



SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

Unaided- Private, Linguistic Minority (Sindhi) Institute
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Dr. B. H. Nanwani
Director

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Academic Year 2020

Conference Proceedings

Sr. No.	Name of Faculty/Author	Name of the Conference	Name of Paper/Article	ISBN Number	Name of Publisher	Calendar Year of Publication
1	Dr. Abhijeet Kaiwade	National Conference On "Current Trends in Management - Changes & Challenges by Yashaswi Education Society's International Institute of Management Science	Sentiment Analysis of Customer Feedback using HIVE	978-81-927230-0-3	AIMS Association of Indian Management Schools	2020

GUIDELINES FOR PAPER SUBMISSION

Researchers should submit full length papers which will be reviewed by the reviewing committee and the selected papers will be published in the peer review multidisciplinary research journal "Yashomanthan" with ISSN. No 2347 - 8039. The soft copy of full length paper in word and in pdf format along with the duly filled registration and copyright form should be emailed to conference@iims.ac.in. Abstract of the paper should not exceed more than 300/ 400 words. The paper should not exceed 3000 words including abstract. The full paper must carry Author/s name/s, institute, complete address, Email Id, Contact number along with title of the paper on front page. At least one of the author must preregister for the conference.

REGISTRATION FEE

Details	Registration Fee in INR
Research Scholars and Students	Rs. 1000/-
Academicians / Faculty	Rs. 1500/-
Industry Experts / Policy Makers	Rs. 2500/-

Registration Fee will be paid by Cash, Cheques/DD drawn in favour of "International Institute of Management Science, Chinchwad, and Pune" payable at Pune.

CONFERENCE VENUE

Maharashtra State Institute of Hotel Management & Catering Technology
412 - C, Shivaji Nagar, Off Senapati Bapat Marg,
Pune - 411 016.

FOR FURTHER DETAILS, PLEASE CONTACT

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National Conference
On
"Current Trends in Management -
Changes & Challenges"
27th & 28th February - 2020



Organized by
Yashaswi Education Society's
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Science Chinchwad, Pune
In association with
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ABOUT YASHASWI

Yashaswi Group under the energetic leadership of Mr. Vishwesh Kulkarni was founded in the year 1988. It is one of the leading Talent Acquisition Firm & Human Resource consultancy working for more than three decades in Maharashtra. With a vision of empowering the tomorrow's generation, Yashaswi has diversified into the Management Education & Skill Development domain and has played the role of catalyst for Change and Innovation. Yashaswi today is a partner of National Skill Development Corporation and is also recognised as Training partner by National Skill Development Agency (NSDA).

ABOUT INTERNATIONAL INSTITUTE OF MANAGEMENT SCIENCE

International Institute of Management Science (IIMS) under the auspices of Yashaswi aspires to make academic issues and commitments as the key concerns for today's generation. An ISO 9001:2015 certified by TUV SUD, Approved by AICTE and Accredited by NAAC, the Institute offers MBA Programme affiliated to Savitribai Phule Pune University. IIMS is a permanent Member with All India Management Association (AIMS). The MBA Programme at IIMS, is 2 Years full time, dual specialization programme in the areas of Marketing, Finance, Human Resource, Operations and Analytics. The Institute also offers many value added and certification courses to inculcate required skills among the students to meet the industry standards. The young learners at the institute are encouraged to address challenges in the business world and to keep themselves abreast with key economic and business issues through structured reading, writing and research. The Institute is located at the Central Business Activity hub of Chinchwad, Pune. It is surrounded by renowned Industries like Tata Motors, SKF Bearing, Mahale and many more. The campus is equipped with all modern teaching tools.

ABOUT CONFERENCE

The National Conference provides platform to the researchers, developers, industry experts and academicians to share their innovative ideas and research in the field of Innovation in Management and Science. The objective of the conference is to provide a bridge to the research community and technology developers from academia and industry on various topics of current concern Innovation in Management and Science. It also aims at creating the research interest in the minds of young learners and to pursue research as their career.

With an aim to bring original quality research findings to the research community, the theme of the conference is set as Innovation in Management and Science. This conference will provide an opportunity to exchange new ideas, its application prospects, and prospect to establish business or research relations and to find national partners for future collaboration. We would encourage submissions of high quality manuscripts that may leave an impact upon academia, corporate practitioners, research scholars and society as a whole.

INTENDED PARTICIPANTS-

- Policy Makers & Regulators
- Academicians
- Industry Experts
- Research Scholars
- Students

Selected quality research papers will be published in UGC - CARE Listed Journal along with "Yashomanthan" with ISSN No. 2347 - 8039, a special issue of peer review multidisciplinary research journal.

Papers will also be published in conference proceeding with ISBN No.

SUGGESTED SUBTHEMES

- Information Technology
- Cross-cultural Studies
- Business Analytics
- Accounting and Finance
- Business Ethics
- Strategic Management
- Marketing Management
- Operations Management
- Business Economics
- Supply chain Management
- Innovation and product development
- International business
- Relationship management
- Retail Management and communication
- New venture and Start-ups
- Management information system
- Human Resource Management
- Law and management

Original Papers on the following indicative topics, but not limited to, are welcome to be submitted for the conference

IMPORTANT DATES

Last Date of Submission of Full paper	15th Feb 2020
Notification With Review	Within one Week
National Conference Dates	27th and 28th Feb 2020

**National Conference
on**

*“Current Trends in Management
- Changes & Challenges”*

(27th & 28th February 2020)

Conference

Yashomanthan

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AIMS

ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS

National Conference
On
“Current Trends in Management - Changes & Challenges”
28th February – 2020
Organized by
Yashaswi Education Society’s
International Institute of Management Science
NAAC Accredited

PAPER PRESENTATION SCHEDULE

Time- 02.00- – 03.00 PM (Track-2)

Session Chairs: Dr. Indu Sharma &DrY.S.Patil

Sl. No	Paper ID	Title of the Paper	Authors name
1	PA93	Application of Operations Research Tools and Techniques in Project Management	Mr. OnkarArunWagh Prof. Sarang Dani
2	PA74	Workforce Diversity and Job Satisfaction on Employee Retention	Dr. Vandana Mohanty
3	PA86	A study on Credit card fraud detection using Machine learning	Dr.Sachin Misal ¹
4	PA96	An Application of ICT for SMART E-Governance in India: Forthcoming Challenges and Prospects	Dr. Ashwini Brahme
5	YAS003	STUDY OF CUSTOMER SATISFACTION TOWARDS DAIRY EQUIPMENT WITH REFERENCE TO SRUJAN ENTERPRISES	Girish Pore
6	YAS004	A STUDY OF CUSTOMERS SATISFACTION AT IDEAL ENGINEERING PVT LTD	Suraj Shankar Gawade
7	YAS005	STUDY ON RETAILERS SATISFACTION TOWARDS VISI-COOLERS OF MONDELEZ INTERNATIONAL WITH REFERENCE TO PUNE CITY	Rohit Kumar Gaikwad
8	YAS006	A study on customer satisfaction towards elevator with reference to thyssenkrupp Elevator India Pvt. Ltd.	Ulhas Wankahde

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Sentiment Analysis of Customer Feedback using HIVE

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Abstract

Sentiment analysis is refer to use Natural language processing, text analysis, computational linguistics and biometrics to identify extract, quantify, and study affective states and subjective information. Sentiment analysis is widely applied to voice of the customer remark such as reviews and survey responses, online and social media. In this paper, under Hadoop framework and HIVE, sentiment analysis of customer review using dataset from various

feedback sites was performed. sentiment analysis considers only text. Here we are considering text only. We analyze different sets of data and extracted the positive , negative and neutral sentiment from the datasets. We have also interpreted the query processing time and data loss during processing.

Keywords: Sentiment analysis, Hadoop framework ,HIVE, Natural language processing.

1. INTRODUCTION

Today, social networks have become a platform where people can share their opinion with the public. The Internet is evolving rapidly from static to interactive. Modern users can not only receive information, but can also actively generate content. News posts, bulletin boards, forums, blogs, etc. The main source of information is public opinion. Opinions can be extracted and obtained by processing natural language. Sentiment analysis is also called opinion analysis. Sentiment Analytics not only gives users the necessary information about various products and services with a single click, but also helps

them make informed decisions. Sentiment analysis can be based on documents, and emotions can be generalized for all documents in a positive, negative, or objective way. If individual sentences that convey emotions are categorized by text, they can be based on the sentences. Sentiment analysis may be based on offers if the offers in the proposal are categorized by polarity. In fact, decisions about the Sentiment text analysis task are positive or negative. Natural language computing (NLP), which handles the interaction between language, artificial intelligence, and computers, is a field of linguistics. For