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HUMAN ASPECTS THAT AFFECTS THE PREVICY AND SECURITY OF SOCIAL NETWORKING

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Abstract:

A social network is a social structure in which multiple individuals or organizations are connected by linkage such as friendship, common interest, sharing, relationships of beliefs, and prestige. Now a day's social sites are a platform to communicate with friends, family and sometimes strangers. On these social sites user can share his/her photos, videos and current location due to which they sometimes fall in trap which is laid down by hackers. A cyber threat can be accidental, deliberate and targeted as it can come from a variety of sources including foreign nations spammers engaged in spying the information, hackers, virus writers, displeased employees working within an organization. Security attacks continue to happen which is a major concern now a days. In this paper we will discuss the various human factors affecting the privacy and security. We go through the various human aspects which lead to concern privacy of social networking sites. These include the factors such as fascination towards social websites, experiment for publicity, shortcut mechanism to earn money and fame.

*Keywords***:** Human aspects, Cyber Threat, Social Network, Privacy and Security

Introduction:

Today we live in the digital era. We use various digital mechanisms for communication that includes social networking sites such as Facebook, WhatsApp, Instagram, YouTube, Hi5, Twitter, LinkedIn and many more. We use Facebook to get updated and to keep in touch with friends across globe, family, share posts, photos, videos and links. We have twitter for micro blogging which is followed by millions of users. WhatsApp for instant messaging, status and forwards. Instagram to share pictures and promotions and You Tube for videos and promotional activities.

Social networking had started long way back in 1970-71 when first e-mail had exchanged. In 1987 the first copies of early web browsers were distributed through Usenet. In 1997, the America on Line (AOL) Instant Messenger was lunched. In 2002, Friendster was lunched and within three months more than 3 million users were using it. In 2003, MySpace was lunched and in the subsequent years many more other social networking sites were lunched such as Facebook in 2004, Twitter in 2006 etc.

Using social media we have instant access to millions of peoples and we have new ways of interaction. We can share our experiences with each other, be updated with our friends' statuses, support them when they need it, and read their statements. Within social networks we can read about people's recommendation on a product we want to buy or on a hotel in which we indent to spend our next holiday. People use social media for different reasons. According to the study "Why People Use Social Networking" (2009), 31% of social media users said that they want to get in contact with new people, 21% said that they want to keep in touch with their friends, and 14% mentioned general socializing as their reason.

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job involvement by coordination and decentralization. Findings highlighted the significance of autonomy to choose their work methods and work at their own. Study also highlighted the significance of co-ordination among various specialties and departments in hospitals that can be promoted by hospital administrators for increasing perceived contract fulfillment among their medical staff and their job involvement. Study have important implications for government health care sector as involved employee always puts more effort towards their responsibility and shows more commitment and satisfaction hence contributes for delivery of quality patient care to a large section of population of India who depends on public sector hospitals for their health care needs.

HRM – 04

4 Leadership Conversations – Jagirdari To Civilized Leaders

Ms. Shubhangi Zodape & Ms. Aditi Singh, Cibmrd, Nagpur

Industries in India have got a democratic set up in terms of leadership, very well known as Jagirdari. "Everybody for his rights and no body for his obligations" approach are fast spreading where every imaginable activity carried out in public except work, for which privacy is essential. Jagirdari approach has made industry growth declining straight line. Leadership can act as a drive for moving so called Jagirdari system to civilized one.

Each of us is born into genius but most of us die as mediocre. Only the mediocre die always at their best but real leaders keeps on improving and rising. Organizations should have titles as it helps to maintain order and keep everything running smoothly but each one of us needs to assume personal i.e. own roles and responsibilities in organizations. If people in every organization, like companies, bank, schools, tapri, shops, etc embraced this concept the whole world will transform. To lead in an organization you don't have to have a title.

This paper based on 4 leadership conversations explain by Robin Sharma on the concept of "No Role is a Small Role"

HRM – 05

E-Governance In Day To Day Life-With Special Reference To India

Aditya H. Katkar, JSPM's, Jayawant Institute Of Management Studies, Tathawade, Pune

In recent times, e-Governance is being widely encouraged both by the regional as well as the central Government of India for bringing Simple, Moral, Accountable, Responsive and Transparent (SMART) governance. As an importance some of e-Governance projects

have been undertaken encompassing a wide range of governmental functions. While an attempt is being made to provide Transparent, Scalable, Manageable and easily accessible services. This has led to some of the major concerns, like integration of such projects, interoperability among the services, and reusability of services. Because of e-Governance are playing increasingly important roles in the day-to-day lives of people; transforming their work and leisure and changing rules of doing businesses. Development of Information Technology leads to e-Governance, which has now become the most talked word around the world.

In this paper, I have done the study on the some of e-government projects across India with a view to explore the natures of implementations of these projects, benefits imparted from them to citizens. Also converse the e-Governance and its day to day use in citizens (rural as well as urban) life.

HRM – 06

Action Research & Blooms Taxonomy Based Research Methodology For High Impact Teaching

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This era can be mentioned as an era of teaching learning process. Modern approaches are carried out to give the learners better experience of the same. But still the high impact teaching of ancient gurukula type education found even recently in Rabindranath Tagore's Santiniketan (previously called Bhubandanga ; named after Bhuban Sinha) which means abode (niketan) of peace (shanti) is moving into close cabins with projectors. These modern changes might hinder the growth of engineering education in general. Kurt Lewin, a professor at MIT, first coined the term "action research" in about 1944. Action research is done simply by action, hence the name. This is composed of a circle of planning, action, and fact-finding about the result of the action. Bloom's Taxonomy is a classification of learning objectives within education proposed in 1956 by a committee of educators chaired by Benjamin Bloom. Bloom's Taxonomy divides educational objectives into three "domains": Cognitive, Affective, and Psychomotor .This paper deals with providing high impact teaching using the above mentioned methodology so that even the academically backward student can excel in the learning process and surely be motivated to achieve greater heights.

EMERGING TRENDS: VOIP

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ABSTRACT

Communication is the basis, the very cornerstone to Human existence. From last decade there is enormous change in communication ways. We are becoming more and more habitual of electronic communication. This paper explains that Voice over IP (VoIP) is one of the most important emerging trends in digital communication or networking because it integrates communication services into the IP network infrastructure, the Internet, especially e-mail and instant messaging, and standard classical services like telephony. VoIP is a very large, complex, and rapidly evolving field. Voice over Internet Protocol (VoIP) is a technology that allows you to make voice calls using a broadband Internet connection instead of a regular (or analog) phone line. In this paper I try to stress on some of the VoIP characters' like confidentiality, integrity and availability of the data and information, which streams through the network. The relevant social & legal security issues like eavesdropping, denial of service, bandwidth, and need of speed, and quality of service implications for security are explored. The solution for these threats is also explored in the same. The hype, deservedly so, is reaching a crescendo as excess bandwidth, improved software and better hardware drive this technology forward.

Keywords: *VoIP (Voice over Internet Protocol), Security, QoS (Quality of Services), PSTN (Public switched telephone network), DoS (Denial of Services)*

INTRODUCTION

Voice has been the key service of the mobile industry. It was voice for which the first analog and digital cellular networks and handsets were developed and built. Though we have seen quite an evolution towards more and more complex mobile services, voice is still there as the most important service category. Voice has traditionally built on circuit-switched technologies. As we are now moving towards packet switched networks, in which all kinds of streams and information are easily combined into packets, we have to reconsider the justification for circuit switched services. It is very expensive to have a separate circuit-switched network to implement voice services, as the integration of all information on a packet-switched network is much more cost-effective and scalable. In addition to the lower investment expenses we see major advantages also in further development of voice services towards e.g. video calls and instant messaging. In the fixed Internet we have already seen quite a number of voice-oriented services, in which voice is essentially coded into streams of packets. These technologies and services are often referred to as voice over IP.

WHAT IS VOIP?

Voice over Internet Protocol (VoIP) is a rapidly emerging technology for voice communication that uses the ubiquity of IP-based networks to deploy VoIP-enabled devices in enterprise and home environments. Technologies - such as Voice over Internet Protocols or cyber telephony - are with no single doubt the next generation of communications providers. End users can easily benefit from end-to-end connectivity to every data-networking device available, benefiting from both good voice quality and reasonable rates. A voice-over-Internet protocol (VoIP) application meets the challenges of combining legacy voice networks and packet networks by allowing both voice and signaling information to be transported over the packet network. It specifies both a technology and a service. The technology is Internet protocols (IP) and the service is voice-data transmission. The migration of voice telecommunications services to the Internet has become a primary focus for the telecommunications industry. VoIP is an IP telephony term for a set of facilities used to manage the delivery of voice information over the Internet. VoIP involves sending voice information in digital form in discrete packets rather than by using the traditional circuit-committed protocols of the public switched telephone network (PSTN). A major advantage of VoIP and

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Start-Up Initative

Prof. Kumar Pawar

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Abstract

Start-ups have been the flavour over the last few years for the Indian markets. Start-ups will play a major role in the growth of economy as boosters and the huge number of employment subject. In the recent years, different countries are taking different initiatives to link up their businesses with the Indian start-ups in almost all sectors including defence.Such joint venture can attract the huge foreign fund which can boost the country's growth. Start-ups will have an economic growth by way of employment generation and impact on GDP. Setting up of small businesses by these young entrepreneurs is definitely going to boost the Indian economy in the near future.

Keywords: Start-ups, economic growth, employment generation, GDP.

1. Introduction

A startup company is an industrial venture which is typically a newly emerged, fast-growing business that aims to meet a marketplace need by developing a viable business model around an innovative product, service, process or a platform. Startup companies can come in all forms and sizes. Some of the critical tasks are to build a co-founder team to secure key skills, know-how, financial resources, and other elements to conduct research on the target market. Typically, a startup will begin by building a first minimum feasible product, a prototype, to validate, assess and develop the new ideas or business concepts. In addition, startups founders do research to deepen their understanding of the ideas, technologies or business concepts and their commercial potential. Investors are generally most attracted to those new companies distinguished by their strong innovative ideas and "scalability". The campaign was first announced by Indian Prime Minister, Narendra Modi during his 15 August 2015 address from the Red Fort. The action plan of this initiative, is based on the following three pillars:

1.   Simplification and Handholding.