Objective

1.1 Statement

The objective of this research work is to give an outline about the various facets of Information Technology related activities taking place across the globe.

Some of my works have been published in International Journals of repute and my participation and paper presentations in the field of IT in various International Conferences held in India.

I wish to highlight complex issues ranging from the un-organized aspects of the IT / ITES Sector especially in the Indian Market and economic scenarios.

Global Internet based Advertising and Marketing, Legal Framework applicable at the global level and its shortfalls.

3.2 Suggestions to Challenges:

I have suggested the usage of the following techniques like:

1. New and innovative programs to promote better products and services in the field of Internet Security, Security System and its design by introducing User Level Authentication method especially for Educational Institutions imparting Post Graduate Programs / Courses.
2. Internet based Inter-organizational Systems [IIOS] planning which is identified as one of the most critical issues faced by Information Systems [IS] Executives today.
3. Multi-lingual Search Engine Optimization [SEO]. These services will certainly help the company and the individual to meet these challenges and thus having more competitive edge in E-Commerce.
5. Study of the Federal Trade Commission Guidelines and its applicability in Indian context. For Internet based advertising and marketing.
6. Spread the awareness of New Private Policy for Internet Users and Internet Service Providers.
7. Website Globalization [Website Globalization + Website localization], Website Translation, Unicode Adoption Machine Translation, Internationalization, etc.