THE PRAXIS OF CONTEMPORARY APPROACHES IN ENGLISH LANGUAGE AND LITERATURE

Edited by

Dr. M. KANNADHASAN | Dr. G. RAJESH KUMAR

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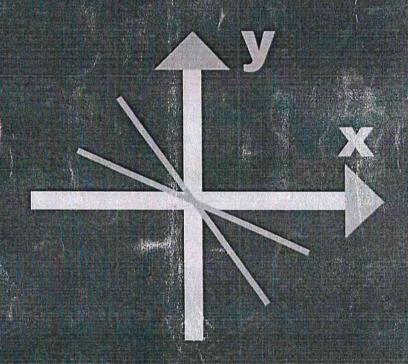
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> Bachelor of Science in Mathematics THIRD YEAR - SEMESTER - V

> > LINEAR ALGEBRA



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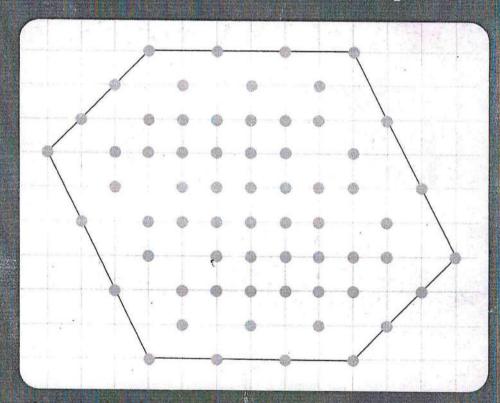
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Vegetable Oil Based Polymer Composites— Processing Properties and Applications

| Chapter | First Online: 22 March 2024

pp 21-41 | Cite this chapter



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Abstract

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This chapter provides an overview of the processing, properties and applications of various vegetable oil based polymers suitable for composites manufacturing. Among the different sources of biomass feed stock, vegetable oils play a key role in the development of bio based polymers and sustainability issues. Functionalization of vegetable oil triglycerides via epoxidation, acrylation, maleinization, hydroxylation and subsequent conversion of polymers offers a variety of polymeric materials. Blending of epoxidized vegetable oil with petro based epoxy resins DGEBA and subsequent polymerization in the

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Gold Nanoparticles: Clinical Applications



Sheikdawood Parveen, T. Sathiyapriya, D. Tharani, S. U. Mohammed Riyaz, Rakshi Anuja Dinesh, Jayashree Shanmugam, K. Rajakumar, Dmitry Zherebtsov, Manikandan Dhayalan, and Antony Stalin

Abstract Global Cancer Therapy (GLOBOCAN) estimates that there are around 18 million new cancer cases each year. Various techniques have been used for cancer therapy. Innovation of the nano approach will be signed in to locate one of the chief concerns while using chemotherapy and radiation. Targeting the gold nanoparticle (GNP)-based systems to the tumor can increase local radiation dosage while also enhancing treatment through controlled releases of chemotherapeutics. In the last 20 years, more than 20 medicinal items based on nanotechnology have received clinical use accreditation. This review article's goal is to determine ways to employ GNP-based therapy systems more quickly in clinical settings while still reducing

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Souvenir-cum-Abstract Book All India Undergraduate Academic Convention in Biotechnology (AIUGACB-2023)



Transmission of Plant Viruses through seed and its management

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Abstract

Plant viral infections have a significant impact on human economic activity by lowering plant product output and quality. The transmission of around one-fourth of the known plant viruses occurs through the seed. Plant viruses are disseminated through seeds, which is a crucial method for bringing them into new areas where they may flourish, proliferate quickly and even start epidemics in the presence of the right hosts and vectors. Since viruses may survive for a long time in seeds, it is possible for a seed-borne virus to spread commercially over great distances. The ability of a virus to spread through seed depends on where it is located in the seed. When the virus is outside the functioning seed, it is said to be external seed transmission, and when it is within, it is said to be internal seed transmission. As the main source of inoculums and the place where the illness first manifests itself, seed infection by the virus is crucial in terms of epidemiology. The frequency of virus illness can be decreased by avoiding virus inoculum from contaminated seeds, using chemical seed disinfection and putting cultural practices like field cleaning, rouging, and crop rotation into practice. Additionally important controls for managing seed transmitted viruses are the use of quarantines, resistant cultivars, healthy seed production and certification programs for healthy seed production.

Keywords: Seed borne; inoculum; Plantvirus; Seed transmission

1. Introduction

The seed is a useful propagule since it is the source of the species that grow into new plants when they germinate. Approximately 90% of food crops are cultivated from seed. However, seeds can become contaminated by various pests and are known to be the most effective means of transportation for a variety of plant pathogens, including fungi, bacteria and viruses from the time of their conception at the flowering of the parent plants until their germination and development into seedlings. Plant viral infections have a considerable impact on human economic activity by lowering plant product output and quality. Enumerating a precise number for the financial impact of plant viruses in agriculture is often quite difficult.

2. Economic Significance of Seed Transmitted Plant Virus

More than 231 plant viruses, or around 1/7 of them, have been found to spread by seed in various foods, fiber, decorative, and weed crops, and the number is steadily rising. The virus-infected seed may cause modest to significant yield reductions in addition to loss in germination and a decreased germination percentage, the emergence of plant diseases, and the spread of the virus to new locations. When plants become infected during sensitive early development phases and incidence reaches 100%, losses are often at their highest. Estimated losses based on yield comparisons between plots of inoculated and uninoculated plants typically only reflect the highest loss brought on by the virus; under normal circumstances, 100% infection occurs. Infection with a virus reduces the harvested product's quantity as well as its quality in terms of market value and nutritional content. Reduced market level due to loss of seed quality caused by viral infection, including discolouration and shriveling. For instance, the pea seed-borne mosaic virus causes the seed coats of pea, faba bean, lentil, and

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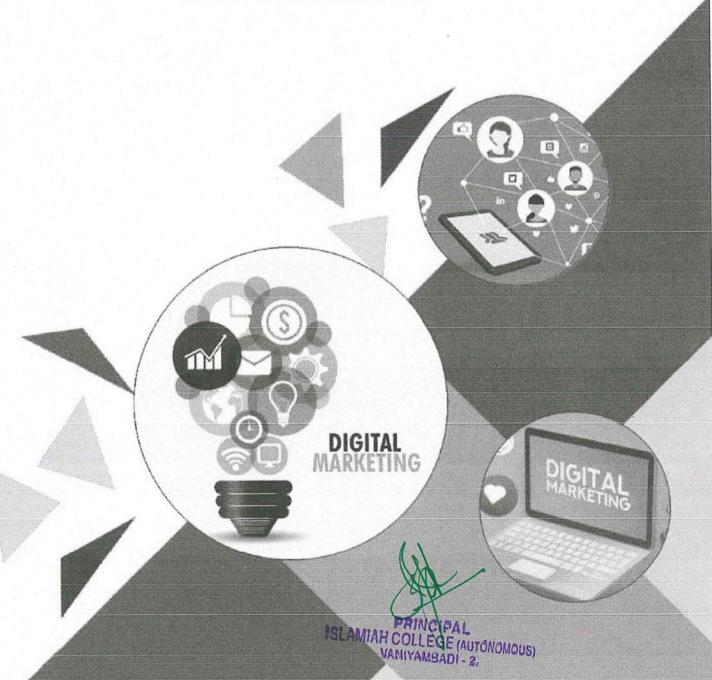
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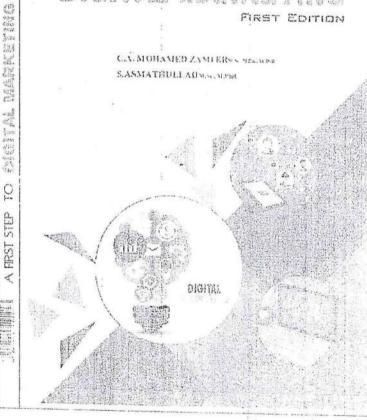


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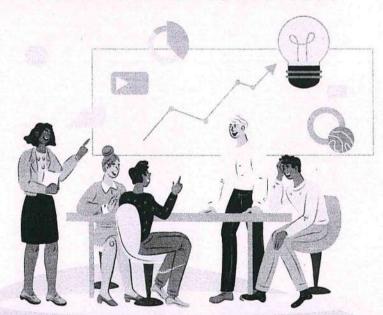


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ng Womer ANALYZING CONSUMER DECISION MAKING PROCESS IN DIGITAL MARKETING

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studies. The Abstract

Drivers and Indian and ology for

rironmenta

Deital marketing, often referred to as online marketing or internet marketing, encompasses many for India tegies and techniques employed to promote products, services, or brands through digital Production tennels. This not only benefits businesses in capturing a wider market region, but also provides company officials and other customers have experience with the items they want to purchase. In the contemporary era of digital *** keting, the global landscape is often perceived as devoid of geographical limitations. The phrase " marketing" has gained widespread usage over a significant duration. Consumers perceive marketing as a valuable tool due to its ability to assist them in answering inquiries, delivering exact and correct information, and addressing their issues within a designated timeframe. The lia: Trends at ent of digital marketing has not only influenced consumer purchasing decisions, but it has also mided significant benefits to the organisations that have adopted it.

was consumer, purchase decision, Digital Marketing, information search and Need Recognition

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past, it was customary for companies to rely on traditional promotional methods such as and posters to disseminate information about their products. Subsequently, customers , D. (2018) engage in conversations with company representatives and other relevant stakeholders to rch design turther details about the products. This procedural course of action resulted in the allocation which a substantial portion of the time was ultimately commonl

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g social media or e-commerce. Effective digital marketing has the potential to influence mers' purchasing decisions with respect to the items being offered for sale. This business gnificantle segy is seen highly effective for (SMEs) in sustaining their company operations under the enging circumstances posed by the Covid-19 epidemic. lers, which s, enablin

blem Recognition in Consumer Decision Making Process

nas become recognition is a critical stage in the consumer decision-making process, marking the point a consumer becomes aware of a need or desire for a product or service. This recognition can be erred by various factors, such as a specific need arising, an existing product or service no longer expectations, or external influences like advertising and recommendations. Problem h utilisin spition is essential because it sets the entire motion. Once a consumer acknowledges a problem nethods a reed, they begin actively seeking information and evaluating potential solutions. This can involve ation thei searching products, comparing prices, and considering various brands or options. In this stage, marketing teters and businesses have the opportunity to influence consumers by providing valuable ip between mation, addressing their needs, and showcasing how their products or services can effectively s, and thei the identified problem. Understanding the consumer's problem recognition stage is vital for ncon (2013 messes to tailor their marketing strategies, create compelling advertising campaigns, and develop sustaining and ucts or services that align with consumer needs and preferences. By recognizing and responding efficacy descensumer problems effectively, businesses can increase their chances of guiding consumers toward customer searchase decision and building long-term customer relationships.

Information Search in Consumer Decision Making Process

munications search for information can take various forms, including online research, seeking es are oper commendations from friends and family, reading reviews, or consulting expert opinions. The extent d, whereb depth of the information search depend on the complexity of the decision and the consumer's nes for the of involvement. For businesses, understanding the information search stage is crucial as it offers pportunity to influence consumer choices. Online presence through websites, social media, and wiew platforms is particularly vital in today's digital age. Moreover, marketers can strategically use evertising, content marketing, and search engine optimization to ensure that their products or eccedent for expression prominently during consumers' information search. By aligning their messaging with sumer needs and preferences and delivering informative and relevant content, businesses can ectively guide consumers through the decision-making process, ultimately increasing the ocial medi Melihood of conversion and customer satisfaction.

ys in which Evaluation of Alternatives in Consumer Decision Making Process

rketing and this stage, consumers consider the available choices, weighing factors such as quality, price, brand atial role in the utation, features, and personal preferences. Evaluating alternatives can be a complex and time-

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his stag stage satisfaction and loyalty. On the contrary, negative post-purchase experiences can result in is phase starts, refunds, and damage to a brand's reputation. To encourage positive post-purchase services traitions, companies can engage in effective post-sale communication. This may include thank-you e quality sages, follow-up surveys, and opportunities for customers to provide feedback [2]. Addressing bundled issues promptly and professionally can help resolve potential dissatisfaction and maintain a ve brand image. Moreover, fostering a sense of customer community and offering post-purchase ence the port or resources can enhance the overall consumer experience [11]. Building trust and nt role is maintaining a strong relationship with customers beyond the point of sale can lead to long-term excellen exc carefull and stage where consumers assess their satisfaction with a purchase. For businesses, it is an efforts to cultivate brand loyalty and positive word-of-mouth by ensuring that customers have ucceed in the east-purchase experience and addressing any concerns or issues promptly.

- Recognition of Need: The decision-making process begins when a consumer recognizes a need or a problem. In the digital realm, this can be triggered by various stimuli, such as an online advertisement, social media post, or a search engine query. Effective digital marketing often starts by identifying and addressing these needs through targeted content.
- Information Search: After recognizing a need, consumers typically seek information to help them make an informed decision. This stage often involves extensive online research, where consumers browse websites, read reviews, and compare products or services. To influence consumers at this stage, businesses should provide high-quality, informative content that addresses common queries and concerns.
- riews and Purchase Decision: Once consumers have evaluated their options, they make their purchase decision. In digital marketing, this is the critical point where clear calls to action (CTAs) and userfriendly online shopping experiences are vital. Businesses should ensure that the purchase process is seamless, secure, and convenient.
 - Post-Purchase Behavior: The decision-making process doesn't end with a purchase. After buying a product or service, consumers often share their experiences on social media, review platforms, or forums. Positive post-purchase experiences can lead to brand advocacy, word-of-mouth marketing, and repeat business. Digital marketing efforts should extend beyond the point of purchase, focusing on customer satisfaction, loyalty programs, and engagement strategies.
 - Cognitive Dissonance: Sometimes, consumers may experience cognitive dissonance, where they guestion their purchase decision after buying a product. Digital marketing can play a role in addressing this by providing after-sale support, offering guarantees, and sharing user-generated content that reinforces positive experiences.

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582) or Cognitive Dissonance 17.1256. The results show that digital marketing is most effective ses shoul multi-service hybrid businesses in the tourist sector. Below we do a test of significance. Digital ior, gathe teting is a paradigm-shifting platform that facilitates the comprehensive engagement with sumers, including the dissemination of product information and provision of customer support. ehavior interaction uses a diverse array of information and customer interaction strategies, heir onling plemented by organized resources, to assess consumer preferences and behaviour. This enables inique was dentification of emerging trends, exploration of novel opportunities, and generation of predictive this for the future. Digital marketing facilitates active communication between companies and stomers by establishing a bidirectional connection platform. This serves to enhance client gement and facilitate brand communication. Hence, it was essential to first acknowledge the graph of the start-up and engage in a discourse around its most notable attributes. Furthermore, this has examined the principles and tactics of digital marketing in order to fulfil the research goals, ir-reachin aimed to investigate the significance and impacts of digital marketing on the successful actors suc elopment of start-up enterprises. As the study progressed, it increasingly focused on the oing digital ementation of digital marketing platforms, including an examination of regulations and, notably, I foremos marketing tactics. This literature study provides an overview of the successful development of come level ups via the integration of digital marketing strategies, specifically focusing on brand visibility, es they are building, and customer awareness.

Purchase Behavior have a higher average efficiency score (20.0228) than Information Search

ing efforts oeconomi consume ge more i purchasin with thes fluence NOVA tes

ne firm.

Table 2: ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	59.102	2	29.045	2.822	0.069
Within Groups	1056.241	147	10.327		
Total	1115.343	149			
	the same of the sa				The second second

2 degrees of freedom, the total of the squares is 59.102, whereas the mean square is 29.045. The sis indicates that the difference in the mean score (6.9% difference) between the different types sinesses is not statistically significant. It is determined that the effectiveness of digital marketing not vary much across Consumer Decision Making Process in Digital Marketing.

Conclusion

erent socio-economic groups may have varying levels of digital literacy and access to technology. before, businesses must consider which online platforms and channels are most effective in thing their target demographics [11]. Moreover, socioeconomic variables can impact the ectiveness of digital marketing campaigns in terms of return on investment (ROI). Marketers must

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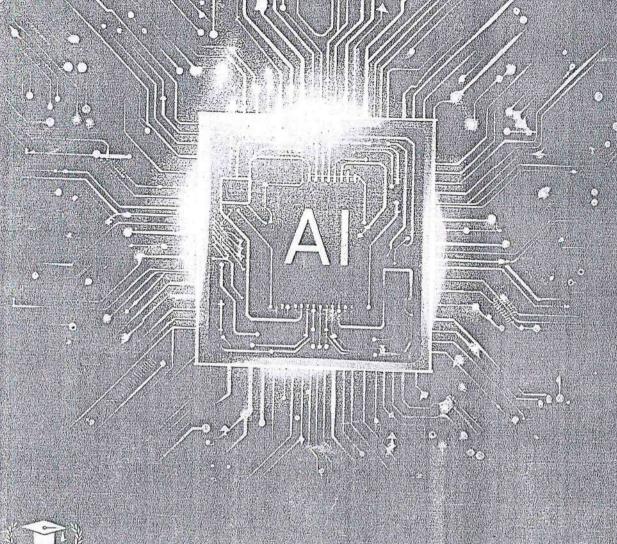


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ARTIFICIAL INTELLIGENCE IN RESEARCH METHODOLOGY

VIVEK NARULA GITANJALI BHIMRAO YADAV DR. NAKUL SHARMA MANDAR PRAMOD DIWAKAR NIMO FAYAZ AHMED

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ARTIFICIAL INTELLIGENCE IN RESEARCH METHODOLOGY

Vivek Narula Gitanjali Bhimrao Yadav Dr. Nakul Sharma Mandar Pramod Diwakar N Md Faiyaz Ahmed

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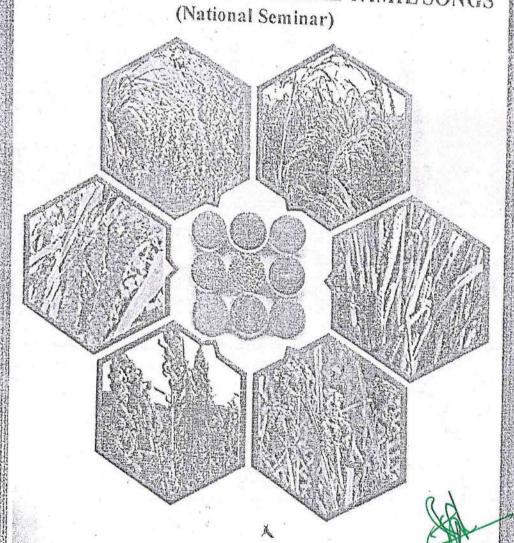






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