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Volume 12, Issue 2

July - December 2018

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Synthesis, Characterization of Acid Activated Perlite Catalyst and its Applications in a Series of Benzylation Reactions

Devaki P.R. and Sakshi Kabra Malpani

Abstract

Perlite, a naturally occurring amorphous material formed by condensation of volcanic eruptions rich in silica and alumina, has been converted into an efficient, heterogeneous acid catalyst by thermal and chemical activation using concentrated sulphuric acid. The physio-chemical properties of as-synthesized catalyst were monitored by X-ray diffraction and FT-IR spectroscopy. The catalytic activity was evaluated by the series of benzylation reactions. The catalyst could be easily recovered and reused giving almost analogous conversion up to five reaction cycles. The study aims at conversion of natural waste perlite into potential heterogeneous acid catalyst for acid catalyzed benzylation reactions.

Key words: Perlite, heterogeneous acid catalyst, benzylation.

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Can MI Paste Mitigate the Risk of *In Vitro* Tooth Erosion Caused by Acidic Beverages?

Yohann Bede Britto and Dana Jones

Abstract

A major oral health problem today is dental erosion. Dental erosion is the irreversible loss of minerals from the tooth's protective structure. The main cause of dental erosion is acidic drinks such as sodas, gatorades, and energy drinks, because their "acid attack" wears down the tooth enamel, ultimately exposing the dentine and causing significant dental problems. These are drinks that most children have on a daily basis making dental erosion a global public health concern. MI paste, a new treatment, contains the active ingredient RECALDENT, a special milk derived phosphopeptide that binds calcium and phosphate to tooth surface. It can be applied like teeth whitening paste and offers protection from the "acid attack" of drinks. However the effectiveness of the treatment is yet to be determined. The main research questions addressed by the study was to ascertain the effectiveness of MI paste. Using a 3 by 2 experimental design, the hypotheses were tested. Teeth were placed in 1 of 3 acidic conditions. Intervention teeth were treated with MI paste. The results indicated that MI is effective in protecting teeth even with exposure to high levels of acid. The findings of this study have implications for providing recommendations to address the global public health concerns around dental erosion for young children and adolescents.

Key words: Dental Erosion, Global Public health, MI Paste Treatment, Acidic drinks

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Structural and Thermodynamic Properties of n-Alkanes in Supercritical Water: Insights from Classical Molecular Dynamics Simulations

Sonanki Keshri

Abstract

The diffusion coefficients, hydration free energy and other structural properties of n-alkanes (from CH₄ to C₁₄H₃₀) in supercritical water at infinite dilution have been studied by unconstrained molecular dynamics simulations. The simulation results agree well with experiment, which suggests that the simulation method is a powerful tool to obtain diffusion coefficients of solutes in fluids at high temperatures and high pressures. The local structures of such fluids are further investigated by calculating radial distribution functions and coordination numbers. The dihedral angle and radius of gyration are used to explain the abnormal trends on radial distribution functions and coordination numbers.

Key words: Supercritical water, MD simulations, radius of gyration, hydration free energy

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Aristotle's Theory of Mimesis and the Tragic Plot: A Critical Thought

Suparna Sengupta

Abstract

The question of 'value', connected to art and its function, is a long-standing debate. Straddling across many categories, art's value has been variously diagnosed as philosophical, ethical, moral, political or simply aesthetic. Each of these categories represents an ideological position that defines art and artistic production with respect to the question of 'value' that the process engenders. Aristotle's 'Poetics' forms a bedrock in this argument. His theory of Mimesis, concomitantly applied to the study of the Tragic Plot, establishes the cognitive value of art. Thus understood, art is not a nebulous spiritual artifice, but an analytical re-production of objects/people/situations. Aristotle morphs the so-called ambiguity in the representational dimension of art to an artist's interpretative and deductive potential of his artistic production. The paper is a critical examination of some of the key ideas and observations that 'Poetics' foregrounds towards this process.

Key words: art, value, mimesis, Aristotle, cognitive, tragic plot

Drivers of Poverty Status Among Sugarcane Farmers in Kwara State of Nigeria

Sadiq M.S, Singh I.P., Ahmad M.M. and Lawal M.

Abstract

The present research empirically determines the poverty status and its drivers among sugarcane farmers in Kwara State of Nigeria using undated data of 2017 cropping season (rainy season) elicited using structured questionnaires complemented with interview schedule from 105 sugarcane farmers chosen through multi-stage sampling technique. The collected data were analyzed using descriptive and inferential statistics. Based on the empirical findings, marginally above one-quarter of the farming population was poor which owe to the successful implementation of the Federal Government of Nigeria (FGN) programme on sugarcane promotion in the studied area. However, few idiosyncratic factors were identified to be an impediment to sustainable livelihood of the producers in the studied area. Therefore, the study recommended introduction of social security, intensification of sensitization on the importance of family planning and introduction of farmer to farmer extension approach.

Key words: Poverty, Drivers, Farmers, Sugarcane, Kwara State, Nigeria

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Rural Tourism Entrepreneurship and Women Empowerment with Special Reference to Banavasi, Karnataka

Radhika B.L.

Abstract

This paper is an effort to showcase the importance of rural tourism entrepreneurship and empowering the rural women in a trivial area of Karnataka. The tourism sector's capability as a development driver, especially for rural livelihoods, to supplement traditional farm-based income, many rural communities have moved towards livelihood diversification. At the global context places like Kenya, Tanzania, Pokhara (Nepal), Czech Republic and many other destinations have given importance to women entrepreneurship in tourism industry. They have given rights and authority as best set example of women empowerment, which aided the country's economy to develop the rural areas by motivating the rural women. The United Nations Development Programme (UNDP) has partnered GOI, Ministry of Tourism in the innovative Endogenous Tourism Project to fund capacity building at 36 rural sites in 20 states, with local stakeholder participation, wherein women and the rural poor are target beneficiaries, principally through formation of Self Help Groups. If this project gets success in future rural tourism entrepreneurs contributes greater share to the economy of the nation. It is said that if we need to experience the real India we need to visit rural places of India, where tourist from different parts of the world visit rural areas just to get different experience of rural culture, way of life, fairs & festivals, handicrafts and authenticity of India. The paper is focused on Rural tourism entrepreneurship and women empowerment in a small rural location of Karnataka located at Uttara Kannada District, named as "Banavasi ". The study has been undertaken for purpose of achieving rural tourism entrepreneurship of Banavasi by empowering women through rural tourism, as women's participation in economic activity brings benefits at both micro and macro levels.

Key words: Rural tourism Entrepreneurship, Women Empowerment, Endogenous Tourism Project, Self Help Groups.

Contemporary Issues and Challenges of Hospitality Sector: A Case-Study on Staff Turnover and Motivation with Special Reference to Ibis Hotel, London

Dey Rajkumar, Jamgade Sweety and Bilan Sahidi

Abstract

The competitiveness of the business environment and the complexity of human life have made staff motivation and staff turnover a major concern for industries, more so in the hospitality industry. The competitiveness of a business is dependent on human capital and its competitive edge and unless staff are motivated enough they won't be able to produce the performance that a business craves for its competitiveness. This research follows a pragmatism philosophy and an inductive approach. A survey strategy, including interviews and questionnaire was followed in this research. Staff at IBIS Docklands was interviewed and questionnaire was also administered. The interviews were intended to find out about staff motivation and the questionnaire was intended to find out about staff turnover intentions or what exactly leads to turnover. The results from the interviews presented a few facts like the pay scale of the staff did not match their responsibility, position and performance. Job security is a major concern for staff in hotels. Staff recruited through agency is unhappy due to the difference of stated policy and actual treatment. The results from the questionnaire did prove the fact that motivation does not reduce staff turnover. A supervisor must develop a relationship with staff in order to get the best out of them. This sort of relation commits the staff more to the organisation and helps reduce turnover. Motivation strategies like team building, outing, family welfare schemes, good to great training, etc. can be useful in retaining staff.

Key words: HRM, Work Environment, Staff Turnover, Motivational Techniques.

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Psychological Contract as a Measure to Employee Retention

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Abstract

The world of competitive business dynamics has made more organisations susceptible and made them vulnerable. This volatile business context has thrown more challenges to the business to withstand, survive and grow; it is the human capital that can make the difference to the organisations. Hence, it is of paramount importance to organisations to develop the culture of employee engagement at its core. To quote the term it looks simple, but in practice, nurturing and managing this Omni-potent capital is the most complex variable in the directory of management. This paper focuses on identifying the essentials of psychological contract as a measure for employee retention drawn from a detailed study.

Key words: Psychological contract, Employer Engagement, Employee Retention, Performance.

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Digital Money in India: Usage and Hurdles

Rema. R, N. Karunakaran and Bisha. V.K.

Abstract

Digital currency or digital money is an internet based medium of exchange that exhibits properties similar to physical currency, but allow for instantaneous transaction and borderless transfer-of-ownership. Both virtual currency and crypto currencies are type of digital currencies. The demonetization of high value currency note in India will provide a big boost for digital India. Reduction in cash transaction will help to multiply digital and plastic transaction such as cheque, credit card and mobile wallet. As India started getting used to handling digital money, trust in anything online and mobile will get a big boost.

Key words: Demonetization, digitalization, impact, hurdles, India

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Total Quality Management System: An Effective Approach to Success

Priyadarshini Pillai

Abstract

Total Quality Management is an extensive and **structured organization management approach** that focuses on **continuous quality improvement** of products and services by using **continuous feedback**. Therefore, quality is a competitive priority. Quality is the only factor that ensures an organization's survival and growth. Quality focuses on meeting consumer need, meeting the competition, improving continuously and extending these concerns to all phases of business. Today, it has been well understood by managers that the real price of poor quality is lost consumers and ultimately, the death of an organization. Therefore to be successful in today's business environment, organizations must pay attention to quality. Hence, a systematic procedure has to be evolved and followed and different concepts of quality management have to be understood clearly for designing and executing the quality management programme effectively. Total Quality Management can be set up separately for an organization as well as for a set of standards that must be followed- for instance the International Organization for Standardization (ISO) in the ISO 9000 series. Total Quality Management uses strategy, data and communication channels to integrate the required quality principles into the organization's activities and culture.

Key words: Quality, quality management, approach, success.

Post Merger and Acquisition in Footwear and Apparels Industry of Adidas and Reebok

Zehra Begum Khatib

Abstract

Merger and Acquisition refers to the aspect of corporate strategy, corporate finance and management dealing with the buying, selling and combining of different companies that can aid, finance, or help a growing company in a given industry grow rapidly without having to create another business entity. In addition to expanding a business through increased trading, merger and acquisition can be used to increase the size of an organization and its profits.

Key words: Growth, Marketing, Synergy, Opportunity

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