



Academic Research Ethics & Plagiarism- Time for Policy Intervention in Higher Education Institutions

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Abstract

Plagiarism is a concept related to academic research & scholastic progression. It reflects the outcome of learning & teaching. The academic research is vehemently increasing. The Higher education scenario is being broadened with greater funding to research activities. But with the increase in higher education Institutional enrollment , the higher education sector is channeling into R & D activities on a larger scale. This has given rise to research funding & research growth. The academic advancement of the faculty also is related to research .Thus large number of academicians & scholars are into research. There are small projects major projects , doctorate research etc. This heavy voluminous research related to academic has given rise to plagiarisms .with the rise of internet connectivity there has been easier research activities. But the research being made is losing quality as the researcher has easy avenues to finish his research Internet has made everything possible. The students as well as researchers are effortlessly using the available data in their research & are not going to do the original research. This has made the research work suffer from quality as well as the intellectualism of the researcher.

Keywords: *Plagiarism, research ethics, academic promotion, original research.*

The concept of plagiarism

The concept of plagiarism includes every idea, every thought, every writing of someone deliberately without acknowledging the original source. It is a multi faceted problem. It applies to text published in print form or online form in academic world. Most current discussions of academic plagiarism fail to distinguish between: submitting someone else's text as one's own or attempting to blur the line between one's own ideas or words and those borrowed from another source, and carelessly or inadequately citing ideas and words borrowed from

another source. Such discussions conflate *plagiarism* with the *misuse of sources*.

Very few principled writers make every effort to acknowledge sources fully and appropriately in accordance with the contexts and genres of their writing. A student who attempts (even if clumsily) to identify and credit his or her source, but who misuses a specific citation format or incorrectly uses quotation marks or other forms of identifying material taken from other sources, has not plagiarized. Instead, such a student should be considered to have failed to cite and document sources appropriately.



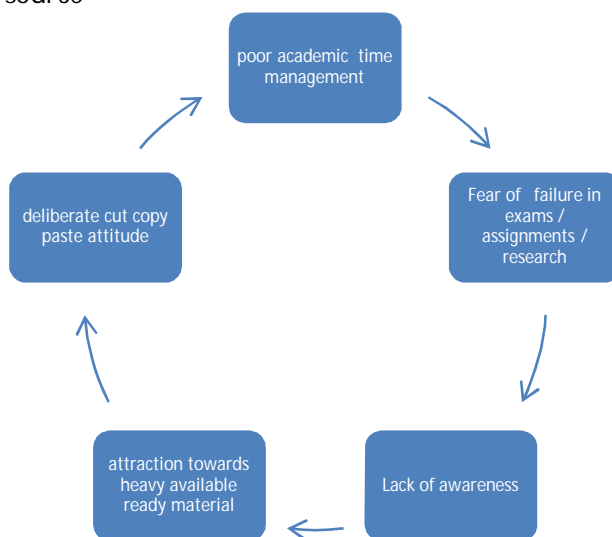
Plagiarism in needed when

1. Copying published information into paper without original source attribution
2. Publishing books / articles online offline without source attributions
3. Copying excerpts without source attribution
4. Mismatching data from the original source

5. acclaiming publication of dissertations / projects/ Theses without original source

These are acts of misconduct which is punishable. This is a breach of ethical conduct.

Plagiarism chances of occurrence – chances of plagiarism occurs when students teachers researches fail to manage their time towards academic improvement as shown in this chart



1. A researcher does not know about time management & they wish to finish of their assignments without much effort. They do not commit themselves to academic work & fail to do original research in a given time
2. Academically poor in finishing their assignments
3. The fear of failure to succeed in research work also lures them towards plagiarism
4. The great amount of ready material which is available on the internet attracts researchers.
5. The lack of awareness about plagiarism also leads to copying without source attribution.
6. The failure to understand that the research they have taken up is a genuine opportunity for them to learn & inquire. The research should be seen as a process of learning it has to be experienced through gradually.
7. They have to learn to analyze collected facts & figures they have to learn to integrate the sources materials. This will help them to face similar real life situations. They will



learn to know the tactics of problems solving & analyzing.

8. the inquisitiveness & inquiry helps him to go through such situations calmly

The role of faculty in checking plagiarism

1. The faculty needs to assign topics which are encouraging to investigate. Instead of simply assigning recycling of researched documents
2. The faculty needs to provide support to researched writing which includes analysis of models, peer review, content analysis. case study analysis etc
3. Each faculty has to make it mandatory that each assignment has to clearly indicate the references & sources
4. If faculty start their individual research with these citations then students will also follow
5. giving assignments o repetitive subjects will only add to book stock this can be avoided
6. The faculty have to avoid subject on those topics which might invite plagiarism
7. The faculty have to engage student sin notes writing , draft writing , questionnaire response writing etc.
8. The faculty have to give information to students about plagiarism & its effects on academic ethics
9. not awarding marks to those student assignment which are part of academic deceive

10. All faculty have to report any cases of plagiarism in students' assignments, tests . projects , immediately.

Administrator's role

1. All college management have to inculcate a campus culture which has ethical base. Academic honesty have to be fostered at all levels.
2. The penalties for academic misconduct needs to transparent
3. all students & faculty have to be trained in plagiarism policies.
4. Capacity building towards original research needs to be entertained at all levels.
5. Campus discussions on research ethics have to be conducted periodically
6. The faculties have to be made to address on proper writing conditions which helps the faculty to give individualized attention to each student. A teacher can read & the detect the duplication of the assignments only when the size of the classroom is of manageable size. The faculties have to be made to address on proper writing conditions which helps the faculty to give individualized attention to each student. A teacher can read & the detect the duplication of the assignments only when the size of the classroom is of manageable size.
7. The faculty training & development programs have to



be enhanced. As each faculty needs career improvement access, he has to be trained in developing academic & research ethics.

The popular Plagiarism software Applications- The following software are used to detect plagiarism

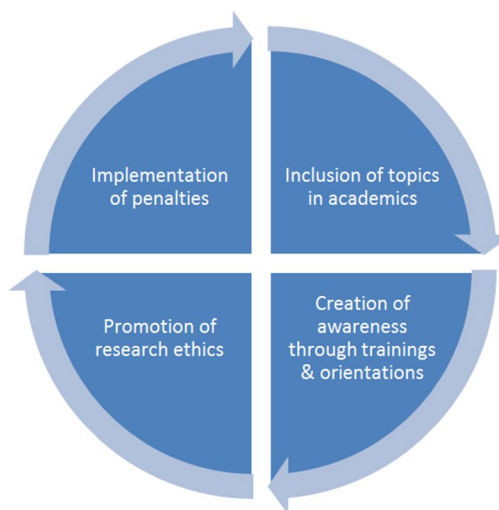
1. dupli checker
2. copy leaks
3. paper rater
4. plagiarisma
5. plagia checker
6. plagium
7. plag scan
8. plag tracker
9. que text
10. viper

Among the requirements were that all schools must begin "using well-developed software" to detect plagiarism and other forms of "academic theft" and also provide an electronic copy to the UGC for inclusion in the organization's Information and Library Network Centre (INFLIBNET), which is open to the public. In addition to those changes, the UGC also added a requirement that all theses not on language subjects also have

Inclusion in curriculum -The scholars are debating about including plagiarism policy in e-learning. The Higher educational Institutions are considering about an awareness campaign to make know the consequences of plagiarism to all faculty & students across all Higher educational Institutions uniformly. The Higher educational Institutions need to

at least one copy submitted in English and that research supervisors must also attest to the originality of the work, including that no plagiarism has taken place. The new regulations, which are required of all universities in the country that award PhDs, took effect this academic year and impacts all who registered for PhD on or after November 30, 2009. However, implementation has been somewhat slow though Universities are starting to implement the policies locally.

Considerations- There are several considerations in academic circles which are being considered. As shown in this diagram(2)



reorganize their curriculum to include chapters on this.

Implementation of stricter penalties- There is also a thought about implementing stricter penalties for plagiarism & unethical academic research activities in Higher educational Institutions. But there needs to be



higher intervention through stricter legislations. Any research which is duplication of other document is a waste of national property.

Need for training -The faculty in Higher education sector have to be trained to address the plagiarism in their classrooms as well. The academic & research ethics can be promoted through hoardings, placards, bill boards, inside college campus library, lobby, lounge, corridor & classrooms. These objects will create an awareness about plagiarism.

The faculty training & development -The faculty training & development programs have to be enhanced. The academic & research ethics needs to be fostered by the faculty training & consistent training programs. The failure to understand that the research is a genuine opportunity for them to learn more & know more needs to be focused to faculty in these training & capacity building sessions.

Conclusion- Thus ethics & honesty are the two most important components of the academic learning & teaching. This professional is directly linked to ethical values no claim the credit. These academicians knowingly or unknowingly publish or present other work as their work. It is necessary to do follow ethical bases for research in academic circles. The failure to understand that the research is a genuine opportunity for them to learn more & hence it has to be seen as a process of learning. The researchers & academicians have to learn to analyze collected facts & figures, learn to integrate the sources materials by teaching the same to students. This will help them to face similar real life situations.. The faculties have to be made to address on proper writing conditions which helps the faculty to give

individualized attention to each student. They will learn to know the tactics of problems solving & analyzing only when research ethics is incorporated in their curriculum pattern. The failure to understand that the research is a genuine opportunity for them to learn more has to be focused.

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Copy Right Policies & promotion of Academic Research ethics in Higher Education Institutions

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Abstract Higher education scenario is promoting research on a larger scale. The funding pattern of research based studies has also been broadened. The academic promotion through UGC AICTE etc has been remarkably raised since 2000. The Higher Education Institutions are promoting research through minor / major projects & the publication of these researches is also being given key significance in academic circles. This voluminous research promotion has given rise to effortless research work. Academicians & scholars across the globe are following several kinds of easy research methodologies which are above academic ethics. Plagiarism has crept in & there have been duplication of documents & recycling of documents. The scholars are unaware of the plagiarism rules & regulations & are also unaware of copy right issues. Academicians, researchers & scholars need to know the formalities of copy rights before using the citations, references & documents in their research. But in majority of the cases copy rights are violated by scholars who are aware of copy right legislation. Academicians & scholars have to take great care in using secondary resource material in their research. But due to lack of awareness, lack of academic inputs, researchers violate copy right legislations. The whole research might come under threat if the researcher does not know the limits of copy right issues.

Keywords : copy right issues , research adaptations , legislations for intellectual rights protection

Introduction : Copy right legislation is becoming a global issue. The academic promotion through UGC AICTE etc has been remarkably raised since 2000. The Higher Education Institutions are promoting research through minor / major projects & the publication of these researches is also being given key significance in academic circles. This voluminous research promotion has given rise to effortless research work. Academicians & scholars across the globe are following several kinds of easy research methodologies which is above academic ethics. Plagiarism has crept in & there have been duplication of documents & recycling of documents. The scholars are unaware of the plagiarism rules & regulations & are also unaware of copy right issues.

Copyright: Copyright legislation protects authors of original works in any form, including literary, dramatic, pictorial, musical, etc.

Historical evolution of copy right law in India- The copy rights legislation has been amended six times & recently it was amended in 2012. India is a member of International conventions governing copy right laws. This includes

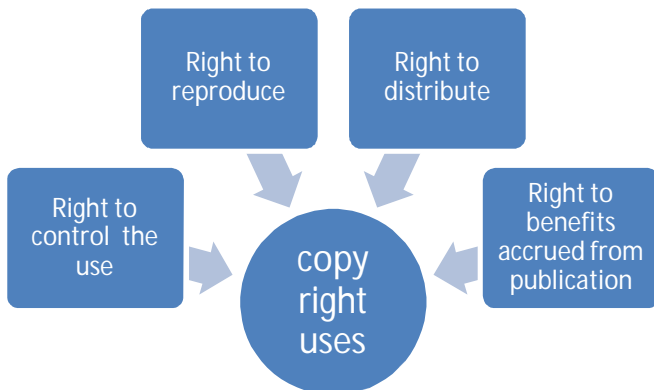
1. Bern convention 1886
2. Universal copy right s convention of 1951
3. Rome of 1961

Definitions of copy rights – The copy rights includes works covering literacy , drama , Cinema. Copy right law of 1957



governs the copy right issues of India. The history is traced to colonial period,

The rights of the copy right holder - the copy right holder has several benefits as shown in this diagram (1)



1. Right to control the use
2. Right to reproduce
3. Right to distribute
4. Right to benefits accrued from publication

A copy right holder thus gets right to access publishes distribute & get monetary benefits have to abide by the rules of this copyright because it is a part of **academic ethics**.

1. Even though an educational Institution / organization physically owns a document , the copy rights of the document may be managed by other individual or Institution. This directly clashes with the user.
2. Authors can donate documents to archives / libraries / organizations along with copy rights & intellectual property rights. But in majority cases , authors fail to provide copy rights in legal way & complain of copy right violation later.
3. Higher educational Institutions & academic organizations need more transparent policy regarding copy rights. There are reoccurring complaints of violation of copy rights in Higher education circle.

4. Academicians, researchers & scholars need to know the formalities of copy rights before using the citations , references & documents in their research. But in majority of the cases copy rights are violated by scholars who are aware of copy right legislation. Academicians & scholars have to take great care in using secondary resource material in their research. But due to lack of awareness , lack of academic inputs , researchers violate copy right legislations. The whole research might come under threat if the researcher is not knowing the limits of copy right issues.
5. Photocopying an entire copyright-protected book that a researcher can purchase or obtain through other avenues would be a violation of copyright law.
6. Publishing an unpublished poem without consent from the author of the poem, or that author's estate, would also violate copyright law.



7. Placing a copyrighted photograph on a website without the consent of its copyright holder would be another violation example.

Copyrights operates against unauthorized copying, the taking of another's creation, without paying for it. It is necessary to protect creators creative work. music, books, manuscripts, software's, films, fashion designs, website etc from being copied and used for commercial purposes without the creators permission thus causing tremendous loss to the creator. Copy right becomes necessary because as shown in this diagram (1) it is necessary to protect creators creative work in its purest form .



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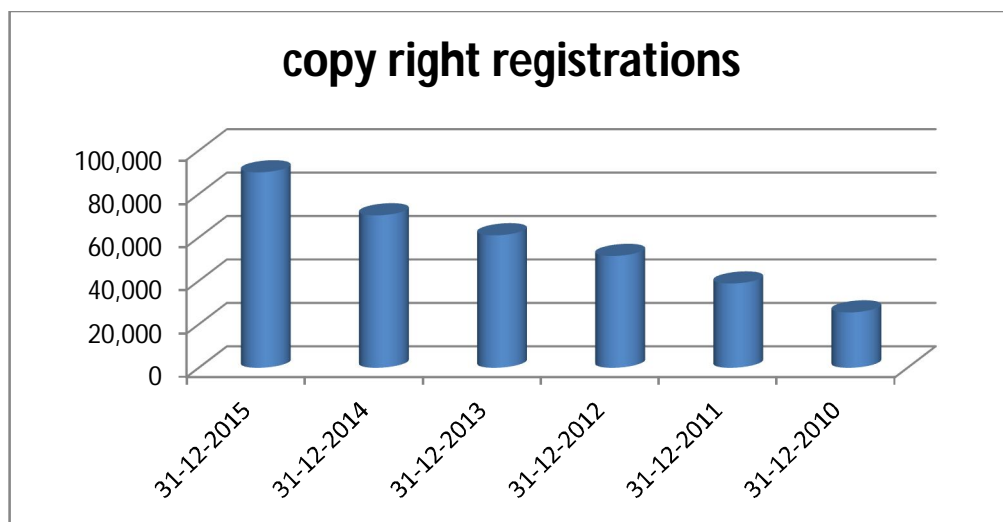
List of Creative Work Protected by the Copyright law in India

1. Literary work which includes computer program and computer databases apart from book.
2. Sound recording or audio recorded files which could include songs, dialogues recorded etc
3. Cinematograph film includes films, videos, cartoon films. It is advisable to include creative rights in the various agreements between parties in the initial stage itself.
4. Artistic work including a painting, a sculpture, a drawing such as a map, chart or diagram, an engraving, a photograph, architecture/ artistic craftsmanship and dramatic work. Musical work meaning staff notations and written music etc.

The following chart (1) displays the copy right registrations in India from 2011- 2016

11-08-2016	1,00,002
31-12-2015	90,000
31-12-2014	70,198
31-12-2013	61,000
31-12-2012	51,500
31-12-2011	38,800
31-12-2010	25,500

Source :Copy right registration in India 2015



Source :Copy right registration in India 2015

City name	Place in copy right registration
Hyderabad	First place as a creative city under copy right registration
Bangalore	Second place as a creative city under copy right registration
Mumbai	Third place as a creative city under copy right registration
Chennai	Fourth place as a creative city under copy right registration
Kolkatta	Fifth place as a creative city under copy right registration
Kerala	Sixth place as a creative city under copy right registration

Challenges to copy right violations -

There are several issues relating copy rights in India

- Non mandatory nature of the right** - It is not mandatory in India to register for copy right protection which is causing problems in academic circles.
- Lack of awareness** -The awareness about intellectual property rights is very poor. Even in higher educational Institutions scholars & faculty are unaware of the Copy rights & intellectual property rights.
- Limited to urban centers**- The majority of the litigation concerning intellectual property right violation & copy right violation is limited to urban centers.
- Lack of awareness about benefits of protection**- The researchers & scholars know very little about registration benefits. The issues of piracy are already destroying Indian cinema & music industry. Hence copy right registration in academic research circles in very imperative.
- Lack of awareness about penal punishments**- The students & scholars need to know the penalties for violation of copy rights through orientations, trainings, seminars & information sessions. Otherwise the academic research works becomes more of recycling of documents.



6. **Lack of legal support in higher education Institutions-** All higher education Institutions need to address to the researchers about Intellectual property rights & Copy right issues. The International conventions need to focus on Indian participation in conventions about copy rights.

Conclusion- Thus copy rights issues are very imperative in academic research & intellectual property access. The violation of the copy rights is violation of academic ethics. There have been several attempts to bring about academic research in the gamut of ethical research. But the awareness about copy rights needs to be spread across all academic Institutions uniformly. All higher education Institutions need to address to the researchers about Intellectual property rights & Copy right issues. The International conventions need to focus on Indian participation in conventions about copy rights. The students & scholars need to know the penalties for violation of copy rights through orientations, trainings, seminars & information sessions. Otherwise the academic research works becomes more of recycling of documents.

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Historical Research through innovative Digital Software Applications –Emerging Trends

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Abstract : *Historical Research is gaining importance as countless innovative digital tools are supporting historical research methodology. These are some of the features in digital research which are being used optimally by historians. The innovative digital tools & digital applications are supporting research. Western countries are funding historical research projects on digital tools to support & abridge historical research. There are greater researches in finding simpler digital tools which supplement historical research. This paper focuses on several of these new digital tools which are supporting the historical research through text mining / data mining, visualization, information retrieval, Digital publishing etc. But the Use & application of digital tools in Historical research come with several challenges. Great care has to be taken in using & incorporating digitally acquired information in historical research. The Historians are increasingly required to understand the digital tools making use of complex digital tools in order to analyze research mechanisms. There is a great need of meticulous applying of the acquired information to obtain objectivity.*

Key words: *historical research, digital tools, innovative digital mechanisms, promotion of objectivity*

Introduction: These days Historical research needs advanced mechanisms which are conceptual , theoretical as well as practical learning A student of history needs to understand the concepts of history as well as know the study of history which benefits his whole conceptualization. A study of history gives intellectual foundations along with practical techniques.

Potential requirements for the historical researcher.

A study of historical research mechanisms needs several potential attributes for a history researcher

1. A history researcher needs core modules which provide

fundamental training in approaching to a historical topic . He needs to conceptualize core modules.

2. A history researcher needs to learn about retrieving historical resources along with evidences. He needs to retrieve resources of historical search through new methodologies.
3. A history researcher needs to learn management of historical evidence, context management & analyzing the textual visual & materials sources. These are necessary to tap the historical evidences in a right way.



4. A history researcher needs to use quantitative methods including digital software to assess historical data. As these days digital tools are used on a larger scale to bug historical data, there is a necessity to adopt digital software.
5. The quantitative methods in historical research includes generation of models, theories, hypotheses, development of instruments & methods of measurements, experimental control & manipulation of variables, collection of empirical data, modeling & analysis of data.
6. A history researcher needs to know that in majority cases History resources are narrative, the objectivity & relativism to the facts are barely seen. The evidences about establishing causation & relationship of facts have to be collaborated thoroughly. A researcher needs to collaborate the data to establish relativism.
7. A history researcher needs to know the practical understanding of the impact of history on socio religious & cultural living. This is emphasized because the practical understanding of the influences of historical research on social, religious & cultural living has gained importance. The communal violence & communal clashes which are so frequent in India can be prevented to a certain extent with the publication & propagation of historical research findings.
8. A history researcher needs to look for newer directions in research analysis. The age old methods of excavations have been replaced by digitalized searching. Finding the age of the skeletal remains, has now become easier with digital tools.
9. A history researcher needs to be trained in building & using databases of historical research. This is important because the a historical researcher has to be trained in using historical database. There is a need for capacity building training for researchers in evolving the databases for their research.
10. A history researcher needs to build Historical research software database applications. He has to conceive support applications & train other researchers in using support applications with additional functionalities.
11. The Historical researcher in building databases needs to equip with skills in using databases. Without prior experience the databases he wishes to use might become obsolete & old by the time he really applies them to research.

The need for digital tools application

in historical research- The tools & techniques used in building a database have to be designed within curriculum. It should cover the process of covers the process of constructing related tablets to accommodating more historical databases. The Historians are increasingly required to understand



the digital tools making use of complex digital tools in order to analyze research mechanisms. He needs to understand the importance of data linking, data visualization, cloud computing etc. Data mining refers to extraction of hidden predictive information from large databases; this is a new technology with great potential to help companies focus on the most important information in their data warehouses. Data mining tools predict future trends & behaviors, allowing researchers to make proactive knowledge-driven decisions. A historical researcher needs massive data collection, powerful multiprocessor computers, data mining algorithms

The digital tools are Text/data mining, Visualization, Information retrieval, Digital publishing are some of the features in digital research

1. Mapping tools include batch geo, Google Earth, Cartodb, Palladio, map box
2. text mining & analysis' includes ant Conc, Voyant Tool
3. Audio Tools Include PRAAT, Sonic Visualize
4. New digital tools allow historical data and modern multimedia to be combined, visualized, and shared in new ways, thus creating opportunities for new collaboration, understandings, and insights. Listed below are a few such tools for you to explore
5. annotation studio Chrono Zoom timeline, ZEFFI, Google book NGRAM viewer the history

engine, history PIN, Map scholar, neat line Node XL Omeka .net

1. **Dhbox** tool helps to simplify time-consuming computational problems; it helps to set up digital humanities laboratory through sign-in facility through a web browser
2. **Dhpress** assists in open-source Wordpress plugin that enables users to mashup and visualize a variety of digitized humanities-related material, including historical maps, images, manuscripts, and multimedia content without any coding background.
3. **Drupal** -Drupal is an open source content management platform powering millions of websites and applications. It's built, used, and supported by an active and diverse community of people around the world but does require significant set-up and skills.
4. **History pin**- History pin is a collaborative tool to share images history across time and space, and place those memories on maps and timelines.
5. **Neat line** -Neat line Allows scholars, students, and curators to tell stories with maps and timelines. It also has add-on tools for Omeka.
6. **Omeka** -Omeka is a free, flexible, and open source web-publishing platform for the display of library, museum, archives, and scholarly collections and

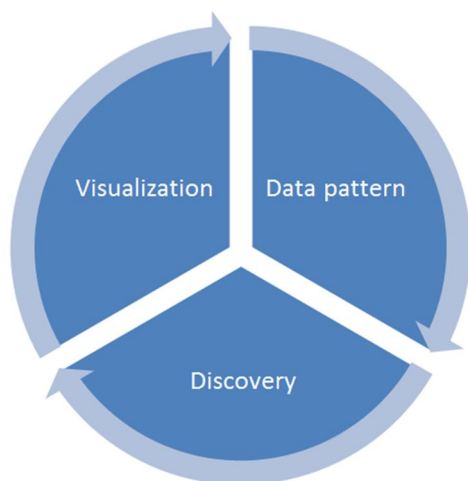


exhibitions. Its “five-minute setup” makes launching an online exhibition as easy as launching a blog.

7. **View Share- Free** platform for generating interactive maps, timelines, facets, tag clouds developed by the Library of Congress.
8. **Word press** Open-source blogging software that is free and easy-to-use. Can also be used to build websites with a variety of features, though not quite as versatile and robust as Drupal.

Computers have made the

1. Historical analysis
2. Data pattern
3. Discovery
4. Visualization



Benefits of digital tools – They are free, adaptive, user friendly besides they offer several positive support in historical research.

1. Several historical research supportive digital tools come with user -friendly sign in facility through a web browser
2. Immediate & responsive display of library, museum, archives, and scholarly collections and exhibitions are made easy with historical research supportive digital tools
3. generating interactive maps, timelines, facets of history has become very adaptive with greater support from historical research supportive digital tools
4. several digital tools are free and easy-to-use
5. historical research supportive digital tools have helped to share images history across time and space, and place those memories on maps and timelines
6. historical research supportive digital tools have helped to visualize a variety of digitized materials, including historical maps, images, manuscripts, and multimedia content without any coding background.
7. Great care has to be taken in using & incorporating digitally acquired information in historical research. There is a great need of meticulous applying of the acquired information.
8. The Historians are increasingly required to understand the key significance of digital tools in order to analyze historical facts .This is needed to prove objectivity in history .



9. As these tools are free, adaptive, user friendly & afford positive support in historical research they can be made essential tools of higher education as well.
 10. As abridging historical research has gained significance along with digitalization the research organization can cater to simpler programming & configuration techniques.
- Conclusion:** - Thus innovative digital tools & digital applications are supporting historical research. a significant research funding to research projects on digital tools to support & abridge historical research has gained significance along with digitalization. Still there are greater scopes for researches in finding simpler digital tools which supplement historical research. An imperative focus on several of these digital tools which are supporting the research needs to be regularized & through Higher educational Institutions. Text /data mining, Visualization, Information retrieval, Digital publishing features in digital research needs to be used analytically as well as prudently. But the need to branch out research on these lines needs extra prolongation & continued funding support.
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Indian higher education & research funding strategies

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Abstract : Indian higher education scenario is very aspiring as the GER is increasing every year. There are more than forty six thousand Institutions imparting higher education. The enrollment is more than twenty two thousand across the country. The expansion of higher education is a welcome aspect but there are certain liked shortcomings which is a hindrance to expansion. Government policy is aimed at providing superior levels of accountability to all higher educational institutions through self-regulation in the name of autonomy status

Key words: self-regulation, autonomy status, educational institutions

Introduction

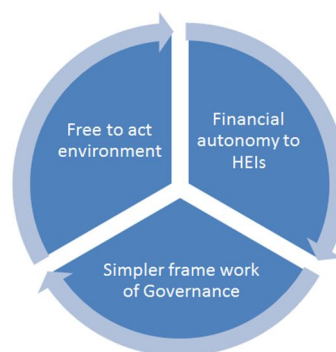
The Higher education is being accused of waning quality. The unscientific mushrooming of higher educational Institutions has resulted in dilapidated condition of educational value of higher education. There is other common lacuna which is infecting the Higher education sector which includes

1. Poor infrastructure
2. Un trained faculty
3. Cumbersome control over institutions
4. Varied & cumbersome governance decrees
5. Lack of uniform governance in Higher education institutions
6. Poor research funding to Higher education
7. Poor allocation to Research & Development

Indian Higher Education sector is suffering from lack of funding to research activities. The Higher education sector is unable to motivate the private sector

towards funding research activities. These problems are it is discussed that Higher education need

1. Financial autonomy to Higher education sector – the financial sourcing for Higher education sector is not uniform.
2. Simpler frame work of Governance- the Governing regulations for Higher education sector across India is not uniform
3. Free to act environment – There is a necessity to make the Higher education sector autonomous with regards to recruitment , salary research ,publication etc.

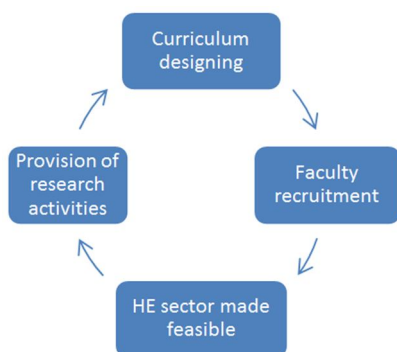




Indian Higher education sector is suffering from high handed control of

1. MHRD (Ministry of Higher education) ,
2. UGC (University Grants Commission) ,
3. AICTE (All Indian Council of Technical Education) .
4. DCE (Department of Collegiate Education)
5. Periodic State government statutes,
6. Periodic Central government statutes etc.

The controlling hands are several & the implications behind such control are also of varied interests. The need for autonomy is being promoted as a projection & as a facilitator of control free academic activities.



As shown in This diagram (2) The autonomy for Institutions is needed debated for

1. Curriculum designing
2. Faculty recruitment
3. Restructuring higher education towards greater heights

4. Provision of funding for research activities

There is a demand for autonomy for Higher education sector so that they can

1. If Higher Education Institutions are given autonomy in research activities there would be grater research projects being undertaken.
2. These autonomous institutions would be more accountable for their research oriented academic performances and subsequent funding levels.
3. This recommendation reflects a worldwide trend as there is a growing trend across the globe towards simplifying research financial support through simplified funding regulations.
4. By creating simpler financial policies that explicitly link quality and funding, western countries are encouraging their institutions to pursue research projects in all subjects.
5. The innovative strategies to improve quality are being given importance. But transitioning India's higher education system to a decentralized model will require substantial shifts in the way the system is governed and funded.
6. India still has to provide autonomy to higher educational Institutions. Only a handful of Institutions are given autonomy status.
7. These few Institutions are still reeling under dual core control of State Government regulations &



universities ordinances which is affecting their amiable working pattern. This is directly affecting the academic inputs & learning outcomes of the millions of students.

8. Higher education sector is being pushed as a generator of research & innovations . But the research funding is still as minimum as 12 % (2014) . Basic sciences & social sciences are facing the deficit of funding.
9. Thousands of non autonomous higher educational Institutions are following the age old traditional syllabi. Even in these days of smart class rooms & digital media , several of these are centuries back in their syllabus up-gradation. This is directly affecting he students learning pattern as the student have to face stiff competition from their counter parts in other Higher educational Institutions who way forward on application of Digital technology into classrooms.
10. Indian government currently plays a "command and control" role in the higher education system. Under government oversight, the largest state universities set the curricula, determine course offerings, administer exams, and grant degrees, while smaller affiliated colleges teach students according to these standards and requirements.

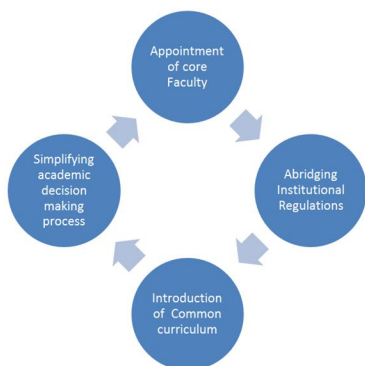
The 12th Five-Year Plan (2012 -2017) proposes a "steer and evaluate" role for the government that allows a greater degree of self-regulation and enforces higher levels of accountability across the all higher educational institutions. Government policy is aimed at providing superior levels of accountability to all higher educational institutions through self regulation in the name of autonomy status.

These reforms could include approaches that link quality measures to funding rates, grants for innovation and improvement in teaching and research, and requirements that institutions meet minimal accreditation and quality standards before they can receive public funding. Many countries also publish data on student outcomes to encourage students to spend tuition money on high-quality institutions. To help identify how such policies could support higher education quality improvement in India, RAND researchers reviewed documents and policies from countries that are similar in terms of size, governance structure, or higher education system quality.

The study revealed a connection between successful autonomous institutions and measures of quality that are closely aligned with national goals for higher education. Autonomous Institutions took decision about research funding , New & innovative course introduction , New add on courses etc

Supplementary supports needed include as shown in this Diagram (2)

Steer & Evaluate situation



1. developing a band of well-qualified faculty
2. strengthening quality assurance bodies,
3. improving common measures of academic curriculum to both public and private Higher education institutions,
4. Affording transparent accessibility with support of all stakeholders
5. encouraging quality-based decision making process

Conclusion- Thus simply establishing policies linking quality and funding is not sufficient to ensure a high-quality education system. A range of other supports, such as developing a pool of well-qualified faculty and strengthening quality assurance bodies, are needed for these innovative policies to succeed. Furthermore, improvement measures should be applied to both public and private institutions, and they should be transparent and accessible to all stakeholders to encourage quality-based decision making. Consequently, additional resources will be needed to support these stakeholders as they transition to their new governance roles.

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New trends in library management

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Abstract

This paper looks at the new & innovative developments in library management. Storing of archival materials, flexibility in arranging archival documents, adopting archival technologies & protection of archival documents in a library calls for a larger arrangement. Western countries have adopted new methodologies in documentations in libraries & archives. The Library, these days is becoming a digital hub. There are several dimensions in catering to the needs of the present day researcher. Hence new & innovative technologies are being adopted in libraries across the globe.

Key words: Library management, archival documentation, innovative technology, digital tools, new trends,

Introduction

In the present world, knowledge dominates the society in all spheres of activity as well as in everyday lives. Thus, a knowledge-driven economy has been defined as the rapid development and convergence of communications, computing and digital content to enable the globalization of production and stimulating enterprise and creativity. In the context of Libraries as repositories of knowledge: "Libraries of all sizes and types are embracing digital collections, although most libraries will continue to offer both print and digital collections for many years to come". In the 21 Century, it is not just knowledge, but more importantly the effective use and exploitation of all types of knowledge to fulfill the business and economic activities of developing economies that is crucial. In the educational sector, the library management and services have increasingly applied and utilized the electronic information resources to complement the conventional materials. Librarians have played key roles in the collecting, storing, organizing and

disseminating of knowledge to society. Although the advent of Internet has brought predictions of the demise of the traditional role of libraries, it has proven that libraries are, not only crucial but the librarians' role as knowledge providers has become even more significant.

Problems faced by a librarian in a library

1. **Problems of storage of archived materials** - A librarian is faced with problems of storage of archived materials. He is confronted with issues relating to maximizing efficiency, utilizing the library building along with each cubic space, problem of storing the new materials annually.

2. **Problems of storage of old documents & books-** A librarian is faced with Flexibility for older documents & books storing, arranging space for new materials to be stored, using archival technologies is a very hard issue.

3. **Problems of library space expansion-** A librarian is faced with problem of making provision for library expansion—vertically or horizontally .



Problems fire protection of the stored materials , safety seating of staff ,visitors & students , temperature and humidity requirements that might vary for different types of materials stored in archival areas and in the archival / preservation Library office areas

4. Problems of protection of archived materials A librarian is faced with problems of the protection of the archived materials is a principal design driver for building type

5. Problems of compartmentalization- A librarian is faced with problem of compartmentalization of storage areas to limit involved area of catastrophic loss in case of fire or electricity failure

6. Problems of lighting- A librarian is faced with problems day lighting for employee amenity, but not that would harm archival materials or adversely affect sensitive indoor environmental conditions , controlled access to archive storage areas , secure and safe loading and receiving areas , secure and controlled public/researcher access also depends on lighting.

Types and Attributes of Spaces: A library & an Archives along with Record Storage Building incorporates a number of spacing types to meet the needs of staff and visitors. These spaces and their attributes may include: offices, lobby , visitor space , reading space, book storage space , documents storage space,

A librarian faces the problems of the above kind as

1. He has to understand the extent of public exposure and visitation in the library building

2. There is a need to understand the need to project a positive organizational image in a library

3. A librarian has to consider aesthetic expression if stored books & archival materials have symbolic and / or historic importance.

4. A librarian needs to manage the surrounding campus environment and context. If the campus library has a separate building , A librarian has to create wider space for visitor entry & readers seating. He has to give wider significance to provide natural light to interior work spaces & reading room section.

5. A librarian has to breakdown large or massive scale of storage type admirahs inside the Library building. This has become so traditional. These days there are several types of new & innovative book storage solutions.

6. A librarian can also consider using varying architectural massing and materials, and use of landscaping features such as trees and earth berks in the design. He can create an ambience of good view inside the Library

7. A librarian has to provide stimulating and interesting interior space for the employees, regular visitors & readers.

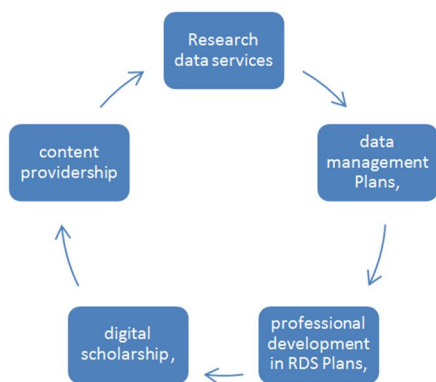
8. A librarian has to consider procession path from exterior to interior spaces showcasing all books categorized according to catalogues.

9. Movement between archive spaces must be convenient, logical, and efficient. Walls and columns must be located efficiently and designed to facilitate future expansion. Future growth and expansion should be taken



into consideration in the design program at the onset

As shown in this diagram (1) Research data services , data management Plans, professional development in RDS Plans, digital scholarship , content providership , are needed for a librarian. He has to take decision about



1. management of introducing computer systems into library
2. Acquisition of IT based upgraded data storage system
3. He has to see that employees who work under him are also very knowledgeable about digital tools usage.
4. A libraain himself should be able access online databases like OCLC AGRIS etc
5. He has to give maximum time for readers to access materials they require & understand the reader's desirability for electronic service Only when he understand the global information access outlets , then he will be able to provide his visitors with upgraded information.

Libraries are being expanding along with expansion in education both secondary & higher education modernization of

libraries suffer from increasing budgets, technological disruption in media, scholarship & education levels. The academic environment is full of transformation & uncertainty. All libraries provide digital tools , free WI fi , & public computers. A college librarian suffers because he has to delivers the information needs of diverse population. There is a decrease in the usage of traditional library resources. Students are going in for digital tools in their academic endeavors. They are smart Phone generation, hence they are very good in using digital tools for their on line learning , online sourcing & resource finding. A librarian has to look into the cost of academic& library journals as well. He has to manage costly international Journal subscription , & national level journals. These days several university libraries offer open access model of publication. Several universities have their own publication division hence the economic aspects library management is also under transformation.

Digital Library of India (DLI)

Digital Library of India (DLI) is a digital collection of freely accessible rare books collected from various libraries in India. DLI project started in early 2000 with the vision to archive all the significant literary, artistic and scientific works of mankind and to preserve digitally and make them available freely for every one over Internet for education, study, appreciation and for future generations.

1. CLC CONTENTdm is software that handles the storage, management, and delivery of digital collections across the web. CONTENTdm stores images, newspapers, books, maps, slide libraries, or audio/video.CONTENTdm can also be



used as a digital repository for an institution's faculty and/or student papers, theses, and other born digital materials.

2. past perfect software Primarily used by historical societies and museums. used to catalog and manage archives, library collections, historic objects, art objects, natural history, archaeology, and photograph collections.

3. D-space open source software used for building digital repositories. DSpace preserves and provides access to various types of digital content including text, images, moving images, mpegs, and data sets

4. Green stone is an open source option for building and providing access to digital library collections. Greenstone is produced by the New Zealand Digital Library Project at the University of Waikato.

5. NPTEL provides E-learning through online Web and Video courses in Engineering, Science and humanities streams. The mission of NPTEL is to enhance the quality of Engineering education in the country by providing free online courseware

6. Virtual Labs Objectives of the Virtual Labs is to provide remote-access to Labs in various disciplines of Science and Engineering. These Virtual Labs would cater to students at the undergraduate level, post graduate level as well as to research scholars.

7. A-VIEW is an award winning indigenously built multi-modal, multimedia e-learning platform that provides an immersive e-learning experience that is almost as good as a real classroom experience developed by Amrita e-Learning Research Lab

8. The Spoken Tutorial project is the initiative of the 'Talk to a Teacher' activity of the National Mission on Education through Information and Communication Technology (ICT), launched by the Ministry of Human Resources and Development, Government of India

9. Annually CEC organises Video Competition and Prakriti. Prakriti is an annual film festival on environment ,human rights & development. Video Competition is an annual competition meant to nurture within media centres and other educational institutes in the country.

10. -Yantra is an initiative to incorporate Robotics into engineering education with the objective of engaging students and teachers through exciting hands-on application of math, computer science, and engineering principles

11. The UGC-Infonet Digital Library Consortium was formally launched in December, 2003 by Honourable Dr. A P J Abdul Kalam, the President of India soon after providing the Internet connectivity to the universities in the year 2003 under the UGC-Infonet programme

12. The Quantum-Nano Centre is a multidisciplinary centre at Dayalbagh Educational Institute, Agra set up under MHRD National Mission on Education through ICT, with partners as IIT Kanpur, IIT Delhi and IIT Madras, besides several international collaborators

13. Project OSCAR (Open Source Courseware Animations Repository) provides a repository of web-based interactive animations and simulations, that we refer to as learning objects (LOs). These learning objects span topics in



science and engineering at the college level, and maths and science at the school level. Students and teachers can view, run and download these learning objects.

14. FOSSEE project is part of the National Mission on Education through ICT with the thrust area being "Adaptation and deployment of open source simulation packages equivalent to proprietary software, funded by MHRD, based at the Indian Institute of Technology.

15. E-Kalpa-This project on 'Creating Digital-learning Environment for Design' also called 'e-kalpa' is sponsored by the Ministry of Human Resources, Government of India as part of the National Mission in Education through Information and Communication Technology.

Conclusion-Thus a librarian needs to manage his library with all available & innovative digital tools & cater to the needs of the library visitors. There are ample digital tools which assist a librarian in his library management only he needs to show interest in its management.

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Growing Demand For Commerce Subject In Higher Education- Prospective Trends Of Research In Commerce

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Abstract

This paper examines the emerging trends of research inclinations in Commerce subject. These days Commerce subject is attracting youth as Business tycoon Lakshmi Mittal , PepsiCo Chairperson Indira Nooyi & Kinetic motors , Shallaja Motwani are all commerce graduates. Commerce subject has become very essential subject with greater scope for finance & banking jobs. Commerce has branched out as e commerce & e management which is offering handsome salaries for youth. These days the online business has become popular with youth especially youth & the market is growing at a whopping rate. These days commerce colleges are attracting students & commerce studies has gained international importance. In India, recently Commerce studies have seen emerging & innovative trends. Commerce degree is being a looked as to enhance financial foundations of surging Indian economy. India is emerging as a economic super power & Indian business is growing at a great high rate. A research which accompanies positive & affirmative impact such as impact on society , economy, polity , business retailing , export etc is considered a successful research. There is a need to focus on varied emerging trends in Commerce research to support growth of India towards self sustenance & sustainability.

Key words: *Commerce research trends, new inclinations, innovative research in Commerce subject, Impact on society & economy*

Introduction- Commerce as a subject tailors youth to adopt to viable aspects of setting up Companies & business organizations , financial foundations of the Company , In India commerce is a fundamental academic UG program After completion of 12th class students can opt to become a commerce graduate It contains accountancy , financial management statistics e -commerce secretarial practice etc . It is understood that there are three types of benefits of research. India is emerging as an economic super power & Indian business

is growing at a great high rate. A research which accompanies positive & affirmative impact such as impact on society , economy, polity , business retailing , export etc is considered a successful research. There is a need to focus on varied emerging trends in Commerce research to support growth of India towards self-sustenance & sustainability.

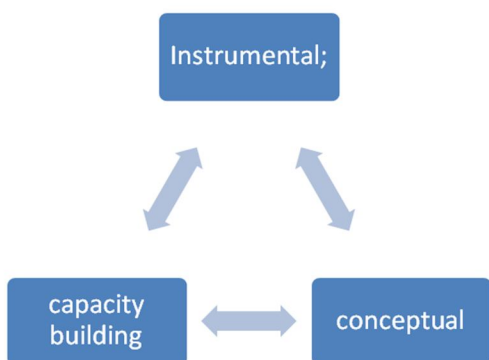
1. **Academic impact** which is a key factor which demonstrates socio economic policy making scientific advances multi disciplinary



approach helps to understand method theory & applications

2. **Socio- economic impact** this benefits the society as a whole helps in uplifting the societal living conditions

Research Implications- research has 3 tier implications as shown in this diagram(1)



1. **Instrumental implications** -which influences the development policy practice or service provision shaping legislation
2. **Conceptual implications** - which supports understanding of policy issues reframing policies
3. **Capacity building implications** - which supports a nation through technical & personal skill development of individuals

The concepts of

1. microeconomics,
2. statistics,
3. financial accounting,
4. business communication,
5. business law,
6. corporate law

7. auditing

8. Secretary practice.

Many B.Com students pursue a professional course like CA, CWA or MBA in Finance, CFA alongside, so as to enter highly skilled professions. IT-based courses like Tally or Cyber security are good additional qualifications for Commerce graduates. Job opportunities exist in banks, financial institutions, outsourcing firms, insurance companies and audit firms . But very few students continue their research . Commerce subject is becoming more channelized along with liberalization of economy.

- ✓ Accountant
- ✓ Accountant Executive
- ✓ Chartered Accountant
- ✓ Company secretary
- ✓ Cost Accountant
- ✓ Finance Analyst
- ✓ Finance Planner
- ✓ Finance Manager
- ✓ Finance Controller
- ✓ Finance Consultant
- ✓ Investment Analyst
- ✓ Stock Broker
- ✓ Portfolio Manager
- ✓ Tax Auditor
- ✓ Tax Consultant
- ✓ Auditor
- ✓ Statistician
- ✓ Economist

Accounting research opportunities-
There are a plenty of opportunities for



commerce research in Accounting subject.

1. Research in Accounting conservatism analysis
2. Research in Book-tax differences scrutiny
3. Research in Commerce Earnings & commercial management
4. Research in Economics-based accounting examination
5. Research in Initial Public Offerings assessment
6. Research in Securities regulation in international capital markets
7. Research in Tax policy review
8. Research in Taxes and business decisions review
9. Research in Uncertain tax positions appraisal
10. Research in Value relevance of accounting information evaluation

Finance

1. Research in Capital structure study
2. Research in Corporate finance studies
3. Research in Corporate governance policy impact evaluation
4. Research in Event studies in Finance and Real Estate
5. Research in Financial intermediation policy
6. Research in Healthcare finance management analysis

7. Research in House price indices parallel critiques
8. Research in Market frictions and asset pricing analysis
9. Research in Mutual funds financial impact assessment
10. Research in Real Estate market analysis & impact on banking policies
11. Research in Real options
12. Research in Risk management review

Management

1. Research in Corporate alliances and networks
2. Research in Creativity and innovation
3. Research in Cross-cultural behavior
4. Research in Employee attachment to organizations
5. Research in Family firms and venture capitalists
6. Research in Gender and diversity in the workplace
7. Research in Human capital and top management teams
8. Research in International expansion
9. Research in Leadership
10. Research in Learning processes
11. Research in Long horizon investments
12. Research in Managerial ethics & appraisal on employment behaviour



13. Research in company Mergers and acquisitions analysis

14. Research in Team processes and effectiveness

15. Research in Training effectiveness of employees in commercial organizations

Marketing

1. Research in Brands and branding data analysis

2. Research in Buyer-supplier relationships data analysis

3. Research in Competitive marketing strategy data analysis

4. Research in Consumer attitudes and inferences data analysis

5. Research in Consumer judgment behaviour analysis

6. Research in Cross-category and cross-media marketing data analysis

7. Research in Cross-cultural consumer behavior data analysis

8. Research in Customer relationship management data analysis

9. Research in Digital and social media marketing and analytics data analysis

10. Research in Information search data analysis

11. Research in Network effects data analysis

12. Research in Online retailing and channel design data analysis

13. Research in Pricing dynamics data analysis

14. Research in Social interactions and peer effects data analysis

Operations & Information Management

2. Research in Auction theory and applications review

3. Research in Database design and security assessment

4. Research in Database management analysis

5. Research in Distributed computing and client / server technology analysis

6. Research in Economics of information and information systems evaluation

7. Research in Electronic commerce data review

8. Research in Healthcare information systems assessment

9. Research in Management of technology study

10. Research in Manufacturing systems, planning and strategy examination

11. Research in Supply chain management relationship review

But there are certain other subjects which are attracting scholars in commerce Western countries are funding research in various Commerce related subjects which is offering supportive evidences for policy making.

1. Analysis of market gaps in Indian Commerce sector

2. Business communication & new trends of communication in Indian



3. Business ethics & commerce implications in Indian Commerce sector
4. Consumer price index trends & commercial analysis in Indian Commerce sector
5. Indian Corporate responsibility , Commercial ethics & accountability
6. Data analyzing in e- Commerce sector
7. Eco marketing & emerging commercial trends
8. Effects of Commercial advertisements on children behaviour - a psycho analysis study
9. Emergence of Commerce oriented consumer durable marketing strategies
10. Franchisee system in commerce – new & emerging trends
11. Free trade Legislations & commerce trends review
12. International commerce relation through political situations examination
13. Managing E commerce technology & Innovation strategy evaluation
14. Marketing opportunities in tele-brands
15. Mobile commerce impact on youth behaviour
16. Resource management & sustainable development
17. Role of brands in commerce – branding strategies & need for legislation
18. Role of patents & packaging in Indian Commerce sector

19. Social entrepreneurship in Indian Commerce sector .

Thus as globalization has set in Commerce & e commerce have become more popular features of Indian Commerce sector . Technology & Internet has changed the face of Commerce in India. Pioneering studies are required to kkeep up the pace of economic growth. There are wider opportunities for developing Indian Commerce sector with greater funding & greater focus on new emerging trends . As Indian is an emerging IT super power global digital central power there is a need to focus on strategies which highlight Indian march towards economic credentials. A lack of poor appropriate & fully assimilated policies & strategies to highlight on potential success of Indian commerce sector

Conclusion- Thus new & emerging research trends in Commerce should focus on improving the effectiveness & sustainability of public private & their sector organization , in social welfare measures & cohesive living. They should contribute towards economic prosperity wealth creation & wealth generation besides they should enhance cultural enrichment & quality of life of every individual.

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Funding Research in India – Increasing Investments in Research & Developmental Activities – The Prospective Impact on Economy

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Abstract

Indian research funding is recording an increase which is a welcome sign but there are several challenges to research funding which is hampering academic development. Indian Research & Development bases have been expanding along with the expansion of liberal economy. There is a considerable rise in research funding which has resulted in expanding Research & Development activities. The Indian Research & Development market has reached 20 billion US dollars in 2015 which was a hike of 9.9 % over 2014.

There is an increase of 9.9 % over 2014 statistics. Overall India-based Research & Development Globalization and Research & Development Services market reached US\$ 20 billion@ in 2015, up by 9.9 per cent over 2014.

market (Captives) stood at US\$ 12.25 billion. India’s Research & Development globalization and services market is set total most double by 2020 to US\$ 38 billion.

Research & Development Services market stood at US\$ 7.76 billion and Research & Development. Globalization

India accounts for 40 per cent (US\$ 12.3 billion) of the total US\$ 31 billion of globalised engineering and Research & Development in 2015.

Research & Development Services market

1	Research & Development Services market	US\$ billion	7.76	12%	2015
2	engineering and Research & Development	US\$ billion	12.3	40%	2015

Source: Higher education in India Government of India National Informatics publication research funding 2009

1. According to the study, India-based Research & Development services companies, which account for almost 22 per cent of the global addressed

market, grew much faster at 12.67 per cent. There have been several increasing visible trends in this sector.



2. The market for Engineering R&D (ER&D) companies in India is mainly structured across pure play PES companies such as Cyient, QuEST, e-Info-chips and the larger IT companies with a PES play such as Wipro, TCS, HCL.
3. India's ER&D services market is expected to reach US\$ 15-17 billion by 2020 and North America continues to be the largest market contributing to 55 per cent of revenues.

Recent Investments and developments

1. **Research funding in Solar Energy and Nano Material Research** -The Government of India and the Government of the United Kingdom have signed an agreement to work together in the fields of Solar Energy and Nano Material Research, which is expected to yield high quality and high impact research outputs having industrial relevance, targeted towards addressing societal needs.
2. **Research funding in Indian space research**- The Indian Space Research Organisation (ISRO) has successfully launched 20 satellites and injected them into the required orbit, launching the maximum number of satellites in a single mission ever. The launch took place aboard the Polar Satellite Launch Vehicle (PSLV-C32) at the Satish Dhawan Space Centre in Sri Harikota. ISRO is taking steps towards developing its own reusable rocket using a Winged Reusable Launch Vehicle Technology Demonstrator (RLV-TD), whose tech demo is expected

to be conducted in February 2016.

3. **Research funding in Boston** Scientific Corporation plans to develop devices such as stents, catheters and pacemakers at its Gurgaon facility in India for the Asia Pacific, Middle East and African markets, which will make India its biggest R&D hub outside the US.
4. **Research funding in innovative projects**-India is becoming a new innovation destination of choice, with Bengaluru been ranked fifth among the top ten destinations in the world to open innovation centers.
5. **Research funding in automobile industry**-Ford Motor Company plans to set up a new global technology and business centre in Chennai, which will host operations of Ford Global Business Services in areas of Information Technology (IT), product engineering, finance and accounting and data analytics. India's largest two wheeler manufacturer, Hero Moto-corp has set up an integrated R&D facility with an investment of Rs 850 crore (US\$ 126 million) on the outskirts of Jaipur (Rajasthan).
6. **Research funding in pharmaceuticals** -Rusan Pharma, a firm which specializes in de-addiction and pain management products, plans to invest Rs 100 crore (US\$ 154.82 million) in a R&D centre and a manufacturing unit in Kandla, located in Kutch District in the state of Gujarat.



Corporate incentives to research

1. **Infosys-** Infosys has introduced the Infosys Prize, one of the largest honors for research in India, worth ₹65 lakh (there is a tax free concession in India), a citation certificate and a gold medallion. The prize was established with the intention of recognizing and rewarding impactful and transformative work by contemporary researchers connected to India. The prize is now given in six categories – Engineering and Computer Science, Humanities, Life Sciences, Mathematical Sciences, Physical Sciences and Social Sciences.
2. **Cohesity** -California based Cohesity, a start-up involved in secondary storage space, has recently launched operations in India and is expected to invest US\$ 10 million in the country over the next two years in research and development.
3. **Dassault Systemes-** French three-dimensional design software firm Dassault Systemes has decided to extend its 'Living Heart' research initiative to India. This will give surgeons in India's top cardiac institutes, access to the company's 3D heart simulation platform.
4. **Daikin-** Daikin plans to invest Rs 600 crore (US\$ 88.94 million) to set up a R&D centre and a manufacturing plant at Neemrana in Rajasthan, in line with the government's Make in India initiative.
5. **Informatica-** Informatica, a US-based cloud and data management company, plans to make huge investment in next four years to expand its Bengaluru R&D facility.
6. **QuEST Global-** QuEST Global a pure-play engineering and research and development (R&D) services provider, has raised investment of around Rs 2,396 crore (US\$ 351.54 million) from leading global investors Bain Capital, GIC and Advent International for a minority stake in the company.
7. The National Research Development Corporation (NRDC) has signed a Memorandum of Understanding (MOU) with Indian Institute of Chemical Biology (IICB) which will give an impetus to the "Startup India" and "Make in India" missions of the Government of India by promoting entrepreneurship, incubation, Intellectual Property Rights (IPRs) and technology transfer.
8. **Ferring Holding SA** -Switzerland-based Ferring Holding SA, a research-driven, specialty biopharmaceutical company, plans to set up its R&D centre in Hyderabad at an investment of US\$ 250 million.
9. **Bosch Gmbh** -German automotive firm Bosch GMBH has signed a Memorandum Of Understanding (MoU) with Indian Institute of Science (IISc), Bangalore with a view to



strengthen Bosch's Research & Development in areas including mobility and healthcare thereby driving innovation for India-centric requirements.

10. **Huawei** -Chinese telecom gear maker Huawei has launched a Research and Development (R&D) campus in Bengaluru with an investment of US\$ 170 million. The campus, the first by any Chinese company, has a capacity to accommodate 5,000 engineers and is the largest R&D centre of Huawei outside China. At present 2,700 people are working here, with 98 per cent being local workers.
11. **Kellogg** -Kellogg plans to set up its R&D centre in India in 2015. Besides developing products specifically for India, Kellogg aim to make its India R&D unit a lead centre for creating products for other emerging markets where Kellogg is present.
12. **Xiaomi** -Chinese smart phone maker Xiaomi has signed the lease for its R&D centre in Bengaluru, which is expected to be launched later in 2015. Xiaomi has leased a 20,000 square feet building space for their R&D centre in Cessna Business Park in Bengaluru.
13. **Broadcom** -American chipmaker Broadcom is betting big on developing solutions tailored to India and other emerging nations from its Bengaluru R&D unit. The key opportunities focused on are in the areas of Internet of Things and wearable's market in

India. Out of Broadcom's global headcount of about 11,000 people, the India R&D centre has about 1,500 people.

14. **Dell** -Dell is looking towards strengthening its engineering team in India and increasing the number of patent applications filed from India. The country has already become the largest contributor to software patents for Dell.
15. **BASF SE** -Specialty chemicals maker BASF SE is setting up an innovation campus in Navi Mumbai at a total investment of Rs 360 crore (US\$ 53.37 million). The innovation campus is in addition to the R & D centers in Mumbai and Navi Mumbai.
16. **Twitter Inc** -Twitter Inc is planning to set up its first facility outside the US in the form of an R&D centre in Bengaluru to grow faster and accelerate user adoption in emerging markets. Twitter plans to use Bengaluru-based mobile marketing and Analytics Company Zip Dial Mobile Solutions Pvt. Ltd's team to build this new R&D facility.

Conclusion- The research & development is an important pillar of for competitiveness it is a critical component of economic growth. The self sufficiency research finding would benefit humanity as it helps core fields to find answers to several societal issues. Research in medicine & environmental issues are often life saving & encourage humanity. But research findings should point to local social economic problems. It should support to find a solution to local issues.



The research should aim at solving the local issues which bug the society.

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Technology & Democracy-Prospertive Trends of Research in Indian Democracy –Innovative Developments

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Abstract Indian elections are always a high roaring issue as India is the biggest democracy. Indian elections are a multi faceted political issue as it involves huge ground preparation & huge planning. But the researches in this field are very less as main focus of the political researches have always been oriented towards election analysis & people participation ratio in elections. But there are multifarious opportunities for research in new emerging trends in political science. This paper examines the key openings of emerging research inclinations for political science scholars in Indian democracy ideals.

Keywords: Indian political system, democratic ideals, new emerging trends in voter behaviour

Introduction -Political science encompasses the study of political systems political bodies & political behaviour This is closely associated with economics Sociology Philosophy . The new view about political values partisan & polarization . The elections campaigns & political engagement Views of the government elected member Impact on economy society . But there are new emerging trends in Political Science behaviour research .

These days there is a shift in research . Indian political system , role of gender in politics, election procedures , political parties , their campaign strategies, leadership qualities of political leaders , resource mobilization because the impact of social media is influencing the political behaviour largely . These days there is a greater impact of voter behaviour evaluation on TV & social Media. Role of information technology on Political

behaviour is attracting researchers. The use of technology, social networking online voter mobile connectivity vote appeals. Research & analysis of the functional democratic ideals & constitutional Institutions in India . Research and Analysis of the functioning of democratic and constitutional institutions in India towards formulating and promoting political and governance reforms. This includes the scientific study and analysis of electoral, administrative, judicial reforms and related best practices and systems from across the world. As shown in this Diagram(1)



People learn about politics & government policies through TV & newspapers. These media outlets influence voters. Recent studies suggest that media exposure can have a sizable impact in shaping the public's political knowledge, attitudes, and behavior. Political speeches as one way political rally have become old as social media is becoming very popular. There is an easy evaluate the effect of deliberate campaigns on voter turnout & vote shares.

Electoral expertise experience & knowledge can be shared. Network provides on online space where election practitioners inter act answer questions provide peer advice share & disseminate best practices encourage new ideas approaches & lessons learn. As shown in this chart (2) the emerging trends seen are:

	Role of stakeholders election participation
	Media impact on election result analysis at micro level -
	Role of police , military & para military forces in election process.
	Enabling stricter constitutional provisions

The following trends are being taken up for research

1. Best practices for covering election coverage online.
2. Bio metric voter registration & cross analysis of urban & rural voters
3. **Candidate supporter lists** have to be listed accordingly because the candidate supporter often find lots of discrepancy during election times. Several booth fights are registered against these candidate supporters. in
4. **Capacity building of electoral candidates** .These candidates can be given training & orientation on use of internet technology to reach out youth voters .
5. **Managing resources in legal frame work**- Consideration & managing resources for researching legal frame works for campaign expenditure
6. **Enforcement mechanisms needs to be stricter** - in campaigning, finance & expenditure management has become easier with online election result analysis. There is a necessity to publish them on public websites.
7. **Creating awareness on best electoral practices**-Creating awareness on best electoral practices needed even though Government of India has taken several actions to create voter awareness on participation in electoral process. The Indian electorate which contained illiterate voters , is facing the problem of creating electoral awareness through Public meeting hoarding, Air & TV shows, School campaigns.
8. **Micro Research on Defunct voter**-Research on Defunct voter lists & an analytical study of inclusion techniques of left out voters is direly needed. an



analytical study of inclusion techniques of left out voters

9. Clear Drafting & implementing political campaigns of various political parties is also required. Some of the political parties do not have a clear cut strategy towards implementation of political campaign. Several of them

10. **Election abstentions** & its impact on society need to be understood through micro studies. Election commission & personnel who work round the clock to manage polls engage in intense contractual obligation. They almost work round the clock to manage polls. An analytical research on their roles responsibilities performance pattern is required.

11. **Electoral participation of marginalized groups**-Electoral participation of migrants migrant labors need to be considered as India is facing heavy migrant labor mobility. Heavy irrigation projects, big building construction projects, massive building projects etc call for more labor & urban India is facing the maximum import of migrant labor. These labor population fail to go back to their original villages during elections & their political rights goes unattended.

12. **Electoral reforms through stakeholder involvement** -Electoral reforms initiated by state stakeholders such as state Election Office , Voter registration Departments, Booth management personnel, etc have to be attended towards formulation of strategies towards incorporation of further reforms.

13. **Women participation in Elections** -Intimidation against women

candidates in elections is a big issue Women participation in Elections . Involving school children in political campaigns is a serious issue in India. school children are generally pushed to participate in political rally . They are made apart of the political party procession & demonstrations. There is a need to look into the parallel impact of involving school children in political party campaign not only during elections but also during all types of political campaigns.

14. **A legal provision of support for illiterate voters** are also needs to be understood in the light of increased illiterate voters in rural areas. Online candidate registration , Online web portal creation of party candidates, Performance audit of election authorities needs to be studied as the electoral office personnel undergo several tasks & responsibilities during polls & after polls. Police at polling stations suffer from several personal & professional Raising awareness on voter registration has to be analyzed as the

15. **Role of military personnel in election** - There are very few studies which throw light on role of military personnel in election. Indian Elections make use of huge number of Military companies, paramilitary forces & Rapid Action force, along with Central reserve police forces; they work under heavy stress as countless number of polling stations is declared as sensitive regions. Even though each state Government supports the smooth running of election process with local police forces , the high voltage election calls for heavy patrolling & combing in susceptible areas.

16. **Safe guards against election violence** needs research . Simplifying



rules for writing materials in elections is being through of in foreign countries. Even Indian election Commission can think of Simplifying rules for writing materials.

17. **Strategies to include marginalized groups in voting** is another key factor which is needs to be analyzed. The inclusion of all marginalized groups in the decision making process in significant for the success of democracy.

18. **Use of Drone cameras** on elections days along with CC TV cameras needs to be inserted .

Besides these election linked research trend there are several other areas where research trends are linked with

1. Balance of Power
2. Civil Society
3. Civil Wars
4. Dependency and Development
5. Dependency and World-Systems
6. Ethnic Conflict
7. Feminist International Relations
8. Gender and Politics
9. International Law
10. International Organizations and Regimes
11. Leadership and Decision Making
12. Media and Politics
13. Models of Democracy
14. Modern Democratic Thought
15. Modern Liberalism, Conservatism, and Libertarianism
16. Nationalism
17. Nationalism

18. Political and Military Coups
19. Political Development and Modernization
20. Positivism and Its Critique
21. Presidentialism Versus Parliamentarism
22. Public Policy and Administration
23. Race, Ethnicity, and Politics
24. Socialism in the Developing World
25. Socialism in the Developing World
26. Terrorism
27. The Democratic Peace
28. Totalitarianism and Authoritarianism

Conclusion- There is a greater innovative transformation in the conducting of election with the coming of the Internet technology Election have been given a hi-tech touch .But the new trends of research have been focused to include lot more. Voting pattern of persons with disability is a key factor for the success of democratic Institutions .But there are very few studies on Voting pattern of persons with disability.

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Raising English Language Standards -Research Strategies in English Language Teaching – Emerging Trends

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Abstract

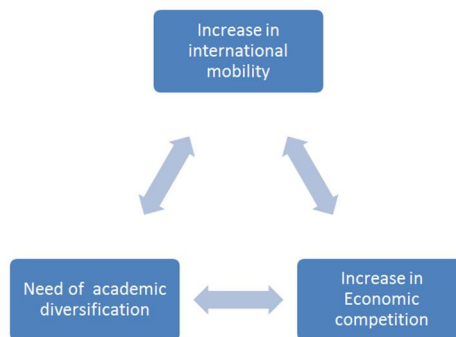
Globalization has made several transformations in academics & research has gained global importance. Industries, infrastructure sector hospitality sector service sector etc have developed. Knowledge economy has ushered in giving way for research furthering research based studies. The globalization has made the digital era, a great possibility & the networking among the academic Institution relating to higher education has become a top priority. In 2010-11 approximately 86 million Indians reported English as their second language, and another 39 million reported it as their third language. Companies like Google, Face book, Microsoft and Samsung which are reaching out and providing the tools to the people and the state governments to advance the local languages. Samsung is leading the charge in providing phones with local language capabilities even while local leaders post their campaign signs in English.

Key words: English language global needs, profession learning, smart phone apps for learning.

Introduction

The globalization has made the digital era, a great possibility & the networking among the academic Institution relating to higher education has become a top priority. In 2010-11 approximately 86 million Indians reported English as their second language, and another 39 million reported it as their third language. Companies like Google, Face book, Microsoft and Samsung which are reaching out and providing the tools to the people and the state governments to advance the local languages. Samsung is leading the charge in providing phones with local language capabilities even while local leaders post their campaign signs in English.

Trends



1. Increase in international mobility
-has increased demand for English learning
2. Increase in Economic competition
-has necessitated learning English language through Smart Apps easily



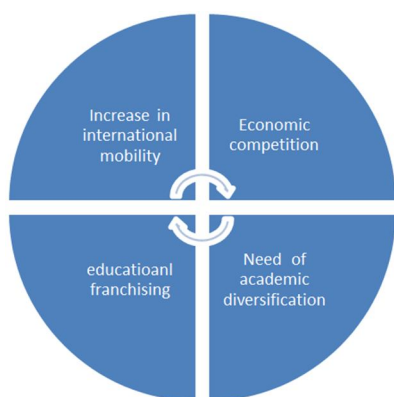
3. Need of academic diversification – has made English being considered as a medium for greater academic potential.
1. **Increase in international mobility** – these days students are seeking brighter educational prospects beyond their country borders. There is a rise in foreign students’ enrollment. Indian students’ admission to foreign universities has also increased. Universities & HEIs are introducing student exchange programs.
2. **Educational franchising** – several universities & HEIs have set up off shore educational outreach programs. It forges international alliances & research collaborations
3. Competition among countries whether economic or commercial has also influenced the academic research. Each country wants to excel in academic research.
4. **Educational partnerships**

perform under the influence of globalization each activity of the HEIs is under watchful eyes of economic sector. The introduction of new & innovative courses , curriculum development, student enrollment , student mobility , funding , prioritization , introducing sector specific courses , etc depends on research impact. HEIs are concentrating on MOUs to re establish their position in community. Educational development in now connected to economic development. The curriculum & courses are inter-linked with future revenue generation. In 2011-12 the IN students were 33151 enrollments

Nepal	Iraq
Bhutan	Sri Lanka
Iran	US
Afghanistan	UAE
Malaysia	Sudan

Source: Ministry of Human Resource Development, Department of Higher Education (2014) & All India Survey on Higher Education.

According to IIE, in 2013 to 2014 , 42% of the 886,000 international students at U.S. universities hailed from China and India. Indian students compose only 3% of the pool while china had a lion’s share. The trends of mobility of students to foreign universities in increasing because students from India are flocking to reach overseas universities which offer good career.



Need to globalize the education sector

There is a need to globalize the education sector. HEIs are under pressure to

Popular apps over mobile phones about English language learning -There are 5 of the best apps that teachers and students can use for learning English and to build



English skills anytime, anywhere on their mobile devices.

1. **DUOLINGO**-Duo lingo is one of the best English language apps today and highly recommended for English beginners. The game centered learning system of the app helps beginners to learn English quickly. Duo lingo structures a lesson that teaches about seven new words based on a topic and skill points being awarded for completing the lessons.
2. **Memrise learn language app**- This App helps the beginners to learn new words. It uses some creative and easy way to remember words for learning English. The focus of this app is to help the users expand their vocabulary by learning English words in an effective way. Memrise also offers an offline mode to continue learning without internet connection.
3. **Busuu Language app**- Busuu app helps to learn English language on the go and the lesson's quality are guaranteed as it is based on CEFR language framework. Lessons range from beginner to advanced through comprehensive vocabulary, lesson dialogue, writing practice and tests.
4. **Babbel language app**- Babbel is a great language app that has a strong focus on vocabulary. Babbel also lets users learn to understand a language by completing and repeating phrases. The app has four different approaches - Sound Recognition, Picture Recognition, Spelling and Fill in the blanks. Babbel definitely focuses on the quality of your learning rather than the quantity. Babbel also uses a custom goal system that allows users to set

benchmarks as they learn a language and to monitor their progress as well.

5. **Patience**- Students are anxious & are nervous because English is completely a new language for them. Hence teachers should have patience to teach them. English is best learnt through practice.
6. **Practice** The teachers have to give good number of practices in English speaking
7. **Preach by examples** in another best method to teach English the language have to be used is all casual conversations

Students have to be taught through

1. **Learning grammatical syntax to functional English** - There is a difference between learning grammar & learning Functional English
2. **Use of digital technology** - The new trends in English has been made easier with digital technology.
3. **Linking subjects & disciplines**-English has to be taught along with link with other subjects. For example Degree subjects such as Economics, Political Science & History can be taught in English medium.
4. **Designing innovative activities** for poem / prose learning English teachers can make use of new designer activities for making English easily accessible to students.
5. **provision for new learning formats**- E- learning format - These e- learning formats are

English teacher needs to understand the following issues



1. He has to learn to be a lifelong learner,
2. He has to reach the students who come from varied language surroundings.
3. He has to adapt to teaching English Language with a new teaching approach.
4. He has to learn effectiveness & quality in teaching English the access to knowledge is has become more flexible with the introduction of ICT tools,
5. He has to learn needs to equip himself with new trends of teaching English.

Digital tools for English learning- There are several digital tools which has made the English learning easier for students.

1. **PEER- (Primary English E-learning resources)** -This website is designed and developed in support of the English Language Curriculum Guide (Primary 1 – 6) (CDC, 2004). It aims to provide quality e-learning resources to enrich the English learning experience at upper primary level. PEER consists of a total of 60 learning units, which have been carefully organised and arranged. Units are based on different modules suggested in the Curriculum Guide. Each learning unit takes about 15 minutes of class time and comes with detailed teachers' notes and a worksheet.

Strategies in classroom- The following strategies are often helpful to a English teacher in the classroom. An English

teacher has to make his class interesting through

1. Adding routine examples
2. Asking short questions
3. Editing short written texts
4. Expanding with given clues
5. Expressing imaginative ideas
6. Giving routine examples
7. Managing interaction with simple sentence formation
8. Reading loudly allowing them to write on black boards
9. Reproducing practice sentences
10. Revising written draft of assignment

We all know that English is perceived as a valuable subjects which offers plenty of opportunities in providing employability skills & great careers.. India ranked only 14th out of 54 countries in a global survey of English proficiency conducted by EF (**EDUCATION FIRST**) placing it in the category of "moderate proficiency". (Note that the 14th-place ranking refers to an earlier edition of the proficiency survey. The latest EF survey ranks India 25th of 63 nations.) In 2010-11 approximately 86 million Indians reported English as their second language, and another 39 million reported it as their third language. Companies like Google, Face book, Microsoft and Samsung which are reaching out and providing the tools to the people and the state governments to advance the local languages. Samsung is leading the charge in providing phones with local language capabilities even while local leaders post their campaign signs in English.



Conclusion : Thus there is a need to redesign learning materials for English language teaching, learning, teacher professional development, and training of trainers through constant online workshops, web-seminars, and online courses to enhance and improve English language teaching. There is a need to cultivate in academic culture of visiting academic experts and consultants from across the globe who can provide assistance with new development of e-curricula, e-textbooks, e-tests, and EFL methodology and e-practices. English is being made easy with corporate involvement in India which is highly prospective. The globalization has made the possibilities of the digital era more rewarding. A great opportunity towards learning English through apps & networking has become a top priority. Indian youth are channelizing into global job market hence emerging trends of English Language learning has to be accepted thoroughly.

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Content Development & Curriculum Re-designing in Indian Higher Education sector-Challenges of Globalization

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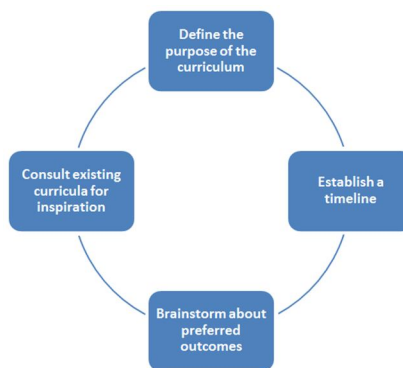
Abstract

This paper examines the new trends emerging in the field of curriculum development & curriculum redesigning. Indian higher education sector has varied curriculum development strategies there is an uniform pattern Universities & degree colleges follow several levels of curriculum development there is a need to change this & integrate them into one uniform pattern. Curriculum development is a continuous improvement process. Ensuring that every child receives same content of curriculum uniformly is a key factor in curriculum development. It has to be guided through promotion of integration of teaching faculty students & organization. A curriculum often consists of a guide for educators to teach content & skills

Keywords: Curriculum development, Indian higher education sector, improving teaching learning pattern,

Introduction-Developing a curriculum in higher education sector can be quite challenging, especially when expectations have such a large range. No matter the situation, it is important to start with a general topic and bring in more details with each step. But initially it is necessary to know the process of curriculum development. as shown in this chart(1)

1. Define the purpose of the curriculum
2. Establish a timeline
3. Brainstorm about preferred outcomes
4. Consult existing curricula for inspiration



Define the purpose of the curriculum.

Curriculum should have an understandable topic and purpose. The topic should be appropriate for the age of the students and the environment in which the curriculum will be taught. Too heavy or too lighter topics have to be avoided. The environment also matters. Regional environment with greater



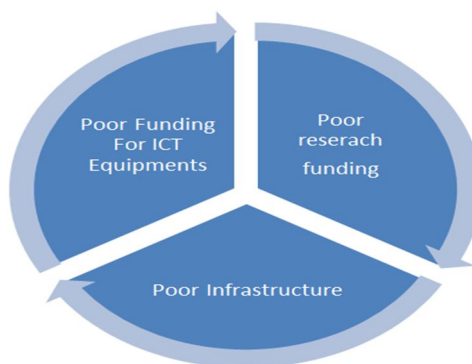
migration disaster risk region , tribal areas ,backwards region, hilly tracts, & ethnic or racial animosity have to be borne in mind before content development

Establish a timeline- Talk to one's supervisor about how much time you will have to teach the course. Some courses last a full year and others last only one semester. If you are not teaching in a school, find out how much time is allotted to your classes. Once you have a timeline, you can begin to organize your curriculum into smaller sections.

Brainstorm a list of desired outcomes. Make a list of the content you want your students to learn and what they should be able to do by the end of the course. It will later be important to have clear objectives that outline the skills and knowledge your students will acquire. Without these objectives, you will not be able to evaluate students or the efficacy of the curriculum

Consult existing curricula for inspiration- Check online for curricula that have been developed in your subject area. If you are

working in a school, check with other teachers and supervisors about curricula from previous years. Having a sample to work from makes developing your own curriculum much easier. **Challenges-** Curriculum development is seen as a medium to increase effectiveness of teaching & effectiveness of learning. It serves the learning needs of the adult students through distance education & regular students .there are two challenges to content development at higher educational Institutions as shown in this chart (2)



Poor Infrastructure	12.56 % of the Colleges in Urban limits are fully equipped but government colleges in semi urban & rural areas still suffer from shortage & poor infrastructural facilities
Poor Funding For ICT Equipments	22.01% of the Colleges in Urban areas are equipped with ICT most of them are privately aided colleges
Research Funding	Only 9.5% of the higher education funding is earmarked for research activities major funding given to Science related subjects.

Source: Report of the Ministry of Human Resource Development, Department of Higher Education (2014) & Report of the All India Survey on Higher Education 2014



Content development can be developed through partnerships, resource mobilization, resource sharing with Institutional alliances & community involvement. To meet these challenges what is required is thorough research in content development. There is need to provide educators & higher education Institutions with effective content & curriculum. Content designed to build learner's knowledge & unlock their true potential.

1. Engage learners with content that's effective, meaningful, and personalized
2. foster developmental skills and improve learning outcomes with intuitive apps
3. MHRD is responsible for the overall development of the basic infrastructure of Higher Education sector, both in terms of policy and planning.
4. Under a planned development process, the Department looks after expansion of access and qualitative improvement in the Higher Education, through world class Universities, Colleges and other Institution
5. Content development can be developed through partnerships, resource mobilization, resource sharing with Institutional alliances & community involvement.
6. To meet these challenges what is required is thorough research in content development.

National Mission on Education through Information and Communication Technology (NMEICT) - 2009

The Government of India is keen to use the technological resources in helping its mission to make Higher Education accessible to all. In this regard, it has launched its National Mission on Education through Information and Communication Technology (NMEICT) in 2009 to provide the opportunity for all the teachers and experts in the country to pool their collective wisdom for the benefit of every Indian learner and, thereby, reducing the digital divide. Under this Mission, a proper balance between content generations, research in critical areas relating to imparting of education and connectivity for integrating our knowledge with the advancements in other countries is to be attempted. For this, what is needed is a critical mass of experts in every field working in a networked manner with dedication. Although disjointed efforts have been going on in this area by various institutions / organizations and isolated success stories are also available, a holistic approach is the need of the hour. This Mission seeks to support such initiatives and build upon the synergies between various efforts by adopting a holistic approach. It is obvious that emphasis on ICT is a crying need as it acts as a multiplier for capacity building efforts of educational institutions without compromising the quality. The Mission is also necessary to sustain a high growth rate of our economy through capacity building and knowledge empowerment of the people and for promoting new, upcoming multi-disciplinary fields of knowledge.

National Mission on Education through Information and Communication Technology (NMEICT) has been envisaged as a Centrally Sponsored Scheme to leverage the potential of ICT,



in teaching and learning process for the benefit of all the learners in Higher Education Institutions in any time any where mode. This was expected to be a major intervention in enhancing the Gross Enrolment Ratio (GER) in Higher Education by 5 percentage points during the XI Five Year Plan period. The three cardinal principles of Education Policy viz., access, equity and quality could be served well by providing connectivity to all colleges and universities, providing low cost and affordable access-cum-computing devices to students and teachers and providing high quality e-content free of cost to all learners in the country. NMEICT encompasses all the three elements. The Mission has two major components. Providing connectivity, along with provision for access devices, to institutions and learners & Content generation.

Conclusion- There is a gap in skills & content development promotions need to address this issue. The teaching learning process needs to imbibe the content development according to global demands .India is becoming a knowledge economy. It needs to focus on appropriate pedagogy for e-learning .providing facility of performing experiments through virtual laboratories on line testing & certification on line availability of teachers to guide & mentor learners Utilization of available education satellite & direct to Home platforms training & empowerment of teachers to effectively use new strategies to teaching. It is necessary to evolve sustainable economy through capacity building and knowledge empowerment through proper curriculum development .

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New trends of research in sports –increasing demand for sports management courses –challenges & opportunities

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Abstract Sports management has been an attractive new course which is becoming popular with youth across the globe. There are various opportunities for youth through sports management courses. It is well known that sports industry is growing faster than Country's GDP. Sports Industry is not only popular with youth & men, but it is viewed as a medium of empowering women & girl child. Hence several management schools are showing interest in establishment of sports clubs, sports organizations, sports management schools & colleges etc. In India, too there is a growing inclination towards sport management courses as India is a youthful country with 62% of the population coming in the age bracket of 15-45 years. Indian sporting performances in International sports meets has been dismal & Indian sports management is often accused of appalling & incompetent management of sports. This paper argues towards the necessity to enhance sports management awareness through sports management courses as a medium of enabling higher sports performance.

Key words: Sports management careers, emerging trends, sports course curriculum, sports management opportunities

Introduction: India is a country of youth population. It is known that 62% of the Indian population are in the age bracket of 15-45 years & this young country can gear up to answer to global challenges in sporting sector. There is a huge demand for highly trained sports professionals to meet the challenges of sports industry & sports business. The days where the sports was considered as a leisurely activity has been replaced by considered sports as a multi-billion prospective industry Suddenly there is a great demand for highly competent sports administrators supervisors managers club managers trainers etc. Hence the knowledge of sports management & other

allied subjects is essential for such sports professionals.

Poor sporting performances -Indian sport players often fail to match up with global sport standards.

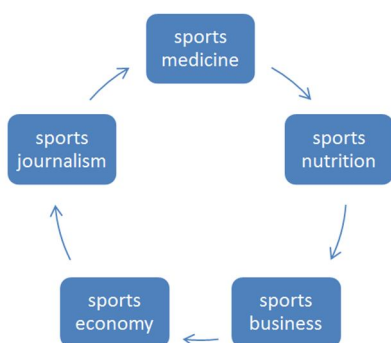
- 1. Poor management of sports-** India is a youthful country, there are untapped sporting talents across the country. Since sports talents go untapped, Indian performances at global sports meets has been dismal.
- 2. Poor training-** even though India has youth population, there is a insufficient training personnel & professional master trainers.



Youth who can be incorporated as professional trainers are very few.

3. **Insufficient play preparation** ,
4. **Lack of stimulus** -Indian youth who are at present channeling on their academic performances can be deviated towards sporting involvement through good stimulation & policy intervention. Indian youth has a great potential to excel Hence the need to review the sport policy is the requirement of the time.

All these factors hamper their sporting performances. Hence there is a necessity to channelize towards opening Sports management courses as shown in this diagram (1).



Sports management courses- As such, there are now widespread opportunities in sports management roles, for instance those relating to marketing and sponsorship, sports media (traditional and social media) as well as in hospitality and events management. In all these areas, there is also a growing demand for senior managers who can combine their knowledge. In all these areas, there is also a growing demand for senior managers who can combine their

knowledge and passion for a particular sport with the necessary toolkit to drive a club or organization towards enduring success, both on the field and in the boardroom.

There has been a notable rise in sports management MBA and master’s courses, particularly in the US and Europe & India . There is a rising competition at executive-level to start such courses. Once seen as the preserve of former professional athletes, the business of sport has developed to the extent that the realm of sports management has necessarily opened up. This means that lacking a prestigious playing career need no longer be at a disadvantage when it comes to careers in the sports industry. Hence there is a mounting competition at executive-level for sports management courses.

National academy of sports management (NASM)

NASM institute in India is providing a UGC recognized **MBA degree in Sports Management**. An individual with a MBA degree in Sports Management will attain the highest level of knowledge in Sports Management and thus have the most lucrative and managerial opportunities available to him in various segments such as Sports Marketing, Sports Media, Sports Apparel & Merchandising etc. There is a strong emphasis on connecting theory to the activities of the industry, through high profile guest speakers, case studies, use of media and planned experiential learning opportunities in the field. Such courses will allow students



1. To explore a range of dynamic career opportunities available in the Indian sport industry including the public, non-profit, and commercial sectors.
2. The MBA students are prepared for positions in management, marketing, public relations, communications, facility and event management, sales, program development,
3. It assists to look at human resource management in sports sector.

Focus areas in Sports Management aspects –These sports management courses need to focus on following management aspects which helps them to discover sporting talents across the country.

1. Computer Applications in Sports Management
2. Computer aided web designing in Sports Management
3. Fundamentals of Sports management
4. Global Sports Tourism management
5. Human Resource Management strategies in Sports
6. International Sports Management strategies
7. Management Of Sports, Sports Leagues & Sports Teams
8. Sports & Corporate Communication
9. Sports Advertising & Sports Sales Promotion
10. Sports Brand Management
11. Sports Equipment & Sports Technology Management
12. Sports Event Management

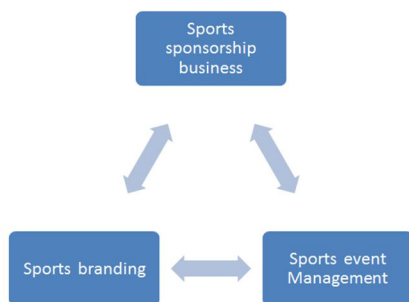
13. Sports Facilities - Sports Planning & Sports Management
14. Sports Funding and Sports Finances Management
15. Sports Law & Risk Management in Sports
16. Sports Leadership -Principles in Sports
17. Sports Management Principles & Practices
18. Sports Marketing & Sports Merchandise management
19. Sports Marketing Management
20. Sports Leadership -Principles in Sports
21. Sports Management Principles & Practices
22. Sports Marketing & Sports Merchandise management
23. Sports E- Marketing Management
24. Sports Media, Sports Broadcasting & Sports Journalism
25. Sports Medicine & Sports Nutrition
26. Sports Media, Sports Broadcasting & Sports Journalism
27. Sports Medicine & Sports Nutrition
28. Sports Organizational Behaviors
29. Sports PRO
30. Sports Sponsorship
31. Sports Advertising in Sports
32. Sports Project & Sports Training Report analysis
33. Sports Psychology & Psychotherapy in Sports
34. Sports Training strategies
35. Sports Tactics strategies

Above all, Sports Psychology & Psychotherapy in Sports is also gaining popularity as it is directly linked with



sports performance. Government initiatives have to orient on redesigning curriculum & evolve strategies on enabling youth to pursue sports management courses. These initiatives should provide a launch pad for huge career options in sports, providing youngsters with a variety of courses in sports education, making them eligible for emerging sports jobs.

Sports management courses & economy-sports leadership -principles in sports , sports management principles & practices ,sports marketing & sports merchandise management , sports marketing management , sports media, sports broadcasting & sports journalism Sports medicine & sports nutrition. As shown in this chart (2)



Conclusion- Thus there is a necessity to introduce physical education & sporting careers as a mandatory subject in the degree level academic curriculum . Sports awareness needs to be tackled from elementary school education level to university level which would be very supportive to the sporting activity. Sports as a physical activity has proven to bring concentration, attentiveness, & intermingling to children. For adolescent girls sporting activities support their physical condition , for adults sporting involvement will ease out their decreasing health conditions. There is a

huge demand for highly trained sports professionals to meet the challenges of sports industry & sports business. The days where the sports was considered as a leisurely activity has been replaced by considered sports as a multi -billion prospective industry Suddenly there is a great demand for highly competent sports administrators supervisors mangers club managers trainers etc. Hence the knowledge of sports management & other allied subjects is essential for such sports professionals. These courses provide a launch pad for career in sports providing youngsters with various courses in sports education, making them eligible for emerging sports jobs.

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Sports apparel & sports Accessories Industry in India – emerging trends

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Abstract : *There is a growing change in sports apparel & sports accessories industry in India .Increasing influences of globalization has expanded sports business Market beyond global borders. There is an increasing trend towards sports as a career & sports as a business. Global as well as trends are depicting a great transformation in sports apparel & accessories industry. In 2015 there was a whopping increase to more than \$126 billion US dollars. There is a growing trend towards more trendy sports clothing & sports accessories. The demand through schools, colleges, sports colleges, sports hostels, sports organizations, sports clubs, etc are influencing the Industry to expand.*

Introduction

The global sports and fitness clothing industry is highly fragmented, with many brands competing, from basic discount brands to high-end fashion names. Even well-established brands have to work hard to maintain their share of the market. Consumers are demanding more versatile wear with wider functionality, which means retailers continue producing new styles of sports apparel for men and women. Some sports apparel companies are joining up with fashion designers to produce new clothing styles and widen their product lines. Consumption will continue to be driven by a trend toward less formal dress in the workplace and demand from specific demographics such as teenagers and baby boomers.

Factors responsible for expansion of sports apparel & sports accessories industry –There are several factors which

are responsible for expansion of sports apparel industry.

1. **Change in life style especially youth –** Indian population consists of 62 % of youth in the age bracket of 15-45 years. There is a decipherable transformation in the life styles of these youth population. The youth are now focusing into various sporting events as sports has become a commercial viability. The global focus has also turned towards sports. The globalization has opened up immense possibilities of sporting events. Now days. Now it is easy to get a sponsoring agency to sponsor sporting events. But 2 decades ago , getting a sponsor was a high risk factor.
2. **Change in sports passion –** There is a global change towards sports. Now sports is not played for sports sake ,now it is played for competition between nations between sports clubs



& between sports organizations. Sports is considered as a profession & sports is a passion.

- 3. Increase in mobile technology usage** – The use of mobile technology to view sporting events has completely transformed the sports sector. It is estimated that nearly . Eighty-seven percent of youth use social media to regularly view sports-related content. Smartphone and Tablet Usage Report says there is an Eighty-one percent of smart phone users under the age of 25 As consumers are becoming more digitally focused and inclined, the trend to mobile based consumption shows marketers that they need to be where their target consumers already are, and that is increasingly on mobile apps and social media platforms.
- 4. Increasing participation of women** – There is a dramatic change in participation ratio. Women are increasingly participating in all types of sports. Globally too there is a change in participation ratio. The sporting events which were earmarked for women have been now made accessible to women as well.

Sports apparel & sports accessories industry in India - the industry is highly fragmented because e of

1. International brands
2. Heavy competition
3. Fashion industry tagged in
4. Demand for glamour accessories in sports

Sports apparel & sports accessories industry in India

Cricket equipment
Hockey equipment
Badminton, Tennis & Squash Rackets
Children's playing accessories
Shuttle cocks
Exercise and Gymnastic equipments
All type of Sports net's
Carrom boards
Chess boards
Metal Trophies and medals
Lawn and Table Tennis equipment
Rolling skates
Skipping ropes

Weight lifting equipment
Health & Fitness equipment
Club equipment
Playground equipment
Shirts, trousers, track suits
Ties, bags and badges
Sports shoes
Protective equipment Arm
Leg guards, Head guard
Chest guard
Shin Guard
Helmets
Boxing gloves and boots
Hand gloves

Soccer Range
Match Balls
Training Balls
Promotional
volley Balls
Mini Balls
Hand Balls
Basket Ball
Rugby Balls
Inflating Pumps / Needles
Balls Net Bags
Shin Guards
Latex Rubber Bladder

Sports apparel & sports accessories industry in India-But the industry is highly helpful as well. Because of the rising trends in sports there is a increase



in fashion designers , increasing consumption of trendy sport outfits. There are several sports brands in India Vardhaman goodwill , Adidas India . Lotto India , Nike India

Challenges of sports apparel & accessories industry- There are several challenges faced by the sports apparel & accessories industry

1. **Constantly changing fashion trends in sports apparel & accessories industry**
2. **Tough competition in sports apparel & accessories industry**
3. **Change in youth shopping behaviour-** These days youth love to shop online- The spread of mobile banking services has helped them to shop at their will . They have their sports idols in every sport & each sports Player is a star In India. They have a huge fan following . This also helps the Sports & accessories industry to grow .
4. Price conscious youth about sports apparel & accessories
5. **Increasing sports accessories outlets** - Indian economy is on the boom. The Indian economy is an emerging super economy. The urban India is already customized to Wall Mart, Big Bazaar , Mall culture. The youth are finding these shopping places to suit their sporting demands. They are buying their favorite sport star's accessories & feeling like their idol. This has boosted the E-market prospects as well. The Indian youth is channelizing not only towards fashion apparel but he is also going for trendy sport wear.
6. **Demand for branded accessories –** All these factors has given increasing boost to branded accessories . Youth finding Nike brands of sports accessories & Adidas brands of sports accessories very popular. The e-markets are also very popular with mobile commerce technology is becoming very handy for youth.
7. **Change in sports options** is also leaving a great impact on sports Apparel & accessories industry. Sometimes cricket is on top while several times Tennis is on top. Sports shoes, sports wears , sports gears etc. vary accordingly.
8. **Change in options for youth participation in sports-**Sports apparel & accessories industry is always under the constant pressure to cater to youth who change their behaviour. Their preferences towards sports apparel & accessories alter very easily & very frequently
9. **Urban Indian sports preferences & Rural Indian sporting preferences** have a lot of variations. Indian sports field is full of Urban –rural rift. There is a great variety of sports played & liked by them individually. There are vast differences in their sporting accessories demand.
10. **Sport apparel & Accessories industry** is challenged by the need to keep the price tag accessible to all brackets of age sport lovers.
11. **Sports accessories companies** have to foresee up gradation of the skilled labor for new innovative products . Getting patents is also necessary.



ISO standards have to be applied to every sports product.

12. **Sports goods should meet highest international standards**
International brands like Spalding, Slazenger, Dunlop, Woolworths, Marko, Coca Cola, Giant, Korea Rugby Union, Japan Rugby Union, Hong Kong Netball Association etc

Sports Apparel Industry Regional Market Share

The US sports and fitness clothing market is the largest in the world, according to research from Global Industry Analysts. The EU and Asia-Pacific are quite far behind the US in terms of regional market share. The three combined dominate the global sports apparel industry. Asia-Pacific has vast potential for expansion, driven by rising demand from various countries including China, Australia, Hong Kong and India. Asia-Pacific is expected to record annual growth of more than 4% through 2015.

Athletic Apparel Industry Leaders

The global sportswear market is highly competitive. The industry has seen many mergers and acquisitions over recent years. Key players in the industry include Reebok, Adidas, Puma and Nike.

Nike- The US brand name NIKE is a world leader in athletic footwear & sport apparel with 700 retail outlets with ever increasing fans following the brand. It operates in more than 160 countries with 35,000 employees.

Reebok- More than half of Reebok apparel sold in the US is produced in Asia. Reebok operates manufacturing plants in 45 countries. Its footwear division has plants in over a dozen

countries, with more than half of the company's footwear produced in China, over 20% in Indonesia, and over 15% in Vietnam. Almost 90% of Reebok footwear is produced in less than a dozen plants, by more than 75,000 employees.

Adidas -Headquartered in Germany, Adidas has about 179 subsidiaries. The company employees close to 43,000 people worldwide. Under its Route 2015 plan, the company aims to boost sales by between 45% and 50% in the five-year period ending 2015, representing yearly growth of 15%.

Puma manufactures and retails sports apparel - Puma manufactures and retails sports apparel for various activities, including running, golf, sailing, football and motorsports. It collaborates with designer fashion names such as Sergio Rossi. The company also owns the brands Tretorn and Cobra Golf. Puma distributes its sports apparel in over 120 countries and employs close to 10,000 people worldwide. In 2010, the company's generated sales of over \$2.7 billion, 53% of which came from footwear, under 35% from apparel, and almost 13% from accessories.

Conclusion- Thus Indian sports accessories industry is moving forwards with great opportunities. Indian Sports industry is growing but there is macro level challenge as well. Indian sports preferences have yet to digest the changes of Indian sports accessories have to meet the global challenges & stiff Global competition. There is an increasing demand for International Brands. Indian companies have to face the challenges of manufacturing high grade material which are durable wear resistant optimal in weight made with advanced technology & techniques. The



need to adapt to global technological innovations in sports brands.

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Academic Research Ethics & Plagiarism- Time for Policy Intervention in Higher Education Institutions

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Abstract

Plagiarism is a concept related to academic research & scholastic progression. It reflects the outcome of learning & teaching. The academic research is vehemently increasing. The Higher education scenario is being broadened with greater funding to research activities. But with the increase in higher education Institutional enrollment , the higher education sector is channeling into R & D activities on a larger scale. This has given rise to research funding & research growth. The academic advancement of the faculty also is related to research .Thus large number of academicians & scholars are into research. There are small projects major projects , doctorate research etc. This heavy voluminous research related to academic has given rise to plagiarisms .with the rise of internet connectivity there has been easier research activities. But the research being made is losing quality as the researcher has easy avenues to finish his research Internet has made everything possible. The students as well as researchers are effortlessly using the available data in their research & are not going to do the original research. This has made the research work suffer from quality as well as the intellectualism of the researcher.

Keywords: *Plagiarism, research ethics, academic promotion, original research.*

The concept of plagiarism

The concept of plagiarism includes every idea, every thought, every writing of someone deliberately without acknowledging the original source. It is a multi faceted problem. It applies to text published in print form or online form in academic world. Most current discussions of academic plagiarism fail to distinguish between: submitting someone else's text as one's own or attempting to blur the line between one's own ideas or words and those borrowed from another source, and carelessly or inadequately citing ideas and words borrowed from

another source. Such discussions conflate *plagiarism* with the *misuse of sources*.

Very few principled writers make every effort to acknowledge sources fully and appropriately in accordance with the contexts and genres of their writing. A student who attempts (even if clumsily) to identify and credit his or her source, but who misuses a specific citation format or incorrectly uses quotation marks or other forms of identifying material taken from other sources, has not plagiarized. Instead, such a student should be considered to have failed to cite and document sources appropriately.



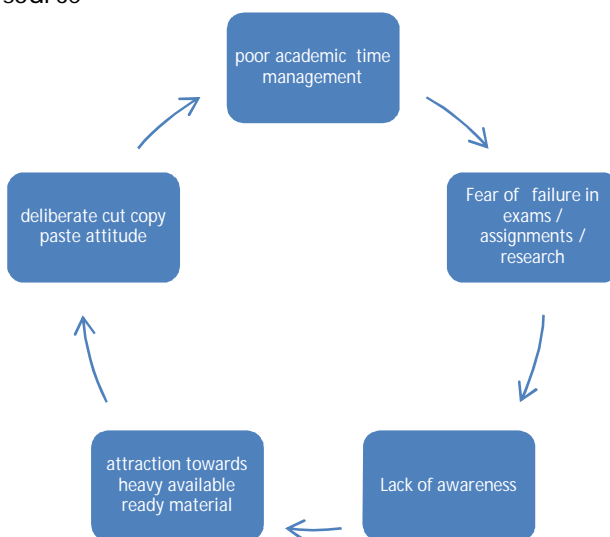
Plagiarism in needed when

1. Copying published information into paper without original source attribution
2. Publishing books / articles online offline without source attributions
3. Copying excerpts without source attribution
4. Mismatching data from the original source

5. acclaiming publication of dissertations / projects/ Theses without original source

These are acts of misconduct which is punishable. This is a breach of ethical conduct.

Plagiarism chances of occurrence – chances of plagiarism occurs when students teachers researches fail to manage their time towards academic improvement as shown in this chart



1. A researcher does not know about time management & they wish to finish of their assignments without much effort. They do not commit themselves to academic work & fail to do original research in a given time
2. Academically poor in finishing their assignments
3. The fear of failure to succeed in research work also lures them towards plagiarism
4. The great amount of ready material which is available on the internet attracts researchers.
5. The lack of awareness about plagiarism also leads to copying without source attribution.
6. The failure to understand that the research they have taken up is a genuine opportunity for them to learn & inquire. The research should be seen as a process of learning it has to be experienced through gradually.
7. They have to learn to analyze collected facts & figures they have to learn to integrate the sources materials. This will help them to face similar real life situations. They will



learn to know the tactics of problems solving & analyzing.

8. the inquisitiveness & inquiry helps him to go through such situations calmly

The role of faculty in checking plagiarism

1. The faculty needs to assign topics which are encouraging to investigate. Instead of simply assigning recycling of researched documents
2. The faculty needs to provide support to researched writing which includes analysis of models, peer review, content analysis. case study analysis etc
3. Each faculty has to make it mandatory that each assignment has to clearly indicate the references & sources
4. If faculty start their individual research with these citations then students will also follow
5. giving assignments o repetitive subjects will only add to book stock this can be avoided
6. The faculty have to avoid subject on those topics which might invite plagiarism
7. The faculty have to engage student sin notes writing , draft writing , questionnaire response writing etc.
8. The faculty have to give information to students about plagiarism & its effects on academic ethics
9. not awarding marks to those student assignment which are part of academic deceive

10. All faculty have to report any cases of plagiarism in students' assignments, tests . projects , immediately.

Administrator's role

1. All college management have to inculcate a campus culture which has ethical base. Academic honesty have to be fostered at all levels.
2. The penalties for academic misconduct needs to transparent
3. all students & faculty have to be trained in plagiarism policies.
4. Capacity building towards original research needs to be entertained at all levels.
5. Campus discussions on research ethics have to be conducted periodically
6. The faculties have to be made to address on proper writing conditions which helps the faculty to give individualized attention to each student. A teacher can read & the detect the duplication of the assignments only when the size of the classroom is of manageable size. The faculties have to be made to address on proper writing conditions which helps the faculty to give individualized attention to each student. A teacher can read & the detect the duplication of the assignments only when the size of the classroom is of manageable size.
7. The faculty training & development programs have to



be enhanced. As each faculty needs career improvement access, he has to be trained in developing academic & research ethics.

The popular Plagiarism software Applications- The following software are used to detect plagiarism

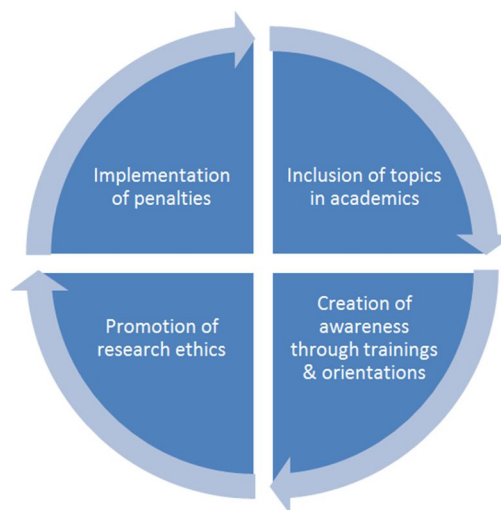
1. dupli checker
2. copy leaks
3. paper rater
4. plagiarisma
5. plagia checker
6. plagium
7. plag scan
8. plag tracker
9. que text
10. viper

Among the requirements were that all schools must begin "using well-developed software" to detect plagiarism and other forms of "academic theft" and also provide an electronic copy to the UGC for inclusion in the organization's Information and Library Network Centre (INFLIBNET), which is open to the public. In addition to those changes, the UGC also added a requirement that all theses not on language subjects also have

Inclusion in curriculum -The scholars are debating about including plagiarism policy in e-learning. The Higher educational Institutions are considering about an awareness campaign to make know the consequences of plagiarism to all faculty & students across all Higher educational Institutions uniformly. The Higher educational Institutions need to

at least one copy submitted in English and that research supervisors must also attest to the originality of the work, including that no plagiarism has taken place. The new regulations, which are required of all universities in the country that award PhDs, took effect this academic year and impacts all who registered for PhD on or after November 30, 2009. However, implementation has been somewhat slow though Universities are starting to implement the policies locally.

Considerations- There are several considerations in academic circles which are being considered. As shown in this diagram(2)



reorganize their curriculum to include chapters on this.

Implementation of stricter penalties- There is also a thought about implementing stricter penalties for plagiarism & unethical academic research activities in Higher educational Institutions. But there needs to be



higher intervention through stricter legislations. Any research which is duplication of other document is a waste of national property.

Need for training -The faculty in Higher education sector have to be trained to address the plagiarism in their classrooms as well. The academic & research ethics can be promoted through hoardings, placards, bill boards, inside college campus library, lobby, lounge, corridor & classrooms. These objects will create an awareness about plagiarism.

The faculty training & development -The faculty training & development programs have to be enhanced. The academic & research ethics needs to be fostered by the faculty training & consistent training programs. The failure to understand that the research is a genuine opportunity for them to learn more & know more needs to be focused to faculty in these training & capacity building sessions.

Conclusion- Thus ethics & honesty are the two most important components of the academic learning & teaching. This professional is directly linked to ethical values no claim the credit. These academicians knowingly or unknowingly publish or present other work as their work. It is necessary to do follow ethical bases for research in academic circles. The failure to understand that the research is a genuine opportunity for them to learn more & hence it has to be seen as a process of learning. The researchers & academicians have to learn to analyze collected facts & figures, learn to integrate the sources materials by teaching the same to students. This will help them to face similar real life situations.. The faculties have to be made to address on proper writing conditions which helps the faculty to give

individualized attention to each student. They will learn to know the tactics of problems solving & analyzing only when research ethics is incorporated in their curriculum pattern. The failure to understand that the research is a genuine opportunity for them to learn more has to be focused.

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