ISSN: 2366-1313

MULTI-OWNER BASED PRIVACY ENABLED GROUP DATA SHARING IN CLOUD COMPUTING

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Abstract: *With the rapid improvement of cloud services, many statistics are shared through cloud computing. Although cryptographic techniques have been used to provide data privacy in cloud computing, the current methodology cannot enforce privacy concerns regarding ciphertext associated with multiple owners, allowing the participating owners to correctly unable to manipulate whether file disclosures can reveal their statistics. This paper proposes a conditional distribution and secure information sharing scheme with multiple owners in cloud computing. The owner of statistics can securely share personal data with a set of users through the cloud. Easy and record-releasing information can spread. Data to a new user organization if attributes fulfil the right of access to rules in the ciphertext. In addition, we've introduced a multiparty access mechanism for managing spread ciphertext, where data owners can add new ciphertext access policies due to their privacy choices. In addition, three strategies for collecting coverage: full consent, owner preference, and majority consent, are provided to resolve privacy disputes due to specific access laws. Security Analysis and Experimental Impacts show that our scheme to share comfortable data with multiple owners in cloud computing is sensible and environmentally friendly.*

Keywords: *Cloud computing, Data security, cryptographic techniques, Security Analysis.*

I. INTRODUCTION

More and more organizations and businesses are using cloud servers as their device platform in cloud computing. Today, the position-based version of full access to manipulation (RBAC) is the most popular model used in agency structures. However, this version has serious security issues when deployed in the cloud system. A traditional RBAC model uses reference monitors running on fact servers to enforce permissions. However, cloud servers are beyond the control of the organization's domains and should therefore be considered unreliable

ZKG INTERNATIONAL

ISSN: 2366-1313

NATURAL LANGUAGE PROCESSING ALGORITHMS FOR PUBLIC SENTIMENT IN INDIA ON COVID-19 PANDEMIC

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Abstract: *Sentiment analysis and opinion mining are research areas that investigate people's opinions, sentiments, evaluations, and emotions from written language. It is one of the most active research areas in natural language processing (NLP) and is also extensively studied in data mining, text mining, web mining. Sentiment analysis methods are being utilized in almost every industry and social domain because opinions are necessary to essentially all human actions and are key influencers of our actions. For this reason, when we need to make a decision, we usually attempt out other people's opinions. Nowadays, all groups of people believed in the impact of the COVID-19 pandemic. Various authors proposed different machine learning-based algorithms to detect sentiment opinions from the Twitter datasets. This research aims to detect sentiment polarity on COVID-19 to know the people's feelings, such as positive, negative, or neutral. In this research, a machine learning-based XGboost (Extreme Gradient Boosting) algorithm is applying to COVID-19 tweets and analyses the sentiment. We need to recognize how people are responding to the virus on Twitter. This research focuses on various traditional machine learning algorithms implemented for sentiment analysis and compares current algorithms.*

Keywords: *Natural language processing, sentiment analysis, opinion mining, machine learning, COVID-19.*

1. INTRODUCTION

Sentiment analysis or poll is a computational examination of opinions, values, and emotions on the speed of personalities and events and their characteristics. It has attracted many fans from academia and business due to its many difficult research issues and wide variety of programs (B. Liu 2010). Opinions count because whenever we need to outline them, we want to note the opinions of others. It always applies not only to humans but also to companies.

However, there were hardly any mathematical notes in the surveys before

ISSN: 2366-1313

SENTIMENT ANALYSIS ON FOOTBALL SPECIFIC TWEETS USING CNN-LSTM METHOD

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Abstract: Sports fans create many tweets that mimic their opinions and feelings about events that take place during various sports activities. Because of the popularity of football activities, we focus on analyzing the emotions expressed by football fans via Twitter in this table. These tweets reflect a change in fans' sentiment as they watch the game and react to events within the game, such as scoring goals, penalties, etc. This paper uses a global vector word embedding (GloVe) approach that generates a word vector and takes advantage of the facts. In addition to GloVe, we also collect a Sentiment Lexicon as additional statistics. GloVe-assisted word vectors and emotional dictionaries are inputs for the proposed CNN-LSTM hybrid deep mastering model. The proposed version of CNN-LSTM combines the blessings of CNN and LSTM. The CNN derives features from the word embedding that reflect short-term emotional dependence, even when LSTM establishes long-term emotional relationships between words. This article extensively uses random forest with algorithm knowledge, support vector machine, multi-anonymous newbies, K-Nearest Neighbors (KNN), and XG Boost for diagnosis and emotion categories. We reviewed the performance of the proposed CNN-LSTM hybrid with Glow Word Embedding Approach with the 2018 FIFA World Cup Tweet Dataset, our test effects showing 85.46% and 92.56% validation and test accuracy, respectively.

Keywords: Sentiment analysis, Convolutional neural network-Long short term memory, word embedding.

I. INTRODUCTION

Emotion assessment is a growing area of analysis that is currently gaining popularity among researchers. Emotion analysis is finding out a person's values or feelings about an entity [1]. The dramatic increase in emotion diagnosis is compounded by the diversity of importance of social networking packages, such as Twitter, that allow people to share their

ISSN: 2366-1313

MACHINE LEARNING BASED DYNAMIC CUSTOMER CHURN PREDICTION BY CUSTOMER BEHAVIOUR

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Abstract: *Churn studies have been used for years to achieve profitability and to establish a sustainable customer-company relationship. Machine learning is one of the contemporary methods used in churn analysis due to its ability to process huge amounts of customer data. In current days, the customers are getting more attracted towards the quality of service (QoS) provided by the organizations. However, the current era is evidencing higher competition. Nevertheless, efficient customer relationship management systems can be advantageous for the organization for gaining more customers, maintaining customer relationships and improve customer retention by adding more profit to the organizational business. Furthermore, the machine learning models such as support vector machine algorithms can add more value to the customer retention strategies. The results showed that the deep learning model achieved better classification and prediction success than other compared models.*

Keywords: *Churn prediction, quality of service, machine learning, and Customer churn modelling, Predictive analytics.*

I. INTRODUCTION

In the competitive world of sophisticated retail enterprise, customer footprint is a major concern. In the retail domain, monthly termination of transactions and termination of customers is stated [1]. It translates into a potential lack of benefits for the organization. In addition, it has emerged as an important issue for retaining consumers. Therefore, it is important to identify users who may leave the organization in the short term. This method has been described as a prediction of manthan. The idea of abandonment is the place of analytical control software about clients from a wide angle. This utility position is a secondary part of

ISSN: 2366-1313

THYROID DISEASE PREDICTION USING PRINCIPAL COMPONENT ANALYSIS WITH MACHINE LEARNING ALGORITHMS

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Abstract: *The Thyroid disease is a vascular disease and one of the most important organs of a human body. This gland secretes two hormones which help in controlling the metabolism of the body. The two types of Thyroid disorders are Hyperthyroidism and Hypothyroidism. When this disorder occurs in the body, they release certain type of hormones into the body which imbalances the body's metabolism. Thyroid related Blood test is used to detect this disease but it is often blurred and noise will be present. Data cleansing methods were used to make the data primitive enough for the analytics to show the risk of patients getting this disease. Machine Learning plays a very deciding role in the disease prediction. Feature selection techniques used by us Principal Component Analysis (PCA) along with classification Machine Learning algorithms, SVM - support vector machine, Random Forest, Decision tree, Logistic regression, Naïve Bayes are used to predict the patient's risk of getting thyroid disease. Web app is created to get data from users to predict the type of disease.*

Keywords: *Thyroid disease, Machine learning algorithm, Feature selection, Disease prediction, support vector machine.*

I. INTRODUCTION

The computational biology of evolution is used in the healthcare business. It allows the collection of stored data of infected people to predict the disease. There are predictive algorithms available for early diagnosis of the disease. Scientific information systems are rich in datasets, but there are only a few intelligent structures that can easily diagnose the disease. Over time, system control algorithms have begun to play an important role in resolving complex and nonlinear problems within the development version. In any case, the

ISSN: 2366-1313

MACHINE LEARNING BASED CARDIOVASCULAR DISEASE DETECTION

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Abstract: *Cardiovascular disease (CVD) is the leading cause of loss of life and disability worldwide. Knowledge of cardiovascular risk factors can also provide important information about the prevention, etiology, management, and treatment of this important public health problem. Obese humans are more likely to have cardiovascular disease (CVD), which is thought to be caused by a change in the activity of the autonomic nervous system (ANS). Changes in ANS activity can be detected using heart rate variability (HRV). HRV is a non-invasive tool for classifying ANS interests using linear and non-linear HRV functions. This article aims to understand the effects of obesity on ANS using HRV parameters. Initially, 16 control subjects and 16 obese subjects of each sex between the ages of 20 and 50 were included when the synthetic minority oversampling technique (SMOTE) was used to increase the sample size of subjects control and overweight 16 to 48. Independent tests determined the statistical differences between the agencies. The study's statistical results suggest a sympathetic imbalance due to a decrease in parasympathetic activity Machine Learning (ML) algorithm determines the most significant visionary that can distinguish between control and obese subjects.*

Keywords: *Obesity, Cardiovascular disease (CVD), Heart rate variability (HRV), Autonomic nervous system (ANS).*

I. INTRODUCTION

Recent studies have strongly warned that poor emotional states, tendencies, and work stress are associated with illness and poor physical fitness [1]. Employment stress, in particular, has been linked to major financial implications, including increased absenteeism, increased employee turnover, decreased employee activity satisfaction, and an associated decrease in worker productivity. Work stress is also a major public health risk related to heart disease. Cardiovascular disease (CVD) is

EFFECT OF E-LEARNING ON HIGHER EDUCATION: A STUDY

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Abstract—

Most colleges in Egypt face numerous instructive issues and deterrents that innovation can assist with surviving. An open source, for example, Moodle e-learning stage, has been actualized at numerous Egyptian colleges. Moodle could be utilized as a guide to convey e-content and to give different prospects to executing offbeat elearning online modules. This paper shows that the utilization of intelligent highlights of e-learning expands the inspiration of the college understudies for the learning cycle. List Terms—e-learning, advanced education, inspiration, online instruction.

1. Overview

Online learning is utilized these days as another alternative to up close and personal schooling. Actually, its utilization increments in an immediate extent with the expansion of the quantity of understudies. This has put forth teachers apply a great deal of attempt to assist the students with getting intelligent substance that is brimming with sight and sound as it has been demonstrated that it significantly affects the way toward learning. The effect of websites and wikis has likewise been researched on students' cooperation and reflection and it was accounted for that the two of them have a constructive outcome. E-learning has been presented as a device in the learning cycle in most of the global colleges around the world. The expression "e-learning" is characterized by [9] as "any discovering that includes utilizing web or intranet." after a year [8] made the definition more summed up by demonstrating that it is "anything conveyed, empowered, or interceded by electronic innovation for unequivocal reason for learning" [17][18]. As per [7] "e" in e-learning ought not represent electronic; it should be a truncation for

JES
Journal of Engineering Sciences

Vol 11, Issue 6,June/2020
ISSN NO:0377-9254

RESEARCHING THE EFFECT OF ONLINE NETWORKING AND WEB PROMOTING ON THE ACCOMPLISHMENT OF A BRAND

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ABSTRACT:

Net publicizing and its usage it likewise depicts and breaks down net advertising and its execution. The examination of the most earnest and the best web based publicizing gear in developing logo cognizance are outfitted inside the article. The article investigations site, web publicizing and advertising, interpersonal organizations and the website design enhancement. Web based life is an online media, where the clients can without issues partake, share, and make any substance material which incorporates pennant, notices, movies and notice. Numerous organizations utilize those web-based social networking as an apparatus to sell their product and make customers mindful with their image. On the elective hand, presently not all enterprises win to commercial center their product and make their product are at their clients' consideration. The motivation behind this exploration is to discover the connection between's web based life verbal trade publicizing and promoting with association's insignia cognizance in web based life. The exploration approach for this investigations is quantitative examinations. The discoveries offered in this look at finish that in spite of the way that web based life is more dominant than some of the ordinary publicizing and promoting channels, it can't be completed in disconnection with out increasing it with different sorts of regular publicizing channels. The suggestions are that internet based life alone can't unmarried outperformed make brand awareness or even expand business undertaking.

Keywords: Facebook, Social media, advertising, Brand image, viral marketing

I INTRODUCTION

Making Social Networks is something that is instilled in human instinct when you think about that antiquated cases. "A social network is a social structure made of a firm of entertainers (comprising of individuals or organizations) and the dyadic ties among those on-screen characters (counting connections, associations, or collaborations). A social network viewpoint is procured to form the state of a social association, how this structure influences different factors, or how structures trade after some time". Informal organizations are trusted due to shared surveys and the thought of shared qualities or shared wishes. Long range interpersonal communication administration can be portrayed this way, "A Social Networking bearer is a web administration, stage, or site that makes a claim to fame of encouraging the structure of Social Networks or social relatives among people who, for example, extent side interests, sports, foundations, or real presence associations."

The theme of the proposal is marking in online life and the impact of internet based life on logo photo. With regards to this postulation, marking is characterized in light of the fact that the games that reason to adorn insignia value. Brand photograph alludes to shoppers' impression of a logo. The rationale of the theory is to examine how internet based life might be utilized for marking purposes and to research the impact of web-based social networking on token picture. The postulation looks at what things must be mulled over while utilizing internet based life for marking purposes and furthermore it thinks about utilizing web based life to the utilization of ordinary media and the noteworthiness of online networking to the essentialness of customary media as a force on brand picture.

II. LITERATURE SURVEY

Long range informal communication Sites and Social Media

As indicated by Boyd and Ellison (2007), Social Networking Sites (SNS) are a key factor to make online substance and offer clients who share basic interests. These long range interpersonal

Materials Today: Proceedings xxx (xxxx) xxx

Contents lists available at ScienceDirect

Materials Today: Proceedings

journal homepage: www.elsevier.com/locate/matpr

Inspection of dynamic power in micro-grid system during impedance-based compensation

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ARTICLE INFO

Article history:
Received 16 October 2020
Accepted 22 October 2020
Available online xxxx

Keywords:
Microgrid
Synchronous condensers
D-STATCOM
Series compensation
Harmonics

ABSTRACT

This paper looks at different facts of microgrid uncertainty. Various regulation and compensation models have been introduced in the microgrid device to ensure optimum system power flow. This method can cause small changes to the metrics of the electrical grid. The penalty and monitoring structures proposed in the system could never contribute to significant changes in the conduct of the system. The bulk of the grid is the generation by dispersed wind turbines. Generally, Wind turbine electric motors can generate produced huge, definitely compensated, micro-grid reactive electricity. The filter configuration to improve the system's power efficiency, which can contribute to the system's recurrent dynamics. Dynamic instability in the microgrid structure explored in detail and an algorithmic testing approach suggested to improve power generation.

Selection and peer-review under responsibility of the scientific committee of the Emerging Trends in Materials Science, Technology and Engineering.

1. Introduction

Carbon emissions are being used mainly for the manufacture of energy. Carbon dioxide, Carbon, Nitrogen oxide, SO2, etc. are the degradation properties of these oils. A major source of pollution is environmental damage would be deposited in the surrounding air. Green energies may be the better option in this situation. Various microgrid projects have developed for the full use of renewable energy sources, include wind, solar, geothermal and hydrodynamic electricity production, etc., The remainder of the microgrid is a generator of wind and solar electricity. Common Issues in the micro-grid system are discussed.Fig. 1.Fig. 2.Fig. 3. Fig. 4.Fig. 5.Fig. 6.

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2. Problems in the microgrid system

i. The problem of generation control
The key goals of generation management have been

(i) To hold the unit frequency at or very near to the minor value defined under various operating conditions.
(ii) To keep the right power exchange value between control areas.
(iii) To retain the economic worth of a unit generation.

Additional control needs to be implemented after the load adjustment has taken place to return the device frequency to the asset value. This is achieved by adding full control over the control areas. Frequency variations within a single microgrid control area depend on the power-electronic converter units often used to transfer the delivery to a nominal frequency, considering the control of the regular grid system. Microgrids for the provided wind turbine, where electrical power swapping was more expensive, is

https://doi.org/10.1016/j.matpr.2020.10.628
2214-7853/
Selection and peer-review under responsibility of the scientific committee of the Emerging Trends in Materials Science, Technology and Engineering.

"A STUDY ON IMPACT OF SALES PROMOTION ACTIVTIES ON ONLINE FOOD ORDERING CONSUMER WITH SPECIAL REFERANCE TO SWIGGY, HYDERABAD"

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Abstract: In today's business world customers are considered to be kings. It is important for producers to meet the needs of customers in order to stay competitive. One of the marketing tools that is used in attracting the attention of the customer is sales promotion. The aim of this paper therefore is to determine the effect of sales promotion on online food ordering consumer buying behavior. In the emerging business scenario various promotional techniques are used by the marketer. Through this study, an effort has been made to find out the various sales promotion tools and its impact on customers buying behavior with special reference to Swiggy, Hyderabad. For conducting the research, data was collected through simple random sampling of 100 respondents through descriptive research design technique. Later the data was analyzed and the hypothesis was tested by using chi-square test.

Keywords: sales promotion, different techniques of sales promotion, most effective sales promotional technique, customers buying behavior.

INRODUCTION

Because of busy life style Mobile food Apps have emerged as a trend. Every other person prefers to order food online rather than cooking at home. Technology has played a major role in introduction and advancement of mobile food Apps. Apps such as Zomato, Swiggy, Foodpanda, Ubereats, Fasoos, etc. are the most commonly and frequently used apps by the consumers. Mobile food Apps have tie-ups with many restaurants and act as a link between restaurants and people. There are many factors which leads to increase in their sales such as convenient to use, easy payment methods, variety of food and restaurants, delivery time, customer services, Sales Promotion etc.

Consumer attitude are dynamic making the things harder for sales or sales growth. Here comes the marketing in picture with different actions such as advertising, promotion, pricing and distribution having positive effect on business performance.

INTRODUCTION OF THE INDUSTRY

Swiggy is a leading food ordering and delivery startup in India. The company started operations in 2014 and is headquartered in Bengaluru. Swiggy works by acting as a bridge between customers and restaurants. It utilizes an innovative technology platform that allows customers to order food from nearby restaurants and get it delivered at their doorstep. With Swiggy, customers do not have to keep the contact numbers of various restaurants and eateries in their locality. Swiggy works as a single point of contact for ordering food from all restaurants that may be there at a particular location. Swiggy has its own team of delivery professionals who pickup orders from restaurants and deliver it at the customer's doorstep. This has made the task of ordering food a lot easier for customers. Restaurants also gain by getting more orders and avoiding costs and efforts associated with maintaining their own delivery personnel. Swiggy started as a small setup in August 2014, with a team of six delivery personnel and covering 25 restaurants. However, the idea soon became a huge hit among customers and restaurants alike. Swiggy now has operations in 8 cities and more than 10,000 restaurants on its platform.

REVIEW OF LITREATURE

ISBN: 978-93-5406-250-6 Nalla Narasimha Reddy Education Society's Group of Institutions

ARTICLE IN PRESS

Materials Today: Proceedings xxx (xxxx) xxx

Contents lists available at ScienceDirect

Materials Today: Proceedings

journal homepage: www.elsevier.com/locate/matpr

ISSN: 2214-7853

A brief overview of maximum power point tracking algorithm for solar PV system

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ARTICLE INFO

Article history:
Received 23 December 2020
Accepted 10 January 2021
Available online xxxx

Keywords:
Solar PV
MPPT technique
Performance parameter
ANN
Particle swarm optimization

ABSTRACT

In the recent years solar photovoltaic become popular due to several advantages among the renewable energy. But the importance should be given to the maximum power point tracking technique to extract the maximum power from the solar PV. This paper deals with analysis of different MPPT techniques under different operating condition. It is analysed based on the performance factors like ease of implementation, algorithm complexity, efficiency, tracking speed, convergence time, cost, hardware implementation. In this paper many MPPT algorithms, both traditional and intelligent controller-based algorithms are widely analysed to provide the clear knowledge about the different algorithm and to choose particular MPPT technique for the given application.

Selection and peer-review under responsibility of the scientific committee of the Emerging Trends in Materials Science, Technology and Engineering.

1. Introduction

Sustainable energy usage become high nowadays because of depletion of fossil fuels and increased population. Among the all-available renewable energy resources solar energy become the popular energy sources due to many advantages. There are many potential research areas in solar PV like materials physics, cell arrangements, modelling of solar cells, grid interfacing issues etc. Numerous MPPT techniques has developed in the past decades, but conventional most popular MPPT techniques like perturb and observe P&O, Incremental Conductance, Hill Climbing. Many soft computing-based algorithm like fuzzy logic, Neural Network, Particle Swarm Optimization which are used under different condition to track the maximum power from the solar PV system Table 1.

2. Solar cell characteristics

Solar photovoltaic cell has Non linear VI characteristics, so the output of solar cell varies with respect to temperature, radiation, load characteristics and other shading effects. When this solar output is directly connected to load which has very low output and efficiency. In order to improve the efficiency maximum power point tracking algorithm is used. The main factor which affect the module output performance like temperature. When the temperature of the module increases the decreases the open circuit output voltage (V_{oc}), When the intensity of solar radiation increase, which increases the short circuit current (I_{sc}).The solar PV panel which is connected to load through the converter ,whose duty cycle is turned using the MPPT controller.

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https://doi.org/10.1016/j.matpr.2021.01.220
2214-7853/
Selection and peer-review under responsibility of the scientific committee of the Emerging Trends in Materials Science, Technology and Engineering.

JES
Journal of Engineering Sciences

Vol 11, Issue 6,June/2020
ISSN NO:0377-9254

RESEARCHING THE EFFECT OF ONLINE NETWORKING AND WEB PROMOTING ON THE ACCOMPLISHMENT OF A BRAND

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ABSTRACT:

Net publicizing and its usage it likewise depicts and breaks down net advertising and its execution. The examination of the most earnest and the best web based publicizing gear in developing logo cognizance are outfitted inside the article. The article investigations site, web publicizing and advertising, interpersonal organizations and the website design enhancement. Web based life is an online media, where the clients can without issues partake, share, and make any substance material which incorporates pennant, notices, movies and notice. Numerous organizations utilize those web-based social networking as an apparatus to sell their product and make customers mindful with their image. On the elective hand, presently not all enterprises win to commercial center their product and make their product are at their clients' consideration. The motivation behind this exploration is to discover the connection between's web based life verbal trade publicizing and promoting with association's insignia cognizance in web based life. The exploration approach for this investigations is quantitative examinations. The discoveries offered in this look at finish that in spite of the way that web based life is more dominant than some of the ordinary publicizing and promoting channels, it can't be completed in disconnection with out increasing it with different sorts of regular publicizing channels. The suggestions are that internet based life alone can't unmarried outperformed make brand awareness or even expand business undertaking.

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JES
Journal of Engineering Sciences

Vol 11, Issue 6,June/2020
ISSN NO:0377-9254

CUSTOMER POINTS OF VIEW ABOUT MOBILE BANKING RECEPTION IN BANKING RECEPTION IN INDIA – A BUNCH INVESTIGATION

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ABSTRACT:

Reason The reason for this paper is to investigate factors influencing versatile banking (m-banking) selection conduct of Indian buyers. Besides, the reason for existing is to recognize which elements impact appropriation goal in setting with m-banking.

Structure/strategy/approach

Information were gathered through an online review of portable client respondents. A sum of 248 utilizable cases were gathered from m-banking clients. Survey of past writing has been utilized to build up theory, exploratory factor investigation and various relapse examination has been utilized to check the noteworthy components influencing selection of m-banking in India.

Discoveries

An aggregate of eight components has been recognized which influence m-banking reception conduct in India. Convenience has been seen as having the most effect concerning mbanking reception. Notwithstanding, social impact is recognized as least powerful factor among all elements.

Inventiveness/esteem

The investigation gives a complete comprehension of the elements which influence mbanking appropriation conduct of customers in India which may help banks to comprehend purchaser expectation and make procedure as needs be to guarantee budgetary incorporation

Keywords: Mobile banking; Adoption intention; e-banking; Satisfaction

I INTRODUCTION

Portable Banking (m-Banking), the most up to datechannel for the conveyance of Banking administrations, has nearly changed branch Banking in to virtual one-stop-shop. The meaning of MBANKING fluctuates among inquires about somewhat in light of the fact that Mobile Banking alludes to a few sorts of administrations through which bank clients can demand data and do most retail Banking administrations by means of PC, TV or cell phone (Daniel, 1999; Mols, 1998; Sathye, 1999).

Turban et al.(2004). portrays that M-BANKINGofferselectronic administrations that permit clients to check the parities in their records, move assets among accounts, take care of tabs electronically just as apply for credits, download data about records into their very own PCs, exchange stocks or common assets, take a gander at pictures of their checks and store slips . Customers" level of attention to m-Banking impacts their frame of mind towards reception of m-Banking. The writing on M-BANKING additionally bolsters those individual elements like information.

Sathye, 1999; Polatoglu and Ekin, 2001) affects customer"s reception of mBanking. Sathye (1999) underlined that numerous clients were essentially unconscious of web Banking and its extraordinary advantages. Here information indicates to the customers" attention to mBanking and the advantages related with it, and their consciousness of how to perform preparing exchange through m-Banking. Sathye (1999) saw that the absence of mindfulness about Mobile Banking and its advantages add to the non-reception of Mobile Banking . Furthermore, Polatoglu and Ekin (2001) demonstrated that the more information and abilities a client had about Mobile Banking , the simpler it was for the client to use Mobile Banking . It is fundamental that the banks offering M-BANKING administrations should make the clients mindful about the accessibility of different administrations and their advantages and instruct them about security and protection and hazard engaged with M-

The International Journal of Analytical and Experimental Modal analysis

An UGC-CARE Approved Group - A Journal

An ISO : 7021 - 2008 Certified Journal

ISSN NO: 0886-9367 / web : http://ijaema.com / e-mail: submitijaema@gmail.com

IJAEMA

Certificate of Publication

This is to certify that the paper entitled

"EFFECT OF E-LEARNING ON HIGHER EDUCATION- A CASE STUDY"

Authored by :

B. SAI VENKATA KRISHNA (Assistant professor)

From

MEGHA INSTITUTE OF ENGINEERING AND TECHNOLOGY FOR WOMEN. HYDERABAD.

Has been published in

IJAEMA JOURNAL, VOLUME XII, ISSUE IX, SEPTEMBER- 2020

MEGHA INSTITUTE OF ENGINEERING & TECHNOLOGY FOR WOMEN, Edulabad (V), Ghatkesar (M), Medchal Dist. T.S.

Principal
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Michal A. Olszewski Editor-In-Chief
IJAEMA JOURNAL

6.3 IMPACT FACTOR

ISO International Organization for Standardization 7021-2008

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EFFECT OF E-LEARNING ON HIGHER EDUCATION: A STUDY

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Abstract—

Most colleges in Egypt face numerous instructive issues and deterrents that innovation can assist with surviving. An open source, for example, Moodle e-learning stage, has been actualized at numerous Egyptian colleges. Moodle could be utilized as a guide to convey e-content and to give different prospects to executing offbeat elearning online modules. This paper shows that the utilization of intelligent highlights of e-learning expands the inspiration of the college understudies for the learning cycle. List Terms—e-learning, advanced education, inspiration, online instruction.

1. Overview

Online learning is utilized these days as another alternative to up close and personal schooling. Actually, its utilization increments in an immediate extent with the expansion of the quantity of understudies. This has put forth teachers apply a great deal of attempt to assist the students with getting intelligent substance that is brimming with sight and sound as it has been demonstrated that it significantly affects the way toward learning. The effect of websites and wikis has likewise been researched on students' cooperation and reflection and it was accounted for that the two of them have a constructive outcome. E-learning has been presented as a device in the learning cycle in most of the global colleges around the world. The expression "e-learning" is characterized by [9] as "any discovering that includes utilizing web or intranet." after a year [8] made the definition more summed up by demonstrating that it is "anything conveyed, empowered, or interceded by electronic innovation for unequivocal reason for learning" [17][18]. As per [7] "e" in e-learning ought not represent electronic; it should be a truncation for

JES
Journal of Engineering Sciences

Vol 11, Issue 6,June/2020
ISSN NO:0377-9254

CUSTOMER POINTS OF VIEW ABOUT MOBILE BANKING RECEPTION IN BANKING RECEPTION IN INDIA – A BUNCH INVESTIGATION

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International Journal of Advanced Science and Research

Indexed Journal, Refereed Journal, Peer Reviewed Journal

ISSN: 2455-4227, Impact Factor: RJIF 5.12

Publication Certificate

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Details of Published Article as follow:

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Issue	:	**5**
Year	:	**2020**
Page Number	:	**41-47**
Certificate No.	:	**5-6-12**
Date	:	**4-12-2020**

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International Journal of Research in Advent Technology

(ISSN: 2321-9637)

CERTIFICATE OF PUBLICATION

This is to certify that

Mr.B.SAI VENKATA KRISHNA, Dr.A.RAJ KUMAR

published a paper entitled

A Alternative to HCFC/CFC Refrigerants - R 134a, Its Production and Properties

Special Issue RTIME-2019

15th & 16th March 2019

IJRAT
Impact Factor
5.153

IJRAT
International Journal of Research in Advent Technology
www.ijrat.org

MECHA INSTITUTE OF ENGINEERING & TECHNOLOGY FOR WOMEN
Editor-in-Chief
IJRAT

THINK INDIA JOURNAL

ISSN:0971-1260
Vol-22-Issue-14-December-2019

Investigating The Impact Of Social Media And Internet Advertising On The Success Of A Brand

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ABSTRACT:
The idea of net advertising and its implementation it also describes and analyzes the idea of net marketing and its implementation. The analysis investigation of the most urgent and the most effective online advertising equipment in growing logo consciousness are furnished within the article. The article analyses website, internet advertising and marketing, social networks and the seo. Social media is an online media, in which the users can without problems participate, share, and create any content material which includes banner, posters, films and advertisement. Many agencies use those social media as a tool to sell their merchandise and make clients aware with their emblem. On the alternative hand, now not all corporations prevail to marketplace their merchandise and make their merchandise are at their customers' attention. The purpose of this research is to find the correlation between social media verbal exchange advertising and marketing with organisation's emblem consciousness in social media. The research approach for this studies is quantitative studies. The findings offered in this examine finish that despite the fact that social media is more powerful than a number of the conventional advertising and marketing channels, it cannot be carried out in isolation with out augmenting it with other sorts of conventional advertising channels. The implications are that social media alone can't unmarried surpassed create brand consciousness or even broaden commercial enterprise.

Keywords: Social Media; Marketing Communication; Online Marketing; Brand Awareness.

1.0 INTRODUCTION:

Creating Social Networks is some thing that's imbued in human nature when you consider that ancient instances. "A social community is a social structure made of a hard and fast of actors (consisting of people or companies) and the dyadic ties among those actors (including relationships, connections, or interactions). A social community perspective is hired to version the shape of a social organization, how this structure affects other variables, or how structures exchange over time". Social networks are trusted because of shared reviews and the notion of shared values or shared wishes. Social Networking service can be described like this, "A Social Networking carrier is a web service, platform, or web site that makes a speciality of facilitating the building of Social Networks or social family members amongst folks who, for instance, proportion hobbies, sports, backgrounds, or actual-existence connections."

The topic of the thesis is branding in social media and the effect of social media on logo photograph. In the context of this thesis, branding is defined because the sports that purpose to decorate emblem equity. Brand photo refers to consumers' perceptions of a logo. The motive of the thesis is to have a look at how social media may be used for branding purposes and to investigate the effect of social media on emblem image. The thesis examines what things have to be taken into consideration while using social media for branding purposes and

ISSN(Online): 2320-9801
ISSN (Print) : 2320-9798

International Journal of Innovative Research in Computer and Communication Engineering

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Website: www.ijircce.com

Vol. 7, Issue 1, January 2019

A Study on Multi-Cloud methodology of Trusted Third Party in Multiple double Encryption Security Mechanism

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ABSTRACT: This paper presents a multi-cloud technique by avoiding trader lock-in using unmistakable structure to address issues of customers. Cloud may perform better for more diminutive amounts of sales per unit time including generous data trades on the ordinary. For moving nearer the change in multi cloud, we propose a twofold encryption security framework with AES (Advanced Encryption Standard) and MD5 (Message Digest 5) over the trusted pair and different open fogs independently. Both of the encryption framework is giving a better update than the security reason. The data is being encoded with the AES strategies and checked at the untouchable side, then after the mixed data are sent to the different open fogs, Usually individuals by and large cloud is not having a strong security, but instead the proposed technique (MD5) is proposing a change over the security and giving a better security segment than the exchanged mixed data from the trusted outsider. Once the encryption procedure completed data will be secured in the particular open cloud. Right when the customer endeavor to get to the set away data, they have to make a sales to the untouchable and the outcast will give them single mixed data subsequent to unscrambling of the second layer of the encoded information. To upgrade the Accuracy Evaluation, customer load, space use to customers necessities, including ordinary response time, typical errand accomplishment rate and resource security levels.

KEYWORDS: MD5 (Message Digest 5), AES (Advanced Encryption Standard) .

I. INTRODUCTION

Distributed processing ascends as another figuring perspective which hopes to give reliable, adjusted and QOS Quality of Service guaranteed enrolling dynamic circumstances for end-customers. Distributed get ready, parallel taking care of and system handling together created as disseminated registering. The essential standard of appropriated registering is that customer data is not secure locally yet rather is secured in the server homestead of web stockpiling organizations gave moreover hardware and programming organizations are open to the general popular and business markets [1]. The organizations gave by organization suppliers can be everything, from the base, stage or programming resources. cloud organization is a solid of focal sensitivity toward endeavors and customers, the most delicate data send the customers to cloud organization centers, which relies on upon the trust relationship set up amidst customers and organization suppliers operators, to manufacture the assignment of cloud organizations, a cloud trader should set up and give trust organization capacity to relieve the hassles of their customers. Trust model in perspective of component organization components of a cloud resource from a customer's perspective, trust is a comprehensive document for organization guarantee and there are a couple trust segments in a system [2].

The standard Cloud figuring model where a client uses a singular cloud server ranch introduces a couple of challenges cloud organization distance can leave countless depending totally on it without access to critical and paid for resources.

DOI: 10.15680/IJIRCCE.2019. 0701011

ISSN(Online): 2319-8753
ISSN (Print): 2347-6710

International Journal of Innovative Research in Science, Engineering and Technology

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Visit: www.ijirset.com

Vol. 8, Issue 11, November 2019

A Survey on CDA Document Integration for Health Information in Cloud

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ABSTRACT: In this paper presents, CDA document generation and integration Open API service supported cloud computing, through that hospitals area unit enabled to handily generate CDA documents while not having to get proprietary code. Our CDA document integration system integrates multiple CDA documents per patient into one CDA document and physicians and patients will browse the clinical knowledge in written account order. Our system of CDA document generation and integration is predicated on cloud computing and also the service is obtainable in Open API. Developers exploitation totally different platforms so will use our system to boost ability.

KEYWORDS: Clinical Document Architecture.

I. INTRODUCTION

Cloud computing is the use of computing resources (hardware and software) that are delivered as a service over a network (typically the Internet). The name comes from the common use of a cloud-shaped symbol as an abstraction for the complex infrastructure it contains in system diagrams. Cloud computing entrusts remote services with a user's data, software and computation. Cloud computing of hardware and software resources made available on the Internet as managed third-party services. These services typically provide access to advanced software applications and high-end networks of server computers. The goal of cloud computing is to apply traditional supercomputing, or high-performance computing power, normally used by military and research facilities, to perform tens of trillions of computations per second, in consumer-oriented applications such as financial portfolios, to deliver personalized information, to provide data storage or to power large, immersive computer games [2].

The cloud computing uses networks of large groups of servers typically running low-cost consumer PC technology with specialized connections to spread data-processing chores across them. This shared IT infrastructure contains large pools of systems that are linked together. Often, virtualization techniques are used to maximize the power of cloud computing.

CHARACTERISTICS AND SERVICES MODELS:

The salient characteristics of cloud computing based on the definitions provided by the National Instituteof Standards and Terminology (NIST) are outlined below:

- **On-demand self-service**: A consumer can unilaterally provision computing capabilities, such as server time and network storage, as needed automatically without requiring human interaction with each service's provider.

IJIRSET

ISSN(Online): 2319-8753
ISSN (Print): 2347-6710

International Journal of Innovative Research in Science, Engineering and Technology

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Visit: www.ijirset.com

Vol. 8, Issue 11, November 2019

An Analytical Implementation of Securing Cloud Data in Encryption Form Mechanism

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ABSTRACT: In this paper presents, news reveal a strong offender that breaks information confidentiality by getting cryptological keys, by means that of coercion or backdoors in cryptological software system. Once the cryptography secret is exposed, the sole viable live to preserve information confidentiality is to limit the attacker's access to the cipher text. this might be achieved, as an example, by spreading cipher text blocks across servers in multiple body domains so presumptuous that the somebody cannot compromise all of them. still, if information is encrypted with existing schemes, associate somebody equipped with the cryptography key, will still compromise one server and decode the cipher text blocks hold on in that. during this paper, we have a tendency to study information confidentiality against associate somebody that is aware of the cryptography key and has access to an outsized fraction of the cipher text blocks. to the current finish, we have a tendency to propose Bastion, a unique and economical theme that guarantees information confidentiality although the cryptography secret is leaked and therefore the somebody has access to the majority cipher text blocks. we have a tendency to analyze the safety of Bastion, and that we value its performance by means that of a epitome implementation. we have a tendency to additionally discuss sensible insights with reference to the combination of Bastion in industrial distributed storage systems. Our analysis results counsel that Bastion is well-suited for integration in existing systems since it incurs but 8 % overhead compared to existing semantically secure cryptography modes.

KEYWORDS: Cloud Computing, Cryptography.

I. INTRODUCTION

The world recently witnessed a massive surveillance program aimed at breaking users' privacy. Perpetrators were not hindered by the various security measures deployed within the targeted services. For instance, although these services relied on encryption mechanisms to guarantee data confidentiality, the necessary keying material was acquired by means of backdoors, bribe, or coercion. If the encryption key is exposed, the only viable means to guarantee confidentiality is to limit the adversary's access to the cipher text, e.g., by spreading it across multiple administrative domains, in the hope that the adversary cannot compromise all of them [8]. However, even if the data is encrypted and dispersed across different administrative domains, an adversary equipped with the appropriate keying material can compromise a server in one domain and decrypt cipher text blocks stored therein. In this paper, we study data confidentiality against an adversary which knows the encryption key and has access to a large fraction of the cipher text blocks. The adversary can acquire the key either by exploiting flaws or backdoors in the key-generation software or by compromising the devices that store the keys (e.g., at the user-side or in the cloud). As far as we are aware, this

IJIRSET

ISSN(Online): 2319-8753
ISSN (Print): 2347-6710

International Journal of Innovative Research in Science, Engineering and Technology

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Visit: www.ijirset.com

Vol. 8, Issue 11, November 2019

A Study on Connecting Social media to E-Commerce Mechanism

Dr. Shaik Abdul Subhahan[1], Nazir Shaik[2], Dr. K.G.S. Venkatesan[3], V.M. Jothiprakash[4], V. Sandhiya[5]

Associate Professor, Dept. of C.S.E, ISL Engg. College, (Affil. to JNTUH), Hyderabad, Telangana, India[1]

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ABSTRACT: This paper presents boundaries between e-commerce and social networking became progressively blurred. several e-commerce websites support the mechanism of social login wherever users will register the websites victimisation their social network identities like their Facebook or Twitter accounts. Users may also post their fresh purchased merchandise on microblogs with links to the e-commerce product websites. During this paper, we tend to propose a completely unique answer for cross-site cold-start product recommendation, that aims to advocate merchandise from e-commerce websites to users at social networking sites in a tangle that has seldom been explored before. a significant challenge is a way to leverage data extracted from social networking sites for cross-site cold-start product recommendation. we tend to propose to use the joined users across social networking sites and e-commerce websites (users World Health Organization have social networking accounts and have created purchases on e-commerce websites) as a bridge to map users' social networking options to a different feature illustration for product recommendation. In specific, we tend to propose learning each users' and products' feature representations (called user embeddings and product embeddings, respectively) from knowledge collected from e-commerce websites victimisation continual neural networks and so apply a changed gradient boosting trees methodology to rework users' social networking options into user embeddings.

KEYWORDS: Online Social Networking, Facebook.

I. INTRODUCTION

Data mining software is one of a number of analytical tools for analysing data. It allows users to analyze data from many different dimensions or angles, categorize it, and summarize the relationships identified. Technically, data mining is the process of finding correlations or patterns among dozens of fields in large relational databases [5]. While large-scale information technology has been evolving separate transaction and analytical systems, data mining provides the link between the two. Data mining software analyzes relationships and patterns in stored transaction data based on open-ended user queries. Several types of analytical software are available: statistical, machine learning, and neural networks [6].

ISSN(Online): 2319-8753
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International Journal of Research in Advent Technology

(ISSN: 2321-9637)

CERTIFICATE OF PUBLICATION

This is to certify that

Mr.B.SAI VENKATA KRISHNA, Mr.K.MADHU BABU

published a paper entitled

Green Manufacturing Methods-A Review

Special Issue RTIME-2019

15th & 16th March 2019

IJRAT
Impact Factor
5.153

IJRAT
International Journal of Research in Advent Technology
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Principal
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Edulabad, Ghatkesar (Mdl),
Medchal Dist-501 301

Editor-in-Chief
IJRAT

International Journal of Research in Advent Technology, Special Issue, March 2019
E-ISSN: 2321-9637
3rd National Conference on Recent Trends & Innovations In Mechanical Engineering
15th & 16th March 2019
Available online at www.ijrat.org

Green Manufacturing Methods-A Review

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Abstract : This focus on the ecological design of the environment for the eco-friendly manufacturing system, the conservation of energy and product development while reducing paper waste also highlights the use of green manufacturing to form a sustainable product, reusing the product and a shorter life cycle. Previous research has suggested relationships between these two areas, suggesting that "it leans green." The spontaneous slogan of waste reduction and "doing more with less" is immediately manifested as an achievement of environmental benefits and has been the basis of previous research. All the research that relates fat-free processes to sustainability problems has focused exclusively on the environmental impact. The main objective of the green industry is to save the environment and reduce the cost of the product.
Keywords: - Lean Manufacturing , Green Manufacturing , Sustainability , Environment.

1. INTRODUCTION

The environment is critical and climate change at any point leads to land imbalance. ISO has proposed a new quality management system for products and even an environmental management system. The main era is to reduce environmental damage due to industries. There is a need for a new manufacturing process, ie green manufacturing, which is suitable for sustainable development strategy. The cost of energy and resources is constantly increasing due to increasing demand and limited supply. In addition, price trends can not be predicted, so companies aim to successfully produce a large range of energy prices and resources. One strategy to adjust to price fluctuations is to pass customer margins. However, price increases may require improvements in the product. Sustainability in manufacturing has received special attention from many researchers, and many research has been published in this new field of science. Sustainability, however, is a widely accepted idea with little guidance on its practical implementation and its impact on the company's performance. Manufacturing is part of global consumption of resources and waste generation. However, they have the potential to become the driving force for creating a sustainable society. They can design and implement sustainable integrated practices and develop products and services that contribute to improved environmental performance. The long-term sustainability of the company depends to a large extent on how to maintain its competitiveness and at the same time maintain a sustainable environment. In recent years, many organizations have implemented environmental sustainability programs in their organizations; however, it is difficult to find details on their implementation.

1.1 ***Green Manufacturing:*** Green manufacturing (GM) is defined in most generic manner as "manufacturing practices that do not harm the environment during any of its journey phases" It includes the ecological design of the products, the use of ecological raw materials, the ecological packaging, the distribution and the reuse after the useful life of the product. Delay the depletion of natural resources and reduce waste. Emphasis is placed on the reduction of parts, the rationalization of materials and the reuse of components. It covers a series of manufacturing problems, including 6R, ie, reduction, reuse, recycling, recovery, redesign and recycling, waste management, environmental protection, regulatory compliance, pollution control and other related requirements.

Green manufacturing practices: Green related developments evolved hand in hand with manufacturing management practices. Previous studies have reported that environmental problems will be crucial to manufacturing companies in Asia over decades (Diabat and Govindan, 2011; Chu et al., 2005). Teles et al. (2015) limit the reduction of natural resource consumption and waste treatment, because environmental practices are very popular among Brazilian companies with the best results in GM practice. Similarly, in China, environmental problems became more pronounced (Chu et al., 2005. Similarly, the communication capabilities of GSCM and empirically examined the relationship between green integration, reducing the costs and competitiveness of green enterprises from the perspective of suppliers in the Korean context). Rahman and Sharivastava (2013) revealed that most Indian companies revealed that most Indian companies do not have enough knowledge about GM, there are many gaps and confusion regarding GM implementation, the study also confirmed that there will be a need to make greater effort to establish the concepts of the mechanism Global. Seth et al. (2008) discussed the various wastes in the supply chain of the edible oils industry and highlighted the need to rely on green. Given relatively less experimental research studies of the GM in the contexts of developing countries, many managers see it as an obstacle rather than as a potential opportunity for improvement. The sustainability strategy of the Indian company influences the design and deployment of GSCM strategies. The Indian petrochemical industry has ample scope to improve organizational efficiency through a green innovation approach that includes the use of environmentally friendly products and processes, and reduced resources and waste. Researchers examined the

International Journal of Research (IJR)

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for the paper titled

Composites circular bars based Analysis of Thermal Expansion with Finite Element

Published in *International Journal of Research (IJR)*, Vol-05, Issue-16
June 2018 ISSN: 2348-6848
International Refereed and Indexed Journal for Research Publication
With Impact Factor 5.60 UGC APPROVED journal Sr No. 44396
Index Copernicus Value (ICV) 100 & Indexed in Thomson Reuters

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International Journal of Research
Available at https://edupediapublications.org/journals
e-ISSN: 2348-6848
p-ISSN: 2348-795X
Volume 05 Issue 16
June 2018

Composites circular bars based Analysis of Thermal Expansion with Finite Element

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ABSTRACT:

Composite materials are being more frequently used in a wide variety of industries. Their high strength to weight ratio makes them a desirable material in many applications. In some specific cases, polymer based composites can be subjected to large changes in temperature causing undesirable amounts of expansion. To reduce the composite's thermal expansion, materials that have negative coefficients of thermal expansion are used as a filler material. Aluminium Silicon Carbide is a metal oxide which exhibits thermal behaviours not seen in most other materials. When subjected to a positive temperature change, Alsic will decrease in volume as opposed to most other materials which show an increase in volume. This makes Alsic an ideal candidate to be used as filler material in these polymer composites to reduce their overall thermal expansion. This research looked at the finite element modelling of these composite materials and tried to gain a better understanding of their possibilities. In the models, the bond between the two was considered perfect, with no voids or separation, leading to the filler material having more effect on the overall properties of the composite. In this project, Aluminium Silicon Carbide (AlSiC), an aluminium matrix composite is used for composite bars A 3D model was made using CATIA and finite element, Structural and thermal analysis was done on ANSYS AlSiC has better abrasion resistance, creep resistance, dimensional stability, exceptionally good stiffness-to-weight and strength-to-weight ratios and better high temperature performance.

Keywords: composite circular bars, Aluminium Silicon Carbide, catia, thermal analysis, ansys.

1. INTRODUCTION

A composite material (also called a composition material or shortened to composite, which is the common name) is a material made from two or more constituent materials with significantly different physical or chemical properties that, when combined, produce a material with characteristics different from the individual components. The individual components remain separate and distinct within the finished structure. The new material may be preferred for many reasons: common examples include materials which are stronger, lighter, or less expensive when compared to traditional materials. More recently, researchers have also begun to actively include sensing, actuation, computation and communication into composites, which are known as Robotic Materials.

1.1 Natural composites:

Natural composites exist in both animals and plants. Wood is a composite – it is made from long cellulose fibers (a polymer) held together by a much weaker substance called lignin. Cellulose is also found in cotton, but without the lignin to bind