# Managing Disaster - A Strategic Perspective



## Fatima College (Autonomous)

College with Potential for Excellence, Re-Accredicted with "A" Grade by NAAC Mary Land, Madurai-18.



Fatima Institute of Management
MBA & PG IT

## World Literature Books Centre & Publisher Pvt. Ltd

No 75,76, North Veli Street, Simmakal, Madurai-1 Copyright © World Literature Books Centre & Publisher Pvt. Ltd 2016

First Impression 2016
All rights reserved.

No part of this publication may be reproduced, transmitted, or stored in a retrieval system, in any form or by any means, electronic, mechanical, photocopying, and recording of otherwise, without the prior permission of the publisher.

ISBN: 978-8-1930-234-26

Printed in India

Edited By

### Dr.R.Vetrickarthick Ph.D.,

For World Literature Books Centre & Publisher Pvt. Ltd

This book is sold subject to the condition that is shall not, by way of trade or otherwise, be lent, resold, hired out, or otherwise circulated, without the publisher's prior consent, in any form of binding or cover other than that in which it is published.

#### Content

	P	.No
S.no	Title & Author	
	A COMPARATIVE STUDY ON JOB SATISFACTION OF FACULTY MEMBERS WORKING IN GOVERNMENT AND PRIVATE ENGINEERING COLLEGES	7
	K.Sankara Subbu  A META-ANALYSIS OF AFFECTED COMMERCIAL VIABILITY OF A META-ANALYSIS OF AFFECTED COMMERCIAL VIABILITY OF	8
	Prof. Kundhavai Santharam, Dr. K. Sumath & Prof. N. Settlatiks III.  A NOVEL APPROACH TO DETECT BRAIN TUMOR IN MRI IMAGES	16
4.	R.Sheeba & K.Natarajan  A REVIEW ON THRESHOLD BASED SEGMENTATION TECHNIQUE IN IMAGE PROCESSING	24
	C Mohan & M Sumathi Manivasagam  A STUDY ON CLOUD ADOPTION BARRIERS AND CHALLENGES	31
5. 6.	Ms. K.Sankareswari, Ms. S. Shobana & Ms. B. Nageswari  A STUDY ON CONSUMER BEHAVIOR TOWARDS USAGE OF DIVERSIFIED  JUTE PRODUCTS WITH SPECIAL REFERENCE TO MADURAI CITY	37
7.	E. Sheela Angel & Dr. P. Uma  A STUDY ON CRISIS MANAGEMENT WITH SPECIAL REFERENCE TO  BANKING SECTOR	47
8.	Dr P. Uma Rani, D. Sweetlin Princess & S.P. Vaishnavi  A STUDY ON HR PRACTICES IN RESPONSE TO NATURAL DISASTERS- WITH SPECIAL REFERENCE TO MADURAI CITY	55
9.	Ms. K Vijayalakshmi  A STUDY ON GREEN TECHNOLOGY FOR DISASTER RISK REDUCTION WIT	°H 58
10.	Dr.Mrs.N.Vanitha, Ms.J.Saranya & Mrs.A.Rosary Infanta  A STUDY WITH DIFFERENT METHODS ON REAL TIME SENTIMENT	64
	ANALYSIS  A.Punitha Roselin & T.Charanya Nagammal  AFTERSHOCK: ROLE OF HR IN DISASTER RESILIENCE	71
11.	Tanusree Chakraborty, Dharini Rengarajan & Rajiv Subromontum	85
	Mrs.D.Sheela Jeyarani & Dr.Mrs.A.Pethalakshmi	

### Conclsuions

Disasters are neither natural nor the consequences of people's inadequate behavior facing natural hazards. Rather, disasters reflect people's vulnerability susceptibility to be affected when confronted with floods, cyclones, volcanic eruplic landslides, or other potentially harmful natural phenomena. Yet, those who from disasters are not helpless victims. They display a large array of knowledge, and and resources that constitute useful capacities in time of hardship. These capacities in time of hardship. have to be utilized to reduce the risk of disaster. Similarly, people are often resil and able to overcome the havor of disasters should recovery policies consider needs and contributions. Vulnerability, capacities, and resilience are there essential concepts for fully appraising people's response to disasters.

## A STUDY WITH DIFFERENT METHODS ON REAL TIME SENTIMENT ANALYSIS

A. Punitha Roselin, Assistant Professor, Department of Computer Applications, Fatima College

T. Charanya Nagammal, Assistant Professor, Department of Information Technology, Fatima College, Madurai. INTRODUCTION

Despite the wide use and popularity of some methods, it is unclear which method better for identifying the polarity (i.e., positive or negative) of a message as the curre literature does not provide a method of comparison among existing methods. Such comparison is crucial for understanding the potential limitations, advantages, ar disadvantages of popular methods in analyzing the content of OSNs messages.

Our study aims at filling this gap by presenting comparisons of eight popular sentiment analysis methods in terms of coverage (i.e., the fraction of messages whose sentiment is identified) and agreement (i.e., the fraction of identified sentiments that are in tune with ground truth).