions as will more successfully promote the end of education with adopting necessary or required use of technology and make some innovations in educational system or management. We draw the pros and cons of the technology and innovation in educational management. "

## Introduction:

The present era is era of electronic whether it is E-mail, E-payment, E-shopping, E-application, E- learning, E-copy, etc. Education cannot be and should not be the exception to this. The only difference in E-education and others is the E-education requires the positive acceptance. It is a two way traffic. E-education is complete only when it is received. Education is the crucible in which Innovations are forged.

Promoting creativity and incentivizing innovations through our educational institutions is a first step towards broadening and deepening the impact of innovations in our society and economy. In large scale education systems such as ours, catering to a vast population with relatively limited resources, this is a major challenge. At the same time, with rapid advances in new technologies, changing needs of the economy, and the very presence of the challenges identified above, the sector itself presents a fertile ground for pioneering innovations.1

## Meaning of Educational Management:

Educational management, the name implies, operates in the educational organizations. There is no defining definition of educational management because its development has drawn heavily on several disciplines like economics, political science and sociology. Most of the definitions of educational management which have been offered by writers are partial because they reflect the particular sense of their authors. Sir Graham Balfour writes very aptly, "the purpose of educational management is to enable the right pupils to receive the right education from the right teachers, at a cost within the means of the state, which will enable pupils to profit by their learning."

## Innovation in Education:

Why do we need innovation and creativity in teaching? Things are changing around us very dramatically, very quickly. The world is becoming more interconnected, the environment is becoming less stable, and technology is continuously altering our relationship to information. Changing global conditions demand that we rethink what, but even more important, how and where we learn. We need education for the 21st century. Knowledge societies demand flexibility and quick adaptability of the labor force to constant changes in an increasingly interconnected reality. The demands of work life skills are very different from what they used to be. Research from Institute for the Future (IFTF) proposes ten new work skills that will be critical for the next decade, namely transdisciplinary, virtual collaboration, sense-making, social intelligence, cross-cultural competency, cognitive load management, novel and adaptive thinking, computational thinking, new media literacy, and design mindset. Innovativeness is required in designing more creative teaching methods that combine theoretical and practical knowledge with the self-regulative and socio-cultural components of professional expertise.2

## Education to E-education (Auspicious to Vicious Circle):

With technology benefiting various fields, life has suddenly become a joyful journey for everyone. In the simple forms, like electronic stoves, telephones displaying caller's ID and automobiles the ride of life has become a pleasure. In the same way, the lives of students have also taken a leap towards easiness. When we talk about technology in education the first and foremost advancement is the computer and internet.4 E-learning refers to the use of technology in learning and education. E-learning is a broadly inclusive term that describes educational technology that electronically or technologically supports learning and teaching. E-learning encompasses multimedia learning, technology-enhanced learning (TEL), computer-based training (CBT), computer-assisted instruction (CAI), internet-

based training (IBT), web-based training (WBT), online education, virtual education, virtual learning environments (VLE) which are also called learning platforms, m-learning, digital educational collaboration, distributed learning, computer-mediated communication, cyber-learning, and multi-modal instruction. E-learning can occur in or out of the classroom. It can be self-paced, asynchronous learning or may be instructor-led, synchronous learning. E-learning is suited to distance learning and flexible learning, but it can also be used in conjunction with face-to-face teaching, in which case the term blended learning is commonly used.

## Pros and Cons of Education to E-education (Auspicious to Vicious Circle):

E-learning and 'edtech' are currently huge buzzwords in education, as the tidal wave of the internet and the digital revolution, already firmly ensconced in our homes and businesses, marches voraciously on into our classrooms and universities. From class blogs and school e-twinning schemes to scholastic 'apps' and online courses, education is going electronic. Mentioned below are the advantages of e-education.

**Flexible scheduling:** In e-learning students are not bound by timings. They can log in to school whenever their schedule permits.

**Cost savings:** Tuition fees for online courses are typically lower than the traditional classrooms. In addition to that students can eliminate many other costs related with attending schools.

**Flexible pacing:** E-learning enables students to learn at their own pace. They can move at a quicker or slower pace than the rest of the class.

**Convenience:** Virtual classes are more convenient than the traditional classes. Students can easily learn from the comforts of their homes.

**Education for All:** The movement of education to the internet has opened up a whole new realm of opportunities for students of all ages and backgrounds, from all over the world. Online universities invite pupils from the most isolated backgrounds to study alongside their peers.

**Sharing Resources:** Through the worldwide network education resources, tools and ideas can be shared and spread at the click of a button. Educators can very easily share information via personal learning networks and sites.

**Synergy:** The online format allows a dynamic interaction between the instructor and students and among the students themselves. Resources and ideas are shared, and continuous synergy will be generated through the learning process. The synergy that exists in the student-centered Virtual Classroom is one of the most unique and vital traits that the online learning format possesses.

**High Quality Dialogue:** This online asynchronous structure allows students time to articulate responses with much more depth and forethought than in a traditional face-to-face discussion situation where the participant must analyze the comment of another on the spot and formulate a response or otherwise lose the chance to contribute to the discussion.

**Student-Centered:** Within an online discussion, the individual student responds to the course material (lectures and course books, for example) and to comments from other students. While students should read all of their classmates' contributions, they actively engage in only those parts of the dialog most

relevant to their needs. In this way, students control their own learning experience and tailor the class discussions to meet their own specific needs. Ideally, students make their own individual contributions to the course while at the same time take away a unique mix of information directly relevant to their needs.5

## Cons of E-learning:

**Limited instructor interaction:** Successful learning depends upon the teacher-pupil bond, which is missing in e-learning. The human connection is lost. Students can't raise their hand during class and can't drop by to see the professor during office hours.

**Limited social interaction:** There may be access to online forums and discussion groups, but one won't be meeting other students face to face. Many view getting involved on campus as critical to the college experience.

**Feedback bottlenecks:** Students may not get prompt feedback. When they have a question, they are trapped waiting for answers via e-mail or student forums.

**Technological challenges:** If one is not tech-savvy or doesn't have a reliable computer and Internet setup, the technical aspects of participation may prove frustrating.

**Mandatory self-discipline:** Self-discipline is of utmost importance for e-learning to be successful. The same flexibility that lets you work around your scheduling needs and pacing preferences means there's nobody to keep you from falling behind with your course work.

**Getting Left Behind:** Not all education takes place online, and it is important that we also continue to value and develop our offline teaching practice, to support those educators working in a more traditional environment.

**Expensive Electronics:** Many well-funded schools and colleges have reported exciting strides in e-learning and fantastically successful conversions to digital courses and iPad-only lessons. However all schools cannot be included in this technology.

• **Distractions and Dangers:** Although internet has provided a plethora of exciting and informative educational resources, there is always a danger of distraction. There is a possibility of students getting over indulged in social networking and online gaming.

• **Limitations of Technology:** User friendly and reliable technology is critical to a successful online program. However, even the most sophisticated technology is not 100% reliable. However, breakdowns can occur at any point along the system.

• **Lack of Essential Online Qualities:** Successful on-ground instruction does not always translate to successful online instruction. If facilitators are not properly trained in online delivery and methodologies, the success of the online program will be compromised.

## Conclusion:

The E-education requires the prudent use so as to reach to the recipients in a fruitful manner otherwise it will be a one-way traffic and will bounce back in a fruitless manner.

The proper importance and evaluation receipt will result in auspicious circle otherwise it will be a vicious circle.

The new opportunities and resources presented by education technology are enormously exciting, but it would be a great shame if our excitement about them caused us to lose the valuable personal educational techniques built up by teachers in classrooms over the past decades.

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**Title of the Book: Quality Footprints – Sustainable Development of Higher Education Insitutions**

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**SEMCOM IQAC Updates:**

**Launch of Mega Event: 5th July**

The most awaited events by all in SEMCOM are THE MEGA EVENTS – 1. Best Business Idea Contest,

2.Novellus-The Ad Making Show,3. Smart -Eye Competition, 4. Green Business., they were Launched on 5th July 2016.



**SEMCOM Football League: 6th to 9th July**

Sports play important role in one's life, so how can we forget about SFL- SEMCOM Football League which gives platform to all the football lovers to show their talent and strength, where all the streams were participants and final match was between BBA and B.com, BBA took over the match and won by 2 goals. League started on 6th July and final was on 9th July.

Coordinators: Dr. Kamini Shah, Dr. Rina Dave

## Women Cell Workshop: 8th and 9th July

While boys were busy with football league girls attended the WOMEN CELL WORKSHOP on 8th July in college to get awareness about the women issues and legal rights to cope up with today's unsafe society, what could be better if a woman guide a woman after gone through many hardships and reached a level of DYSP. DYSP Jagruti Patel was the speaker of the workshop. On the very next day on 9th july another workshop of FINE ARTS was conducted to bring out the best artist in students and portrait their art in different forms. Final competition of fine arts was on 15th and 16th July, we found more than expected artist in our college and it was again a very tough competition as every art was beautiful and eye catching in its own form. Coordinators of the event Dr. Komal Mistry and Ms. Harshida Patel

motivated more number of students by helping them will all available resources.



## Essay Writing Competition: 12th July

As SEMCOM is focusing on the overall development of students, and being a management institute how can we not focus on all the skills of communication so to enhance the writing skills of students ESSAY WRITING COMPETITION was organised where 106 students from all the streams took part on 12th of July.

Coordinator: Mr. Sunil Chaudhary, and Ms.RichaGulwani .

## Rangmanch: Theatre Workshop: 23rd July

Rangmanch- the platform of the born actors, is again one of the awaited event for students to brush up their knowledge about theatre acting and to make them aware about technical aspects Mr. Deep Vaidya, one of the SEMCOM Alumni was called upon as no one else can explain it in best way than the person who himself performed on the stage of SEMCOM.

Coordinator: Mr. Sunil Chaudhary and Mr NimeshRaval



## Kargil Vijay Diwas: 26th July

Kargil Vijay Diwas, named after the success of Operation Vijay. On this day, 26 July 1999, India successfully took command of the high outposts which had been lost to Pakistani intruders. To show our gratitude SEMCOM organised BLOOD DONATION CAMP in association with Red Cross society and lions group, Anand.

Coordinator: Ankur Amin



## Film Making Workshop: 29th& 30th July

SEMCOM now is all set to step in Film industry as one of the ALUMNI Sharad Bhrambhatt is an intern in Whistling Woods International Institute, Mukta Arts – The academy of grandiose director Subhash Ghai.Being an Alumni and won the price for best short film in his tenure in SEMCOM, Sharad was invited to train the students this year for short film workshop on 29th and 30thjuly, the workshop went so well and was helpful all the budding film makers in the college.

Coordinators: Dr. Preethi Luhana, Dr. Nishrin Pathan and Ms. RichaGulwani.

## Public Speaking Workshop: 30th July

Focusing on the skill development SEMCOM always motivate students to overcome their fear and provide platform to all to be a good speaker, MrAnimesh Bhatt from Times of India was the resource person to help students to overcome the fear of public speaking.102 students participated and workshop was too interactive and informative.

Coordinators: Ms. Joe Marry George and Ms. RichaGulwani

## Parents Workshop: 31st July

As orientation programme was organised for the first year student to welcome them in College and start their new journey, how can we forget their Parents., All first year student's parents were invited to the workshop – Trans parenting by the Mr. Just win Singh founder of **The INSTITUTE OF HAPPINESS** on 31$^{st}$ July Sunday morning .total 110 parents participated in the workshop and Happiness was all around as Mr Just win fill the atmosphere with Joy and Happiness with his ART of making people happy.

Coordinators: Ms. Harshida Patel and Mr. Renil Thomas



# Fintelligence

## ALTMAN Z-SCORE

The Z-Score is a measure of a company's health and utilizes several key ratios for its formulation. In the year 1968, Professor Edward I. Altman, using Multiple Discriminant Analysis combined a set of 5 financial ratios to come up with the Altman Z-Score. This score uses statistical techniques to predict a company's probability of failure using the following 8 variables from a company's financial statements:

1. EBIT
2. Total Assets
3. Net Sales
4. Market Value of Equity
5. Total liabilities
6. Current Assets
7. Current Liabilities
8. Retained Earnings

**1.** The **X1 Component of Z-Score** is defined as

**X1** = *Earnings before Interest and Taxes/Total Assets*

This ratio adjusts a company's earnings for varying income tax factors and makes adjustments for leveraging due to borrowings. These adjustments allow more effective measurements of the company's utilization of its assets.

**2.** The **X2 Component of Z-Score** is defined as

**X2** = *Net Sales/Total Assets*

This ratio measures the ability of the company's assets to generate sales.

**3.** The **X3 Component of Z-Score** is defined as

**X3** = *Market Value of Equity/Total Liabilities*

This ratio gives an indication of how much a company's assets can decline in value before debts may exceed assets. Equity consists of the market value of all outstanding common and preferred stock. For a private company the book value of equity is used for this ratio. This depends on the assumption that a private company records its assets at market value.

**4.** The **X4 Component of Z-Score** is defined as

**X4** = *Working Capital/Total Assets*

The ratio of Working Capital to Total Assets is the Z-Score component which is considered to be a reasonable predictor of deepening trouble for a company. A company which experiences repeated operating losses generally will suffer a reduction in working capital relative to its total assets.

**5.** The **X5 Component of Z-Score** is defined as

**X5** = *Retained Earnings/Total Assets*

The ratio of Retained Earnings to Total Assets is a Z-Score component which provides information on the extent to which a company has been able to reinvest its earnings in itself. An older company will have had more time to accumulate earnings so this measurement tends to create a positive bias towards older companies.

The Five financial ratios in the Altman Z-score and their respective weight factor is as follows:

Table – 1: Financial Ratios & weights

| RATIO | WEIGHT |
|---|---|
| a. EBIT / Total Assets | 3.3 |
| b. Net sales / total assets | 0.99 |
| c. Market value of equity / total liabilities | 0.6 |
| d. Working capital / total assets | 1.2 |
| e. Retained earnings / total assets | 1.4 |

These ratios are multiplied by the weightage as above, and the results are added together.

Thus,

Z –Score= **Ax 3.3 + B x 0.99 + C x 0.6 + D x 1.2 + E x 1.4**

**Interpretation of Z-Score:**

Table – 2: Z-score & interpretation

| Above 3.0 | The company is safe based on these financial figures only. |
|---|---|
| Between 2.7 and 2.99 | On Alert. This zone is an area where one should exercise caution. |
| Between 1.8 | Good chance of company going bankrupt within 2 years |

| | |
|---|---|
| **and 2.7** | of operations from the date of financial figures given. |
| **Below 1.80** | Probability of Financial embarrassment is very high |

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**By:**

**Dr. Kamini Shah**

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## SEMANTIC WEB:

## Upper Ontology

Upper ontologies (UO) are a key technology for integrating heterogeneous knowledge coming from dissimilar sources. They may be used in knowledge integration and exchange process as a reference or a common model of the real world. The definition of UO, (also named top-level ontology, or foundation ontology) given by Wikipedia [5] is "*an attempt to create an ontology which describes very general concepts that are the same across all domains. The aim is to have a large number of ontologies accessible under this upper ontology*" [2]. The potential advantages of ontology for the purposes of information management are obvious. Each group of data analysts would need to perform the task of making its terms and concepts compatible with those of other such groups only once – by calibrating its results in the terms of the single canonical backbone language. If all databases were rendered in terms of just one common ontology (a single consistent, stable and highly expressive set of category labels), then we would be able to save the efforts of thousands of man-years that have been invested in creating separate database resources. By this

consistent representation we will be able to create a single integrated KB extending worldwide and comprehending all knowledge within a single system. The top-level ontology would then be designed to serve as common neutral backbone, which would be supplemented by the work of ontologists working in more specialized domains, or, still more specifically, ontologies of built environments [1], or of surgical deeds[3][4].

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## COMMUNICARE

## Employee Communication

We need to approach this subject with modesty. Sometimes we continue with a myth about things we don't know much about. At present the corporate world does not use much impressive tools to measure effectiveness of communication. There seems lot of misconceptions about what to measure for effective communication.

To measure employee communication, it is required to observe the attitude of the employees which leads to their good or acceptable behavior. Communication plan in the organization decides the internal and external flow of the communication. The channels and media for the same also contribute a lot in the kind of communication takes place among them. At the same time organizational culture also plays an important role. In a well-managed professional environment, communication becomes smoother compared to control and personal or friendly environment.

Employee communication is significant process to increase the productivity and at the same time to raise the morale of the employees. In turn, raised morale further increases the productivity.

Employee communication is also important in an organization for internal work flow to be smoother. Employees are well informed about changes that happen on daily basis. It works as informal reminder for important deadlines. When employees are fully informed about why they are supposed to do some work, it adds to their understanding and they become clearer about their role in the team. In such case, their contribution becomes more sincere and meaningful. It increases organizational efficiency and tasks get over by deadlines following policies.If employees are involved in communication, they become more regular in completing their routine tasks with positive attitude. When they understand what organization is expecting from them, they engage themselves in contributing with more attention and commitment. It also serves as two way feedback system allowing more discussion for doubt clearance.

**By:**

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## MY VOICE:

## Sports and Personality Development

The objective of education is to develop the personality of the learner, with requisite skills: managerial, technical, interpersonal, communication, entrepreneurial, leadership to mention a few. Personality development is to equip the learners with requite qualities like honesty, hard work, creativity, initiative taking ability, cooperation, coordination, teamwork and sportsmanship to mention the few. The modern education from primary, secondary, higher secondary, higher education emphasizes both on learning from the books and learning from participation in various curricular, co-curricular and sports activities.

Sports world over has emerged as a major business, with attractive earnings and remunerations for sports person(s). Sports like Football, Cricket, Golf, Athletics, Lawn Tennis, Badminton to mention a few, have a global audience and provides ample opportunities of earnings and career for sports person(s). Sports do contribute to personality development by bringing in the discipline, practice, positive thinking, health, vigor and achievement needs in the life of sports person(s). Sports with its up and downs, victories and defeat, teaches to maintain cool, calm, confidence and composure to be sporting in both victory and defeat, the quality required to face the challenges of life.

The sports person(s) need to guard against physical injuries, and hence the significance of various medical professionals and sports trainer and sports psychologist to keep the players fit and healthy for a successful sporting career. The emergence of sports academies in the developing countries also shows the emergence of sports as an attractive career option besides traditional career options. The role of yoga and meditation in achieving sound health and reflexes, better mind, body coordination, higher concentration is obvious. The role of coaching unit in the success of the player is immense. Coach has to not only train the player, but instill positive attitude, self-belief and never give up attitude in the player(s). The study of opponents game, strategizing the game, maintaining physical fitness with positive attitudes are basics to success in sports. The support of parents is also very significant for sporting career.

The corporate sponsorship of the sportsperson, sporting event(s) and the support of people in terms of viewership, appreciation, and recognition given for sporting achievements also motivates youngsters to take up sports as an alternative career. Sports does contribute to personality development by instilling the qualities of concentration, patience, positive attitude, self-belief, hard work, team work, never give up attitude, to learn from mistakes, failures and success, sportsmanship the desirable qualities for a good personality. Successful sportsperson(s) becomes the role models for the youngsters, and the facilities for sports

training with proper coaching results into development of sporting culture and higher chances of more sporting achievements for the country.

The various sports events are evolving into new formats, for example field hockey earlier was played on the grass field and now it is playing in an artificial turf field, requiring adaptation on the part of the players. Sports have an element of excitement, thrill, as the match is not decided till the final hooter, the losing team can win and the winning team can lose. Sports requires the sports personnel to maintain their vigor, energy, skills, composure, irrespective of the outcome, win or lose, as the sports itself is the winner and sports personnel are appreciated for their efforts and sportsmanship in the sports.

The sporting events at local, regional, national and international level offers immense opportunities to sports person(s) to show their talent and earn name, fame, success and recognition. Sports person(s) also get preference in education and employment, as each country strives for better sporting performance at international level. Successful sports person(s), sports stars also get brand endorsements and successful sporting career.

Playing the sports develop physical, analytical, creativity and overall personality of the individual. Playing the sports contribute to sound health. The increasing number of sporting leagues in sports like football, cricket, badminton, hockey to mention a few makes for promising career in sports for youngsters. The

provision of necessary sporting facilities, infrastructure, financial support with proper coaching and training can create more champions in various sporting disciplines at national and international levels. The schools, high schools, and colleges can also be equipped to introduce sports as a discipline, with facilities for proper training with development of sporting academies for higher level training of youngsters in various sporting disciplines. The various sporting bodies must be professionally managed and proper sporting infrastructure, facilities and financial support must be provided to sports persons, to create more champions at national and international level.

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## Accounting Aura:

## Forensic accounting

It has been observed that "Government spending has always been big business, but it has become so massive today that the public through its legislators is demanding to know whether the huge outlays of money are being spent wisely or whether they should be spent at all." Officials and employees who manage public sector activities are by virtue of that duty, required to render adequate accounts of their activities to the public.

The incidence of fraud continues to increase across private and public sector organizations and across nations. Fraud is a universal problem as no nations is immuned, although developing countries and their various states suffer the most pain.

Forensic accounting is a rapidly growing field of accounting that describes the engagement that results from actual or anticipated dispute or litigations. "Forensic" means "suitable for use in a court of law", and it is to that standard Forensic Accountants generally work. Forensic Accounting is an investigative style of accounting used to determine whether an individual or an organization has engaged in any illegal financial activities. Professional Forensic Accountant may work for government or public accounting firm. Although, forensic accounting has been in existence for several decades, it has evolved over time to include several types of financial information scrutiny.

Employee and management fraud, theft embezzlement, and other financial crimes are increasing, therefore accounting and auditing personnel must have training and skills to recognize those crimes, both at the state level and the grassroots (local) level to better ensure the states prospect in the area of fraud prevention, deterrence, detection, investigation and remediation. To enhance better need of the service of forensic accounting the news reports following the September 11 attacks depicted how terrorists used the international banking system to fund their activities, transfer money, and hide their finances, and signaled a need for investigators to understand how financial information can provide clues as to future threats. These events raised public awareness of fraud and forensic accounting.

Forensic accounting includes the use of accounting auditing, and investigative skills to assist in legal matters. It consists of two major components. Litigations services that recognized the role of an accountant as an expert consultant, and investigative service that uses a forensic accountant's skills and may require possible court room testimony. According to the definition developed by the Association of Institute of Certified Public Accountants (AICPA's)

forensic and litigation services committee, forensic accounting may involve the application of special skills in accounting, auditing, finance, quantitative methods, the law and research. It also involves quantitative skill to collect, analyze, and evaluate financial evidence, as well as the ability to interpret and communicate findings.

Fraud includes all the multifarious means human ingenuity can devise that are resorted to be individual to get an advantage over another by false suggestions or suppression of the truth. It includes surprises, tricks, cunning or dissembling, and any unfair way by which another is cheated (Black's Law Dictionary, 1979).

Forensic accounting is said to bring significant improvement in the quality of fraud detection and prevention. In recent times, series of fraud have been committed both in the public sector and private sector of the economy. These in no doubt are perpetrated under the supervision of the internal auditors of the organization. It suffices to say that the independent of the internal auditor is not guaranteed because he works as an employee of the government or organization. Then come the idea of external auditors, yet frauds are still being committed on a daily basis.

The above scenario indicated that as more and more development both in the

information Communication Technology (ICT) world and other fields, so fraudsters continue to groom their own tactics towards fraudulent practices.

It now become pertinent that forensic accounting be introduced and practices since the external auditors do not or may not have the required training to be able to tackle modern frauds like white collar crimes such as security fraud, embezzlement, bankruptcies, contract disputes and possibly criminal financial transaction; including money laundering by organized criminals, also is the ability of the forensic accountant to provide litigation support and investigative accounting. These areas have become a complex area of concern for the accounting profession.

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**Article:**

## Adding Research Papers to Google Scholar

This article describes the technique to get research papers published by individual or institute, to be included in Google Scholar search results.

## Overview

### Individual Authors

The suggested technique for adding research work (paper) to Google Scholar is to simply upload the paper to his/her personal website, e.g., www.kmvportal.co.in/publication/paperTitle1.pdf; and add a link to it on your publications page, such as www.kmvportal.co.in/publication/publications.html.

As per the guideline given by [1], make sure that:

- the full text of your paper is in a PDF file that ends with ".pdf",
- the title of the paper appears in a large font on top of the first page,
- the authors of the paper are listed right below the title, on a separate line, and
- there is a bibliography section titled, e.g., "References" or "Bibliography" at the end.

The search robots will find your paper and include it in Google Scholar within several weeks. If your local institutional repository is already configured for indexing in Google Scholar, then you may upload your papers there.

### Institute/University Repositories

Google Scholar suggests the use the latest version of Eprints (eprints.org), Digital Commons (digitalcommons.bepress.com), or DSpace (dspace.org) software to host papers. For a less common hosting product or service, or an older version of these, website must meet the technical guidelines given by Google Scholar.

### Journal Publishers

If you publish a small number of journals, consider using one of the established journal hosting services, e.g., Atypon and Highwire. Aggregators that host many journals on a single website, such as JSTOR or SciELO, often work too, but please check with your aggregator to make sure that they support full-text indexing in Google Scholar. Alternatively, if you have the technical expertise to manage your own website, we recommend the Open Journal Systems (OJS) software that's available for download from the Public Knowledge Project (PKP).

If you use a smaller journal hosting service, or if you maintain your own custom website, please make sure that your website meets our technical guidelines described below.

### Content Guidelines

Google Scholar includes scholarly articles from a wide variety of sources, including WWW, in all fields of research written in all languages. To be considered for inclusion, the content of your website needs to meet the two basic criteria.

### Scholarly articles

The content hosted on your website must consist primarily of scholarly articles - journal papers, conference papers, technical reports, or their drafts, dissertations, pre-prints, post-

prints, or abstracts. Content such as news or magazine articles, book reviews, and editorials is not appropriate for Google Scholar. Documents larger than 5MB, such as books and long dissertations, should be uploaded to Google Book Search; Google Scholar automatically includes scholarly works from Google Book Search.

### Showing abstracts

To be included, your website must make either the full text of the articles or their complete author-written abstracts freely available and easy to see when users click on your URLs in Google search results. Your website must not require users (or search robots) to sign in, install special software, accept disclaimers, dismiss popup or interstitial advertisements, click on links or buttons, or scroll down the page before they can read the entire abstract of the paper. Sites that show login pages, error pages, or bare bibliographic data without abstracts will not be considered for inclusion and may be removed from Google Scholar.

### Crawl Guidelines

Google Scholar uses automated software, known as "robots" or "crawlers", to fetch your files for inclusion in the search results. Following are the guidelines from Google Scholar

### File formats

Your files need to be either in the HTML or in the PDF format. PDF files must have searchable text, i.e., you must be able to search for and find words in the document using Adobe Acrobat Reader. Each file must not exceed 5MB in size. To index larger files, or to index scanned images of pages that require OCR, please upload them to Google Book Search.

### Browse interface

A browse interface is necessary for the search robots to discover the URLs of your articles. URL of every article should be reachable from the homepage by following **at most ten simple HTML links**.

If you're hosting a small collection of publications, such as papers written by a single author or a small group, then it is recommend that you list all articles on a single HTML page, such as www.example.edu/~professor/publications.html, and include links to their full text in the PDF format. Don't use Flash, JavaScript, or form-based navigation as it makes hard for automated system to find your articles.

### Website availability

The WebPages must be available to both users and crawlers at all times. The search robots will visit your webpages periodically in order to pick up the updates, as well as to ensure that your URLs are still available. If the search robots are unable to fetch your webpages, e.g., due to server errors, misconfiguration, or an overly slow response from your website, then some or all of your articles could drop out of Google and Google Scholar.

### Robots exclusion protocol

If your website uses a robots.txt file, e.g., www.example.com/robots.txt, then it **must not** block Google's search robots from accessing your articles or your browse URLs.

**References**

[1].
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[2].
https://scholar.google.co.in/intl/en/scholar/inclusion.html#content

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## Article: Web Hosting

A web hosting service is a type of Internet hosting service that allows individuals and organizations to make their website accessible via the World Wide Web.

Web hosts are companies that provide space on a server owned or leased for use by clients, as well as providing Internet connectivity, typically in a data center.

Type of hosting

1. Smaller hosting

2. Larger hosting

⇨ Smaller hosting services

The most basic is web page and small-scale file hosting, where files can be uploaded via File Transfer Protocol (FTP) or a Web interface.

The files are usually delivered to the Web "as is" or with minimal processing. Many Internet service providers (ISPs) offer this service free to subscribers.

Individuals and organizations may also obtain Web page hosting from alternative service providers.

⇨ **Larger hosting services**

Many large companies that are not Internet service providers need to be permanently connected to the web to send email, files, etc. to other sites. The company may use the computer as a website host to provide details

of their goods and services and facilities for online orders. A complex site calls for a more comprehensive package that provides database support and application development platforms (e.g. ASP.NET, ColdFusion, Java EE, Perl, PHP or Ruby on Rails). These facilities allow customers to write or install scripts for applications like forums and content management.

Shared web hosting service: one's website is placed on the same server as many other sites, ranging from a few sites to hundreds of websites. Typically, all domains may share a common pool of server resources, such as RAM and the CPU. The features available with this type of service can be quite basic and not flexible in terms of software and updates. Resellers often sell shared web hosting and web companies often have reseller accounts to provide hosting for clients.

⇨ **Reseller web hosting:**

Allows clients to become web hosts themselves. Resellers could function, for individual domains, under any combination of these listed types of hosting, depending on who they are affiliated with as a reseller. Resellers' accounts may vary tremendously in size: they may have their own virtual dedicated server to a collocated server. Many resellers provide a nearly identical service to their provider's shared hosting plan and provide the technical support themselves.

● **Virtual Dedicated Server:** Also known as a Virtual Private Server (VPS), divides server resources into virtual servers, where resources can be allocated in a way that does not directly reflect the underlying hardware. VPS will often be allocated resources based on a one server to many VPSs relationship, however virtualization may be done for a number of reasons, including the ability to move a VPS container between servers. The users may have root access to their own virtual space. Customers are sometimes responsible for patching and maintaining the server (unmanaged server) or the VPS provider may provide server admin tasks for the customer (managed server).

● **Dedicated hosting service:**
The user gets his or her own Web server and gains full control over it (user has root access for Linux/administrator access for Windows); however, the user typically does not own the server. One type of dedicated hosting is self-managed or unmanaged. This is usually the least expensive for dedicated plans. The user has full administrative access to the server, which means the client is responsible for the security and maintenance of his own dedicated server.

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