

Connotation from Editor's Desk

Algorithm with EIS is Changing the Mindset and Concept of Ownership of Generation Changers



Online retailers struggle to incarcerate shoppers' consideration on the basis of their footfall and how this analysis done it is all due to algorithm used. Algorithm in e-commerce playing a very burgeoning role after all, it doesn't matter if you have a great product in stock but matter how it click to the customers and create a modus-operandi if the right shopper never sees it.

Algorithms are enormous optimizers. An algorithm can perceive patterns in amorphous data and serve an experience that is appropriate and adapted to the user. It also enables companies to nourish their "big data" into such algorithms and jumps start their personalization efforts. Algorithm also facilitates online shoppers to insist the identical variety of personalized attention in the digital store. Dazzled by Facebook and Netflix, it navigates web to construe any signals they've shared and dole out a appropriate familiarity. On the other hand algorithm has turn down a considerable burden on digital merchandisers and helpful in showing this personalized care to the thousands of shoppers visiting their online stores and the role of the online merchandiser in the process. Algorithms now-a-days make a decision who gets a loan, who gets a job interview, who gets insurance, how customer's foot fall in a virtual store and much more -- but they don't mechanically make things flaxen. While going through a TED lecture of a mathematician and data scientist Cathy O'Neil who had coined a term for algorithms that are secret, important and harmful: "weapons of math destruction." It had been observed that algorithm now-a-days is crossing a boundaries of mathematics and entering into a corporate world and academia too in a form of research where researcher should able to know how and when respondents will fill at the questionnaire which he/she had floated.

Advanced Analytics

Build Your Sales with Engine Recommendations

Product recommendations helps give your customers a shopping experience in which the most relevant products are displayed. Improve your online store's user experience with the right algorithm provided by engine recommendations software from AWS Marketplace.

Below are some common algorithms used for engine recommendations include:

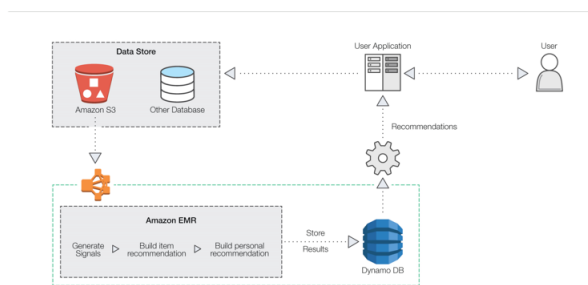


Figure 1: Recommendation pipeline; green portion is open code running on AWS

Collaborative filtering: This approach relies on the social interaction between users. The recommendations are based on ratings provided by other users.

Content-Based Filtering: Recommendations made by content-based filters use the individual user's historical information to inform choices displayed.

Clustering: With this approach, the recommendation engine tries to build recommendations based on the similarities between either the users or the items themselves.

Categorization: This approach automatically groups items together into categories using common attributes. In categorization, the computer attempts to classify all the items.

Source: <https://aws.amazon.com/mp/scenarios/bi/recommendation>

It is well versed from the above figure that “How Amazon a virtual e-commerce portal had used a Real-time Product and Unique engine recommendations” which help a customers in building shopping experience and facilitates in exploring most relevant products which are displayed in a real time. By enhancing this Amazon online store’s user get experienced with tailored recommendations by large help in selecting an algorithm that will rally round with product discovery and bigger order sizes that equate to increased sales.

A **mindset** is convictions that acquaint us with the modus-operandi we handle situations and finally the manner we reshuffle what is going on and what we should implement in future. Our mindsets help us blemish opportunities but they can trap us in self-defeating cycles. The current questions which seems burgeoning in nature is “Why young people don’t procure expensive belongings which could be a car or an apartments any longer”, The answer to this questions is very much ubiquitous that nowadays, the customary gauge of success — owning an apartment and/or a car — is out of date or rather out-of-thought. An increasing number of young people all around the globe don’t want to get hold of them. The research shows that the so-called millennial generations, who are at the present between 30-35 years old, infrequently buy houses and even more infrequently cars. In fact, they don’t pay money for super expensive things at all. In the USA and other developed countries it is portray as **the generation of renters or generation of changers**. The surroundings at the back all these frequent moves not occurred in a daylight hours but radically crop up due to work culture and job commitments. Why one can pay money for a house in a good-looking position and go there for vacation, if you can find a place to stay through Airbnb in any corner of the planet?



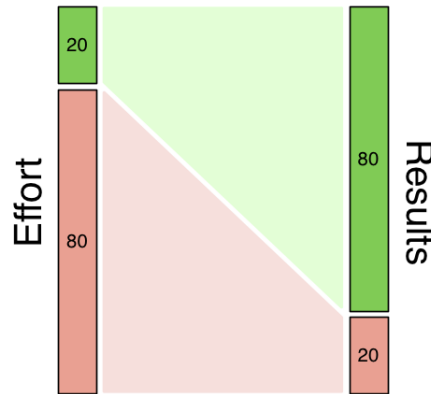
Source: Airbnb

According to Forbes, a contemporary youthful populace change job every three years on average which leads to the thought of ownership is no longer pertinent. As per the <https://www.fastcompany.com> “Workers who stay with a company longer than two years are said to get paid 50% less, and job hoppers are believed to have a higher learning curve, be higher performers, and even to be more loyal, because they care about making a good impression in the short amount of time they know they’ll stay with each employer”. The change is happening in point of fact rapid and familiarity has turn out to be the new age motivator. In a coming day’s youth in developing cities will comprehend the dominance of the above and adopt it. It’s an evolutionary change, where we are poignant away from materialistic value to higher emotional value to life! If we think about the Maslow pyramid, this is a further step towards greater cheerfulness. If you still depend on materialistic move toward to pleasure, then this is a enormous instance in the social progression of society to practice the other side, without being well thought-out a insurgent or having to break too many comfort zones!

It is said that nobody is BUSY in this world, it is all about PRIORITIES. There are few ways to be relevant to the 80/20 principle to our life. 80/20 principle Do the 20% of your work that leads to 80% of your results. Establish the 20% of your customers who coerce 80% of your profits.

The 80-20 Rule

"For many events, roughly 80% of the effects come from 20% of the causes." - Pareto



Therefore 20% of the effort produces 80% of the results but the last 20% of the results consumes 80% of the effort.



Prioritize the 20% of your friends who endow with 80% of your support and gratification. Fill your life with the 20% of your experiences that supply 80% of your contentment. Do the 20% of your workouts that escort to 80% of your physical gains.

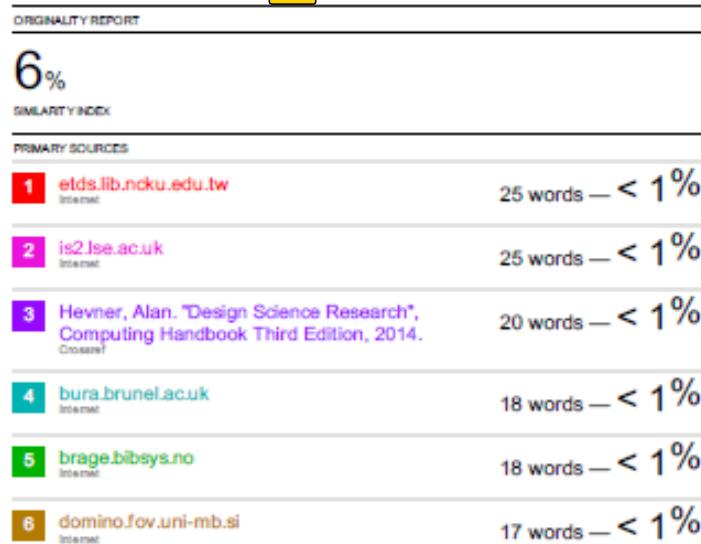
GJEIS is on the porch of finishing 10 years of publication in 2018. In view of the precision that it has started its publication has concentrate on issues concerning science, management, engineering and technology in various leading circumference areas of research, development and its connotation. Since GJEIS which addressed as an academic journals are not support financially by institution but supported by KARAM Society a Research and Academic Management conglomerate and professional organizations, who in the backdrop navigate. On the other hand, from 2017 we are planning to admit promotion, page and image charges from authors to compensate the production costs occurred, but some flexibility and waiver would be set to astonishing research articles which had an empirical resonance. GJEIS with an academic permission are twisted by commercial publishers who do not make a profit by charging subscriptions to individuals and libraries and tender free articles from their portal <http://www.informaticsjournals.com/index.php/gjeis/index>. The GJEIS as a scholastic journal facilitates debonair with its research initiatives and meticulous blind and peer review process the journal is currently at present listed in almost fifty directories in the globe, equipped with Digital Object Identifier (DOI) from Cross-ref USA



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

<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. From 2017 Onwards as per the instruction given by the international listing agencies which provide ratings to the journal, we had stated putting a similarity index at the end of an article to give more transparency and creditability.



Source: GJEIS Similarity Index <http://www.informaticsjournals.com/index.php/gjeis>

Hope that this kind of initiatives can definitely give journal an edge and create a niche.

The journal with its volume-9 issue-3 focused on this constituent and emphasizes how changes brings a paradigm shift on the plus side and engender incredible market opportunities in products and services. Mandate of a Journal is to popularize the thought of Enterprise, Information and System in business and remote business. It is designed to make comprehensible to community that harmonization of three words is not just a economic idea, but is more ubiquitous, that is why we have to get diagonally what the academics and the peers are doing and saying about hi-tech arena in creating a alcove. We have fabricated a across-the-board cluster to make GJEIS genuineness.

We are at this moment at a new portal from preliminary of 2017 to <http://www.informaticsjournals.com/index.php/gjeis/index> with intent to underpin GJEIS more pragmatically and research direction. We had moreover at the present made the open access just to enlarge citation as well as reaching to unreached. On the other hand the dedicated page in Facebook created in order to finger with the GJEIS Fraternity <https://www.facebook.com/GJEiS>. The GJEIS website has been moving to a new contemporary Google-hosted JavaScript service which label the length of population curate online directory, helps in indexing and smooth the development 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 on behalf of GJEiS catch this chance to eloquent gratitude to all the personnel of KARAM Society and people from Informatics for their enthusiasm and gusto in bringing out this action-packed volume/issue. I would in addition be affectionate of to show positive reception to our bureau personnel at the journal office, for their well judged and meticulous job.

Dr. Subodh Kesharwani
Editor-in-Chief, GJEIS
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