

## Message from Chief Editor Desk

### EIS Level the Corporate/Academia Spread and Bridge the Gap with Changing Time



This miniature write-up from editor desk is very ground-breaking in its nature as it not only touches the latest changes occurred in corporate world but also spotlight on an education system in an Indian perspectives as the new regulator “Higher Education Empowerment Regulation Agency (HEERA)” is formed which will open new doors for foreign universities to flourish its campus and emphasize on hybrid learning, free up education and bring in qualitative change. There are certain success stories and some bad stories which had been used as an example along with its journey and also to throw a light on how change can bring an exemplar move.

We live to tell the tale in paradigm shifting time in all areas of industry including all the service sectors that change is a buzzword. Old-fashioned sectors are struggling for supremacy, recklessly clinching to old paradigms of order that are becoming step by step more irrelevant in a world that is now erratic and jerky on a daily basis. We recognize that all the changes are motivated by know-how and technology driven and it is in society’s approachability to grapple technology and to shapes the future of our jurisdiction in such a manner that it not only engenders prominence of life for citizens but facilitate in creating occasion all the way through job formation. Those who had not altered themselves, it is the moment which had forced them to acclimatize alteration either eagerly or reluctantly. Certain questions which need to be tackled out-of-box, vis-a-vis the burgeoning phenomenon: *Why self-driving cars is not about technological achievability, but societal impacts and industrial revolution? How complicated will it be for the cab drivers and truckers who’ll lose their jobs to locate another way of making a living? How will the industry change if we break off view about cars as things we possess constantly but only utilize 5% of the time, and initiate seeing them as an on-demand service? How much can we trim down mishap, toxic waste and jamming on the road?*

There is no doubt that technology will persuade to put together and enhance the living standard for one and every one like it for all time has in the olden times, but at this point once more the question is to put jointly, “*How EIS moreover used as a apparatus or an enabler*”?, this need to be brainstormed and exercised it in numerous dissimilar ways such as, “*How do we use knowledge in ways that will engender not just richness, but shared richness*”? “*How do we formulate choices that will work for community earning low and middle incomes*”? The following are a number of of the initiatives taken by a few of the business conglomerates with respect to their brands which had either put them at the top of the world or on a death-beds totally depends on their attitude and style of functioning like:

- **Kodak** is a company which was originated by George Eastman and Henry A. Strong in a year 1888. Throughout most of the 20<sup>th</sup> century, Kodak apprehended a leading place in photographic film. The company’s ubiquity was such that its “Kodak moment” tagline entered the prevalent glossary to portray a personal event that was demanded to be recorded for posterity

CONSUMER - PRINT - FILM -  SCIENCE - COMPANY - SHOP

## KODAK EKTRA Smartphone

Buy Now

Source: www.kodak.com

There are numerous past debacles for an example in 1998, Kodak had 170,000 employees and sold 85% of all snapshot manuscript internationally. Within just a few years, their business format vanished and they become insolvent.

# THE END OF KODAK'S MOMENT

With plunging stock prices and a newly filed bankruptcy filing, some are wondering if this is

**1850** JULY 12, 1854 George Eastman born.

**1878** Eastman displays the effectiveness of gelatin-based dry plate photography.

**1881** Eastman joins with financial backer Henry Strong to form Eastman Dry Plate Co.

**1888** The name 'Kodak' is born. Eastman came up with the word because he liked the letter K, and the name was unique and easy to remember. The company's slogan was "You press the button, we do the rest."

**1900** FEBRUARY 1900 The Kodak Brownie is introduced.

**1907** Kodak employment hits 5,000 worldwide.

**1914** Construction begins on Kodak's headquarters in Rochester, NY.

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**1928** 16 mm Kodachrome film allows amateur cinematographers to shoot color movies.

**1935** Kodachrome debuts, becoming the first successful amateur color film.

**1937** Kodaslide top-loading slide projector is introduced.

**1942** Kodak's consolidated sales surpass the \$1 billion mark.

**1950** An 18 x 60 Kodak Colorama display screen is installed in the Grand Central Station terminal.

**1950** For more than a century, Kodak has been a supporter of the Olympic Games. After the 2008 Summer Games in Beijing, Kodak ended its classification as a top-tier sponsor. It was also designated the "official photography sponsor" for several of the Games.

**1953** Kodak's Instamatic camera was introduced. High demand for the cameras meant more than 50 million were produced before 1970.

**1960** Kodak's colorama display screen is installed in the Grand Central Station terminal.

**1963** Kodak's Instamatic camera was introduced. High demand for the cameras meant more than 50 million were produced before 1970.

**1971** Kodak invents the world's first digital camera.

**1975** Kodak invents the world's first digital camera.

**1981** Company sales exceed \$10 billion worldwide.

**1988** Kodak employment peaks at 144,000.

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**1989** The Kodak Fun Saver one-time-use camera is introduced.

**1997** Stock prices hit an all-time high at \$94.

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**2001** The EasyShare system is unveiled, offering a new line of digital cameras and docking stations.

**2006** Kodak I

**2006** In total, Kodak holds a hefty portfolio of 11,000 patents. In this analysis of Kodak's digital imaging patents, 69 percent of patents were found to be of great interest to potential buyers. These patents are those patents currently sought up in complete prosecution files and good patents are those of the Kodak I portfolio.

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**2011** AUGUST 2011 The International Trade Commission issues a split decision in a billion dollar patent dispute between Kodak and Apple and IBM.

**2012** JANUARY 2012 Kodak files for Chapter 11 bankruptcy.

**2012** SEPTEMBER 2011 Stock prices plunge to 54 cents per share.

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**WORLDWIDE** The global spectrum of trade Kodak subsidiaries perform in locations across the globe (left to right): George Eastman's insistence on confining the production process from start to finish.

**MOVIES** In addition to nine Academy Awards for the company's innovation in the motion picture industry, the company bears an impressive list of movies shot on Kodak film. Early Academy Award-winning film from 1929 to 2009 was shot on Kodak film.

**PATENTS** In total, Kodak holds a hefty portfolio of 11,000 patents. In this analysis of Kodak's digital imaging patents, 69 percent of patents were found to be of great interest to potential buyers. These patents are those patents currently sought up in complete prosecution files and good patents are those of the Kodak I portfolio.

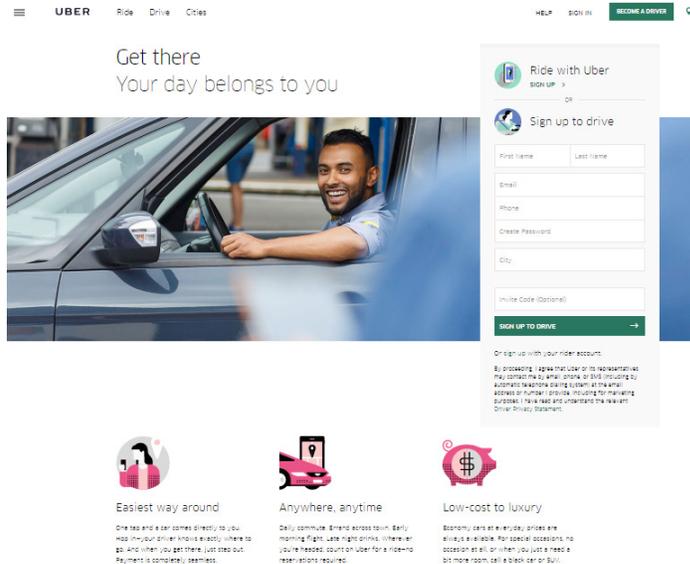
**DIGITAL** Kodak holds a small portion of the digital camera market. The company's line of EasyShare cameras includes point-and-shoot pocket-sized cameras and several with larger lenses.

**COMPANIES** FUJIFILM, NIKON, MICROSOFT, SONY, CANON, PANTHON, SAMSUNG, NISSAN

Source: [http://www.owlguru.com/wp-content/uploads/2015/10/uhrmacher\\_kodak.jpg](http://www.owlguru.com/wp-content/uploads/2015/10/uhrmacher_kodak.jpg)

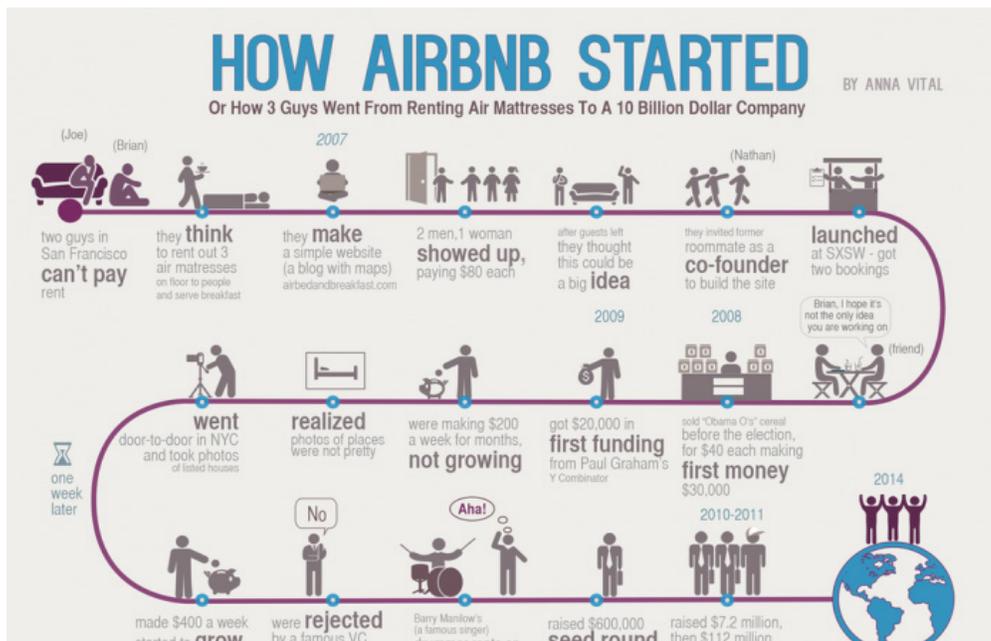
What occurred with Kodak will go with batch of industries in the following decades and principally people don't see it future. The digital revolution was sparking; Kodak not able to know exactly what to accomplish about it. Instead of focusing its strategic attentiveness on the emerging digital technologies, Kodak was making odd maneuvers, like acquiring pharmaceutical giant Sterling Drugs for \$5.1 billion and trying to establish a brand in the battery business.

Uber<sup>1</sup> is an American technology company headquartered in San Francisco, California, United States, operating in 570 cities international was originated in 2009 as Uber Cab by Garrett Camp, the cofounder of Stumble Upon, and Travis Kalanick, who had sold his Red Swoosh startup for \$19 million in 2007. Uber is at the moment a software mechanism; they don't possess any cars, and are at hand the principal taxi group in the globe. It develops markets and operates the Uber car transportation and food delivery mobile apps.



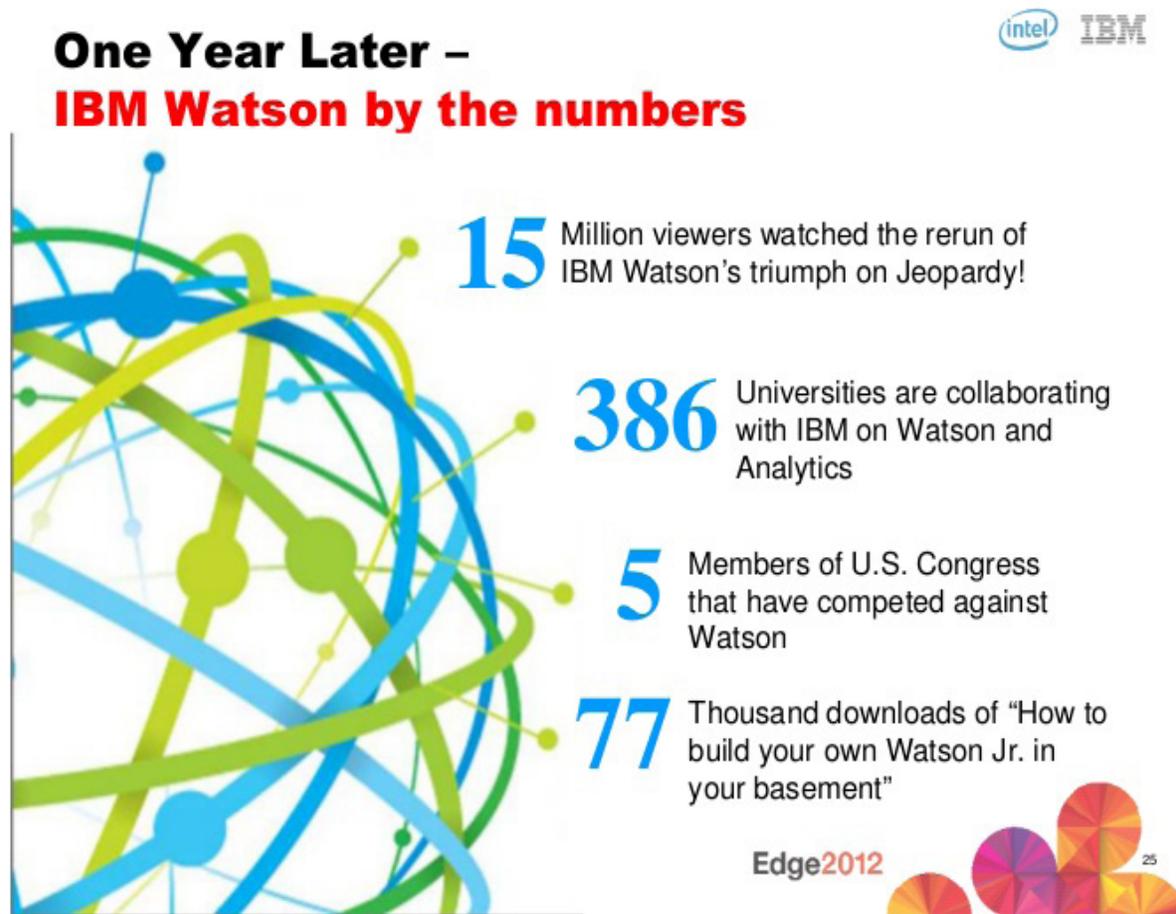
Source: www.uber.com

- **Airbnb<sup>2</sup>** is an online marketplace and hospitality service, enabling people to rental fee or hire short-term lodging including vacation rentals, high-rise building rentals, home stays, hostel beds, or hotel rooms. Airbnb is at the moment the leading hotel company in the world, even though they don't own any properties.



Source: <http://fundersandfounders.com/wp-content/uploads/2016/07/how-airbnb-started-infographic-700x466.png>

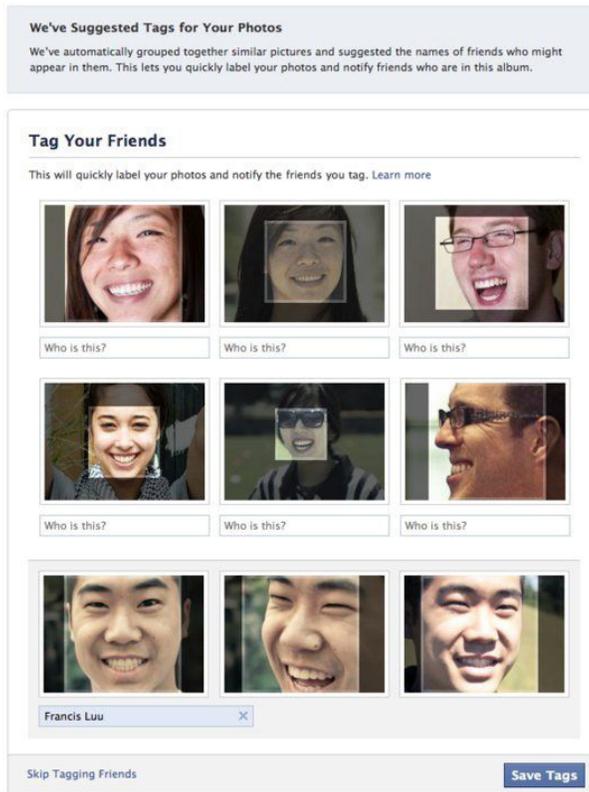
- **IBM Watson** is a cognitive system enabling, a new joint endeavor between people and computers, for the rationale that of this one can get hold of legal advice (*so far for more or less basic stuff*) within seconds, with 90% correctness compare with 70% accuracy when done by humans. So if one can study law, stop in a straight line. There will be 90% fewer lawyers in the coming future, only specialists will keep on at the back. Watson earlier than nowadays helps nurses diagnosing cancer, four times more truthful than human nurses.



Source: <https://image.slidesharecdn.com/sbd07-pearson-ibm-watson-v4-120615095059-phpapp01/95/ibm-watson-how-it-works-and-what-it-means-for-society-beyond-winning-jeopardy-25-728.jpg?cb=1339753931>

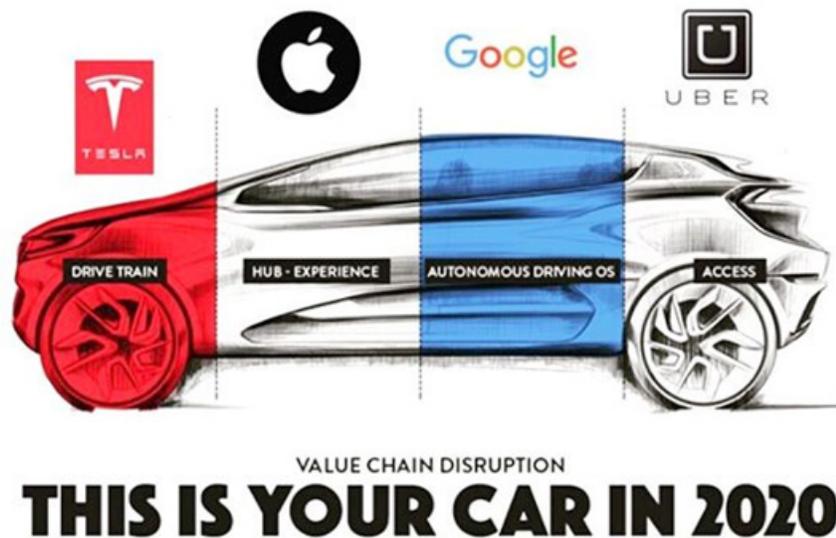
With Watson, you have the AI platform for business. Uncover insights, fit into place in new ways, make decisions with more confidence and do your best work with Watson, today. With Watson, you can fabricate chat box and virtual agents that answer your customers' questions, responding to their needs rapidly and proficiently.

- **Facebook** now has prototype recognition software that can be acquainted with faces better than humans. In 2030, computers will become more intelligent than humans. Facebook's newsfeed is an illustration of narrow AI making decisions about what content to demonstrate. It has facial recognition tools which are so influential that it can classify you in photographs even if you cover your face. It also has its own AI labs. Mark Zuckerberg says they are working on tools "translating speech to text, text between any languages, and also being capable to respond any natural verbal communication question you find out."



Source: <https://s-media-cache-ak0.pinimg.com/736x/ab/c6/a9/abc6a9ec3bbe0bfa3769e3eab4fac7c2.jpg>

- Autonomous cars (Tesla, Apple, and Google)** philosophy is developing now-a-days. An autonomous car (*also known as a driverless car, auto, self-driving car, robotic car*) is a vehicle that is knowledgeable of sensing its surroundings and navigating without human input. Many such vehicles are being developed, but as of 2017 automated cars permitted on public roads are not yet completely self-directed. Autonomous cars use a large quantity of techniques to distinguish their surroundings, such as radar, laser light, GPS, odometry, and computer vision. Advanced control systems recognize sensory information to categorize appropriate navigation paths, as well as obstacles and *relevant* signage.



CAR SKETCH BY PRATHYUSH DEVADAS PRATHYUSHDEVADAS.WORDPRESS.COM

Source: <http://www.smart2gosolar.com/wp-content/uploads/2016/03/your-car-in-2020-telsa-google-uber-apple.jpg>

- In 2018 the first self driving cars will come into vision for the community. Around 2020, the complete industry will institute to be disrupted. You don't want to possess a car any longer. You will call a car with your phone; it will show up at your spot and drive you to your target. You will not require to park it, you only pay for the driven distance and can be productive while driving. Our kids will never get a driver's license and will never own a car. It will change the cities, because we will need 90-95% less cars for that. We can transform former parking space into parks. Statistics shows that 1.2 million people die each year in car accidents worldwide. We now have one accident every 100,000km, with autonomous driving that will drop to one accident in 10 million km. That will save a million life's each year. Most car companies might become penniless. Traditional car companies try the evolutionary approach and just build a better car, while tech companies (Tesla, Apple, and Google) will do the revolutionary approach and build a computer on wheels. In Europe, cities in Belgium, France, Italy and the UK are planning to operate transport systems for driverless cars and Germany, the Netherlands, and Spain have allowed testing robotic cars in traffic. Electric cars will become main stream until 2020. Cities will be less deafening because all cars will run on electric.
- **Electricity** will become tremendously low-priced and uncontaminated. Solar power is becoming the cheapest way to generate electricity, according to leading analysts. Data produced by Bloomberg New Energy Finance (BNEF) showed the cost of solar in 58 lower-income countries – including China, Brazil and India – had fallen to about a third of levels in 2010 and was now slightly cheaper than wind energy. In August, an auction to supply electricity in Chile achieved the record low price of \$29.10 (£23.30) per megawatt-hour – a record low price and about half the price of a coal competitor. **Solar production** has been on an exponential curve for 30 years, but you can only at the present see the blow. Last year, more solar energy was installed international than fossil. The price for solar will go down so much that all coal companies will be out of business by 2025.
- There is an app called “**moodies**” which would recommend in which frame of mind you are. At the begin of this year, sentiment analytics company Beyond Verbal released an app for iOS devices that lets you investigate your own speech (or people around you) to give you a improved idea of how you're coming transversely to others.

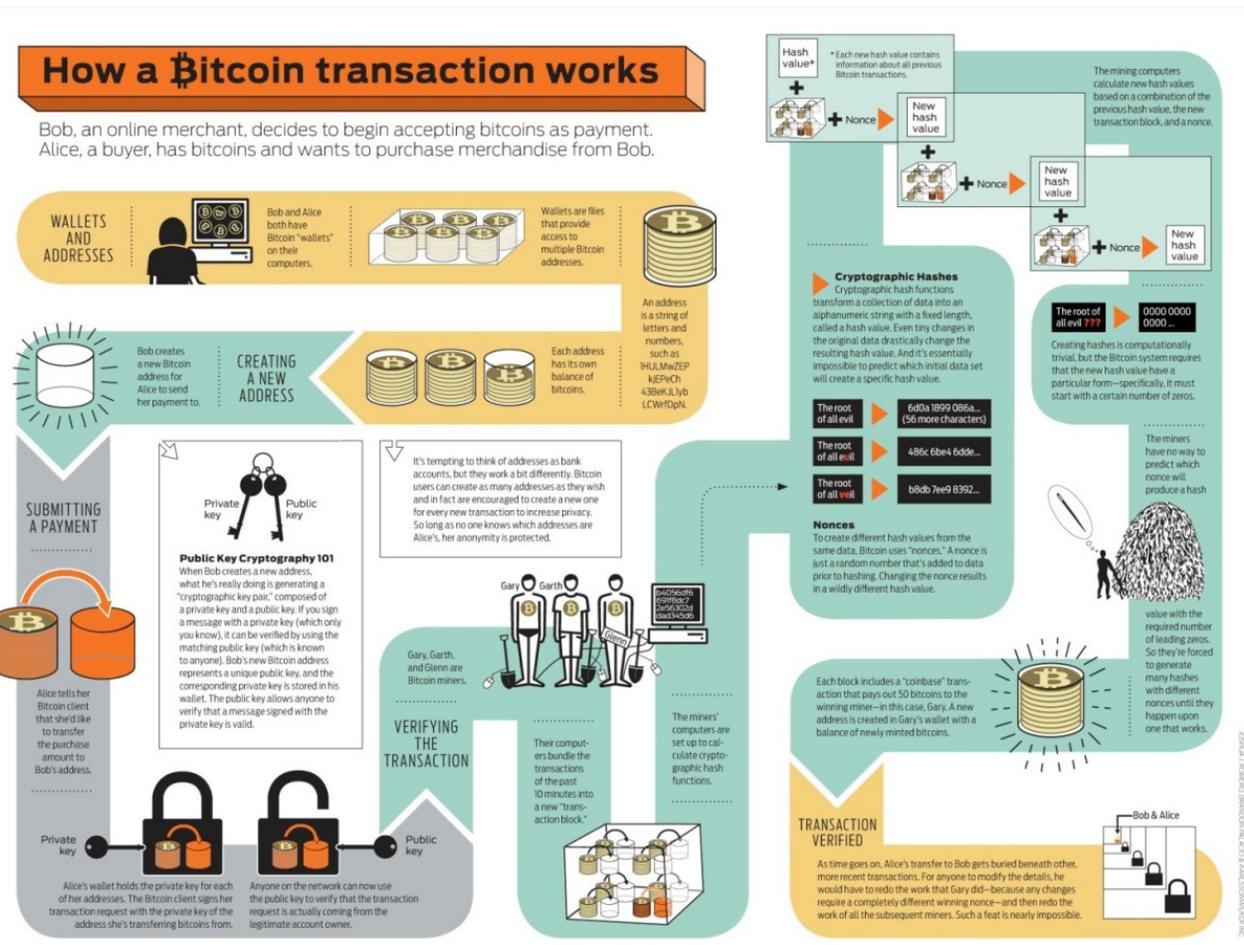


Source: <https://static1.squarespace.com/static/5318dad1e4b0ee73efee10c5/5319402ce4b035ad03386558/553c0e6ae4b0f11dcc270033/1441321891630/?format=1500w>

Until 2020 there will be apps that can let somebody know by your facial expressions if you are two-faced apart from it can also visualize a political debate where it's being displayed when they are telling the reality and when not. To use it is clear-cut, just install it and click the button to create the app listening, after 20 seconds you'll get your major psychoanalysis result and if you keep on talking, it'll maintain on returning results every 20 seconds or so until you bring to an end. In total, it analyzes over 400 contradictory mood variants to re-examine an outcome crossways 20 individual mood groups. Results for each analysis can then be read systematically at an auxiliary time, or shared with others, if one disposed to.

- **Bitcoin** is a crypto legal tender and a digital disbursement system invented by an anonymous programmer, or a group of programmers, under the name Satoshi Nakamoto. It was on the rampage as open-source software Bit coin will be converted into main tributary this year and might even become the non-payment reserve currency. The system is peer-to-peer, and transactions take position amid users in a straight line, without a liaison. These transactions are habitual by network nodes

and recorded in a community distributed ledger called a block chain. Since the system works without a central repository or single administrator, bitcoin is called the first decentralized digital legal tender.



Source: [http://thumbnails.visually.netdna-cdn.com/bitcoin-infographic\\_5029189c9cbaf.jpg](http://thumbnails.visually.netdna-cdn.com/bitcoin-infographic_5029189c9cbaf.jpg)

Bitcoin is a leader in isolated P2P Currency. Each partaker can be ingredient of a network as wide as they can accomplish, or as small as they desire to make it. The only disadvantage of Bitcoin is the essential to use the Bitcoin currency. This is counterbalance for many by the truth that, because the currency is 'in force' and extensively used, a number of exchanges have popped up, allowing users to trade coins for other currencies. Bitcoin may be valuable for a P2P Network as an instant substitute for cash with low infrastructure requirements for implementation. Besides being created as a reward for mining, bitcoin can be exchanged for other currencies, products, and services in legal or black markets. As of February 2015, over 100,000 merchants and vendors accepted bitcoin as payment. According to research produced by Cambridge University in 2017, there are 2.9 to 5.8 million unique users using a crypto currency wallet, most of them using bitcoin. Until 2020, 70% of all humans will own a Smartphone. That means, everyone has the same access to world class education.

### Changes in Indian Education System

Education in India is endowed by the public sector as well as the private sector, with control and funding coming from three levels: central, state and local. Indian Education system is on it's new height with the formulation of new regulator "Higher Education Empowerment Regulation Agency (HEERA)" by the efforts of Central government, which will work on an 11-point agenda to free up education and bring in qualitative change. The Niti Aayog had drawn up a plan for the same in discussion with the Human Resource Development ministry and has resolute to put into practice the government's 'short-term measures to progress UGC and AICTE regulatory frameworks'. The new-fangled schema holds the pledge of joint degrees with foreign institutions, full online courses, more incentives for faculty, using NET to decide on PhD admissions Additional compensation and incentives for a limited proportion of

faculty— about 10% of associate professors and professors to attract faculty of global repute. Institutes graded highest will be permitted to support this move through own funds. To run with or rather synchronize with, UGC at this time does not recognize online programs, it is at the present agreed the top institutions be allowable to scuttle fully online programs consistent with standards at top 100 universities. Courses without a ‘practical’ content to be completely online and those that necessitate some practical content be run on hybrid mode. Transparent accreditation and grading of online courses would also be formulated in order to bring transparency. The government has decided to permit extremely graded universities to open off shore campuses in areas of geo-political significance. Academic collaboration to be permitted only with foreign institutions that are in top 500 world rankings such as QS, Shanghai or Times Higher Education. It is now projected that a joint degree mechanism be explored. Journal check on faculty Instead of existing mechanism of awarding points for quantity of publications (many of which may be in sub standard journals), it is proposed that points be awarded on quality of journals. Awarding of Academic Performance Indicator (API) scores to be based on objective parameters consistent with global standards of quality.

Source: The Economic Times

Since 2009, GJEIS has been a trustworthy digital resource for libraries and institutions of higher learning/national importance and provides entrée to the full historical run, digitizing the original print publication from cover to cover. GJEIS also allows access to this expansive collection of global scholarship that was previously only available through institutional affiliations. GJEIS in totaling follow the submission becomes subject to review by outside scholars of the editor’s choosing who typically remain anonymous. The number of these peer reviewers (or “referees”) varies according to each journal’s editorial practice — typically, no fewer than two, though sometimes three or more, experts in the subject matter of the article produce reports upon the content, style, and other factors, which inform the editors’ publication decisions. Though these reports are by and large confidential, GJEIS and its publishers also put into practice public peer review. The editorial office either chooses to discard the article, ask for a revision and resubmission, or accept the article for publication. Even accepted articles are often subjected to further (*every so often considerable*) editing by GJEIS editorial staff before they come into view in print. GJEIS peer review process can acquire from quite a few weeks to some months. The journal is very much translucent in its functioning and speak out all the dates and details in an article itself like [*Paper Code: \_\_\_; Originality Test Ratio: \_\_\_%; Submission Online: \_\_\_; Manuscript Accepted: \_\_\_; Originality Check: \_\_\_; Peer Reviewers Comment \_\_\_; Double Blind Reviewers Comment: \_\_\_; Author Revert: \_\_\_; Camera-Ready-Copy: \_\_\_*] which not only provide lucidity but offer clarity to viewers and subscribers.

GJEIS as an educational or scholarly journal is a periodical publication in which scholarship relating to a particular academic discipline is published and is peer-reviewed/ blind reviewed or refereed. The good news is that GJEIS had been listed in UGC Recommended Journal list at S. No. 27981.

The screenshot displays the UGC Approved List of Journals website. The header includes the UGC logo and navigation links. The search results show one entry for the 'Global Journal of Enterprise Information System' with details such as ISSN, e-ISSN, and publisher.

View	Sl.No.	Journal No	Title	Publisher	ISSN	E-ISSN
<a href="#">View</a>	1	27981	Global Journal of Enterprise Information System	KARAM Society	0975153X	

Showing 1 to 1 of 1 entries

Previous 1 Next

**UGC Journal Details**

Name of the Journal :	Global Journal of Enterprise Information System
ISSN Number :	0975153X
e-ISSN Number :	
Source:	ICI
Subject:	Computer Science e(all)
Publisher:	KARAM Society
Country of Publication:	India
Broad Subject Category:	Science

Source-1: [http://ugc.ac.in/journallist/ugc\\_admin\\_journal\\_report.aspx?eid=27981](http://ugc.ac.in/journallist/ugc_admin_journal_report.aspx?eid=27981)

GJEIS is on the threshold of completing 10 years of publication in 2018. In view of the truth that it has started its publication has addressed issues concerning science, management, engineering and technology in numerous leading edge areas of research, development and its significance. Since GJEIS which addressed as an academic journals are not subsidized by universities but backed by KARAM Society which is run by Research and Academic management consortium and professional organizations, who always work as a mentor and driving force on the other hand, from 2017 we are planning to accept advertising, page and image charges from authors to reimburse the production costs occurred, but some elasticity and waiver would be given to extra ordinary research articles which seems to be empirically sound.

GJEIS with an academic mandate are produced by commercial publishers who do not make a profit by charging subscriptions to individuals and libraries and offer free articles from their portal <http://www.informaticsjournals.com/index.php/gjeis/index>.

The GJEIS as a scholastic Journal facilitates well-groomed with its research initiatives and rigorous blind and peer review process. The journal is right now listed in almost fifty directories in the world, equipped with Digital Object Identifier (DOI) from Cross-ref USA <http://www.crossref.org>. It also had an average impact factor of 1.68 from the various impact factors rating agencies. Recently as per the Google scholar it h-index is 84 and i-10 index is 700 from 2009-2017



Source: <https://scholar.google.com/citations?user=S47TtNkAAAAJ&hl=lv>

The journal with its nine volumes focused on this element and highlight how changes brings a paradigm shift on the plus side and generate tremendous market opportunities in products and services. Mandate of a Journal is to popularize the thought of Enterprise, Information and System in business and outside business. It is designed to make clear to people that synchronization of three words is not just a financial objective, but is more omnipresent, that is why we have to get crossways what the academics and the peers are doing and saying about technological pitch in creating a niche. We have built a wide-ranging group to make GJEIS authenticity.

We are at this instant at a new portal from starting of 2017 to <http://www.informaticsjournals.com/index.php/gjeis/index> with an intention to reinforce GJEIS more realistically and research orientation. We had furthermore at the present made the open access just to augment citation as well as reaching to unreached. On the other hand the dedicated page in Facebook created in order to touch with the GJEIS Fraternity <https://www.facebook.com/GJEiS>. The GJEIS website has been moving to a new contemporary Google-hosted JavaScript service which tag along community curate online directory, helps in indexing and smooth the progress of in providing access to peer-reviewed articles. It is also equipped with search engine optimization and web analytics for statistical analysis and citation.

I take this occasion to articulate thankfulness to all the workforce of KARAM Society and people from Informatics for their eagerness and enthusiasm in bringing out this action-packed volume/issue. I would furthermore be warmhearted of to show appreciation to our workplace personnel at the journal office, for their judicious and painstaking job.

*Subodh Kesharwani*

Dr. Subodh Kesharwani  
Editor-in-Chief  
GJEIS 2017-2020