

APRIL- 2018

ISSN - 2321-7073

ISSUE - 9



RESEARCH MATRIX

An International Refereed Multidisciplinary Journal of Applied Research

RESEARCH MATRIX :2321-7073
An International Refereed Multidisciplinary Journal Of Applied Research



EDITOR-IN-CHIEF
Mr. Kalpesh Rakholia

EDITOR
Dr. ALKESH VACHHANI
CELL : 94286 22982

EDITOR
DR. MITAL MANAVADARIA
CELL :97120 37371

EDITOR
DR. KEYUR NAYAK
DIRECTOR,LIM-SARIGAM

ABOUT THE JOURNAL

RESEARCH MATRIX is an International Journal for all subjects (Multidisciplinary) publishing original papers, reviews articles on Research all Languages. It promotes interdisciplinary perspective to discuss issues of National and International Significance. Its regular features include research book editorial correspondence. All the Research papers are subject to a double-blind referring process and are published on the recommendation of reviewers and discretion of the editor. As far as the research papers are concerned, the views of statements expressed in the Research papers are solely of the author and the editor is not responsible for the same.

ABOUT THE JOURNAL

- Cooperation in the exchange of information about Physical Education, Applied Social Sciences, Commerce, Education and science Worldwide.
- Development of Research work.
- Balance of advanced theories and common practices.

AIM

- development among various countries worldwide.
- To promote the study of Arts, Science, Management, Commerce and Education by using the advances in scientific research results.
- To establish a common foundation of theory based on the positive differences of various backgrounds.
- To develop interest in the significant study of various researchers.

Editor-In-Chief

RESEARCH MATRIX : International Multidisciplinary Journal of Applied Research
Uday Nagar Society, Block No.7/b, B/h. Godhwani High School Pin - 362015
Website : www.researchmatrix.org Email : editorresearchmatrix@gmail.com



INDEX

SR.NO.	TITLE & AUTHOR	PAGE NO.
1	A STUDY ON ATTITUDE OF YOUTH TOWARDS M-COMMERCE MS. SHEHNAAZ NAZKANI	1 TO 13
2	MENTAL TRAINING FOR A COMPETITIVE EDGE M.VIJAYA BHARATHI	14 TO 20
3	ATTITUDE AND BEHAVIOUR IN SOCIAL PSYCHOLOGY PROF.SHILPI SANJAY DEY	21 TO 24
4	A STUDY OF RELATIONSHIP BETWEEN AWARENESS AND USE OF MOBILE BANKING SERVICES AND MOBILE.... DR. ANTARA SONAWANE	25 TO 33
5	A LEGAL EYE FOR CYBER CRIMES IN INDIA PROF. AMAR SALVE	34 TO 38
6	CONSUMER PERCEPTION TO LINKING OF AADHAR CARD VINIT UPADHYAY DR. MINU B.MADLANI	39 TO 44
7	FACTORS INFLUENCING THE GROWTH OF TELECOM INDUSTRY JAGRUTI DARJI	45 TO 48
8	PROTECTING INDIAN CLASSICAL MUSIC: A LEGAL PERCEPTION WITH COMPARATIVE ANALYSIS PRATIK BASAVRAJ SALGAR	49 TO 59
9	THE ROLE OF EMPOWERING WOMEN AND ACHIEVING GENDER EQUALITY IN THE SUSTAINABLE.... M. VIJAYA BHARATHI B.PARIMALA DEVI	60 TO 66
10	THE AGE OF GLOBALIZATION AND IMPACT OF INFORMATION TECHNOLOGY IN GLOBAL PERSPECTIVE SAROJ BALA	67 TO 76
11	CLIMATE CHANGE AND ENVIRONMENT : EFFECT ON HUMAN LIFE SAROJ BALA	77 TO 83

RESEARCH MATRIX :2321-7073
An International Refereed Multidisciplinary Journal Of Applied Research

SR.NO.	TITLE & AUTHOR	PAGE NO.
12	GST AND ITS IMPACT ON COMMON MAN IN INDIA *DR. A.H. SHRIRAME **PROF. SANTOSH KARMANI	84 TO 90
13	CYBER CRIME WITH CHILD SEXUAL ABUSE IN INDIA WITH SPECIAL REFERENCE TO POCSO DR BALRAM GOWDA	91 TO 98
14	HYBRIDIZATION OF CHANNEL AND SPEAKER NORMALIZATION FOR IMPROVING SPEECH ROBUSTNESS RUPA PATEL	99 TO 104
15	21ST CENTURY YOGA DR M SANDHYA SREE AND MORE	105 TO 107
16	SECURITY ISSUE IN E-COMMERCE AND M-COMMERCE ANSARI MOHD. NASIR	108 TO 115
17	DIGITALIZATION OF INFORMATION TECHNOLOGY – BANE OR BOON DR ARCHANA PADGAONKAR	116 TO 122
18	A STUDY ON BEHAVIOR OF MOBILE BANKING USERS IN MUMBAI REGION MR. BHARAT MUKUNDRAI JOSHI	123 TO 136
19	E-MARKETING – A CHANGE OF MARKET FACE ASST. PROF.MRUNALINI SHRINGARE MR. DIKSHIT HEMANT KOTHARI	137 TO 146
20	TO STUDY THE IMPACT OF DIGITALIZATION ON PRIVATE BANKING EMPLOYEES IN MUMBAI MS. DHWANI KAPADIA MS. DHANYA BALAKRISHNAN	147 TO 156
21	CYBERCRIME – THE BURNNING ISSUE OF TODAY'S TIME SHEFALI C MODH	157 TO 164
22	ADVANCED SWOT ANALYSIS OF E-COMMERCE PROF.MOHIT P. PATEL	165 TO 171
23	ब्रह्मपुराणे वर्णित देवः शिवः डॉ. सुरेखा के पटेल	172 TO 178