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A Review on Concerns for Apparel Shopping: A Study of Plus- Size Customers

PDF (<https://www.journalppw.com/index.php/jpsp/article/view/2450/1533>)

Jasleen Rana, Deepti Dabas Hazarika

Abstract

India is a booming market with respect to apparel industry, which gives a huge scope to another niche segment that is the, plus-size readymade apparels. The change in attitudes with respect to body shapes and sizes has led many renowned retailers to throw light on this niche yet promising segment but even after a lot of research and shift in focus there are concerns related to plus-size apparel shopping faced by larger than usual sized customers while exploring and buying ready-made apparel under this category. This paper, aims to review previous studies done with regard to exploring and observing various problems, issues or concerns related to fit, size availability, inclusivity (vanity and general sizing), size adjustability and price, faced by plus-size customers while buying, searching and shopping for apparels including branded retailers as well as small homegrown brands popularly advertised on social media handles and promoted by influencers. The researcher aims to understand the beliefs and attitudes of plus size or widely called 'curvy' consumers towards such shopping mechanisms both online as well as offline. Previously written research papers, articles and studies published with respect to plus-size customers, their concerns, pricing and buying behavior are analyzed by understanding various factors affecting plus-size buying.

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ARTICLES

The Importance Of Educational Data Mining Techniques Based On Multi-Agent Systems For Predicting Student Performance

PDF

Prof. Karuna Jadhav, Dr. Padmavati Shrivastava, [Dr. Niti Saxena](#), Mohamed Suhail. M, Dr. Ashutosh Gaur, Arindam Chakrabarty

Published 2021-08-18

Abstract

Any educational institution's primary aim is to give students the highest educational opportunity and skills. To accomplish the purpose is necessary to recognize students who require additional assistance and take effective steps to increase their results. Educational programs require creative ways of improving school efficiency in order to produce the best outcomes and lower the risk of failure. Educational Decision Support System (EDSS) has recently boomed in education systems, enabling pupil outcome monitoring and assessment to be carried out in progress. Inadequate information systems face difficulty and obstacles to profit adequately from EDSS due to the lack of precision, improper study of the characteristic characteristics and inadequate database. A detailed literature review and collection of the highest predictive methodology are very critical for improving the prediction process. Machine learning methods were used for this study in order to construct a classifier that can forecast students' success in the economic field. This paper discuss about Intelligent Knowledge base DSS model to evaluate the student performance via mid-term exam and final-term exam using Multi-agent system based educational mining techniques.

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Guest Editors

**Sonia Singh
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Sunil Bhardwaj and Sameer Gupta

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A Short Review on 3-d Printing of FRP Composites Using Stereolithography

Girish Dutt Gautam*, Sunita Rani**, Sudhanshu Raghuwanshi***, Samendra Singh****, Shweta Choudhary***** and Jyotsna Pandit*****

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ABSTRACT

A higher product diversification range with excellent physical, mechanical and chemical properties make Fiber-reinforced polymer (FRP) composite materials a prominent candidate for engineering applications. But, conventional manufacturing techniques always face critical issues during the development of FRP's complex and intrinsic profile. In recent years, Additive Manufacturing (AM) or 3-D printing proves itself a robust technique to produce application-specific parts of FRP composites with a higher degree of customization. In comparison to other 3D printing techniques, Stereolithography (SLA) is able to create mechanically stable objects with higher processing speed. This information paves the way for the present review article. This paper reviews the recent advancement of SLA technique to develop objects of FRP composite materials.

Keywords: 3D printing; fiber; Polymer composite; Stereolithography.

INTRODUCTION

In recent decades, 3D Printing or additive manufacturing (AM) technique is emerged as a robust rapid tooling and manufacturing technique to produce parts having complex geometries with reduced volume of the waste material (Frketic, Dickens, & Ramakrishnan, 2017). Higher versatility at low cost of 3D printing technique is continuously increasing its applications in the automotive, biomedical, aerospace, design etc. industries. Its higher customizability makes it suitable to fabricate complex structures and intrinsic profiles (Kothman & Faber, 2016; Noorani, 2017; Yan et al., 2018).

In 1986, Charles Hull demonstrated this technique as a material joining process in successive layers to make objects by using data of its 3D model. This technique consists four phases such as 3D CAD modelling, STL file creation, slicing and printing. In the initial phase, a CAD software is employed to prepare a meshed 3D model of the required object. Then, a STL (Surface Tessellation Language) file is developed for the prepared 3D model. In the next phase, mesh data of the model is sliced into the 2D layers. Thereafter, this 2D sliced data is sent to the suitable machine for 3D printing of the object (Hull, 2015; Wong & Hernandez, 2012).

In industries, 3D printing technique is majorly using for printing of single material objects. Thereby, improvements in the physical and chemical properties of printed parts are limited. This is a very serious issue which limits the industrial applications of 3D printing. To overcome this issue, various researchers have focused on multi-material printers to fabricate composite materials. These printers are also partially able to control the properties and compositions



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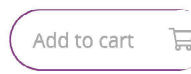
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[Aastha Behl, K. Rajagopal, Pratima Sheorey, Ashish Mahendra](#)

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Abstract

Purpose

The alternative arrangements to traditional employment have become a promising area in the gig economy with the technological advancements dominating every work. The purpose of this paper is to explore the barriers to the entry of gig workers in gig platforms

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platforms. The study further proposes strategies to reduce the entry barriers in gig sector which would help to enhance productivity and generate employment opportunities.

Design/methodology/approach

The study uses interpretive structural model (ISM) to ascertain the relationship between various entry barriers of the gig workers to the gig platforms. It also validates the relationship and understand the reasons of their association along with MICMAC analysis. The model was designed by consulting the gig workers and the experts allied to food delivery gig platforms namely Zomato and Swiggy.

Findings

It was observed that high competition, longer login hours and late-night deliveries are the significant barriers with high driving power and low dependence power. Poor payment structures and strict terms and conditions for receiving the incentives are interdependent on each other and have moderate driving and dependence power. The expenses borne by the gig workers, such as Internet, fuel and vehicle maintenance expenses have high dependence power and low driving power. Hence, they are relatively less significant than other barriers.

[construction using interpretive structural modeling](#)
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Juliet B Schor, Social Forces

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Fahad Alanezi et al., JMIR Mhealth Uhealth, 2020

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Research limitations/implications

The study is confined to food delivery sector of India, without considering other important sectors of gig economy for generalizing the framework. As the study is based on forming an ISM framework through literature review only, it does not consider other research methods for analysing the entry barriers to the gig platforms.

Practical implications

The study attempts to dig out the low entry barriers for gig workers in food delivery platforms as there is a dearth of analysis of these factors. This study would weave them using ISM framework to help the gig platforms overcome these barriers at various levels, thus adding to the body of literature.

Originality/value

The study discusses the need for understanding relationship between the entry barriers in the form of ISM model to identify the dependent and driving factors of the same.

Keywords

Gig economy Interpretive structural modelling
Food delivery sector Entry barriers MICMAC India

Citation

Behl, A., Rajagopal, K., Sheorey, P. and Mahendra, A. (2022), "Barriers to entry of gig workers in the gig platforms: exploring the dark side of the gig economy", *Aslib Journal of Information Management*, Vol. 74 No. 5, pp. 818-839.
<https://doi.org/10.1108/AJIM-08-2021-0235>

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Paradigm Shift in the Education Sector Amidst COVID-19 to Improve Online Engagement: Opportunities and Challenges

Lakshay Mehta (Symbiosis Centre For Management and HRD, Symbiosis International University (Deemed), India), Pratima Anol Sheorey (Symbiosis Centre For Management and HRD, Symbiosis International University (Deemed), India), Aviral Kumar Tiwari (Rajagiri Business School, India) and Aastha Behl (Jagannath International Management School, India)

Source Title: Journal of Global Information Management (JGIM) (journal/journal-global-information-management/1070) 30(5)
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to identify social, intellectual and conceptual structures along with key drivers, current dynamics and suggest future research directions in the field with e-learning systems. An objective analysis of a sample of 358 items in the Web of Science database, supported by subjective assessments

search focused on the integration of management into e-learning and PageRank metrics were used to identify the most influential authors. To understand the intellectual structure of the co-citation network was developed. The study may help to explore delivering education during a crisis, while also taking a sustainable promotion of education through online methods. By understanding the various forms of content delivery, policy makers at national level can implement it nationwide.

Article Preview

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Introduction

The world has presented with unanticipated challenges amidst the COVID-19. The upsurge of this virus has questioned the existing way of life that were believed as a routine among the individuals. Education sector is one of the sectors which have been impinged upon by the lockdowns due to the response to pandemic COVID-19, the lockdowns have been implemented worldwide around the world since February 2020. Consequently, 1.57 billion students are not attending more than 90% of the world's total enrolled student population due to the abrupt shutting down of schools and other educational institutions (Pinto et al., 2020).

Various governments and various other organizations all around the world are trying to evolve a robust teaching-learning methodology that benefits all the education sector. Therefore, the main concern was to build modalities of learning the learning content from traditional face to face learning to at home learning. It was observed that the educational institutions worldwide have initiated for various modalities to make education interactive and accessible to the learners. It is turned out to be a most important driving force towards a better quality of life and life quality by amalgamating multiple technological services (Pinto et al., 2020).

The development in the field of Information and Communications Technology (ICT) has led to a revolution in the management of learning activities in academic institutions. The application of Internet Enabled Learning, multiple learning methodologies have been observed that with the application of Internet Enabled Learning and learning and learning methodology, the quality of education in academic institutions has improved.

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CONSUMER PERCEPTION TOWARDS INSTANT FOOD PRODUCTS - A STUDY OF YOUNGSTERS IN INDIA

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Abstract

Food is an essential part of any living being. Food is the substance consumed to provide nutritional value and support to all the living organisms. In the present scenario, the consumer habits and buying behaviour has changed dramatically. With an increase in urbanization, moving from joint families to nuclear families, changing nature of jobs and businesses, paucity of time, convenience and change in lifestyle, have led consumer's preferences shift from fresh and healthy food to the food which is ready to use/instant food. Instant food requires less time and energy to cook. The instant food products are prepared and packed in such a way that there is a very little or no need for preparations before consumption. Therefore, it can be used any time by slight heating. This is also the reason why these instant food items are very popular among the young generation. This paper provides an insight about the perception of youngsters of India towards the instant food products. It also encompasses the factors which influence the buying decision of instant food products among the youngsters in India.

Keywords:

Consumer Perception, Instant food, Buying Decision, Demographics

1. INTRODUCTION

Consumers are the actors in the marketplace. Because of consumers market of food runs. If you talk about consumer, consumers are those who purchases goods and services for their personal consumption. Consumer behaves according to their taste and preferences and sometimes according to the occasions. Consumer behaviour is different for consumer to consumer. It depends of the status, standard of living, the price of product, and many more.

Marketers knows the demand of customers by their behavior and the wants towards any of the product. You can say that the behaviour of a consumer is the action which is taken by the consumer before buying the product. Organizations have recognized the importance of consumer satisfaction is now a days. Every organization knows that if they satisfy the consumer then only, they can gain the market share and profit, which is the prime objective of the organizations.[8]

Food and nutrition are most important for all the living species. Food contains all the important elements for living organism. Some foods are mouth-watering, when it is of perfect shape, texture and also when it is mouth-watering fragrance. To keep the body healthy and active every living being consumed a chemical substance called 'food' [2]-[3].

Instant food means the food which is ready to eat just in few minutes. Now a days, everyone is busy in their day-to-day life and if they get some time then they want to enjoy so, every nine out of ten people prefer ready to make food. specially in metropolitan city, people don't have time to cook delightful food. Ready to

cook food is a food which takes less time and efforts in preparation.

Everyone wants to live a comfortable lifestyle. The demand of processed food is increased in this changing demography and lifestyle of people. The number of working women is increased this is one of the reasons which changed the demand of the processed food in societies and lifestyle. It also changed the mindset of consumers towards the habit of their eating.

Packed frozen foods, pickles, juices, packet dosa, and many more are the examples of instant foods which people are buying in their day-to-day life. At the time of family gathering or some small occasion at home, instant food plays very important role, as it saves time, and reduces the efforts [12].

In present scenario, people give priority to the tasty food. Items, such as, noodles, chapati mix, parotta mix, idli/dosa mix, rava dosa mix, bhaji mix, biryani mix, puliyodara mix, Gulab jamun mix, and chatni mix comes under ready-to-eat items, which require simple boiling or heating or mixing with water and readymade cooking materials such as sambhar powder, chili powder, rasam powder, turmeric powder, idli chilli powder, which make the cooking more convenient.

There are many factors which can influence the customers while buying the instant food products which are: proper hygiene, packaging, etc. The knowledge and information regarding products about the brands can be get through TV, social media, newspapers, etc. [3].

2. FACTORS INFLUENCING BUYING BEHAVIOUR OF CONSUMER'S TOWARDS INSTANT FOOD PRODUCT

- **Readily Available:** Instant food products like – curd, pickles, Maggi, instant upma, dosa, oats are easily available on any general stores. So, people feel easy to buy these products [8].
- **Urbanization:** Urbanization not only resulted in modernization but also intensively on hectic schedules. People remains busy in their day-to-day jobs and hence it influences people to buy instant food products [4][5][10].
- **Convenient:** It is too convenient for consumers to use instant food as it takes few seconds or no time in preparation [7][9][11][12].
- **Packaging:** Packaging is a factor which attracts everyone towards any product, thus play a significant role. The packing of instant food products is so attractive, youngsters get attracted and it influence them to buy instant food [4].
- **Advertisement:** Advertising promotes social messages and stimulate social action toward purchase of a product.