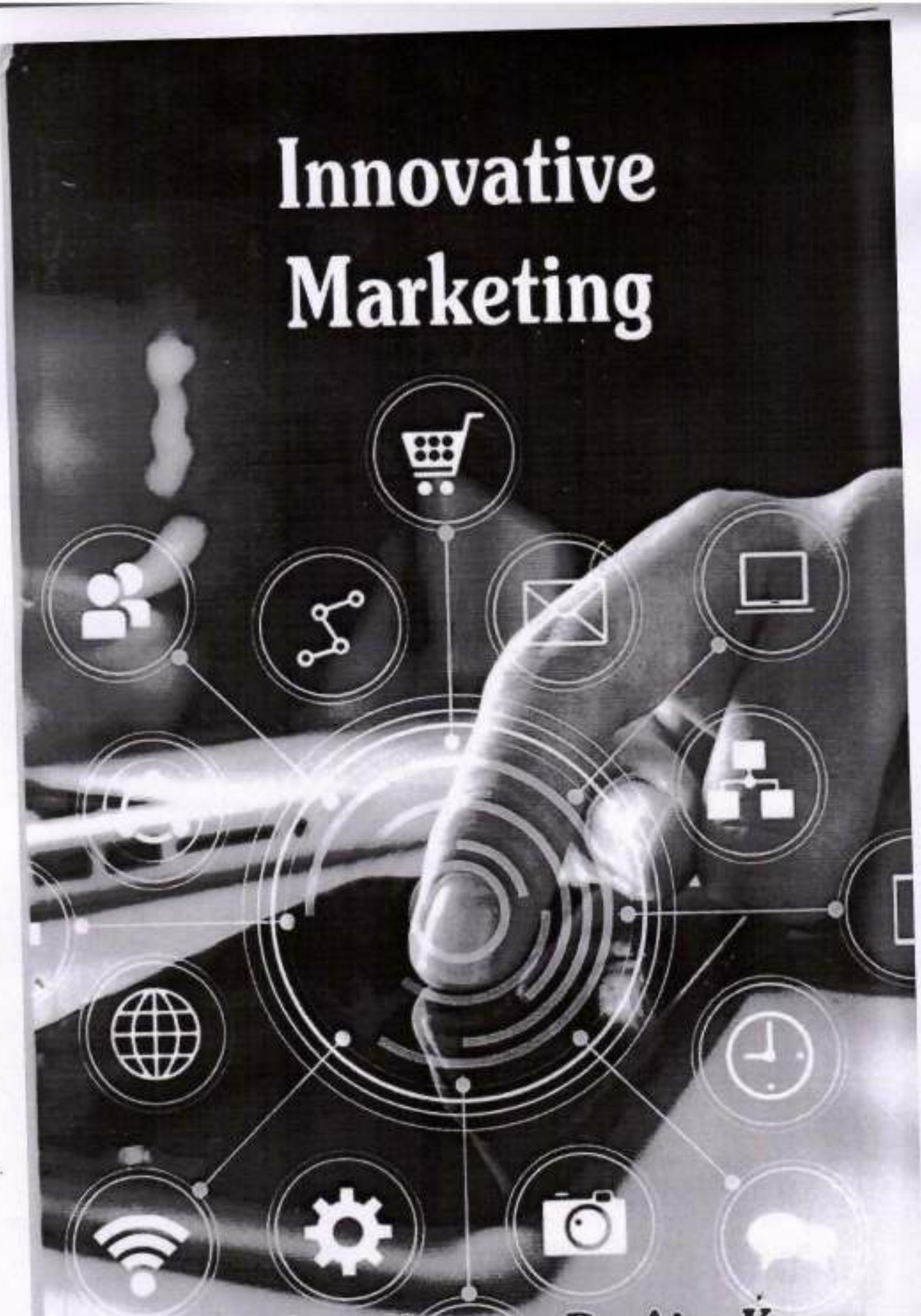
Innovative Marketing



Dr. Sandeep Kumar • Dr. Ajay Kumar

INTERNAL QUALITY ASSESSMENT

Contents

Preface *v*

1. **The Impact of Social Media as a Marketing Tool on Purchasing Decisions** 1
   Dr. Sandeep Kumar
2. **The Impact of Social Media as a Marketing Tool on Purchasing Decisions** 20
   Dr. Sandhya Bindal
3. **Effectiveness of Digital Marketing** 29
   Dr. Ajay Kumar
4. **Measuring Innovation** 41
   Mr. Anil Rajoria
5. **Responsible Marketing and Advertising in Betting** 56
   Dr. Sonam Arora & Dr. Rubeena Bano
6. **Marketing Strategy Formulation for Innovative Product** 64
   Dr. Suhail Ahtesham
7. **A Study on the Impact of Social Media Marketing on Digital Marketing** 75
   Dr. Kanika Gupta & Dr. Bhoopendra Bharti
8. **How New Technologies Improve Innovation Marketing** 81
   Ms. Ekta Gupta & Dr. Archana Dixit
9. **A Study of Direct Marketing and its Significance** 86
   Dr. Shalini Gupta & Ms. Punam Agarwal
10. **A Comparative Study on Digital Marketing Over Traditional Marketing** 91
    Ms. Deepti Gupta & Ms. Payal Aggarwal
11. **Strategic Approach in Social Media Marketing and a Study on Successful Facebook Cases** 103
    Dr. Sandeep Kumar
12. **A Study of Relationship of Digital Marketing Tools and Electronic Commerce Websites** 116
    Ms Rajni Bansal, Ms. Sania & Ms Ambooj

INTERNAL QUALITY ASSURANCE CELL (IQAC)
TECHIA INSTITUTE OF TECHNOLOGY
New Delhi

13. **Product Innovation in Marketing Strategy** 127
Dr. Sandeep Kumar

14. **Empirical Study of Product Innovation** 149
Dr. Urviza & Dr. M N Jha

15. **A Study on Digital Marketing and its Impact** 159
Mr. Rahul Tripathi & Ms. Priyanka Prajapati

16. **A Study of Viral Marketing on Brand Status** 166
Dr. Ajay Kumar

17. **Innovative Marketing Decisions in Business Activities** 174
Ms. Komal Gangi & Dr. Garima Singh

18. **The Impact of Innovation Towards Marketing Performance** 187
Mr. Anuj Nanda & Mr. Rajesh Srivastav

19. **A Study of Memes, Memetics Marketing Practices** 192
Dr. Anamika & Dr. Sachin Sabharwal

20. **Social Media as a Marketing Tool** 200
Dr. Nivedita, Ms. Heenalal & Ms. Rinku Sethi

21. **A Study of Product Innovation** 208
Mr. Rahul Tripathi & Ms. Surbhi Pahuja

22. **A Study of Word of Mouth: Implications for Consumer Behavior** 220
Dr. Sandeep Kumar

23. **A Case Study on Netflix's Marketing Strategies & Tactics** 226
Dr. Surbhi Jain & Dr. Ajay Kumar

24. **A Study on Relationship Marketing** 232
Dr. Amit Kumar & Mr. Navneet Mittal

25. **Consumer Insights in Today's Marketing Strategies** 241
Dr. Rashmi Gujrati, Dr. Sonam Arora & Ms. Komal Gangi

26. **Consumer Research Insights on Brands and Branding** 246
Dr. Vandana Raghava & Ms. Neha Rajput

27. **A Study of Consumer Insights Improve Your Brand** 250
Mr. Inderpreet Singh & Ms. Divya Gautam

28. **A Study of Innovation Marketing** 254
Ms. Megha Mohan & Ms. Sandhya Srivastava

29. **A Study of Creative Marketing and its Importance** 258
Ms. Sweta Bakshi & Dr. Sandeep Kumar

30. **Green Marketing: A Responsible Marketing** 264
Teena Gupta & Rahul Tripathi

31. **Innovative Social Marketing** 270
Dr. Swapnal Kulkarni, Dr. Dipti V. Sharma & Ms. Keenika Arora

INTERNAL QUALITY ASSURANCE CELL
TECHNIA INSTITUTE OF ADVANCED STUDIES
NEW DELHI - 110085

32. **A Study of Digital Marketing** 282
Ms. H. Maheshwari , Dr. V. Vijay Kumar & Dr. Sandeep Kumar

33. **Collaboration Strategy** 294
Ms. Sonakshi & Ms. Divya Gautam

34. **Green Marketing : The Need of Hour** 301
Dr. Nidhi Aggarwal & Dr. Neerav Verma

35. **Responsible Management** 312
Mr. Nisith Srivastava & Ms. Megha Sharma

36. **Green Marketing: The Implementation of CSR** 319
Dr. Sandeep Kumar Ms. Komal Gangi

37. **Values & Ethics in Management** 328
Dr. M.N. Jha

38. **Green Marketing and Sustainable Development** 336
Ms. Swati Shrivastava & Ms. Anjali Jindal

39. **A Study of E-Marketing** 348
Ms. Sheetal & Dr. Namita Mishra

40. **Digital Marketing & Library and Information Services** 357
Dr. Anil Kumar Jharotia

41. **CSR & Digital World** 369
Dr. Sheenu Arora

42. **A Study of Value Marketing** 380
Dr. Ajay Kumar

43. **A Study of Relationship Marketing in Correlation with Value Concept** 394
Dr. Sandeep Kumar

44. **A Study of Market Driving Strategies** 405
Ms. Sweta Bakshi

45. **Innovations and Effectiveness of Digital Marketing** 413
Ms. Geetika & Ms. Sweta Bakshi

46. **Cause Related Marketing an Emerging Trend in India** 425
Ms. Monika Pawar & Ms. Vaishali Prasad

47. **A Study of Bitcoin** 438
Dr. Rajesh Bajaj & Ms. Geetika

48. **A Study of Corporate Governanace and Corporate Sustainability** 450
Ms. Chetna Kohli & Ms. Geetanjali Anand

49. **A Study of CSR Practices** 459
Dr. Sandeep Kumar & Mr. Rachit Rana

50. **Business Ethics and Corporate Governance** 465
Dr. Namita Mishra

INTERNAL QUALITY ASSESSMENT CELL
TECHIA INSTITUTE OF ADVANCED STUDIES
NEW DELHI - 110085

51.	**A Study of Financial Planning** *Dr. Kirti Miglani*	471
52.	**Demonetisation and its Effect on Banks** *Ms. Komal Gangi, Ms Geetika & Dr. Sheenu Arora*	478
53.	**Responsible Marketing & Digital Technologies** *Dr. Varun Kumar & Mr. Sumit Kumar*	495
54.	**A Study of Ethics** *Ms. Shilpa Bhandari & Ms. Aashima Sharma*	514
55.	**Digital Marketing & Social Media** *Ms. Hema Rani, Ms. Priyanka Gautam & Komal Gangi*	521
56.	**A Study of Sustainable Tourism** *Dr. Sachin Sabharwal*	528
57.	**A Study of E-Commerce** *Ms. Sania*	549
58.	**A Study of Winter Tourism Marketing** *Dr. Vijay Kumar & Dr. Ashutosh Bajpai*	557
59.	**A Study of Buyer's Attitudinal Behaviour** *Mr. Rahul Tripathi, Dr. Bhoopendra Bharti & Ms. Megha Mohan*	561
60.	**E Business & its Implementation** *Dr. Vishal Khatri, Ms. Meenu Kansal & Ms Ambooj*	575
61.	**A Study of Consumer Awareness and Green Marketing** *Ms. Sweta Bakshi & Dr Sandeep Kumar*	582
62.	**A Study of Green Marketing Strategies** *Shikha Patheja, Deepak Kumar & Inderpreet Singh*	592
63.	**A Study of Marketing Ethics and Strategic Planning** *Rahul Tripathi*	597
64.	**A Study of Customer Oriented Marketing** *Monika Agarwal, Dr. Samridhi Tanwar & Mr. Anil Rajoria*	604
65.	**Efficacy of E-Recruitment in Hotel Industry** *Neelu Verma, Ms. Indu Sharma & Ms. Neha Gupta*	610

INTERNAL QUALITY ASSESSMENT CELL (IQAC)
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NEW DELHI - 110085

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Read to Lead

IT Applications in Business

As Per Guru Gobind Singh Indraprastha University Syllabus

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1st Sem

Ajay Dureja
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About the Book

This book of **"IT Applications in Business"** covers the various concepts of information technology, computer software, desktop components and computer network. An attempt has been made to bring up-to-date information regarding latest Technologies. The content of the book is written in a simple language with detailed information. The text is supported with numerous illustrations to enable practical understanding. This book also contains exercise to assist the students in preparing for the examination.

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Guru Gobind Singh Indraprastha University, BBA First Semester

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OTT PLATFORMS & DIGITAL MEDIA

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Dr. Vipul Partap
Rahul Mittal

Ashian
ARTS AND PRODUCTIONS

OTT PLATFORMS & DIGITAL MEDIA

Editors:
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Preface

Advancements in Digital Technologies have dramatically altered the practice of Journalism, Satellite smart phones, internet, digital audio recorders and laptops allow instantaneous communication between most destinations in the world. The result is the convergence of the new technologies on one platform. The Digital Media emerged as an important tool of communication, education, information and entertainment in the period of Covid-19, which has put breaks on all type of communication, education and other actions.

In the two years of Covid-19 OTT Platforms become a replacement for the movies in the theaters. OTT "Over the Top" refers to any streaming service that delivers content over the internet. There's a wide range of OTT platforms, including Netflix, Disney+, Hulu, Amazon Prime Video, Peacock, Curiosity Stream, Pluto TV, etc. Short films, web series and other programs on this platform become source of entertainment and it has invited top actors and directors to perform. OTT Platforms are more affordable. Watching movies at home brings more comfort, whereas, in a movie theatre one can enjoy movie without any disturbance.

There is a threat to digital media known as cyber threats which can be secured by cyber security rules. Cyber security is also an important feature in the digital media without which this platform cannot exist. There are various issues on OTT platform, one of which is censorship to the progrms which have to be resolved. OTT platforms are in trending, which has made its space in the world of theatre, cinema and multiplexes.

This book provides a clear understanding of some areas covered by the OTT Platforms, Digital Media and cyber security. It provides perspectives on what OTT Platform and Digital Media is, where it comes from, what are its uses, effect on Education, Emergence of OTT Platforms and Digital Media and rules of Cyber Security and where OTT Platforms and Digital Media is going to. It will be a valuable resource for the students who want to know about OTT platform and Digital Media and an intriguing tool for anyone interesting in the emerging trends in it.

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The editorial team congratulates all the authors of this book for the publication of their chapters, who have put their precious efforts to give the chapters for the book. The team is grateful to Dr. Ajay Kumar, Director, Tenia Institute of Advanced Studies, Delhi for writing the foreward for the book.

Editorial Team

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Foreward

Dr. Ajay Kumar – Director, Tecnia Institute of Advanced Studies

The OTT Platforms & Digital Media; ISBN No.: 978-81-955011-1-3 (Edition: 2022) Published by Ishaan Arts and Production with chapters on OTT Platforms - A Boon or Bane: Dr. Upasana Khurana, Dr. Radhika Mehta; OTT Platforms an Alternative to Movie Theatres: Kumar Sunny, Dr. Kuldeep Siwach; Over-the-top (OTT) video services' emergence and future in India: Prof. Sanjeev Sood, Dr.Ritu S.Sood, Rishabh Sood; Indian Web Series - Revolutionising the Portrayal of Indian Women in Mainstream Media: Ms. Swati Chandak, Ms. Moumita De Das; OTT vs Television: A Narrative Review of Hindi Reality Show Bigg Boss Season 14: Mr. Karan Singh, Ms. Shristi Shrivastava; OTT Platform-Visual Representation of House of Secrets: Dr. Jagriti Basera; The Role of Digital Media on Reading Habits in Digital Era: Dr. Anil K Jharotia; Gender Equality and Digital Media: Voicing the Unvoiced: Ritika Choudhary; Digital Communication and Agriculture Development in India: Dr. Rajnesh Kumar Pandey, Dr. Ajay Kumar Singh;

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Digital Democracy and Indian Rural Women: Dr. Sheel Nidhi; Digital Media and Online Education during Covid-19 Pandemic: Dr. Anjani Kumar Jha; The Science of Fake News: Hardeep Singh Bhakal;Fake News during COVID-19: The role of Social Media: Ms. Divyshikha, Dr. Bhawani Shankar, Mr. Tarun Goma; Cyber Security: Dr. Deepak Sonkar; Digital Media and Covid-19: Impact on Global South: Dr. Tarun Chauhan; ओटीटी प्लेटफार्म: मनोरंजन या अशलीलता: डा. गजेंद्र प्रताप सिंह, सुनीता कुमारी थापा; सूचना प्रौद्योगिकी नियम, 2021 तथा निजता का अधिकार: सागर कन्नौजिया।

The book compiled by - Dr. Vipul Partap & Mr. Rahul Mittal is indeed and outstanding book on OTT Platforms, Web Series, Digital Media & Communication, Cyber Crime and Effect of Covid 19. The book exemplifies various aspects and the process of transformation with details illustration to understand the topic in easy way. The book captures nuggets of technological transformation which ignites innate ability to break barrier. It unlocks the key to your door to understand the social media ramifications which affects every area of the life. Book is an excellent work to develop professional acumen and allows readers to build true potential and understanding on the topics.

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NEW DELHI - 110085

CONTENTS

S. No.	Paper Title and Author Name	Page No.
	Preface..	*i*
	Foreward..	*iii*
	Contents...	*v*
01	**OTT Platforms - A Boon or Bane** *Dr. Upasana Khurana, Dr. Radhika Mehta*	01
02	**OTT Platforms an Alternative to Movie Theatres** *Kumar Sunny, Dr. Kuldeep Siwach*	07
03	**ओटीटी प्लेटफार्म: मनोरंजन या अश्लीलता** *डा. गजेंद्र प्रताप सिंह, सुनीता कुमारी यादव*	14
04	**Over-the-top (OTT) video services' emergence and future in India** *Prof. Sanjeev Sood, Dr.Ritu S.Sood, Mr. Rishabh Sood*	22
05	**Indian Web Series - Revolutionising the Portrayal of Indian Women in Mainstream Media** *Ms. Swati Chandak, Ms. Moumita De Das*	28
06	**OTT vs Television: A Narrative Review of Hindi Reality *Show Bigg Boss* Season 14** *Mr. Karan Singh, Ms. Shristi Shrivastava*	35

INTERNAL QUALITY ASSESSMENT CELL (IQAC)
TECNIA INSTITUTE OF ADVANCED STUDIES
NEW DELHI - 110025

07 **OTT Platform: Visual Representation of House of Secrets** 41

Dr. Jagriti Basera

08 **सूचना प्रौद्योगिकी नियम, 2021 तथा निजता का अधिकार** 49

सागर कन्नौजिया

09 **The Role of Digital Media on Reading Habits in Digital Era** 55

Dr. Anil K Jharotia

10 **Gender Equality and Digital Media: Voicing the Unvoiced** 65

Ritika Choudhary

11 **Digital Communication and Agriculture Development in India** 72

Dr. Rajnesh Kumar Pandey, Dr. Ajay Kumar Singh

12 **Digital Democracy and Indian Rural Women** 86

Dr. Sheel Nidhi

13 **Digital Media and Online Education during Covid-19 Pandemic** 95

Dr. Anjani Kumar Jha

14 **The Science of Fake News** 103

Hardeep Singh Bhakal

15 **Fake News during COVID-19: The role of Social Media** 109

Ms. Divyshikha, Dr. Bhawani Shankar, Mr. Tarun Goma

INTERNAL QUALITY ASSESSMENT CELL
TECNIA INSTITUTE OF ADVANCED STUDIES
NEW DELHI - 110025

16 **Cyber Security**

Dr. Deepak Sonkar 116

17 **Digital Media and Covid-19: Impact on Global South**

Dr. Tarun Chauhan 129

Contributors 139

Bibliography 143

INTERNAL QUALITY ASSESSMENT CELL (IQAC)
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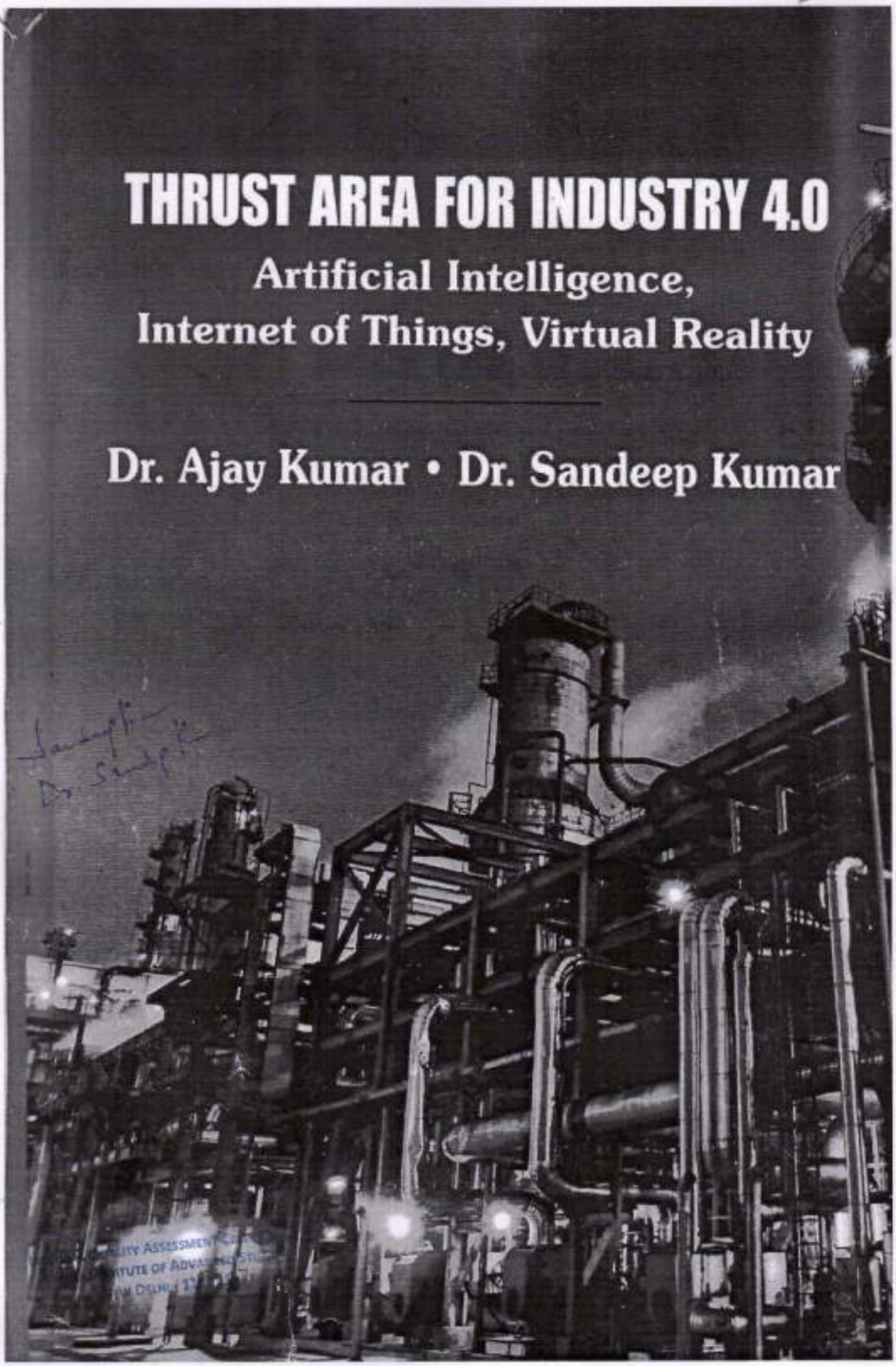

Contents

Preface v

1. **Industry 4.0 Technologies Changing Manufacturing** 1
   Dr. Sandeep Kumar
2. **Industry 4.0 and Hybrid Multicloud IT Architecture** 7
   Dr. Ajay Kumar
3. **Industry 4.0: Technologies, Outcomes, and the Future of Manufacturing** 14
   Dr. Sandeep Kumar
4. **Industry 4.0—the Industrial Internet of Things (IIoT)** 18
   Dr. Sandhya Bindal
5. **The Progression Leading to Industry 4.0** 25
   Dr. Anamika & Dr. M N Jha
6. **'Industry 4.0' Technologies in Apparel Manufacturing: The Challenges Ahead** 33
   Dr. Urviza & Dr. Sachin Sabharwal
7. **Artificial Intelligence: The Driving Force Behind Industry 4.0** 40
   Dr. Sandeep Kumar & Sweta Bakshi
8. **A Study of Addiction to Social Media** 46
   Dr. Ajay Kumar
9. **A Study of Social Media: Whatsapp, Twitter and Facebook** 52
   Mr. Rinku Sethi
10. **A Comparative Study of Social Media Applications** 59
    Mr. Mohit Tiwari & Ms. Ambooj
11. **A Study of Employee Misconduct in Social Media Environment** 65
    Ms. Megha Mohan & Ms. Priyanka Singh
12. **A Study on Social Media Addiction Among Youngsters** 71
    Ms. Sania & Dr. Sheenu Arora
13. **A Study of Cyber Crime and Some Prevention** 76
    Mr. Rinku Sethi & Dr. Rajnesh Kumar Pandey
14. **A Study of Title-Security and Privacy in Mobile Systems** 81
    Ms. Geetika, Dr. Shimpy Goyal & Dr. Anamika

15. **A Study of Awareness of Mobile Apps** 87
Ms. Payal Aggarwal & Ms. Shikha Verma

16. **A Study of Features and Challenges of Security and Privacy in Distributed Internet of Things** 98
Ms. Indu Sharma & Ms. Sania

17. **Contrast Reinstatement for Fog Images** 118
Dr. Sanjeev Manchanda, Ms Neha Gupta & Dr. Nidhi Arora

18. **Digital Watermarking: A Solution to e-Property Rights** 125
Dr. Sandeep Kumar & Dr. Sachin Sabharwal

19. **A Study of Knowledge Organization Tools in the Digital Era** 133
Dr. Sheenu Arora, Ms Vaishali Prasad & Ms Sonakshi

20. **Latest Trends in Web Latent Semantics** 143
Ms. Sonakshi & Mr. Anmol

21. **A Study of M-Commerce and the Cashless Economy** 151
Dr. Ashtosh Bajpai & Ms Payal Aggarwal

22. **A Study of Security in Mobile Social Networks** 159
Dr. Deepak Sonker

23. **A Study of Sentiment Analysis of Whatsapp Group Chat** 165
Dr. Sonam Arora

24. **A Study of the Impact of Social Media in Market** 174
Ms. Rajni Bansal & Ms. Jagriti Basera

25. **A Comparative Study of Semantic Web Technologies and Semantic Sensor Stream** 182
Dr. Kanika Gupta, Dr. Narinder Kaur & Ms Priyanka Prajapat

26. **A Study of Industry Application of Semantic Web Technology** 190
Ms. Megha Mohan & Ms. Priyanka Prajapat

27. **A Study on Innovative Practices in Digital Human Resource Management** 195
Ms. Anjali Jindal & Dr. Garima Singh

28. **A Survey of Security and Privacy in Mobile Systems** 204
Mr. Mayank Arora & Mr. Karan Singh

29. **A Study of Data Warehousing Environment and Modernization in Business Analytics** 210
Dr. Sandeep Kumar & Ms. Komal Gangi

30. **A Study of Facebook User Profiling** 216
Ms. Komal Gangi & Ms. Geetika

31. **A Study of the Challenges Thereats of Computer Crime and their Security Policy** 220
Mr. Inderpreet Singh & Dr. Shivendu Kumar Rai

INTERNAL QUALITY ASSESSMENT CELL (IQAC)
TECHNA INSTITUTE OF ADVANCED STUDIES
NEW DELHI - 110025

32. **The Key Semantic Web Ontology Languages (OWL)** 226
Ms. Sania

33. **A Study of the Positive Impact and Recent Issues in Social Media** 232
Ms. Keenika Arora, Mr. Inderpreet Singh & Mr. Sumit Kumar

34. **A Study of the Usability of Web Authentication System** 237
Dr. Nivedita & Ms. Heena Lal

35. **A Study of Social Media Education in Corporate Sectors Employees and Techno Stress** 242
Ms Komal Gangi & Dr. Urviza

36. **A Study of Mobile Games and Entertainment** 247
Dr. Suhail Ahtesham & Mr. Sumit

37. **A Study on Social Mobile Networking** 253
Mr. Anil Rajoria & Ms. Aashima Sharma

38. **A Study on the Use of Artificial Intelligence in Agriculture** 259
Dr. Nidhi Arora & Mr. Karan Singh

39. **A Study of Advances in Wireless Networks and Security** 269
Mr. Ajay Dureja & Ms. Sania

40. **A Study of Advertising Fatigue-ways to Fight It** 274
Dr. Surbhi Jain, Dr. Garima Singh & Ms. Vaishali Prasad

41. **A Study of Analogy of Software Estimation** 278
Ms. Sania

42. **A Study of the Prospects of Web Technology in Literature** 288
Dr. M.N. Jha

43. **A Study of Mobile Advertising Strategies and its Challenges in India** 296
Mr. Rahul Tripathi & Mr. Rajesh Srivastava

44. **A Study of Growing Impact of Cybercrime** 304
Dr. Suhail Ahtesham, Ms. Priyanka Singh & Mr. Mayank Arora

45. **A Study of Various Issues & Preventions of Cyber Crimes** 310
Dr. Surbhi Jain & Dr. Shaheen Bano

46. **A Study of the Impact of E-commerce and Digitalization for Generating Employment Opportunities in Developing Countries in 21st Century** 316
Dr. Sandeep Kumar & Ms. Sandhya Srivastava

47. **A Study of M-commerce in India** 325
Rahul Tripathi

48. **A Study Mobile Commerce in India** 332
Dr. Nidhi Aggarwal & Dr. Bhoopendra Bharti

49. **A Study of Role of Social Media in Advertising** 338
Ms. Geetika & Ms. Sweta Bakshi

Internal Quality Assessment Cell (IQAC)
Techia Institute of Advanced Studies
New Delhi - 110085

50. **A Study of Social Media Addiction with Special Reference to Facebook Addiction** 346
Dr. Gopal Thakur, Ms. Megha Mohan & Ms. Mgha Sharma

51. **A Study of Social Media Induced Technostress and its Impact on Internet Addiction: The Dark Side of Information Technology** 354
Ms. Monika Pawar & Ms. Vaishali Prasad

52. **A Study of Social Networking Fatigue** 367
Dr. Shalini Gupta & Mr. Bal Krishna Mishra

53. **A Comprehensive Study of Li-fi Technology** 374
Ms. Ambooj & Ms. Neha Gupta

54. **A Study of Mobile Commerce** 382
Dr. Bhoopendra Bharti, Ms. Saumya Bansal & Dr. Rubeena Bano

55. **An Immortal Citizen: Sophia** 387
Rahul Kumar & Mr. Mohit Tiwari

56. **Analytical Monitoring: QoS for Web Services** 391
Dr. Amit Asthana & Dr. Bharti Aggarwal

57. **A Study of E-Business: Satisfying Customer in Digital World** 406
Ms. Chetna Kohli & Dr. Ruchi Srivastava

58. **A Study of Mobigenie: A Comprehensive Study of Highly Intellectual Talking Robots** 411
Ms. Neha Gupta & Ms. Ekta Gupta

59. **A Study of Mobile Ad Hoc Networks: Presentations and Encounters** 421
Mr. Deepak Sharma, Dr. Shimpy Goyal & Dr. Narinder Kaur

60. **A Study of Network Security for MANETS** 426
Mr. Ajay Dureja, Ms. Sania & Ms. Saumya Bansal

61. **A Study of Recognition and Classification of Cyberbullying Using AI** 433
Dr. Deepak Sonker, Dr. Narinder Kaur & Mr. Deepak Sharma

62. **A Study of Robotics Uses by the Industries** 438
Ms. Ambooj Yadav, Mr. Mohit Tiwari & Dr. Archana Dixit

63. **A Study of Social Media Addiction among Youth of North India** 445
Ms. Sweta Bakshi & Dr. Sandeep Kumar

64. **A Study of Whatsapp Messenger** 451
Mr. Rahul Tripathi & Ms. Ritika Chaudhary

65. **A Study of Digital India Mobile Apps** 458
Dr. Vipul Partap & Ms. Surbhi Paluja

66. **A Study of Green Computing** 466
Dr. Sachin Sabharwal & Mr. Ajay Dureja

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Dr. Ajay Kumar • Dr. Sandeep Kumar

Contents

Preface *v*

1. **A Study of the Role of Media in Rural Women Empowerment** 1
   Dr. Ajay Kumar & Ms. Anamika Srivastava
2. **A Study of the Role of Media in Environmental Awareness** 5
   Anil Kumar Jharotia
3. **A Study of Citizen Journalism and Social Responsibility** 18
   Dr. Rajni Rathi, Dr. Nidhi Arora, & Ms. Indu Sharma
4. **A Study of Corporate Communication** 25
   Ms. Komal Gangi & Geetika
5. **A Study of CRM through New Media** 33
   Dr. Namita Mishra, Ms. Rajni Bansal & Ms. Neha Gupta
6. **Digital Libraries and its Services in Digital Media Scenario** 48
   Harish Kumar & Ms. Bharti Aggarwal
7. **A Study of Media Influencing Consumerism** 54
   Dr. Sachin Sabharwal
8. **A Study of Ethics & Media from Indian Perspective** 63
   Dr. Varun Kumar & Dr. Sachin Sabharwal
9. **A Study of Ethical Values and Media Consumerism** 73
   Dr. Ajay Kumar & Mr. Anil Rajoria
10. **A Study of Impact of Social Media and Networks on Education** 84
    Dr. Surbhi Jain, Ms. Surbhi Pahuja & Ms. Heena Lal
11. **A Study of Impact of Social Media on Various Fields** 100
    Mr. Mayank Arora, Ms Sandhya Srivastava, & Mr. Rajesh Srivastava
12. **A Study of Digital Media Global Trends** 106
    Dr. Sanjeev Manchanda, Dr. Deepak Sonker & Mr. Mohit Tiwari

INTERNAL QUALITY ASSESSMENT CELL
TECHIA INSTITUTE OF ADVANCED STUDIES

13. **A Study of the use of Use of Facebook and WhatsApp in Learning Skills of Children** 113
Ms. Ashwinder Kaur, Ms Payal Aggarwal & Ms. Anjali Jindal

14. **A Study of the Impact of Media: Branding & Consumer Behavior** 119
Ms Sweta Bakshi & Dr Sandeep Kumar

15. **A Study of Globalisation and Media** 126
Rahul Tripathi

16. **A Study of Media Ethics** 135
Dr. M N Jha & Ms. Megha Sharma

17. **Media's Role in Shaping the Future** 148
Dr. Sandeep Kumar

18. **A Study of Social Media: Shaping the New World Itself?** 154
Ms. Monika Pawar & Ms. Divya Gautam

19. **A Study of Balancing of Conventional and Modern Media** 161
Mr. Rahul Tripathi & Mr. Ajay Dureja

20. **A Study of the Emerging Trends in Digital Media** 168
Ms. Sania & Ms. Neha Jain

21. **A Study of the Impact of Digital Media on the Theories of Development** 177
Dr. Sonam Arora, Gunjan Sharma & Dr. Sheenu Arora

22. **A Study of Power of Social Media in Shaping the Society** 188
Dr. Vipul Partap, Sanjay Kumar Srivastava & Rahul Mittal

23. **Ethical Values and Media Consumerism** 200
Ms. Priyanka Bisht & Dr. Nivedita

24. **A Study of Symbolic Communication: A New Age Phenomenon** 207
Dr. Charan Kamal Walia & Mr. Rinku Sethi

25. **A Study of Language of Social Media and Hindi** 219
Mr. Bal Krishna Mishra & Ms Chetna Kohli

26. **A Study of Media Literacy** 224
Dr. Bharat Kumar & Ms Sonia Batra

27. **A Study of Power of Media and Public Perception** 234
Dr. Sheel Nidhi Tripathi & Arunesh Kumar

28. **A Study of Corporate Communication through Social Media** 241
Shruti Sharma, Dr. Kanika Gupta & Dr. Nidhi Aggarwal

29. **A Study of Instagram and Twitter as New Age News Disseminators** 246
Dr. Shaheen Bano, Sukriti Baluguna & Mr. Anmol

TECHNIA INSTITUTE OF

30. **A Study About the Social Media Using Habits of School Students** 253
Dr. Rajneesh Kumar Pandey & Harshvardhan Pande

31. **A Study and Role in Economic Growth of Media Entrepreneurship Development Process** 265
Ms. Ekta Gupta & Dr. Shalini Gupta

32. **A Study Role of Media in Environmental Education** 277
Deepinderpal Singh, Manjit Kaur & Dr. Ruchi Srivastava

33. **A Study of the Role of Social Media on Cryptocurrency** 280
Mr. Bal Krishna Mishra & Dr. Anita Sharma

34. **A Study of the Role of Traditional media in Contemporary Society** 285
Mr. Rinku Sethi & Ramendra Nath Verma

35. **A Study of Emerging Technologies of Digital Media** 292
Ms. Manpreet Kaur, Ms Deepti Gupta & Ms. Vaishali Prasad

36. **A Study of Social Media Impact on Society** 302
Ms. Shruti Sharma, Ayushman Singhal & Anjali Jindal

37. **A Study of New Narratives of Nationalism and Media Interventions** 306
Mr. Karan Singh, Dr. Namarta Joshi & Dr. Ranbir Singh

38. **How Social Media is Changing the World** 313
Ms. Ritika Chaudhary & Yogesh Maheshwari

39. **A Study of the Impact of Media on Teaching Techniques** 324
Ms. Sonia Batra, Ms. Pooja Singh & Dr. Shivendu Kumar Rai

40. **A Study of the Role and Power of Media in Shaping the Future of India** 334
Abhik, Ms. Sonakshi & Dr. Gopal Thakur

41. **A Study of Deterioration of Ethical Values in Advertisement Sector** 337
Ms. Kirti Miglani & Ms. Sheetal Badesra

42. **Social Media its Impact with Positive and Negative Aspects** 345
Jagriti Basera & Ms. Esha Rana

43. **The Supposed Role of Mass Media in Deepening Democracy** 354
Ms. Avaneet Kaur Bhatia, Priyanka Sarkar & Dr. Monu Singh

44. **Media Ethics: Paid News or Fake News** 361
Ms. Shalu Chopra & Keenika Arora

45. **Smart Teaching Environments in the Era of Digital Media** 369
Dr. Seema Shokeen & Dr. Archana Dixit

INTERNAL QUALITY ASSURANCE CELL
TECHNIA INSTITUTE OF ADVANCED STUDIES
NEW DELHI - 110045

46. **A Study of Corporate Communication: PR or CSR** 376
Pallav Pathak, Ms. Vaishali Prasad & Dr. Ashutosh Bajpai

47. **A Study of Aamir Khan's Cinema and Social Issues** 384
Dr. Sandhya Bindal

48. **Contesting Quality Journalism in a Globalized World** 396
Sunil K. Jha & Mr. Inderpreet Singh

49. **Indian Cinema and Representation of Divyangs** 402
Dr. Charusmita, Shalini Guliani & Ms. Megha Mohan

50. **A Study of Media Shaping Future Paradigm** 410
Dr. Ajay Kumar

51. **A Study of Social Media Driving Change in India** 419
Dr. Sandeep Kumar & Sweta Bakshi

52. **A Study of E-Marketing and Impact of Media Agencies** 432
Dr. Bhoopendra Bharti & Dr. Suhail Ahtesham

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Dr. Ajay Kumar • Dr. Sandeep Kumar • Dr. M. N. Jha

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Contents

Preface *v*

1. **Analysis of Bhagavad Gita in the Context of Setting Goals towards Value Education to students in the Present Scenario** 1
   Dr. Gopal Thakur

2. **Media Representation in Context of Social Change in India** 7
   Dr. Jagriti

3. **The New Education Policy 2020: A Study with Reference to Higher Education** 18
   Dr. Ruchi Srivastava & Mr. Mayank Arora

4. **Role of ICT in Higher Education** 25
   Dr. Tanjum Kamboj

5. **Value Based System in Media Studies** 34
   Dr. Upasana Khurana

6. **A Descriptive Study on Significance of ICT in Educational Institutions** 39
   Ms. Jyoti Gupta

7. **Technological Breakthroughs and Digital Media's Evolution in Tourism** 46
   Mr. Akash Deep Dhariwal

8. **Gender Portrayal in Advertisements: An Individual differences Analysis** 56
   Mr. Karan Singh & Mr. Bal Krishna Mishra

9. **Growth of Contemporary Media Education in India** 64
   Mr. Rinku Sethi

10. **Women and the Internet in India: Denial of Access and the Censorship of Abuse** 69
    Mr. Ramendra Nath Verma & Dr. Eqbal Ahmad

INTERNAL QUALITY ASSURANCE CELL
TECNIA INSTITUTE OF ADVANCED STUDIES
NEW DELHI

11. **The Role of Women Journalist in Pre-independence Era** 91
Ms. Preeti Nagar & Dr. Syed Fahar Ali

12. **Integrating Human Values in the Era of Digitalization: A Conceptual Discussion on the Role of Social Media During Covid-19 Pandemic** 100
Ms. Ritika Choudhary

13. **A Study on Virtual Education in India: Critically Analysing the Pros & Cons of E-learning** 111
Ms. Mehak Shabih & Ms. Smitee Kumari

14. **Information Technology and Strategic Media Management in mitigating Human Rights Issues** 119
Mr. Adhrit Chandra Pati Tripathi & Ms. Shivangi Tripathi

15. **A Study to Analyse the Role of Media in Promoting Vocational Education Among Youth** 129
Ms. Priyanka Singh & Dr. Shivendu Kr. Rai

16. **An Analysis of the Impact of Web Series on Cinema Viewership in India** 140
Ms. Tarini Khosla & Mr. Keshav Patel

17. **A Descriptive Study of Conglomerate and Blended Learning in Management Education** 154
Mr. Puneet Kumar

18. **The Challenge of Educating the Youth for Ethical Conduct In Our World Today** 172
Dr. Ashutosh Bajpai

19. **Role of Digital Media in Social Harmony during Pandemic Period** 176
Dr. Shaheen Bano

20. **Study on the Impact of Digital Media on Academic Performance of Students (DMAPS)** 180
Dr. Sheel Nidhi Tripathi

21. **A Study of Different Types of Influencers and their Role on Instagram** 194
Dr. Namrata Singh

22. **Human Values and Media Education (With Special Reference to NEP 2020)** 210
Ms. Nidhi Mishra & Ms. Gayatri Pradhan

23. **Role of Human Values in Educational Institutions** 218
Mr. Rahul Tripathi

24. **Human Values and Vaishnavism (With Special Reference to Gaudiya Vaishnavism Tradition)** 223
Dr. Rajnesh Kumar Pandey

25. **A Study of National Education Policy (NEP) 2020** 233
Dr. Sandeep Kumar

26. **India's National Education Policy, 2020** 239
Ms. Sweta Bakshi

27. **National Education Policy 2020: Reforms in Higher Education** 243
Dr. Sandeep Kumar & Dr. Bhoopendra Bharti

28. **New Education Policy 2020: A Critical Approach** 247
Dr. M N Jha & Dr. Sachin Sabharwal

29. **The Importance of Outcome-Based Education in A Modern Educational Set Up** 251
Dr. Ajay Kumar

30. **भारतीय सिनेमा में स्त्री चरित्र एवं उसकी विकास यात्रा : एक अध्ययन** 259
प्रतिमा एवं डॉ. आशुतोष वर्मा

31. **समाज में शांति की स्थापना में हिंदी सिनेमा का योगदान** 266
डॉ. आदित्य कुमार मिश्रा

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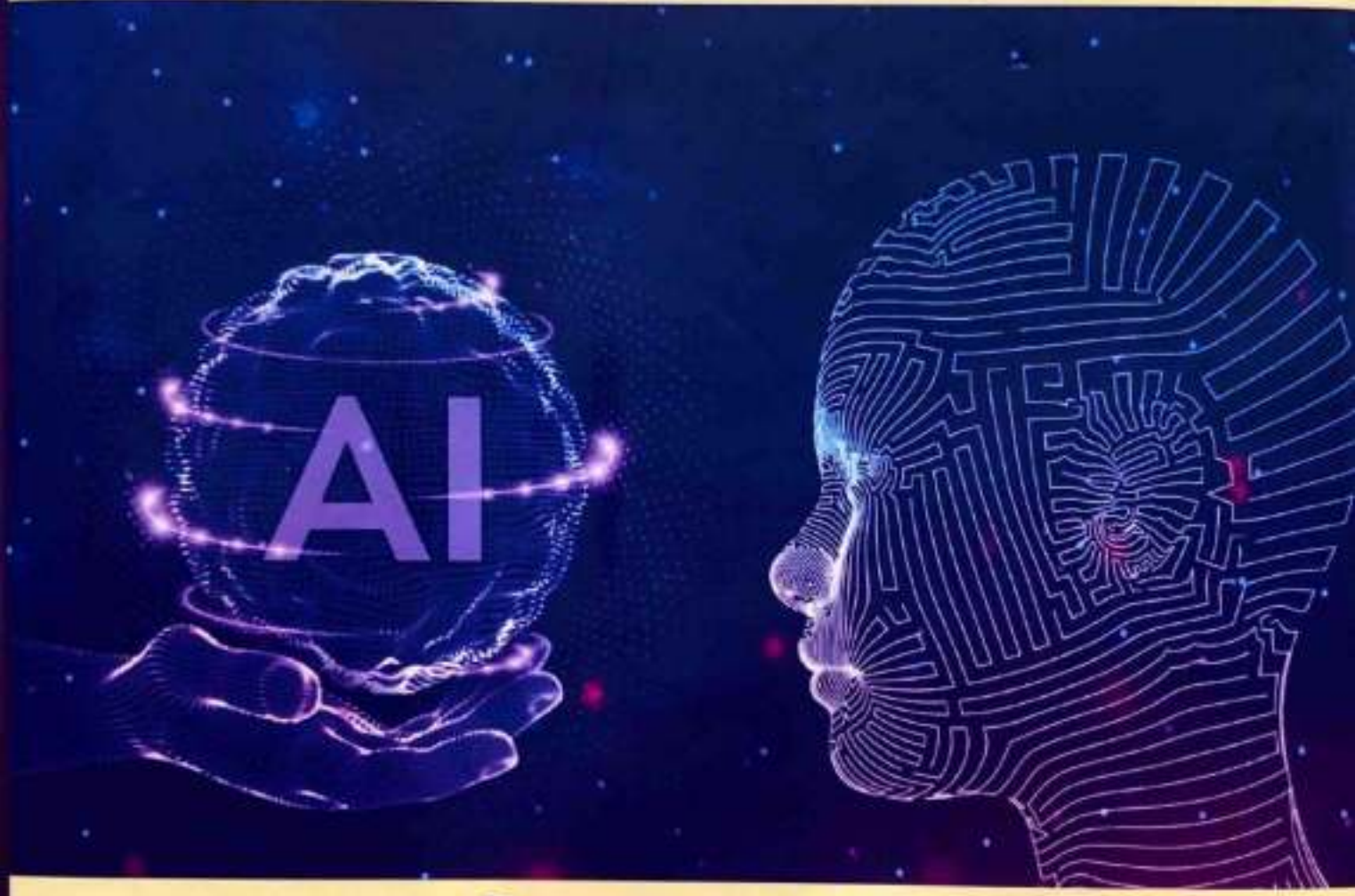

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Contents

Preface *vii*

1. **Trends in Mobile Computing** 1
   Ms. Sania Kukkar, Ansh Gupta, Dhruv Singh, Rathor & Namya Gandhi

2. **A Review on Blockchain Technology** 5
   Ms. Shimpy Goyal, Ayushi Panwar & Pratik Singh

3. **Security of Internet of Things of Application & Challenges - A Review** 13
   Prabhanjan Kumar, Sneha Mishra & Mritunjay Kumar

4. **A Study of Expert Systems and Applied Artificial Intelligence** 24
   Dr. Sandeep Kumar & Dr. M. N. Jha

5. **Artificial Intelligence in Education** 36
   Dr. Ajay Kumar

6. **A Study of Security Issues in Social Networks** 41
   Rahul Tripathi & Dr. Bhoopendra Bharti

7. **IT In Agriculture** 46
   Ms. Ambooj Yadav, Keshav Gupta, Sourabh Dalal & Ashima Mehta

8. **Reducing Electricity Bills from Home Automation** 52
   Ms. Pooja Sharma, Mehak Goel, Yash Upadhyay & Ashwin Singh Rawat

9. **A Study of Drones** 62
   Mr. Deepak Sharma & Naman Jain

10. **How are Robots Changing Healthcare** 68
    Ms. Ambooj

11. **Covid 19 and Artificial Intelligence** 79
Aditya Tiwari, Vanshika Aggarwal & Vaibhav Sethi

12. **A Study on Wireless Communication** 85
Anandita, Anjali Jain & Isha Batra

13. **Cyber Security** 95
Ansh Gupta

14. **A Research Paper on Database and Information System** 99
Govind Vijay

15. **Internet of Things (Home Automation System)** 108
Kamar Alam, Sarthak Jain & Mahiva Bansal

16. **Ethical Hacking** 113
Niwanshu Sharma

17. **Towards the Impact of Hacking on Cyber Security During Covid-19** 120
Saisha, Krishna Sharma & Risha

18. **3D Printing** 124
Tushar Sohal, Deepanshu & Tomar

19. **Drones and their Possibilities and Sales** 133
Tushar Thapliyal & Mayank Bisht

20. **Artificial Intelligence In Healthcare** 139
Vanshika Negi

21. **AI and Blockchain: What You Need to Know About this Match Made in Tech Heaven** 146
Yugam Grover, Aayushi Tyagi & Kaustav Chamola

22. **The Surveillance System** 156
Cherag Dubey, Mridul Yadav, Prabhat Sharma, Vipul Kumar & Charul Dewwan

23. **Impact of Computing Informatics on Higher Education based on NEP: Challenges & Opportunities** 166
Dr. Ina Kapoor & Dr. Ruchi Srivastava

24. **Smart City: The Solution to the Energy Wastage and Optimum Utilization of Resources** 172
Ms. Keenika Arora, Shruti Mishra & Suraj

25. **Wireless Sensor Networks (WSN)** 182
Ms. Pooja

26. **Mobile Solution for Power use During the Covid 19 Crisis** 188
Ms. Sania

27. **Authentication Using Key Stroke Dynamics** 193
Himanshu Gupta, Anubhav Sharma, Shivaansh Parmar, Tanishq Kawatra & Dr. Meenakshi Yadav

28. **Secure Data Transmission using Modified RSA with Five Prime Number Approach** 203
Pranav Arora, Shashank Mangal, Swasti Jain & Dr Meenakshi Yadav

29. **Real Time Load Balancing and Dynamic Profile Management in Mobile Data Networks** 214
Mr. Aman Dureja, Mr. Ajay Dureja, Dr. Ashutosh Bajpai & Dr. Sachin Sabharwal

30. **A Study of Data Mining and Customer Relationship Management** 226
Sweta Bakshi

31. **A Study of Data Warehousing for CRM** 236
Dr. Sandeep Kumar

Cyber Security 16

Dr. Deepak Sonkar

Introduction of Cyber Security:

In Cyber security there are two terms first one is cyber and the second one is security, cyber means the data you are sending from one place to another with the help of Internet in which internet involves is known as Cyber and Security means the protection of data which is moving all over world from one place to another with the help of Internet.

Examples of cyber security: some cyber security threats like Malware, Denial of services, Phishing, password attacks etc disrupts Digital Operations and Damage Information. we can stop all these by putting cyber security application or procedures in it like Encryption of data, putting authorization, keeping network securities etc.

Cyber Security

Cyber security is the practice for protecting our network from the malicious attack or intruders who actually aimed at accessing, changing or destroying sensitive information or some used to threat us for money by accessing our network which includes our sensitive or secret information it can be anything business related or related to our personal life.

Types of Cyber Security

In order to be better protected there are different types of cyber security which includes network security, application security, information security, data loss prevention etc.

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- **Network security-** Protects internal network from intruders by securing infrastructure. Example of this security are two factor authentication which means it contains our password but as well as OTP which comes to our phone number or email id or we can add strong password.
- **Information Security-**In this security we can use software or hardware to defend against all external threats that may present themselves in application's development stage. Example are antivirus programs, firewalls and encryption.
- **Data Loss Prevention-** It includes setting network permissions and policies for data storage. it prevents our data and develop recovery policies.
- **Cloud Security-** It is a software too that protects and monitors our data in the cloud to minimize the risk of malicious attack and also the chances of threats.
- **Critical Infrastructure Security-** Consists of cyber-physical systems such as electricity grid and water purification systems.

Application Security of Database

Database security is a range of security controls designed to protect the Database Management System (DBMS). The types of database security measure your business should use include protecting the underlying infrastructure that houses the database such as the network and servers), securely configuring the DBMS, and the access to the data itself.

Application Security

Database and application security framework measures can help protect against common known attacker exploits that can circumvent access controls, including SQL injection.

Why Database Security is Important

Safeguarding the data your company collects and manages is of utmost importance. Database security can guard against a compromise of your database, which can lead to financial loss, reputation damage, consumer confidence disintegration, brand erosion, and non-compliance of government and industry regulation.

Database security safeguards defend against a myriad of security threats and can help protect your enterprise from: Deployment failure, Excessive privileges. Privilege abuse, Platform vulnerabilities, Unmanaged sensitive data, Backup data exposure, Weak authentication, Database injection attacks

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Application Security of Email

Email security is a multi-layered discipline involving several types of software and technology. There are multiple ways to ensure the security of enterprise email accounts – but it's important to combine employee education with comprehensive security policies and procedures.

Recommended policies and procedures include:

- **Password Cycling:** Require employees to use strong passwords and mandate frequent password changes. This helps to ensure that, even if a password is compromised, its use can be limited.
- **Secure Login:** Ensure that webmail applications use encryption. This is standard functionality, but critical to prevent emails from being intercepted by malicious actors.
- **Spam Filtering:** Implement scanners and other tools to scan messages and block emails containing malware or other malicious files before they reach end users. Even relatively benign spam – such as marketing offers – can hamper productivity if employees have to manually remove it from their inboxes.
- **Spyware Protection:** A robust cybersecurity program or a dedicated spyware removal service that can dispose of malicious email attachments and repair altered files/settings.
- **Email Encryption:** Encryption technologies such as OpenPGP let users encrypt emails between sender and recipient. This is a necessity for businesses where sensitive information is shared frequently via communication platforms like email.
- **Employee Education:** Engage employees in ongoing security education around email security risks and how to avoid falling victim to phishing attacks over email. Some companies send their own employees mock phishing emails in order to test their resistance to these attacks.

Application Security of Internet

Internet application security refers to the preventive measures in place to combat security threats aimed at harming an application infrastructure, ensuring the sensitive information stored on it remains uncompromised.

Application security is traditionally ensured by a system that continuously monitors activity, neutralizing attempts to breach security and blocking hackers trying to extract sensitive data. This is all done while simultaneously allowing legitimate users to interact with the necessary resources.

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An application defense system usually consists of measures such as Web Application Firewalls (WAFs) and anti-virus systems. When selecting an application security system, it is important to make sure the system meets Data Security Standards (DSS) requirements for protecting financial information.

Why Security is Important ?

Application security is important because today's applications are often available over various networks and connected to the cloud, increasing vulnerabilities to security threats and breaches. There is increasing pressure and incentive to not only ensure security at the network level but also within applications themselves. One reason for this is because hackers are going after apps with their attacks more today than in the past. Application security testing can reveal weaknesses at the application level, helping to prevent these attacks.

Data Security, Security Technology-Firewall and VPNs

What is Data Security?

Data security basically is the technology of protecting valuable information or sensitive personal stuff such as financial information that is the most common thing in with data security used by the people or company data it also preventing data loss though unauthorized access. Its protecting more things like attacks that encrypt or destroy your data from attacker as well as attacks that is modify or corrupt your data data security also ensure data is available to anyone in the origination who has access it, it like a safeguard.

DBMS is used and also have security first to access data they need password. The person who know that password that only person can access that data.The data security is control by using different types of technologies in real life company use Technique Authentication, Access control, Backups & recovery, Encryption, Data making, Deletions & erasure.

To protect data security by anyone u should update your software, protect password, disable lock-screen notifications, lock your apps, keep your browsing to yourself (wifi) security technologies are used to implement fundamental security controls. These controls include restriction of physical access, environmental monitoring, authentication of identity, verifying access authorization, and assessing affiliation firewall network security system that scans all incoming and outgoing network traffic is called a firewall.

A firewall decides either to allow or to block out specific traffic based on the defined set of security rules. They act as the first line of defense in the network security system and are responsible for

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establishing a barrier between secured and controlled internal networks. A firewall can be available both in the form of hardware and software so there are also types of firewall:

- Proxy Firewall
- Next-Generation Firewall (NGFW)
- Stateful Inspection Firewall
- Threat-Focused NGFW

Security Threats to E-Commerce- Electronic Payment System

E-commerce threat is occurring by using the internet for unfair means with the intention of stealing, fraud and security breach. There are various types of e-commerce threats. Some are accidental, some are purposeful, and some of them are due to human error. The most common security threats are an electronic payments system, e-cash, data misuse, credit/debit card frauds, etc.

With the rapid development of the computer, mobile, and network technology, e-commerce has become a routine part of human life. In e-commerce, the customer can order products at home and save time for doing other things. There is no need of visiting a store or a shop. The customer can select different stores on the Internet in a very short time and compare the products with different characteristics such as price, colour, and quality.

Malicious applications targeting online banking transactions have also increased dramatically in past few years. Worms, Trojans, viruses, phishing, pharming, spoofing, man-in the middle, denial of service attack, transaction poisoning and spamming are the most common threats.

Electronic Payments System

Electronic commerce has become an integral part of human life through the exponential growth of computer, mobile, and network technology. The consumer can order items in e-commerce at home and save time. A store or store doesn't have to be visited. In a very short period, the consumer can pick multiple stores on the internet and compare products with different features, such as price, color, and quality. E-Commerce plays a key role in electronic payment systems.

Electronic payment systems refer to paperless currency transactions that e-commerce organizations use. By documentation, transaction costs, and labor costs, the company distribution was revolutionized. The operation of e-commerce is user friendly and time-consuming rather than manual. The e-commerce company allows an enterprise to grow its market. The electronic payments system poses a certain risk.

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Types of Threats to E-Commerce

1. **Automated Teller Machine**

   The fraudster will steal our information from this favorite location. Given below are some of the main methods criminals use to collect our card data:

   Phishing / Vishing: Phishing is an intruder's operation where a user has gathered confidential information such as password, usernames, and card numbers, mostly for malicious reasons etc. Vishing is an operation where an attacker has received sensitive user information through mobile text messages. These SMS and calls seem to be from a trusted source, but they're fake, in fact. The primary aim of the procedure is to include the PIN, account information, and passwords of the customer.

   Skimming: The method is to connect an ATM card reader with a data skimming tool. The information is copied from the magnetic strip to the computer when the customer swipes his card in the ATM card reader. The specifics of the card number, name, number, CVV, expiry of the card, and other information are therefore made available to offenders.

   Online Transaction: The customer may make an online purchase to shop for payment on the internet. The customer always easily hacks into our network and steals our private information. It's as easy as the customer. Some important ways in which our privacy information is processed during an online transaction.

2. **The Risk of Fraud**

   The risk of fraud is huge in an electronic payment system. Electronic devices use a person's identity to approve a payment. For example, passwords and security issues. Such authentications do not have complete proof of a person's identity. The program does not know who is on the other side of the password, and the security answers are matched. When anyone has access to our password or answers to our security issue, they will get access to and steal our money from us.

3. **The Risk of Payment Conflicts**

   An automated computer machine handles payments in electronic payment systems, not by individuals. When it manages large sums of payments regularly with many clients, the program is vulnerable to errors. When each pay period ends, it is important to review our payroll to ensure everything is meaningful regularly. When this is not accomplished, payment disputes may result in technological breakdowns and anomalies.

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4. **The Risk of Tax Evasion**

   Internal Revenue Service legislation requires every corporation to disclose its financial transactions and to provide documents to ensure tax compliance. Electronic systems are troublesome because they don't offer this paradigm clean. This is quite difficult for the Internal Revenue Service to raise revenue. Payments obtained or made via electronic payment systems are available to the company. The IRS does not know whether or not it tells the truth that tax evasion is easy.

5. **Denial of Service Attacks**

   A denial of service attack is a security intrusion that prevents attackers from accessing the electronic device by legit (correct) users. It disrupts the infrastructure of a host connecting to the Internet to network tools that are not accessible for its intended users.

6. **Eavesdropping**

   This is an illegal way to listen to private network contact. It does not interfere with the normal operations of the targeting program so that the sender and the receiver do not know that their communication is being monitored.

Digital Signature, Public Key Cryptography

Digital Signature

A digital signature is a mathematical technique used to validate the authenticity and integrity of a message, software or digital document. It's the digital equivalent of a handwritten signature or stamped seal, but it offers far more inherent security. A digital signature is intended to solve the problem of tampering and impersonation in digital communications.

Use of Digital Signatures

Digital signature are met for three important goals of information:

- Integrity
- Authentication
- Non-repudiation

Difference between Digital Signature and Electronic Signatures?

Digital signature and electronic signature are often used interchangeably, but technically refer to two different things that are frequently combined. An electronic signature is equal to putting pen to paper

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and manually signing a document. It could be made by typing a signature, uploading a handwritten signature, or signing scree with finger.

Digital signature is closer to notary stamp. When someone electronically signs a document, the software creates a digital certificates that provides the assurance about who has signed the document and whether the signed is right or wrong or copied.

Advantages and Disadvantages of Digital Signatures.

Advantages:-

- Added security
- High standard
- Global acceptance and legal compliance
- Long-term retention and access

Disadvantages:-

- Expiry
- Certificates
- Software
- Compatibility

Public Key Cryptography?

Public-key cryptography, or asymmetric cryptography, is an encryption scheme that uses two mathematically related, but not identical, keys - a public key and a private key. Unlike symmetric key algorithms that rely on one key to both encrypt and decrypt, each key performs a unique function. The public key is used to encrypt and the private key is used to decrypt.

The public key is use to encrypt plaintext or to verify a digital signature, whereas the private key is used to decrypt cipher text to create a digital signature. Messages encrypted with a public key can only be decrypted using the same private key pair.

Advantages and disadvantages of Public Key Cryptography.

Advantages:-

- Security is easy as only the private key must be kept secretly.
- As the number of keys to be kept secret become less.

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Disadvantages:-

- This is not suitable for encryption of large messages as the encryption.
- It is inversely related to the key length.

IT Act

The Information Technology Act, 2000 is an Act of the Indian Parliament notified on 17 October 2000. It is the primary law in India dealing with cyber crime and electronic commerce.

IT Act focuses on three main highlights:

Providing legal recognition to the transactions which are carried out through electronic means or use of Internet.

Objective of IT ACT :-

- **To provide legal recognition for transactions:-** Carried out by means of electronic data interchange, and other means of electronic communication, commonly referred to as "electronic commerce"
- **To facilitate electronic filing of documents** with Government agencies and E-Payments
- **To amend**
  - The Indian Penal Code,
  - Indian Evidence Act,1872,
  - the Banker's Books Evidence Act 1891,
  - Reserve Bank of India Act,1934
  - Legal recognisation for E – commerce
  - Digital structure and regulatory regime.
  - Electronic documents at par with paper documents.
  - E-Governance
  - Electronic filling of documents
  - Define civil wrongs, offences, punishments
  - Investigation, adjudication.

Copyright Act

Copyright deals with the rights of intellectual creators in their creation. The copyright law deals with the particular forms of creativity, concerned primarily with mass communication.

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The Copyright Act, 1957 protects original literary, dramatic, musical and artistic works and cinematograph films and sound recordings from unauthorized uses. There is no copyright protection for ideas, procedures, methods of operation or mathematical concepts as such.

Why Copyright??

Copyright ensures certain minimum safeguards of the rights of authors over their creations, thereby protecting and rewarding creativity. Creativity being the keystone of progress, no civilized society can afford to ignore the basic requirements of encouraging the same.

Meaning of Copyright:

Section 14 of the act defines copyright as:

1. **In case of literary, dramatic or musical work:**
   a) Reproducing the work in any material form which includes storing of it in any medium by electronic means,
   b) Issuing copies of the work to the public which are not already in circulation,
   c) Performing the work in public or communicating it to the public,
   d) Making any cinematograph film or sound recording in the respect of work,
   e) Making any translation or adaptation of the work.
2. **In case of a computer programme:**
   a) To do any of the acts specified in respect of a literary, dramatic or musical works, *
   b) To sell or give on commercial rental or offer for sale or for commercial rental any copy of the computer programme.
3. **In the case of artistic works:**
   a) To reproduce the work in any material from including storing of it in any medium by electronic or other means, depiction in three dimensions of a two dimensional work and depiction in two dimensions of a three dimensional work,
   b) Communicating the work to the public,
   c) Issuing copies of work to the public which are not already in existence,
   d) Including work in any cinematograph films,
   e) Making adaptation of the work, and to do any of the above acts in relation to an adaptation of the work.

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4. **In the case of cinematograph film:**

   a) To make a copy of the film, including photograph of any image forming part thereof or storing of it in any medium by electronic means or otherwise.

   b) To sell or give on commercial rental or offer for sale or for such rental, any copy of the film,

   c) To communicate the film to the public.

5. **In the case of sound recording:**

   a) To make any other sound recording embodying it "including storing of it in any medium by electronic or other means,

   b) To sell or give on commercial rental or offer for sale or for such rental, any copy of the sound recording,

   c) To communicate the sound recording to the public.

Patent Law, IPR. and Cyber Laws in India

Patent Law

The Patents Act 1970, along with the Patents Rules 1972, came into force on 20th April 1972, replacing the Indian Patents and Designs Act 1911. The Patents Act was largely based on the recommendations of the Ayyangar Committee Report headed by Justice N. Rajagopala Ayyangar. One of the recommendations was the allowance of only process patents with regard to inventions relating to drugs, medicines, food and chemicals. Later, India became signatory to many international arrangements with an objective of strengthening its patent law and coming in league with the modern world. One of the significant steps towards achieving this objective was becoming the member of the Trade Related Intellectual Property Rights (TRIPS) system.

IPR

Intellectual property rights are legal rights that provide creators protection for original works, inventions, or the appearance of products, artistic works, scientific developments, and so on. Intellectual property rights are the rights given to persons over the creations of their minds. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time. There are four types of intellectual property rights (IP):

- Patents

- Trademarks
- Copyrights
- Trade secrets

Advantage and Disadvantage of Cyber Security

Cyber Security: - Cyber security may also be referred to as information technology security. Cyber security is the practice of protecting systems, networks, and programs from digital attacks. These cyber attacks are usually aimed at accessing, changing, or destroying sensitive information; extorting money from users.

Advantages of Cyber Security:

- Protection against data from thief since malicious users can not break the network architecture by implementing a high-security protocol.
- Protect the computer being hacked.
- Protect system against viruses, worms, spyware and other unwanted programs.
- Minimize computer slow down and freezing, boost the performance of our system.
- Gives privacy to users to secure his data.
- Cyber security offers safeguards against malicious attacks on a network, deletes and/or protects malicious elements in a pre-existing network.
- It increases productivity avoided website to go down and secure your data.

Disadvantages of Cyber Security:

- Incorrectly configured firewalls may block users from performing certain action on the internet, until the firewall configured correctly.
- Make the system slower than the before.
- It could take hours to days to fix the breach in security
- Firewall can be difficult to configure correctly.
- Need to keep updating the new software in your computer to order to keep security up to date.
- If someone were to break through are software it could have a huge impact on our system or our data could be damage.

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- Cyber Protection can be expensive for ordinary users. It could be costly for average user to use that security

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