

SSSUTMS eKnowledge

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SSSUTMS eKnowledge



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OF TECHNOLOGY AND MEDICAL SCIENCES

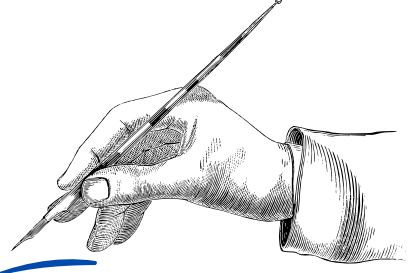
Guided By :

डॉ. मुकेश तिवारी,
प्रोफेसर, वीसी

श्री सत्य साई यूनिवर्सिटी ऑफ़ टेक्नोलॉजी एंड मेडिकल साइंसेज
सीहोर, (मप्र)

Prepared By :

डॉ. अजय कुमार चौबे,
एसोसिएट प्रोफेसर



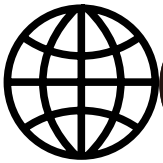
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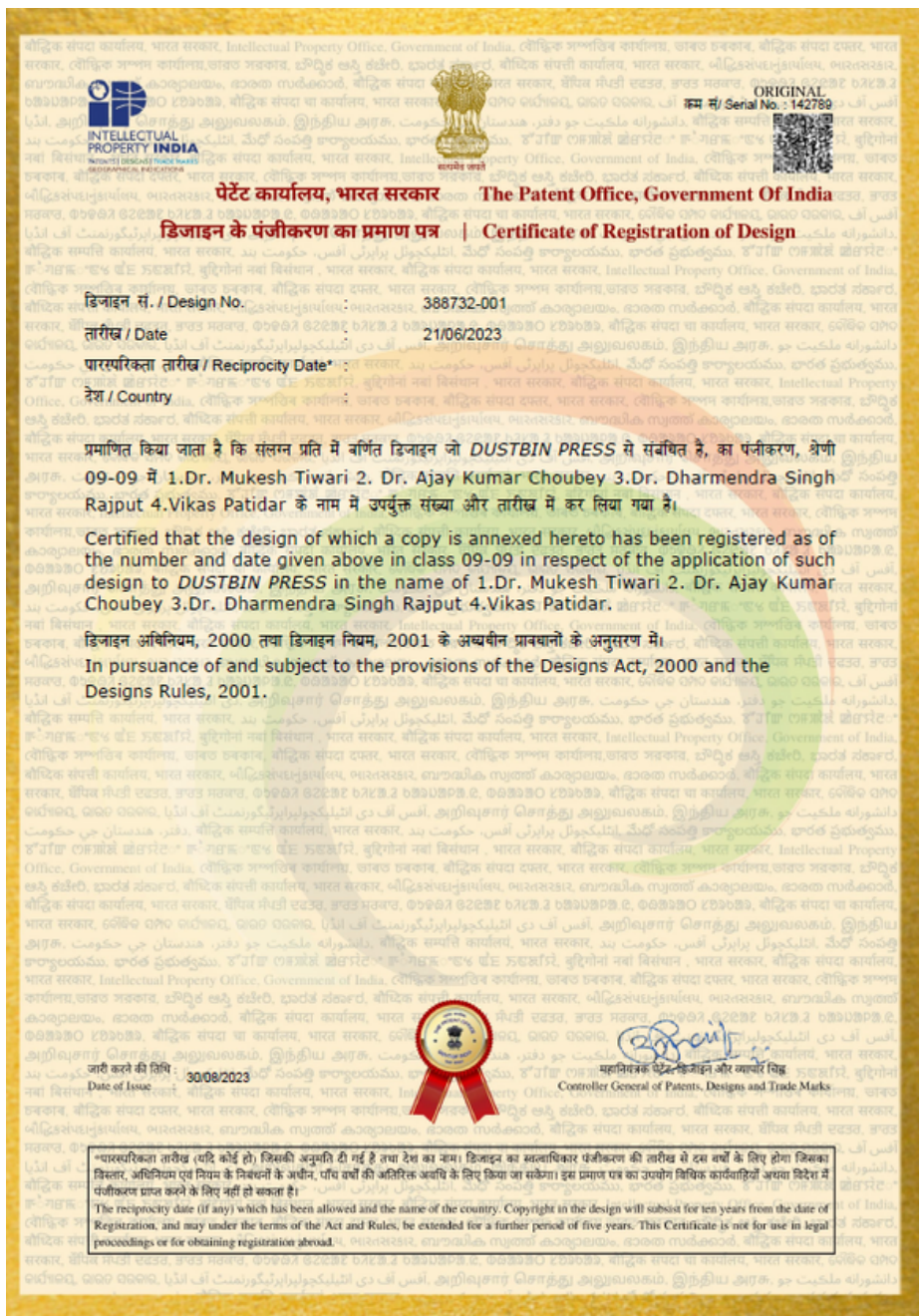
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स्टूडेंट्स, फैकल्टी या यूनिवर्सिटी से जुड़े सभी, अपनी रचना,
शोध, करियर, स्टार्टअप या एजुकेशन से जुड़े लेख को शेयर
करने के लिए, नीचे दिए ईमेल पर संपर्क करे -



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Research Activity



Patent Applicant & Innovator

Dr. Mukesh Tiwari, Professor & VC

Dr. Ajay Kumar Choubey, Assistant Professor

Dr. D S Rajput, Associate Professor

Mr. Vikas Patidar, Assistant Professor

Our institution's teachers and students are always eager to innovate. In this direction, the university's professors have recently got a new patent, which is in the domain of 'waste management'. This is expected to be highly useful in practical applications.

Academic Activity

माननीय नालसा, नई दिल्ली एवं मध्य प्रदेश राज्य विधिक सेवा प्राधिकरण जबलपुर के निर्देश अनुसार आयोजित नेशनल लोक अदालत के शुभ अवसर पर श्री सत्य साईं विश्वविद्यालय की शाखा विधि विभाग के छात्रों ने अधिक संख्या में पहुंचकर माननीय प्रधान जिला न्यायधीश एवं अध्यक्ष विधिक सेवा प्राधिकरण श्री अमिताभ मिश्र जी एवं मुकेश दांगी जी सचिव जिला विधिक सेवा प्राधिकरण द्वारा दिए गए विभिन्न आपराधिक, दीवानी एवं वैवाहिक प्रकरणों के निराकरण से सम्बंधित जानकारी प्राप्त की, माननीय प्रधान जिला न्यायधीश श्री अमिताभ मिश्र द्वारा नेशनल लोक अदालत में उपस्थित छात्रों को प्रमाण पत्र देकर प्रोत्साहित किया गया।



University Activity

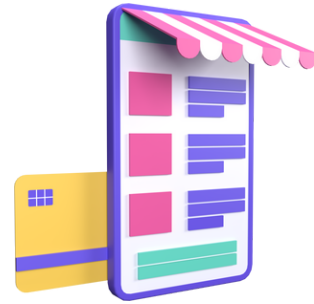
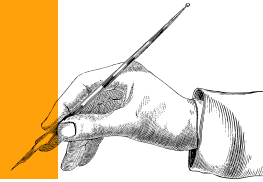
शिक्षक दिवस के अवसर पर विधि विभाग के छात्रो ने श्री डॉ राधाकृष्णन सर्वपल्ली जी की पूजा अर्चना कर दीप प्रज्वलित करने के पाश्चात्य शिक्षको का पुष्प गुच्छ देकर सम्मान कर आशीर्वाद प्राप्त किया





Mr Manoj Kumar Yadav

**Assistant Professor
Computer Science &
Engineering**

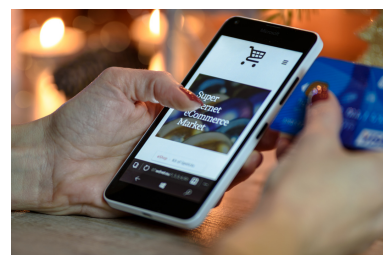


The Evolution of E-Commerce: Transforming Business in the Digital Age

In the ever-expanding landscape of business, the emergence of e-commerce has reshaped the way companies operate, buy, and sell. E-commerce, or electronic commerce, refers to the online buying and selling of goods and services. It has become a driving force behind the transformation of traditional business models and the way consumers interact with products.

The advent of e-commerce has paved the way for businesses of all sizes to reach a global audience without the constraints of physical boundaries. This unprecedented reach has opened doors for startups and small businesses to compete on equal footing with established giants. With user-friendly platforms and secure payment gateways, even the smallest enterprises can establish a strong online presence, connecting with customers from around the world.

Consumer behavior has undergone a significant shift as well. The convenience of shopping from the comfort of one's home, coupled with personalized recommendations and tailored shopping experiences, has led to a surge in online purchases. The rise of mobile devices has further accelerated this trend, enabling consumers to browse and buy on the go.



Businesses have leveraged data analytics and artificial intelligence to understand customer preferences and optimize their offerings. Through targeted marketing campaigns and dynamic pricing strategies, e-commerce platforms can provide tailored recommendations and discounts, enhancing the customer experience and fostering brand loyalty.

However, the e-commerce landscape is not without challenges. Intense competition, cyber security concerns, and the need for efficient supply chain management are just a few of the hurdles that businesses must navigate. The need to balance technological innovation with maintaining a human touch in customer interactions remains crucial.

In response to these challenges, businesses are adopting Omni channel strategies, integrating online and offline experiences to provide customers with seamless shopping journeys. Brick-and-mortar retailers are embracing e-commerce platforms to expand their reach, while e-commerce giants are experimenting with physical stores to enhance customer engagement.



Conclusions:

In conclusion, e-commerce has redefined the way businesses operate, presenting opportunities for growth and innovation. As technology continues to evolve, the integration of e-commerce with other emerging technologies like virtual reality and augmented reality is likely to reshape the landscape even further. As businesses adapt to this digital transformation, a strategic blend of technology, customer-centricity, and agility will be key to success in the ever-changing world of e-commerce.





Internet of Things (IoT) : Revolutionizing Connectivity and Beyond



Mr. Sudeesh Chouhan
Assistant Professor
Computer Science & Engineering

The Internet of Things (IoT) has emerged as a revolutionary technology, transforming the way we interact with the world around us. IoT refers to the network of interconnected devices, objects, and systems that communicate and exchange data over the internet, without human intervention. This interconnectedness has opened up new realms of convenience, efficiency, and possibilities across various sectors.

In IoT, everyday objects are embedded with sensors, software, and connectivity capabilities that enable them to collect and transmit data. This data can range from temperature and humidity readings to complex data streams from industrial machinery. This real-time data exchange empowers businesses and individuals to make informed decisions, optimize processes, and enhance experiences.



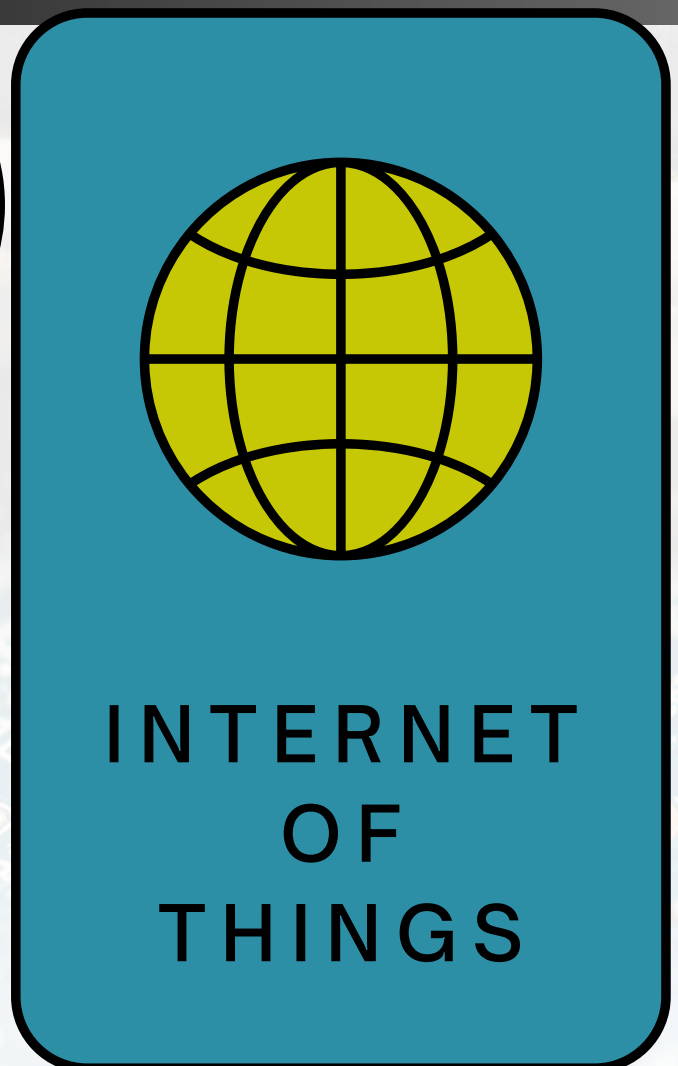
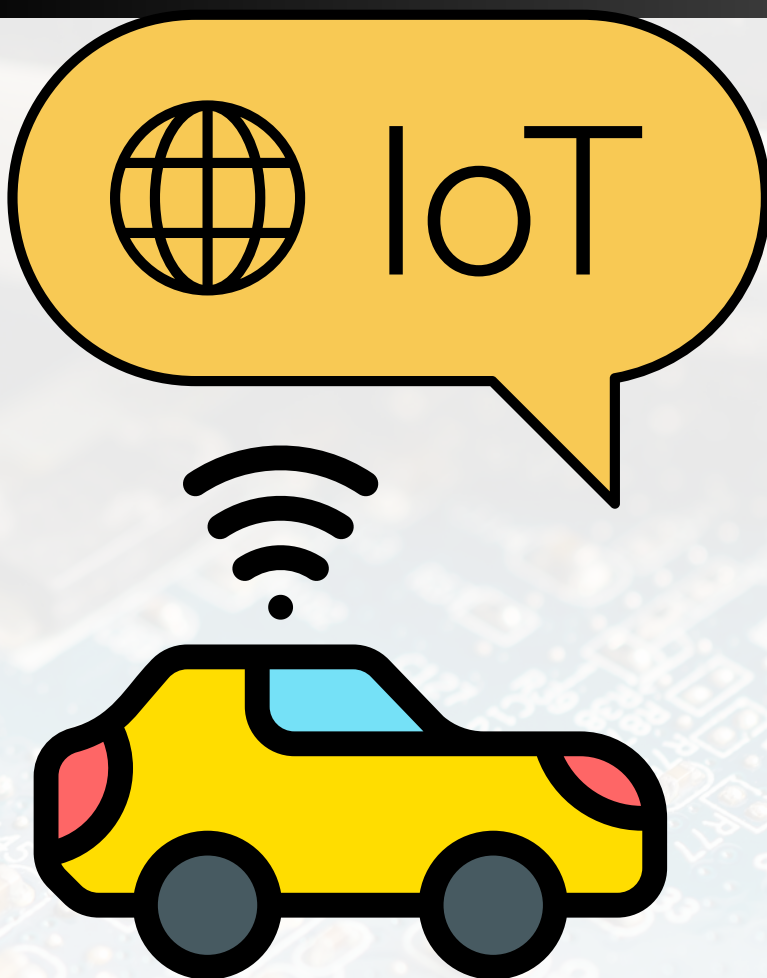
Smart cities leverage IoT to enhance urban living. Sensors embedded in infrastructure monitor traffic flow, energy consumption, waste management, and more, allowing cities to become more efficient and responsive to citizens' needs. Moreover, IoT-driven automation enhances sustainability efforts, conserving resources and reducing environmental impact.

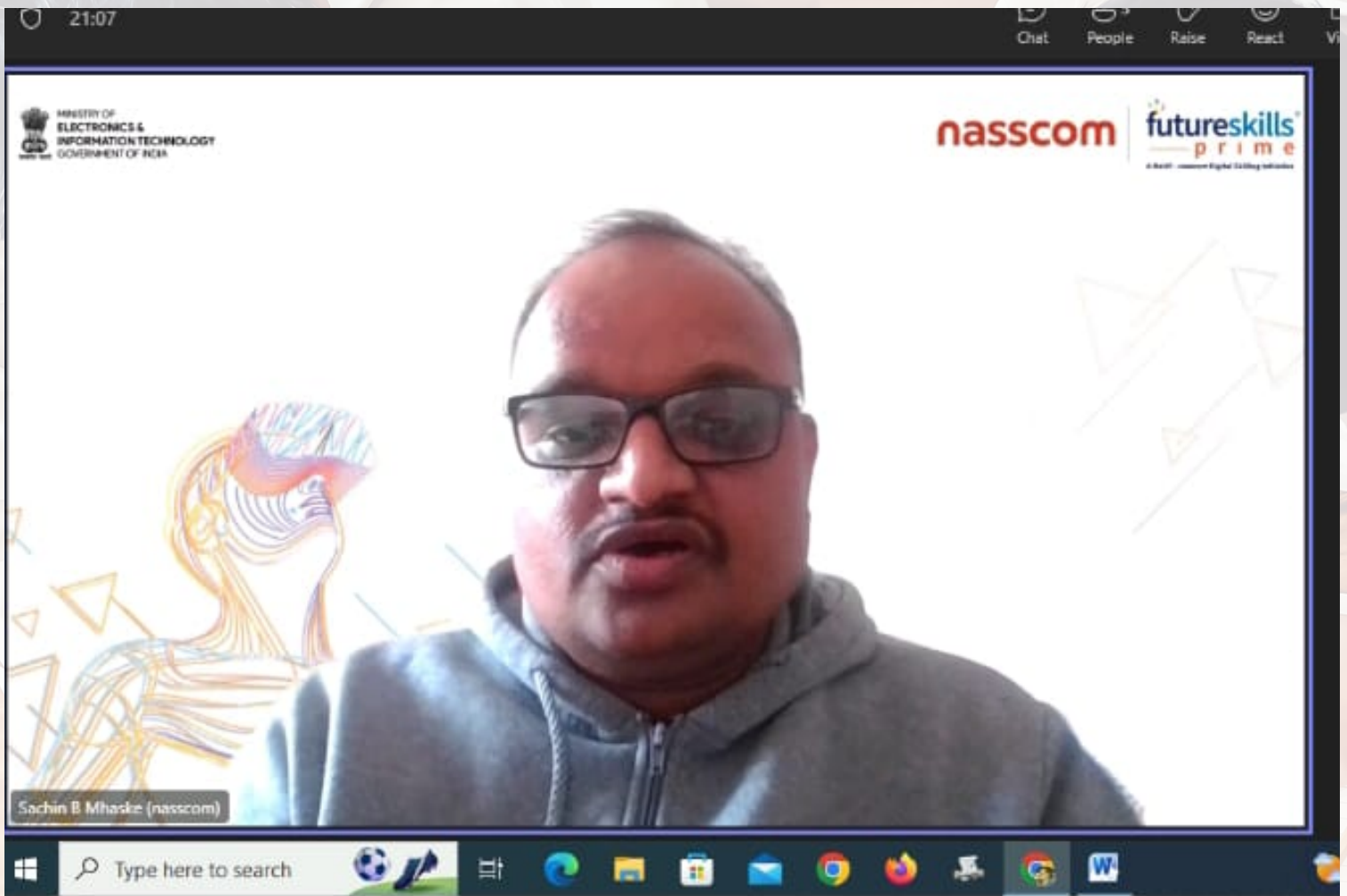
Consumer applications of IoT are equally impactful. Smart homes are equipped with connected devices that can be controlled remotely through smartphones. From thermostats and lights to security cameras and appliances, IoT enables seamless control, energy savings, and increased security.

However, alongside the numerous benefits, IoT presents challenges. Data privacy and security are critical concerns, as the vast amount of data generated and shared can be vulnerable to breaches. Ensuring that devices are adequately protected and data encryption is implemented is essential to maintaining users' trust.

The proliferation of IoT also raises questions about data ownership, interoperability, and standards. As more devices from various manufacturers join the IoT ecosystem, ensuring compatibility and seamless communication becomes crucial.

In conclusion, IoT has transformed the way we live and work, offering unprecedented connectivity and opportunities. Its ability to gather real-time data, optimize operations, and create smarter environments has led to advancements across industries. However, addressing security and privacy concerns, establishing industry standards, and promoting responsible IoT usage are pivotal for realizing its full potential. As IoT continues to evolve, its impact on our lives will only deepen, reshaping the way we interact with technology and the world around us.





A meeting with NASSCOM officials is scheduled for the preparation of advanced online courses.

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जरूरी - इस पुस्तिका में सभी लेख और तथ्य, कई सामग्रियों के अध्ययन के बाद लिए गए हैं, साथ ही ये लेखक की अपनी सोच है, पाठक इस पर अपनी राय अपने विवेक से लें. - **धन्यवाद**

