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Research Minds





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**Dr. K. Vidyavathi**

Research Minds' has completed one year. In this period we released six issues of the journal. We also created a website for the journal which will be shortly attached to the website of Sahyadri College of Engineering & Management (SCEM). The editorial team wishes to thank all our readers, authors, and advisors for their support and encouragement and expects the same support in the future also. The team also takes this opportunity to thank the staff of Aptra for their technical support in the publication of the e-journal.

The editorship was a pleasure and enjoyable. In fact, at times, it was a challenge for the co-editor and the editor in reaching the students and informing them of the benefits of a college journal. We were, many a time under immense pressure on 'how to get adequate numbers of articles to publish and release the journal on time.' The only thing that kept us going is the satisfaction of keeping the journal alive. For us, the journal is a living human being, a baby that SCEM is bringing up and once brought up it will certainly add to the professional image of the college.

We have constituted a panel of reviewers who, we are very sure, would bring in a lot of energy and ideas in improving the quality of research articles for publication in the journal. In the coming days, the editorial team will work to get the journal indexed. This would prove that we are one step ahead to reach our goal of publishing exciting and cutting edge research outcomes.

In this issue Mr. Harisha in his article "E-mail: A Glimpse," has dealt with the security issues related to email - a mode of communication. Mr. Jins Mathew has explained the basics of the derivatives in his article. Mr. Aditya Kollaje has unfolded the life story of hair stylist in his case study. Mr. Vinod and Mr. Vidhayadar in their article cloud computing have described the benefit of using cloud service for business.



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## Email - A Glimpse

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**Harisha**

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**Abstract:** The e-mail becomes one of the inevitable communication service platforms for exchange of user's information. And the Internet technology working together for the purpose of successful communication. At the same time it is also observed that there are many security issues to be addressed for the better functioning of the email services. In this paper the author emphasis on the issues related to spamming & Phishing and an avoidance method to overcome the problem.

**For full text**

<http://www.sahyadri.edu.in/e-journal/email-a-glimpse.pdf>

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## Options, Futures & Derivatives

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**Jins Mathew**

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**Abstract:** From the time I started learning investment finance, derivatives have always fascinated me. Derivative instruments or just derivatives as they are most popularly known as nothing but a general umbrella term, for instruments like futures contracts, options, swaps, forwards contracts and credit derivatives. My article explains not only the fundamentals of futures and options, but also the other derivatives.

Learning about derivatives (futures and options, forwards and swaps) is one of the most important lessons to learn, for anyone making new forays into investment finance. If you wish to play the stock markets, they offer an unbelievable amount of ground to play in, especially when it comes to hedging and risk management. But before you start entertaining any thoughts of having big positions and bigger yields out of derivative instruments, know a little bit more on them. Know the uses and advantages of derivatives, their drawbacks as well as their various types, namely forwards, swaps, futures and options.

**For full text**

<http://www.sahyadri.edu.in/e-journal/options.pdf>

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## Case Study of Hair Stylist

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**Aditya Kollaje**

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**Abstract:** This case is a real life story of a hair stylist in Mangalore, Mr. Santhosh Kumar. He is one of the leading hair stylists in Mangalore . He offers customized services to his customers as per their requirements and needs. A firm believer of the concept 'Customer is a King' , Mr. Santhosh never misses on an opportunity to win the heart of his customers.

**For full text**

<http://www.sahyadri.edu.in/e-journal/hair-stylist.pdf>

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## Cloud Computing in Business

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**Abstract:** In today's business world with the amount of economic downturn and loss happening every day, the need for reliable, yet affordable technology is needed more than ever; cloud computing fills that void. Cloud computing offers its customer's reliable service at flexible prices. Although modern parallel and distributed computing systems provide easy access to large amounts of computing power, it is not always easy for non-expert users to harness these large systems effectively.

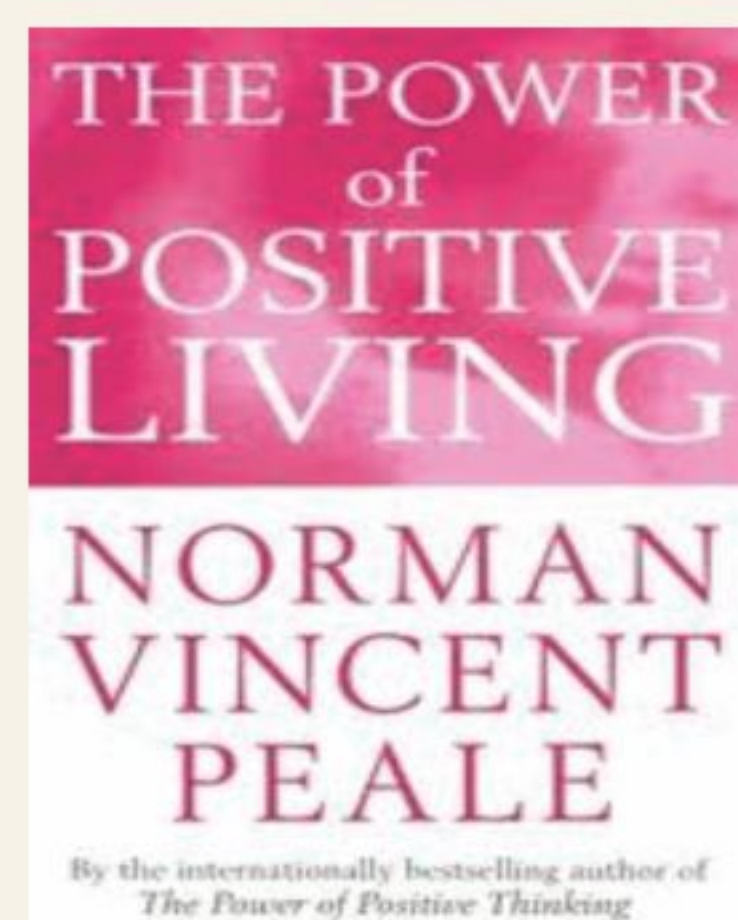
In this paper, we briefly study advances in cloud computing, and discuss the benefits of using cloud services for businesses and trade-offs that they have to consider. This article also gives the outlook and talks about the impact of cloud services on both large and small businesses.

**For full text**

<http://www.sahyadri.edu.in/e-journal/cloud-computing.pdf>



# Book Reviews



## The Power of Positive Living Author: Norman Vincent Peale



### Deeksha J. Bhandary

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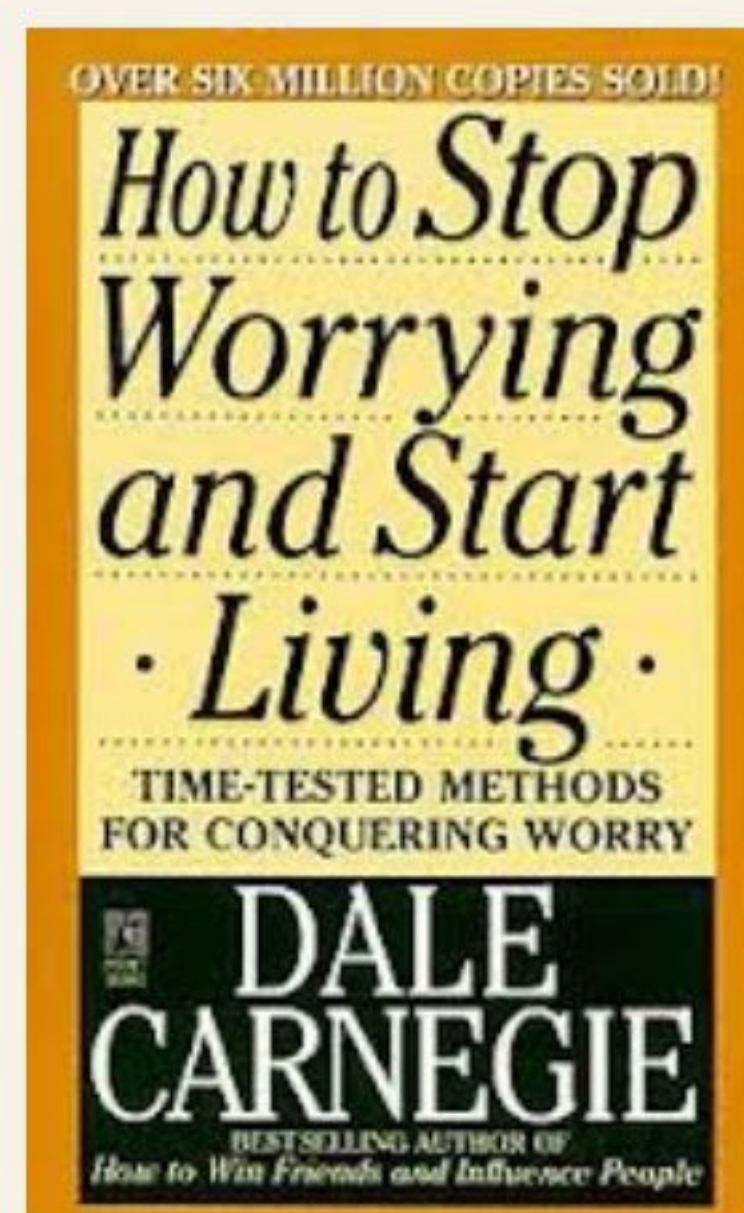
Clergyman and Author Norman Vincent Peale was born in Bowersville, Ohio on May 31, 1898. Peale's book, *The Power of Positive Living* has sold more than fifteen million copies and been translated into 40 languages. It helped to create a viable market for self help books. In addition to writing he gave sermons on both television and radio and published guideposts, a very successful weekly newspaper. This book is written with sole objective of helping the readers achieve a happy, satisfying and worthwhile life.

*The Power of Positive living* presents a new work that shows how the principles of positive living have been applied in thousands of successful turnarounds, both professional and personal. Dr. Peale also demonstrates that showing the power of a positive attitude can directly affect one's life today. We can energise our life and give our self the initiative needed to carry out our ambitions and hopes.

- By reading this book we can learn how to:
- Believe in our self and in everything we do.
- Thinking is the body of the rocket, believing is the propellant which carries it to the stars. Thinking is the birth of the deed, believing makes it happen.
- Choose what we believe.
- Break the worry habit and achieve a relaxed life.
- Thought is the anustor to the deed. Success or failure is positive or negative.



# Book Reviews



**How to Stop Worrying and Start Living**  
Author: Dale Carnegie



**Josna K.**  
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In this book Dale Carnegie the author has given out some of his best techniques to overcome their worries. One of the best technique or method to overcome worries is to forget the past, not to think about the further and only to think about the present. In the words of author to live in the day-tight compartments. In this book the author has given real life examples to support his statement .Since it is time tested methods it is very useful and effective on the present generation. People get worried when they are in any problem, the worry creates mental stress and slows down the thinking capacity, due to which a person finds that his problem cannot be solved or there is no solution for the problem. A person should always think about the present and not past and further, I am not telling a person should not plan for the future but should not put all efforts in planning the future and forget the present. When a person gets into a problem, the first thing to be thought is what will be worst situation that he will have to face and prepare for it. In this way a person can stop worrying and start living in the present



# Guidelines for Submitting Articles

Research Minds is devoted to the publication of original research work undertaken at the Sahyadri College of Engineering & Management, Adyar, Mangalore. The contents of this E-Journal pertain to research contributions in all areas where active research work is pursued in the Institute. Authors of articles published in this bulletin, retain the right to publish the contents of the same in other research forums including web-based publications, journals and periodicals.

The E-Journal welcomes the submission of manuscripts that meet the general criteria of significance and excellence. Papers will be published approximately one month after acceptance. All articles published in the SAHYADRI E-Journal will be peer-reviewed.

## The following categories of articles are accepted for publication

### Research Articles

E-journal welcomes original research papers in various areas of Engineering and Technology Management, Health Science, Basic Sciences etc.

- Articles must be no more than 8,000 words, including notes and references. Longer articles will not be processed.
- The Articles should be sent by email.
- Articles should be accompanied by an abstract of a maximum of 200-250 words.
- Authors are requested to follow Sahyadri E journal's manuscript format while preparing their articles. The manuscript format and example file is posted on
  - <http://www.sahyadri.edu.in/e-journal/manuscript%20template.doc>
  - <http://www.sahyadri.edu.in/e-journal/example.pdf>

### Commentary

E-journal invites short contributions to the 'Commentary' section on the latest advancements in Science and Technology, Engineering and Management so that our readers can be up-to-date with the current developments in this competitive world.

### Insights of Workshops/Seminars/Conferences

E-journal invites Insights of Workshops/Seminars/Conferences conducted and attended by students and faculty.

### Book Reviews

With the objective of promoting reading habits among students and faculty, this E-Journal will publish book reviews.



### Research Notes

Students, M.Phil and Ph.D. scholars are encouraged to send their comments and initial products of their research for the Notes Section. Articles should be no more than 3,000-4,000 words.

### Research Abstracts

E-Journal invites Abstracts of Project work, M.Phil. and PhD works. Abstracts should be no more than 2,000-3000 words.

### Discussion

E-Journal encourages readers to comment on articles published in the E-Journal. Submission should be 1000-1500 words

### Letters

Readers of E-Journal are encouraged to comment (300-400 words) on published articles to the Letters column.

### General Guidelines

- Writers are requested to provide full details for correspondence: postal address, phone numbers and email address.  
(The email address of writers will be published along with the article).
- Authors are requested to prepare their soft copy version in text formats and not in PDF version
- Writers are requested to follow the manuscript template specified and go through the template and example file before writing their paper.

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