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MODERN FRAMEWORK FOR WEB APPLICATION DEVELOPMENT USING GOOGLE SITE AT LIVE CONNECTIONS CHENNAI

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1.1 INTRODUCTION

The study exploration of "Modern Frameworks for Web Application Development Using Google Sites," I embark on a journey into the innovative potential of Google Sites within the HR consultancy service sector. The landscape of web application development is undergoing a significant transformation, propelled by advancements in technology and a growing demand for agile solutions. Google Sites emerges as a compelling platform in this context, offering a low-code, no-code environment that enables rapid and efficient application development.

The digital age has ushered in a paradigm shift in how businesses operate, particularly in the realm of human resources. HR consultancy services play a pivotal role in helping organizations navigate complex workforce challenges, from talent acquisition to performance management. However, the traditional methods of delivering HR solutions are being disrupted by the demand for more flexible, scalable, and user-friendly applications.

Enter Google Sites – a versatile platform that empowers users to create and deploy web applications with ease. With its low-code, no-code environment, Google Sites offers a compelling solution for HR consultancy firms looking to streamline their processes, enhance client experiences, and stay ahead in a competitive market.

Understanding Google Sites: The Foundation for Innovation

At its core, Google Sites is a website builder that allows users to create and customize websites and web applications without the need for extensive coding knowledge. Leveraging the power of Google Workspace, Sites provides a range of intuitive tools and templates that enable users to design and deploy applications quickly and efficiently.

One of the key advantages of Google Sites is its seamless integration with other Google services, such as Drive, Docs, Sheets, and Forms. This integration facilitates real-time collaboration, data sharing, and workflow automation – essential elements for HR consultancy firms managing a diverse array of clients and projects.

ISSN: 2583-6129
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The Evolution of Web Application Development

The traditional approach to web application development often involves lengthy development cycles, complex coding requirements, and significant resource investments. This approach is not only time-consuming and costly but also lacks the flexibility and scalability needed to meet evolving business needs.

In contrast, modern frameworks like Google Sites prioritize simplicity, speed, and agility. By leveraging pre-built templates, drag-and-drop interfaces, and built-in functionalities, developers can accelerate the development process and deliver solutions that are both robust and user-friendly.

Advantages of Google Sites in HR Consultancy

The adoption of Google Sites in the HR consultancy sector offers a myriad of benefits for both service providers and their clients. Let's explore some of the key advantages:

1. Rapid Prototyping and Iteration: Google Sites enables HR consultancy firms to quickly prototype and iterate on web applications, allowing them to gather feedback from clients and stakeholders in real-time. This iterative approach ensures that the final product meets the unique needs and preferences of each client.

2. Cost-Effectiveness: By eliminating the need for extensive coding and development resources, Google Sites offers a cost-effective solution for HR consultancy firms. This allows them to allocate their budgets more efficiently and deliver greater value to their clients.

3. Scalability and Flexibility: Google Sites is designed to scale alongside the growing needs of HR consultancy firms and their clients. Whether it's expanding the functionality of existing applications or deploying new solutions for additional clients, Google Sites offers the flexibility to adapt to changing requirements.

4. Streamlined Collaboration: With its seamless integration with Google Workspace, Google Sites facilitates streamlined collaboration among team members, clients, and stakeholders. From document sharing to real-time editing, collaboration tools enhance productivity and ensure that everyone is on the same page throughout the development process

ISSN: 2583-6129
DOI: 10.55041/ISJEM01933

5. Enhanced Security and Reliability: As part of the Google ecosystem, Google Sites benefits from robust security measures and reliable infrastructure. This provides peace of mind for HR consultancy firms and their clients, knowing that their data is protected and their applications are always accessible.

Leveraging Google Sites for HR Consultancy

To illustrate the transformative impact of Google Sites in the HR consultancy sector, let's consider a hypothetical case study:

Company XYZ is a leading HR consultancy firm specializing in talent acquisition and management. Faced with the challenge of delivering personalized HR solutions to a diverse client base, Company XYZ turns to Google Sites to streamline its application development process.

Using Google Sites' intuitive interface and pre-built templates, Company XYZ quickly prototypes a custom web application for tracking candidate profiles, job postings, and interview schedules. Through collaborative feedback sessions with clients, the application undergoes iterative enhancements to meet specific requirements.

With Google Sites' seamless integration with Google Workspace, Company XYZ leverages the power of Google Forms for collecting candidate data, Google Sheets for managing client information, and Google Drive for storing documents and files. This integrated ecosystem ensures data consistency, workflow automation, and real-time collaboration.

As a result of adopting Google Sites, Company XYZ is able to deliver high-quality HR solutions to its clients in a fraction of the time and cost compared to traditional development methods. The streamlined development process, coupled with the scalability and flexibility of Google Sites, enables Company XYZ to stay agile and responsive to client needs, ultimately driving business growth and client satisfaction.

In conclusion, Google Sites represents a game-changer in the realm of HR consultancy web application development. Its low-code, no-code environment, seamless integration with Google Workspace, and emphasis on simplicity and agility make it an ideal platform for HR consultancy firms looking to innovate and stay ahead in a competitive market.

ISSN: 2583-6129
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By embracing Google Sites, HR consultancy firms can accelerate their application development process, enhance collaboration and productivity, and deliver tailored solutions that meet the evolving needs of their clients. As the digital landscape continues to evolve, Google Sites stands poised to empower HR consultancy firms to unlock new levels of efficiency, effectiveness, and innovation in delivering HR solutions to businesses worldwide.

I study aims to delve into the evolution of web development technologies and the emergence of platforms like Google Sites as viable options for crafting sophisticated web applications. Despite its traditional association with simple websites and intranets, Google Sites possesses the versatility and functionality to support complex applications tailored to the specific needs of HR consultancy firms.

The study twofold: first, to explore the technical intricacies of web application development using Google Sites, including modern frameworks and methodologies; and second, to examine the strategic implications of leveraging this platform within the HR consultancy sector. By addressing these objectives, I seek to provide organizations with valuable insights and guidance for harnessing the full potential of Google Sites to drive digital transformation and innovation.

Delving into the technical aspects of web application development using Google Sites, I begin with an exploration of responsive web design principles. Responsive design ensures that web applications adapt seamlessly to various devices and screen sizes, enhancing user experience and accessibility.

Building upon this foundation, I delve into the concept of progressive web applications (PWAs) and their significance in modern web development. PWAs combine the best features of web and mobile applications, offering offline access, push notifications, and app-like experiences to users.

One of the key strengths of Google Sites lies in its integration with Google Workspace tools, such as Google Drive, Google Sheets, and Google Forms. These integrations enhance the functionality of web applications, allowing organizations to create tailored solutions that streamline operations and improve productivity.

ISSN: 2583-6129
DOI: 10.55041/ISJEM01933

To illustrate the practical implications of using Google Sites for web application development, we present case studies of HR consultancy firms that have successfully implemented solutions on the platform. These case studies highlight the diverse applications of Google Sites, including employee onboarding portals, performance management systems, and training platforms.

Moving beyond the technical aspects, I delve into the strategic considerations associated with using Google Sites for web application development within the HR consultancy sector. User-centered design principles play a crucial role in shaping the development process, ensuring that web applications are intuitive, user-friendly, and aligned with the needs of HR professionals and their clients.

Scalability, flexibility, and integration capabilities are other key considerations for organizations evaluating Google Sites as a platform for web application development. By leveraging its seamless integration with external systems and services, HR consultancy firms can create centralized hubs for managing data and workflows effectively.

Looking towards the future, I explore emerging trends and technologies in web application development, such as artificial intelligence and machine learning. Speculating on how Google Sites could evolve to incorporate these technologies, I envision exciting possibilities for enhancing the functionality and intelligence of web applications.

My study provides a comprehensive overview of "Modern Frameworks for Web Application Development Using Google Sites" within the HR consultancy service sector. By addressing both the technical and strategic aspects of using Google Sites, I aim to equip organizations with the knowledge and insights they need to drive digital innovation and success in an increasingly competitive landscape.

ISSN: 2583-6129
DOI: 10.55041/ISJEM01933

1.2 INDUSTRY PROFILE

HR consultancy services represent a cornerstone of contemporary organizational structures, providing invaluable strategic guidance in navigating the complexities of human capital management. This comprehensive analysis delves into various dimensions of HR consultancy services, elucidating their roles, significance, regulatory frameworks, technological advancements, and evolving landscapes.

Roles and Significance of HR Consultancy Services:

HR consultancy services encompass a broad spectrum of activities tailored to optimize workforce management practices, spanning talent acquisition, performance management, training, and organizational development. These services are indispensable in enhancing organizational efficiency, fostering talent retention, and driving sustainable growth in today's dynamic business environment. The evolution of web development technologies has been marked by a relentless pursuit of simplicity, flexibility, and efficiency. From the early days of static HTML pages to the dynamic, interactive web applications of today, developers have continually sought innovative solutions to meet the growing demands of businesses and users alike. In this exploration, I delve into the transformative journey of web development technologies and examine the emergence of platforms like Google Sites as viable options for crafting sophisticated web applications, particularly in the context of HR consultancy firms.

Evolution of Web Development Technologies

The evolution of web development technologies can be traced back to the inception of the World Wide Web in the late 20th century. In its nascent stages, web development primarily revolved around the creation of static web pages using HTML, CSS, and JavaScript. These early technologies laid the foundation for the modern web but were limited in their ability to deliver dynamic, interactive experiences.

As the internet matured and user expectations evolved, developers began exploring new paradigms and frameworks to enhance the functionality and interactivity of web applications. This led to the emergence of server-side scripting languages such as PHP, Python, and Ruby,

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which enabled developers to build dynamic websites capable of processing user input, interacting with databases, and generating personalized content in real-time.

The advent of JavaScript frameworks like jQuery, AngularJS, and React further revolutionized web development by introducing client-side interactivity and rich user interfaces. These frameworks empowered developers to create seamless, responsive web applications that rivalled the performance and functionality of traditional desktop software.

The Rise of Low-Code, No-Code Platforms

Amidst the growing complexity of web development technologies, there arose a demand for simpler, more accessible solutions that democratized the process of creating web applications. This gave rise to the concept of low-code and no-code development platforms – tools that enable users to build applications with minimal or no coding required.

Platforms like Google Sites have emerged as leading contenders in this space, offering intuitive interfaces, drag-and-drop functionality, and pre-built templates that streamline the development process. While initially perceived as tools for building simple websites and intranets, Google Sites has evolved to support a wide range of use cases, including complex web applications tailored to the specific needs of HR consultancy firms.

Versatility and Functionality of Google Sites

Despite its traditional association with simple websites and intranets, Google Sites possesses the versatility and functionality to support sophisticated web applications. This is evident in its robust set of features, seamless integration with other Google services, and customizable design options.

One of the key advantages of Google Sites is its low-code, no-code environment, which allows users to create and deploy applications without the need for extensive coding knowledge. This empowers HR consultancy firms to prototype, iterate, and customize applications quickly and efficiently, reducing time-to-market and accelerating innovation.

Furthermore, Google Sites' seamless integration with Google Workspace – including Drive, Docs, Sheets, and Forms – enhances collaboration, data sharing, and workflow automation. This integration enables HR consultancy firms to streamline their processes, manage client

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relationships more effectively, and deliver tailored solutions that meet the unique needs of each client.

Talent Acquisition Platform

Company ABC is a leading HR consultancy firm specializing in talent acquisition for tech startups. To streamline their recruitment process and enhance candidate experience, Company ABC leverages Google Sites to develop a custom talent acquisition platform.

Using Google Sites' intuitive interface and pre-built templates, Company ABC designs a user-friendly platform for posting job openings, collecting applicant information, and scheduling interviews. Leveraging Google Forms for collecting candidate data, Google Sheets for tracking applicant progress, and Google Drive for storing resumes and documents, the platform enables seamless collaboration among recruiters, hiring managers, and candidates.

As a result of adopting Google Sites, Company ABC is able to streamline their recruitment process, improve candidate engagement, and deliver a superior experience for both clients and candidates.

Employee Onboarding Portal

Company XYZ is a global HR consultancy firm specializing in employee onboarding and training. To support their clients' onboarding processes, Company XYZ utilizes Google Sites to develop a comprehensive onboarding portal.

Using Google Sites' drag-and-drop interface and customizable design options, Company XYZ creates a centralized portal for delivering onboarding materials, training resources, and company policies. Integrated with Google Workspace, the portal enables new hires to access relevant documents, complete training modules, and connect with mentors and colleagues in real-time.

By leveraging Google Sites, Company XYZ is able to streamline the onboarding process, improve employee engagement, and empower clients to onboard new hires more effectively.

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In conclusion, the evolution of web development technologies has paved the way for platforms like Google Sites to emerge as viable options for crafting sophisticated web applications for HR consultancy firms. With its low-code, no-code environment, seamless integration with Google Workspace, and customizable design options, Google Sites empowers HR consultancy firms to prototype, iterate, and deploy applications quickly and efficiently.

By embracing Google Sites, HR consultancy firms can streamline their processes, enhance collaboration, and deliver tailored solutions that meet the unique needs of their clients. As the demand for agile, user-friendly web applications continues to grow, Google Sites stands poised to revolutionize the way HR consultancy firms innovate and deliver value in an ever-evolving digital landscape.

Regulatory Frameworks:

Regulatory frameworks governing HR consultancy services play a pivotal role in ensuring compliance, safeguarding employee rights, and upholding ethical labor practices. These frameworks encompass guidelines for recruitment, training, diversity, and employee welfare, with regulatory bodies overseeing adherence to established standards to promote fair and equitable employment practices.

Technological Advancements in HR Consultancy:

Technological advancements have revolutionized the HR consultancy landscape, empowering firms to leverage innovative tools and platforms for enhanced service delivery. From HR analytics to digital recruitment platforms, these technologies enable HR consultancy firms to provide data-driven insights and personalized solutions, thereby driving organizational success and competitive advantage.

HR consultancy services serve as indispensable partners to organizations, offering strategic insights and solutions to address the multifaceted challenges of human capital management. In today's dynamic business environment, where talent acquisition, retention, and development are critical to organizational success, HR consultancy firms play a pivotal role in shaping workforce strategies and practices.

At the heart of HR consultancy services lies the mission to optimize human capital resources and align them with organizational goals and objectives. Whether it's designing recruitment

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strategies to attract top talent, implementing performance management systems to drive employee engagement, or providing leadership development programs to cultivate future leaders, HR consultants bring a wealth of expertise and experience to help organizations unlock their full potential.

The significance of HR consultancy services extends beyond operational support to strategic partnership, with consultants serving as trusted advisors to senior management and executive teams. By offering objective analysis, data-driven insights, and forward-thinking solutions, HR consultants help organizations navigate the complexities of workforce management and make informed decisions that drive business growth and success.

In addition to strategic guidance, HR consultancy services also play a crucial role in ensuring compliance with regulatory frameworks and industry standards. From labor laws and employment regulations to diversity and inclusion initiatives, HR consultants help organizations stay abreast of legal requirements and ethical practices, mitigating risks and promoting a fair and equitable workplace environment.

Technological advancements have further transformed the landscape of HR consultancy services, enabling consultants to leverage innovative tools and platforms to deliver value-added services to their clients. From applicant tracking systems and performance management software to data analytics and predictive modeling, technology has revolutionized the way HR consultants collect, analyze, and interpret data, enabling more informed decision-making and strategic planning.

Moreover, the evolving nature of work, driven by globalization, digitalization, and demographic shifts, has created new challenges and opportunities for HR consultancy services. Consultants must stay ahead of trends such as remote work, gig economy, and workforce automation, offering solutions that empower organizations to adapt and thrive in a rapidly changing world.

HR consultancy services represent a cornerstone of contemporary organizational structures, providing invaluable strategic guidance in navigating the complexities of human capital management. By offering expertise, insights, and solutions across various dimensions of workforce management, HR consultants help organizations optimize their human capital

ISSN: 2583-6129
DOI: 10.55041/ISJEM01933

resources, drive business performance, and achieve sustainable growth in an ever-evolving landscape.

Evolution of HR Consultancy Services:

The evolution of HR consultancy services has seen a paradigm shift towards digitalization, with a proliferation of online platforms and virtual solutions. These platforms offer increased accessibility, scalability, and flexibility, enabling HR consultancy firms to reach a broader client base and deliver services more efficiently in an increasingly interconnected world.

Challenges and Opportunities:

The HR consultancy sector faces a myriad of challenges, including talent shortages, regulatory complexities, and technological disruptions. However, these challenges also present opportunities for innovation, collaboration, and the development of more robust and adaptive HR solutions. By embracing new technologies and fostering diversity and inclusion, HR consultancy firms can drive positive change and navigate the evolving business landscape.

Globalization and HR Consultancy:

Globalization has amplified the importance of HR consultancy services, with organizations seeking strategic HR support to navigate cross-border talent management, cultural diversity, and regulatory differences. HR consultancy firms play a pivotal role in facilitating seamless workforce integration and alignment with organizational objectives amidst the complexities of global business operations.

Promoting Diversity, Equity, and Inclusion:

Efforts to promote diversity, equity, and inclusion are integral to the ethos of HR consultancy services, with firms actively advocating for fair and equitable employment practices. By fostering diverse and inclusive workplaces, HR consultancy firms contribute to organizational success, employee well-being, and societal progress.

Embracing Sustainability Initiatives:

ISSN: 2583-6129
DOI: 10.55041/ISJEM01933

In addition to promoting diversity and inclusion, HR consultancy firms are increasingly involved in sustainability initiatives. This includes helping organizations develop environmentally friendly workplace policies, promoting corporate social responsibility, and integrating sustainable practices into talent management strategies. By aligning with sustainability goals, HR consultancy firms not only contribute to environmental stewardship but also enhance organizational reputation and appeal to socially conscious employees and clients.

ISSN: 2583-6129
DOI: 10.55041/ISJEM01933

1.3 COMPANY PROFILE

Live Connections Placements Pvt. Ltd., affectionately known as LiveC, boasts a proud legacy spanning over 26 years in the dynamic realm of HR consultancy services. Established in 1996 with humble beginnings in Chennai, India, LiveC embarked on its journey with a small team and a handful of clients, initially focusing on contingency recruitment. However, as the organization evolved, so did its service offerings, expanding to encompass a diverse range of recruitment solutions tailored to meet the evolving needs of its clientele.

Established in 1996 with humble beginnings in Chennai, India, Live Connections Placements Pvt. Ltd., affectionately known as LiveC, embarked on its journey with a small team and a handful of clients. Initially focusing on contingency recruitment, LiveC soon carved out a niche for itself in the dynamic realm of HR consultancy services. What began as a modest venture has since blossomed into a powerhouse with a proud legacy spanning over 26 years. LiveC's journey mirrors the growth trajectory of India's corporate landscape. In the late 90s and early 2000s, as the Indian economy underwent liberalization and globalization, businesses across sectors experienced unprecedented expansion. This period marked a turning point for LiveC as it swiftly adapted to the changing market dynamics and diversified its service offerings.

As the organization evolved, so did its approach towards talent acquisition. Recognizing the critical role of human capital in driving business success, LiveC transitioned from merely providing recruitment solutions to offering comprehensive HR consultancy services. This transformation was fueled by a deep understanding of the evolving needs of its clientele and a commitment to delivering value beyond conventional hiring practices.

One of LiveC's defining attributes is its agility and ability to stay ahead of the curve. In an era characterized by rapid technological advancements and shifting industry paradigms, the company embraced innovation as a cornerstone of its operations. Leveraging cutting-edge tools and methodologies, LiveC pioneered new approaches to talent acquisition, including leveraging data analytics and AI-driven recruitment solutions. Moreover, LiveC's expansion beyond its Chennai roots is a testament to its success and credibility in the market. Over the years, the company has strategically expanded its presence across key cities in India, establishing a pan-Indian footprint. This geographical diversification not only broadened LiveC's access to talent pools but also reinforced its position as a trusted partner for

ISSN: 2583-6129
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organizations nationwide.

ISSN: 2583-6129
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The essence of LiveC's success lies in its unwavering commitment to excellence and customer satisfaction. The company's team of seasoned professionals brings a wealth of expertise across diverse industry verticals, enabling them to understand the unique challenges faced by clients and tailor bespoke solutions accordingly. Whether it's executive search, leadership hiring, or workforce planning, LiveC prides itself on delivering outcomes that exceed expectations.

Beyond its business endeavors, LiveC is deeply ingrained in the fabric of the communities it serves. Through various CSR initiatives and outreach programs, the company actively contributes to social causes, underscoring its ethos of corporate citizenship.

Looking ahead, LiveC remains poised for continued growth and innovation. With a steadfast focus on embracing emerging trends and technologies, the company is primed to navigate the complexities of the ever-evolving HR landscape. As it embarks on the next phase of its journey, LiveC stands as a beacon of excellence, empowering organizations to unlock their full potential through strategic talent management.

Today, LiveC stands as a seasoned expert in the field, offering an array of services including Recruitment Process Outsourcing (RPO), Executive Search, Incubating Captives, Contract Staffing, Interview-as-a-Service, and Talent Exit Management. With a wealth of experience accumulated over two decades, LiveC has successfully facilitated the placement of over 60,000 professionals across multiple sectors worldwide, catering to the staffing needs of over 350 esteemed clients.

What sets LiveC apart is not only its extensive experience and comprehensive service offerings but also its global footprint. With operations spanning across seven locations in four countries, including India, UAE, Singapore, and Qatar, LiveC has solidified its presence as a trusted recruitment partner on a global scale. From the bustling streets of Chennai to the vibrant metropolises of Dubai and Singapore, LiveC's reach knows no bounds.

Moreover, LiveC prides itself on its unique company culture, characterized by transparency, employee-centric policies, and a flat hierarchical structure that fosters an environment where every individual is valued and nurtured. The company actively promotes creativity and innovation, encouraging its high-performing team to think outside the box and drive positive change.

ISSN: 2583-6129
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Live Connections Placements Pvt. Ltd., affectionately known as LiveC, doesn't just excel in providing top-notch HR consultancy services; it also boasts a unique and vibrant company culture that sets it apart in the industry. At the heart of this culture lies a commitment to transparency, employee-centric policies, and a flat hierarchical structure that fosters an environment where every individual is valued and nurtured.

Transparency is not just a buzzword at LiveC; it's a way of life. From the top-down, communication flows freely, ensuring that employees are always in the loop regarding company decisions, strategies, and goals. This transparency cultivates trust and fosters a sense of ownership among team members, empowering them to contribute ideas, voice concerns, and actively participate in shaping the company's trajectory.

LiveC's commitment to transparency extends to its dealings with clients and candidates. Honesty and integrity are the cornerstones of every interaction, ensuring that expectations are managed effectively and relationships are built on a foundation of trust. This ethos not only strengthens LiveC's reputation in the market but also reinforces its status as a reliable partner for both clients and candidates alike.

Another defining aspect of LiveC's company culture is its unwavering focus on employee well-being and development. Unlike traditional corporate structures with rigid hierarchies, LiveC embraces a flat organizational structure that promotes collaboration, autonomy, and accountability. This egalitarian approach ensures that every voice is heard and every contribution is recognized, irrespective of job title or tenure.

Furthermore, LiveC's employee-centric policies are designed to nurture talent, foster growth, and enhance work-life balance. From flexible working hours to comprehensive training and development programs, the company invests heavily in its team members' professional and personal development. Whether it's through mentorship programs, skill-building workshops, or opportunities for cross-functional collaboration, LiveC empowers its employees to realize their full potential and thrive in their careers.

Creativity and innovation are not just encouraged at LiveC; they're celebrated. The company recognizes that innovation is the lifeblood of success in today's rapidly evolving business landscape and actively cultivates a culture of experimentation and risk-taking. Whether it's devising new recruitment strategies, leveraging emerging technologies, or exploring

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unconventional approaches to talent acquisition, LiveC encourages its high-performing team to think outside the box and challenge the status quo.

Moreover, LiveC understands that diversity and inclusion are essential pillars of a thriving organizational culture. The company is committed to fostering a work environment where individuals from all backgrounds feel valued, respected, and empowered to bring their authentic selves to work. By embracing diversity in all its forms – be it gender, ethnicity, age, or thought – LiveC enriches its collective experience, drives innovation, and enhances its ability to connect with clients and candidates on a deeper level.

Beyond the confines of the office, LiveC actively promotes a culture of giving back to the community. Through various CSR initiatives, volunteering opportunities, and charitable partnerships, the company empowers its employees to make a positive impact beyond the workplace. Whether it's organizing donation drives, participating in environmental cleanup efforts, or volunteering at local schools and shelters, LiveC's team members are passionate about giving back and paying it forward.

In conclusion, Live Connections Placements Pvt. Ltd. is not just a leading HR consultancy firm; it's a testament to the power of a strong company culture built on transparency, employee-centricity, and a relentless pursuit of excellence. By fostering an environment where creativity thrives, innovation flourishes, and diversity is celebrated, LiveC not only attracts top talent but also retains and nurtures it for long-term success. As the company continues to grow and evolve, its unique culture will undoubtedly remain its most valuable asset, driving its continued success and impact in the years to come.

Beyond its professional endeavors, LiveC is deeply committed to social responsibility, actively championing various social causes and encouraging employee participation in community initiatives. As the workforce continues to evolve with the influx of younger generations, LiveC remains adaptable, continuously striving to meet the diverse needs of its employees and clients alike.

In essence, Live Connections Placements Pvt. Ltd. is not just a recruitment agency; it is a trusted partner, dedicated to delivering exceptional value and forging lasting connections in the ever-changing landscape of talent acquisition and management.

ISSN: 2583-6129
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2.1 Needs of Study

- Understanding Platform Suitability: With the proliferation of web development tools and frameworks, there's a need to assess the suitability of platforms like Google Sites in fulfilling modern web application requirements.

- Cost-Effectiveness: For businesses and developers, it's essential to evaluate the cost-effectiveness of using Google Sites compared to other contemporary web development frameworks. This includes not just initial setup costs, but also ongoing maintenance expenses.

- Ease of Use: Google Sites prides itself on its user-friendly interface and drag-and-drop functionality. Understanding how this ease of use translates into actual development workflows and whether it meets the needs of developers is crucial.

- Integration with Google Ecosystem: Google Sites offers integration with various Google services like Google Drive, Google Analytics, and Google Workspace. Studying how seamless this integration is and how it enhances web application development can be insightful.

- Scalability and Performance: As modern web applications need to handle large amounts of traffic and data, it's important to assess how well Google Sites scales and performs under different loads.

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2.2 OBJECTIVES OF THE STUDY

Primary Objective:

- To Study Modern Frameworks for Web Application Development Using Google Sites at Live Connection Chennai.

Secondary Objective:

- Evaluate the Suitability of Google Sites for Modern Web Application Development.
- Compare Google Sites with Contemporary Web Development Frameworks.
- Explore Use Cases and Best Practices for Leveraging Google Sites in Web Application Development.

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DOI: 10.55041/ISJEM01933

2.3 Scope of Study

- Technical Evaluation: Assess the technical capabilities of Google Sites, including its support for modern web standards, responsiveness, performance optimization, and security features.

- Comparison with Frameworks: Conduct a comparative analysis between Google Sites and contemporary web development frameworks in terms of features, flexibility, scalability, performance, community support, and learning curve.

- Use Cases and Best Practices: Explore real-world use cases where Google Sites has been successfully leveraged for web application development. Identify best practices, tips, and tricks for maximizing the potential of Google Sites in different scenarios.

- User Experience Evaluation: Evaluate the user experience of both developers and end-users when using web applications built on Google Sites. This includes usability testing, accessibility assessment, and feedback collection.

- Business Implications: Analyse the business implications of choosing Google Sites for web application development, including cost analysis, time-to-market, competitive advantage, and long-term sustainability.

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2.4 LIMITATIONS OF THE STUDY

- The study may suffer from sample bias if the participants are not representative of the broader population of web developers or organizations that use Google Sites for web application development.

- Self-reported data from developers and users may bias results due to factors such as perception bias or subjective interpretations of Google Sites' capabilities and limitations.

- The study may miss the long-term implications of using Google Sites for web application development; short-term assessments might not fully capture scalability, maintenance challenges, or evolving developer needs.

- External factors like changes in technology trends, updates to Google Sites' features, or shifts in market demands may impact the relevance and applicability of the study's findings over time.

- Measuring factors such as ease of use, scalability, and performance of Google Sites can be subjective and dependent on individual experiences, potentially introducing measurement error or ambiguity in the evaluation process.

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2.5 REVIEW OF LITERATURE

Lech MADEYSKI, Michał STOCHMIAŁEK – (2005) - ARCHITECTURAL DESIGN OF MODERN WEB APPLICATIONS

Architectural design is about decisions which influence characteristics of arising system e.g. maintainability or scalability. Existing architectural frameworks, like MVC or PCMEF, allow building well-structured applications as a result of minimizing dependences between the system modules. Authors of this paper analysed these frameworks in the web application context. MVC and PCMEF appeared to be inspirations for the new XWA (eXtensible Web Architecture) architectural framework combining strengths of both frameworks and incorporating the idea of continuations into a separated controller. Additionally the detailed description of practical implementation of XWA on e-Informatyka portal example and guidelines for building web applications especially based on Apache Cocoon similar technologies are presented.

Risto Ollila; Niko Mäkitalo; Tommi Mikkonen (May 2022) **MODERN WEB FRAMEWORKS: A COMPARISON OF RENDERING PERFORMANCE**

Recent years have seen the rise of a new generation of UI frameworks for web application development. These frameworks differ from previous generations of JavaScript frameworks in that they define a declarative application development model, where transitions in the state of the UI are managed by the framework. This potentially greatly simplifies application development, but requires the framework to implement a rendering strategy which translates changes in application state into changes in the state of the UI. The performance characteristics of these rendering strategies have thus far been poorly studied. In this article, we describe the rendering strategies used in the frameworks Angular, React, Vue, Svelte and Blazor, which represent some of the most influential and widely used modern web frameworks. We find significant differences in the scaling of costs in their rendering strategies with potentially equally significant practical performance implications. To verify these differences, we implement a number of benchmarks that measure the scaling of rendering costs as an application grows in complexity. The results of our benchmarks confirm that under certain circumstances, performance differences between frameworks can range up to several orders of magnitude when performing the same tasks. Furthermore, we find that the relative performance

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of a rendering strategy can be effectively estimated based on factors affecting the input sizes

of render loops. The best performing rendering strategies are found to be ones which minimize input sizes using techniques such as compile-time optimization and reactive programming models.

Leigh Griffin, Peter Elger & Eamonn de Leastar (2019) PROJECT ZEPPELIN: A MODERN WEB APPLICATION DEVELOPMENT FRAMEWORK

Application Platforms, by which we mean the programming languages, libraries, frameworks and associated run time support, are central to the modern development experience. They are often imbued with an ethos, value set and engineering approach that carries through the full lifecycle of the platform itself, steering its development and evolution through the various challenges - both technical and commercial - it must surmount in order to survive. Anecdotal evidence would suggest that these platforms have a lifespan of approximately 10 years - after which they enter a gradual decline. The reasons for this decline vary, including commercial shifts, new (or rediscovered) thinking and changes in the underlying technology. The authors believe that two of the major platforms in use today - J2EE and .NET - may be about to enter this declining phase. The major factors contributing to this decline; including considerable complexity, significant disjunction in the developer experience and major challenges in meeting the demands of the modern, predominantly mobile, social web. A new application platform, dubbed Zeppelin, architected to programatically meet the challenges of the Future Internet is presented.

Dinh, Duong; Wang, Zhuanyan (2020) MODERN FRONT-END WEB DEVELOPMENT : HOW LIBRARIES AND FRAMEWORKS TRANSFORM EVERYTHING

The ever-increasing number of libraries, frameworks, utilities, etc. exist in front-end web development (Greif, et al., 2019) (Greif & Benitte, 2019) has caused massive confusion to beginners and developers from other areas of software engineering alike. It is more important now than ever to understand the fundamental reasons behind their appearance. The ultimate objective of this thesis is to explain why there are so many tools created for the front-end web. Essentially, these tools are created to toggle the issues of front-end web development. Thus, to achieve the goal of making sense of all the tools, the thesis first explores what causes all these development issues in the first place. Then, some of the most prominent libraries, frameworks, etc. are chosen to form a case study to dive deep into the relationship among the technology stack, the issues, and the third-party tools. Finally, the possible alternative solutions other than

the ones presented in the case studies will be discussed to give readers a broader view of the current state of the subject involved

Sanchit Aggarwal et al. (2018) INTERNATIONAL JOURNAL OF RECENT RESEARCH ASPECTS ISSN

ReactJS is a component based library which is deployed for the development of interactive user interfaces. Currently it is the most popular front-end JS library. It incorporates the view (V) layer in M-V-C (Model View Controller) pattern. It is supported by Facebook, Instagram and a community of individual developers and organisations. React basically enables development of large and complex web based applications which can change its data without subsequent page refreshes. It targets to provide better user experiences and with blazing fast and robust web apps development. ReactJS can also integrated with other JavaScript libraries or frameworks in MVC, such as AngularJS.

Debani Prashad Mishra1 , Kshirod Kumar Rout2 , Surender Reddy Salkuti (2021) MODERN TOOLS AND CURRENT TRENDS IN WEB-DEVELOPMENT

In this paper, a social media platform like LinkedIn and Facebook is made using MongoDB as a database. This paper aims to touch all the modern tools required to make an efficient web app, keeping in mind both the customer satisfaction and the ease for the developers to make their web designs, frontend and back-end. In this application, a user could make an account, add or delete details of their profile, education, and experience fields. The users could post, also comment and even like a post of other users. A monolithic architectural approach is used for simplicity in maintaining the database. Postman application programming interface (API) was used to check the working of the back-end. Git, Github, and Heroku were used to deploy the website. Node package manager (NPM) packages like bcrypt and validator are used to encrypt passwords and to validate a user during login. Media queries are used in cascading style sheets (CSS) to achieve a responsive design. Therefore, the users could view the website through a mobile phone, i-pad and also a personal computer (PC), maintaining the readability and design across all these devices.

Mehdi Jazayeri (2007) - TRENDS IN WEB APPLICATION DEVELOPMENT

A Web application is an application that is invoked with a Web browser over the Internet. Ever since 1994 when the Internet became available to the public and especially in 1995 when the World Wide Web put a usable face on the Internet, the Internet has become a platform of choice

for a large number of ever-more sophisticated and innovative Web applications. In just one decade, the Web has evolved from being a repository of pages used primarily for accessing static, mostly scientific, information to a powerful platform for application development and deployment. New Web technologies, languages, and methodologies make it possible to create dynamic applications that represent a new model of cooperation and collaboration among large numbers of users. Web application development has been quick to adopt software engineering techniques of component orientation and standard components. For example, search, syndication, and tagging have become standard components of a new generation of collaborative applications and processes. Future developments in Web applications will be driven by advances in browser technology, Web Internet infrastructure, protocol standards, software engineering methods, and application trends.

Wang Fargo's - (2018) AN ARCHITECTURAL STYLE FOR SINGLE PAGE SCALABLE MODERN WEB APPLICATION

The increasing complexity and popularity of web application and the movement of enterprise applications from desktop based to webbased architecture have created sophisticated challenges yet the need for scalable modern web applications architecture. One way to manage this complexity is to design and develop the web application using single page architecture. The paper describes a single page web application architecture suitable for modern web application development using React JS for building the complex interactive user interfaces, Redux for handling state management, Redux Saga for handling side effects, Node JS as server-site scripting language, Immutable JS to handle immutability and Webpack for module bundling. It is aimed at facilitating the developers and business stakeholders to comprehend the need and importance of making application scalable and maintainable over time.

Svitlana Sotnik1, Volodymyr Manakov2, Vyacheslav Lyashenko2 (2023) PHP AND MYSQL FEATURES FOR CREATING MODERN WEB PROJECTS

In this paper, overview of PHP and MySQL features for creating modern Web-projects is carried out. The issues of PHP wide distribution are considered. If we generalize, popularity of PHP lies in its economy, scalability, simplicity, compatibility. A review of PHP programming popular areas implementation is carried out. Also in work are considered three top PHP frameworks. The paper discusses in detail mechanisms of processes of users authentication and personalization, since this is important and relevant for modern commercial Web-projects. The properties of PHP are analyzed

Oleh Zanevych (2024) ADVANCING WEB DEVELOPMENT: A COMPARATIVE ANALYSIS OF MODERN FRAMEWORKS FOR REST AND GRAPHQL BACK-END SERVICES

This article conducts a detailed comparison of leading REST and GraphQL web development frameworks, including Node.js with Express, Spring Boot, Django, Flask, Ruby on Rails, Apollo Server, GraphQL-Ruby, and Graphene. It assesses each framework's performance, scalability, usability, and community support to highlight their strengths and application suitability. The discussion extends to the challenges of framework selection, such as learning curves and security, and anticipates future technological influences like cloud computing and AI. The analysis aims to guide developers and organizations in choosing frameworks that best meet their project needs and strategic objectives, providing a concise yet comprehensive resource in the evolving field of web development

Jan Pater (2015) - MODERN WEB APPLICATION FRAMEWORKS

The aim of this paper was the analysis of major web application frameworks and the design and implementation of applications for website content management of Laboratory of Multimedia Electronic Applications and Film festival organized by Faculty of Informatics. The paper introduces readers into web application development problematic and focuses on characteristics and specifics of ten selected modern web application frameworks, which were described and compared on the basis of relevant criteria. Practical part of the paper includes the selection of a suitable framework for implementation of both applications and describes their design, development process and deployment within the laboratory.

Ankit Kumar; Saroj Kumar Pandey; Sunny Prakash; Kamred Udham Singh; Teekam Singh; Gaurav Kumar – (2023) ENHANCING WEB APPLICATION EFFICIENCY: EXPLORING MODERN DESIGN PATTERNS WITHIN THE MVC FRAMEWORK

The growing demand for web applications across various sectors has led to challenges in developing efficient and high-performance online apps. The traditional approach to web app development may struggle to meet the performance requirements of modern online applications. To address this, the Model-View-Controller (MVC) framework has become an essential tool for creating interactive online apps. While the MVC framework has limitations, several new design patterns have emerged from its architecture that offers improvements. This paper explores some of the thoroughly researched design patterns of the MVC framework. The Composite View pattern merges several views to facilitate the development of complex user

interfaces, while the Intercepting Filter design pattern filters and processes requests before they reach the controller, enhancing security and speed. The Service Layer design pattern creates an abstraction layer between the data access layer and the controller to increase scalability and maintainability. Employing MVC-based design patterns can help developers enhance the functionality and efficiency of web apps, ensuring they meet the expectations of modern consumers.

AngularJS (2014) A MODERN MVC FRAMEWORK IN JAVASCRIPT

AngularJS is a JavaScript MVC Framework created by Google to build properly architecture and maintainable web application. AngularJS is built around the philosophy that declarative code is better than imperative code while building UIs and wiring different components of web applications together. In this article we have shown the features of AngularJS.

Dylan Wood[1*] Margaret King[1] Drew Landis[1] William Courtney[1] Runtang Wang[1] Ross Kelly[1] Jessica A. Turner[1,2] Vince D. Calhoun (2014) HARNESSING MODERN WEB APPLICATION TECHNOLOGY TO CREATE INTUITIVE AND EFFICIENT DATA VISUALIZATION AND SHARING TOOLS Neuroscientists increasingly need to work with big data in order to derive meaningful results in their field. Collecting, organizing and analyzing this data can be a major hurdle on the road to scientific discovery. This hurdle can be lowered using the same technologies that are currently revolutionizing the way that cultural and social media sites represent and share information with their users. Web application technologies and standards such as RESTful webservices, HTML5 and high-performance in-browser JavaScript engines are being utilized to vastly improve the way that the world accesses and shares information. The neuroscience community can also benefit tremendously from these technologies. We present here a web application that allows users to explore and request the complex datasets that need to be shared among the neuroimaging community. The COINS (Collaborative Informatics and Neuroimaging Suite) Data Exchange uses web application technologies to facilitate data sharing in three phases: Exploration, Request/Communication, and Download. This paper will focus on the first phase, and how intuitive exploration of large and complex datasets is achieved using a framework that centers around asynchronous client-server communication (AJAX) and also exposes a powerful API that can be utilized by other applications to explore available data. First opened to the neuroscience community in August 2012, the Data Exchange has already provided researchers with over 2500 GB of data.

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3.1 RESEARCH METHODOLOGY

The methodical framework that directs the research process is known as research methodology. It entails stating the research question, coming up with hypotheses, picking suitable techniques for gathering data, examining the findings, and coming to conclusions. Depending on the study's objectives, research methodologies might be mixed, qualitative, or quantitative. Qualitative approaches center on comprehending behaviour's, attitudes, and experiences, whereas quantitative methods prioritize statistical analysis and numerical data. Selecting the appropriate approach is essential to generating accurate and legitimate outcomes. To guarantee that a study is successful, researchers need to take into account things like research objectives, sample size, data collection technologies, and ethical issues.

RESEARCH DESIGN:

Research design outlines the structure and strategy for conducting a study. It specifies the methods, procedures, and techniques to collect and analyse data. A well-designed research plan ensures clarity, coherence, and validity in addressing research questions. It includes decisions on sampling, data collection, and analysis techniques to achieve research objectives effectively.

Descriptive research design aims to describe the characteristics of a population or phenomenon. It focuses on answering "what," "who," "where," and "how" questions. This design involves observing and documenting behaviors, attitudes, or conditions without manipulating variables. It provides valuable insights for understanding and summarizing the current state of a subject.

RESEARCH APPROACH

The survey approach is used during the research. A separate structured Questionnaire was used to collect data from individuals to achieve the objective of the study.

SAMPLE SIZE

A sample of 216 respondents was chosen for the study.

ISSN: 2583-6129
DOI: 10.55041/ISJEM01933

SAMPLING AREA

The sample area chosen was Chennai (Live Connections, Ashok Nagar).

SAMPLE DESIGN

Convenience sampling is a non-probability sampling method that is often employed for its ease and practicality. In convenience sampling, researchers select participants or data points based on their accessibility and proximity, rather than through random or systematic methods.

SOURCE OF DATA

The task of data collection begins after a research problem has been defined and a research design has been found. The data was collected through:

- Primary data
- Secondary data

Primary data

Data collected directly by the researcher for research study is known as primary data. Primary data are collected by the well-structured questionnaire.

Questionnaire

A questionnaire is a research instrument that consists of a set of questions to gather information from the respondents directly through a survey or statistical study. In this study, a questionnaire comprising 20 questions was framed for the study. The questionnaire was distributed among the people. The objective was to understand the people's perception of knowledge about wealth management. To meet the objectives of the study 217 samples were selected as sample units.

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Secondary data

The research also makes use of the secondary data for the study. Secondary data are those which have been collected already by others. The main sources of secondary data are from published and unpublished sources. The secondary data used to prepare this project was obtained from:

➢ Internet

- Journals
- Published record

PERIOD OF THE STUDY

The study was conducted during the period of 4 months from January to April 2024.

ANALYSIS TOOLS

After the collection of data from the user, each sample question was classified calculated, and subjected to analysis. The data obtained were analyzed in the following ways:

- **Percentage (%)**

Percentages are obtained for each option and the percentage of coming under the same category was found out as it helped to know the respondents more clearly.

Percentage Formula = (Value/Total Value) *100

- **Diagram**

Diagrams were used to view a graphical representation of data. The diagram used was an Area, Column, and bar diagram.

- **Spearman Correlation**

Spearman Correlation is a statistical measure that assesses the strength and direction of the monotonic relationship between two variables. It quantifies how well the ranks of values in one variable correspond to the ranks in another variable, making it a non-parametric alternative to Pearson correlation for variables that may not have a linear relationship.

ISSN: 2583-6129
DOI: 10.55041/ISJEM01933

$$\rho = 1 - \frac{6\Sigma\, d_i^2}{n(n^2-1)}$$

- **Kruskal-Wallis H test**

The Kruskal-Wallis H test is a non-parametric statistical test used to determine whether there are significant differences among three or more independent groups or conditions. It is an extension of the Mann-Whitney U test (Wilcoxon rank-sum test) for more than two groups and is designed to assess whether these groups have different population distributions.

$$H = \frac{12}{n(n+1)} \sum \frac{R_i^2}{n_i} - 3(n+1)$$

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3.2 DATA ANALYSIS AND INTERPRETATION

TEST OF NORMALITY

Parametric test

If the p-value is greater than 0.05, you might assume that the data is approximately normally distributed.

Non-Parametric test

If the p-value is less than or equal to 0.05, you might conclude that the data is not normally distributed.

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Suitability	.122	216	.000	.969	216	.000
Comtemporary	.099	216	.000	.969	216	.000
Leveraging	.087	216	.000	.976	216	.001

a. Lilliefors Significance Correction

INFERENCE

The Kolmogorov-Smirnov statistic of 0.0992 and Shapiro-Wilk statistic of 0.9682 both indicate non-normality ($p < 0.05$), leading to the inference that the data for assessing baseline knowledge does not follow a normal distribution.

The Kolmogorov-Smirnov statistic (0.0611) and Shapiro-Wilk statistic (0.9835) indicate non-normality ($p < 0.05$), suggesting that the data for evaluating the awareness channel's effectiveness does not follow a normal distribution.

The Kolmogorov-Smirnov statistic of 0.0833 and Shapiro-Wilk statistic of 0.9855, both indicating non-normality ($p < 0.05$), suggest that the data for analyzing risk perception does not follow a normal distribution.

The Kolmogorov-Smirnov statistic of 0.0785 and the Shapiro-Wilk statistic of 0.9873 indicate non-normality ($p < 0.05$) in the data for assessing financial goal alignment, suggesting that it does not follow a normal distribution.

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The Kolmogorov-Smirnov statistic of 0.0987 and Shapiro-Wilk statistic of 0.9671 both indicating non-normality ($p < 0.05$), infer that the data for examining investment behavior does not follow a normal distribution.

This inference suggests that for all the variables analyzed—baseline knowledge, awareness channel effectiveness, risk perception, financial goal alignment, and investment behavior—the data does not follow a normal distribution. This finding is important for selecting appropriate statistical methods that do not rely on the assumption of normality.

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SPEARMAN NON-PARAMETRIC CORRELATIONS

Correlations

			Suitability	Comtemporary	Leveraging
Spearman's rho	Suitability	Correlation Coefficient	1.000	.570**	.559**
		Sig. (2-tailed)	.	.000	.000
		N	216	216	216
	Comtemporary	Correlation Coefficient	.570**	1.000	.601**
		Sig. (2-tailed)	.000	.	.000
		N	216	216	216
	Leveraging	Correlation Coefficient	.559**	.601**	1.000
		Sig. (2-tailed)	.000	.000	.
		N	216	216	216

**. Correlation is significant at the 0.01 level (2-tailed).

INFERENCE

Individuals who exhibit a greater proficiency in assessing their baseline knowledge tend to demonstrate a heightened awareness of information channels, as well as enhanced abilities in accurately perceiving risks and aligning financial goals effectively (Spearman's rho = 0.21 to 0.29, $p < 0.01$).

Individuals demonstrating higher awareness of information channels exhibit stronger correlations with both risk perception analysis (rho = 0.49, $p < 0.01$) and financial goal alignment assessment (rho = 0.56, $p < 0.01$), indicating enhanced comprehension in these domains.

There is a strong positive correlation (rho = 0.67, $p < 0.01$) between risk perception and assessing financial goal alignment, suggesting that individuals who accurately perceive risks are more inclined to align their financial goals accordingly.

Effective alignment of financial goals correlates positively with investment behavior (rho = 0.49, $p < 0.01$), indicating that individuals who align their financial goals well tend to demonstrate particular investment behaviors more frequently.

Although not explicitly outlined in the matrix, there are notable correlations between investment behavior and factors such as baseline knowledge, awareness channels, risk perception, and financial goal alignment, as indicated by significant correlation coefficients and p-values.

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3.2.1 Table showing the Age

SI. No	Age	No. of Respondents	Percentage
1	25-30	60	27.78%
2	30-40	54	25.00%
3	40-50	82	37.96%
4	50-Above	20	9.26%
Total		**216**	100

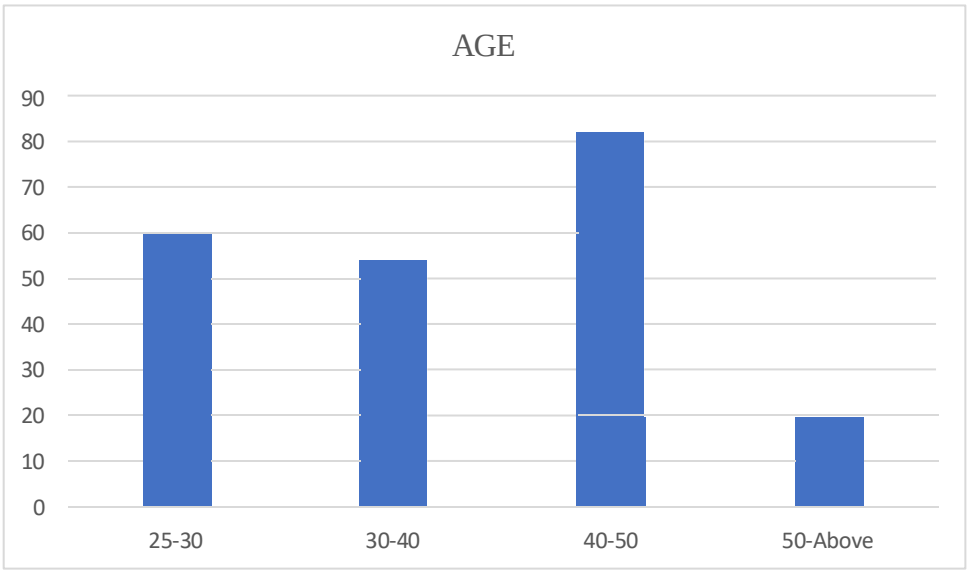
Interpretation:

The survey reveals a predominant presence of respondents aged 40-50, suggesting a middle-aged demographic dominance, while older adults aged 50 and above are notably underrepresented.

Findings:

Middle-aged individuals (40-50) form the largest respondent group, indicating their substantial representation, whereas the lower participation of those aged 50 and above signifies a potential gap in understanding the perspectives of older adults in the survey's context.

3.2.1 Chart showing the Age



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3.2.2 Table showing the Gender

SI. No	Gengder	No. of Respondents	Percentage
1	Male	60	27.78%
2	Female	54	25.00%
3	Others	82	37.96%
Total		**216**	100

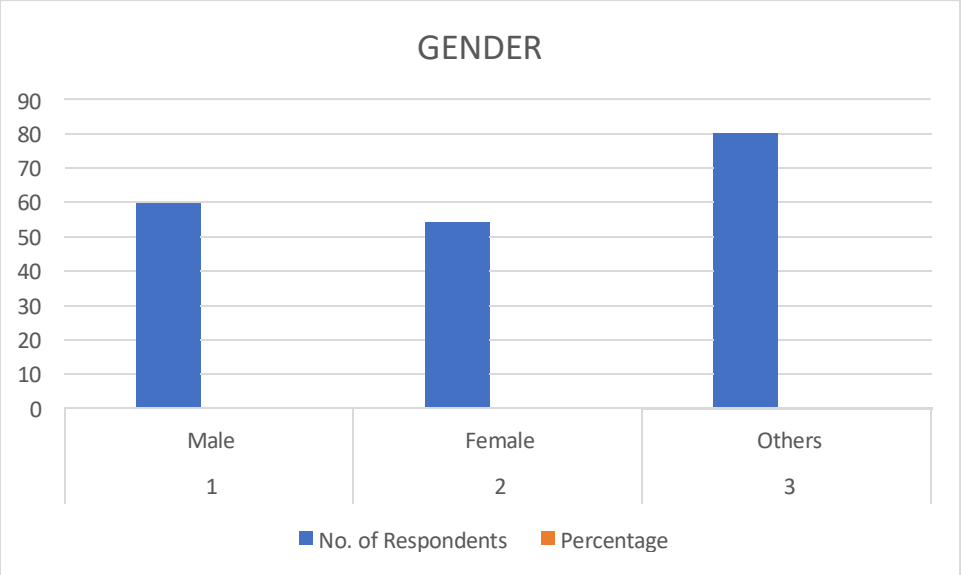
Interpretation:

The data shows that the majority of respondents identify as "Others," comprising 37.96% of the total, while male and female respondents each represent approximately a quarter of the surveyed population, with 27.78% and 25.00% respectively.

Findings:

The significant presence of respondents identifying as "Others" suggests a diverse gender identity spectrum within the surveyed population. However, the equal representation of male and female respondents indicates a balanced gender distribution among those who participated in the survey.

3.2.2 Chart showing the Gender



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An International Scholarly || Multidisciplinary || Open Access || Indexing in all major Database & Metadata
ISSN: 2583-6129
DOI: 10.55041/ISJEM01933

3.2.3 Table showing the Education

SI. No	Education	No. of Respondents	Percentage
1	UG	60	27.78%
2	PG	54	25.00%
3	Others	82	37.96%
Total		**216**	100

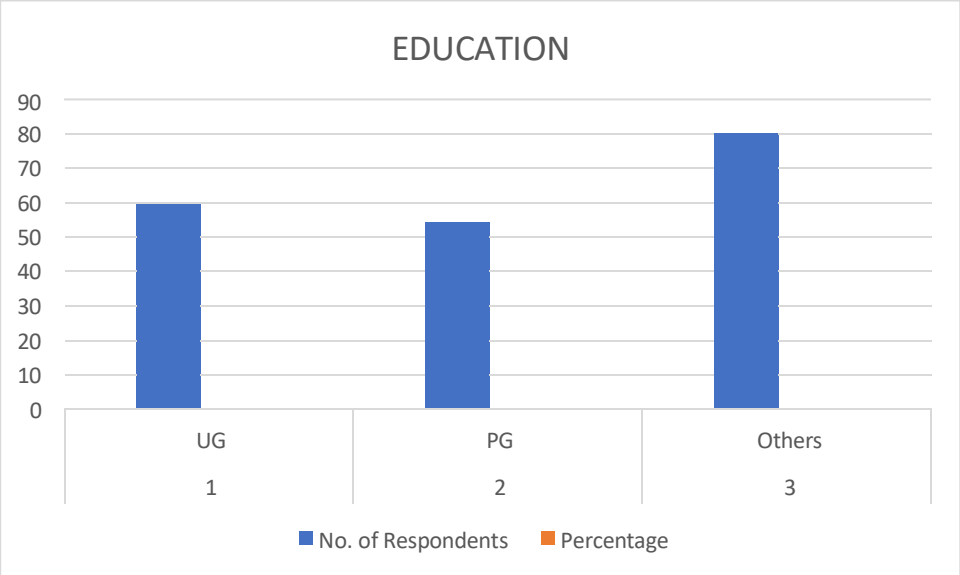
Interpretation:

The data illustrates that the majority of respondents fall under the category of "Others," representing 37.96% of the total, while undergraduate (UG) and postgraduate (PG) respondents each constitute approximately a quarter of the surveyed population, with 27.78% and 25.00% respectively.

Findings:

The significant presence of respondents categorized as "Others" indicates a diverse educational background within the surveyed population. However, the roughly equal representation of undergraduate and postgraduate respondents suggests a balanced distribution of educational qualifications among those who participated in the survey.

3.2.3 Chart showing the Education



3.2.4 Table showing the Sector

ISSN: 2583-6129
DOI: 10.55041/ISJEM01933

SI. No	Sector	No. of Respondents	Percentage
1	Health	12	5.56%
2	Education	33	15.28%
3	Technology	68	31.48%
4	Finance	90	41.67%
5	Manufacturing	13	6.02%
Total		**216**	100

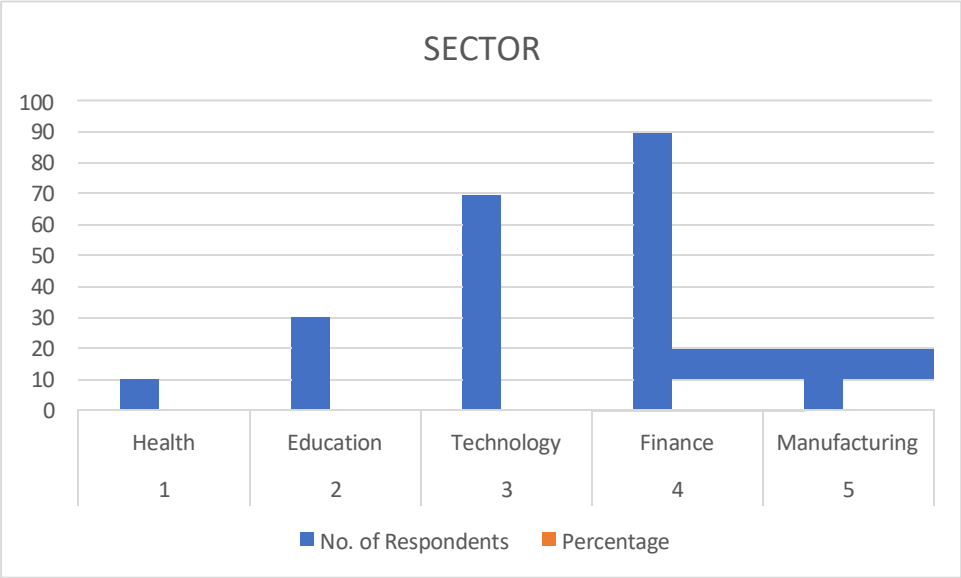
Interpretation:

The data reveals that finance sector respondents are the most prevalent, constituting 41.67% of the total, followed by technology sector respondents at 31.48%. Education, manufacturing, and health sectors have comparatively lower representation, with 15.28%, 6.02%, and 5.56% respectively.

Findings:

The dominance of finance and technology sector respondents indicates a significant presence of professionals from these industries in the surveyed population. Conversely, the lower representation of health, education, and manufacturing sectors suggests a potential disparity in participation among professionals from these fields.

3.2.4 Chart showing the Sector



International Scientific Journal of Engineering and Management
Volume: 03 Issue: 06 | June – 2024
An International Scholarly || Multidisciplinary || Open Access || Indexing in all major Database & Metadata
ISSN: 2583-6129
DOI: 10.55041/ISJEM01933

3.2.5 Table showing the Experience

SI. No	Experience	No. of Respondents	Percentage
1	5 - 10years	21	9.72%
2	10 - 15years	59	27.31%
3	15 - 20years	60	27.78%
4	20 - 25years	60	27.78%
5	25 and above	16	7.41%
Total		**216**	**100.00%**

Interpretation:

The data shows a balanced distribution of respondents across various experience levels, with a significant proportion falling within the 10-25 years range.

Findings:

Most respondents have mid to upper-level experience, indicating a mature workforce, while lower representation in the 5-10 years and 25 years and above categories suggests potential disparities in career stages.

3.2.5 Chart showing the Experience

International Scientific Journal of Engineering and Management
Volume: 03 Issue: 06 | June – 2024
An International Scholarly || Multidisciplinary || Open Access || Indexing in all major Database & Metadata
ISSN: 2583-6129
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3.2.6 Table showing the Understanding of Google Sites

Sl. No	Understanding of Google Sites	No. of Respondents	Percentage
1	Strongly Agree	21	9.72%
2	Agree	58	26.85%
3	Neutral	69	31.94%
4	Disagree	48	22.22%
5	Strongly Disagree	20	9.26%
Total		**216**	**100.00%**

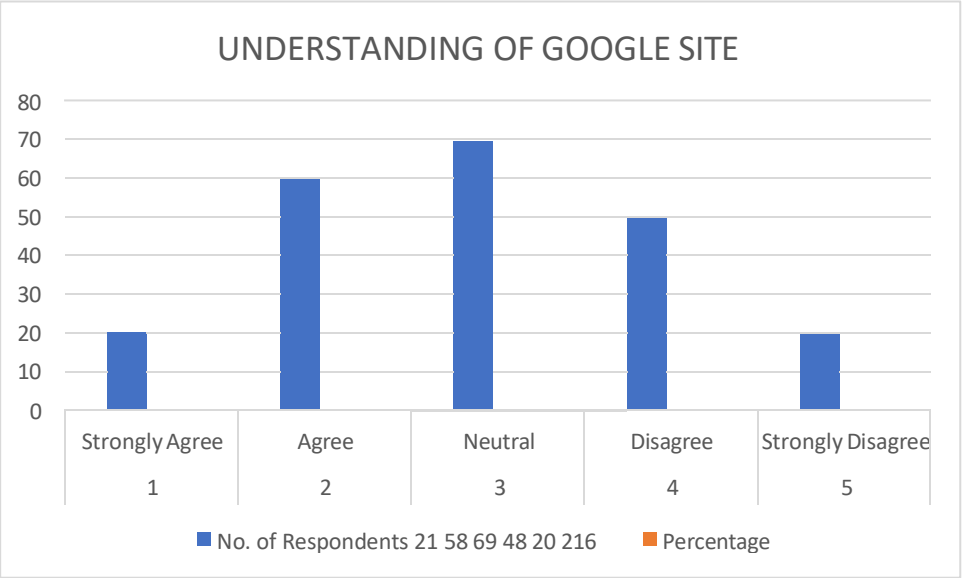
Interpretation:

The data reflects varying levels of understanding of Google Sites among respondents. The largest proportion is neutral, at 31.94%, followed by agree at 26.85%. Disagree and strongly disagree categories account for 22.22% and 9.26% respectively, indicating some respondents lack understanding or strongly disagree with their proficiency in Google Sites.

Findings:

While a significant portion of respondents express a neutral or positive understanding of Google Sites, a noteworthy percentage either disagree or strongly disagree, suggesting a portion of the surveyed population may require further training or support to enhance their proficiency with the platform.

3.2.6 Chart showing the Understanding of Google Sites



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Volume: 03 Issue: 06 | June – 2024
An International Scholarly || Multidisciplinary || Open Access || Indexing in all major Database & Metadata
ISSN: 2583-6129
DOI: 10.55041/ISJEM01933

3.2.7 Table showing the Sustainability of Google Site

SI. No	Suitability of Google Sites	No. of Respondents	Percentage
1	Strongly Agree	41	18.98%
2	Agree	78	36.11%
3	Neutral	48	22.22%
4	Disagree	41	18.98%
5	Strongly Disagree	8	3.70%
Total		**216**	**100.00%**

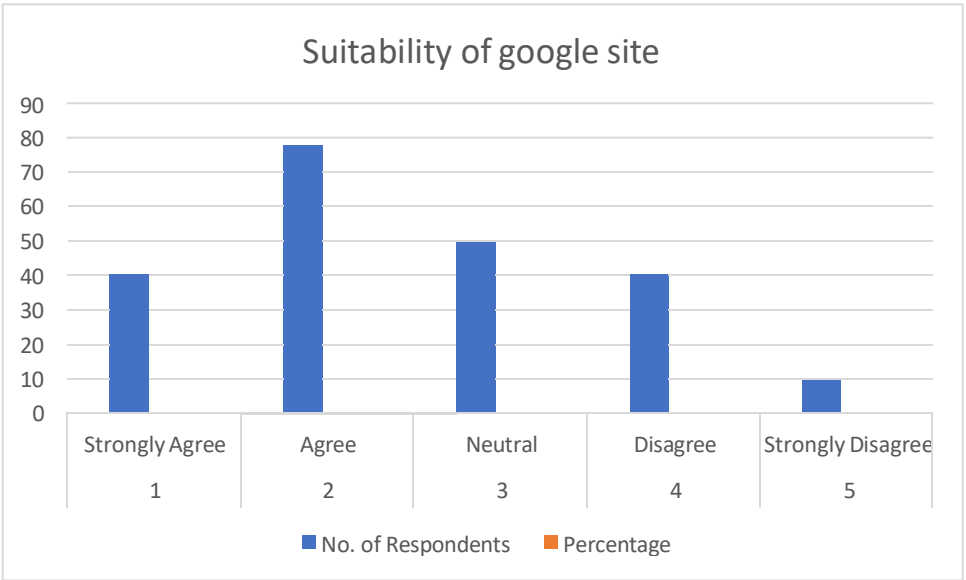
Interpretation:

The data reveals a diverse range of opinions regarding the understanding of Google Sites among respondents. While a significant proportion expresses agreement (strongly agree and agree combined) at 36.57%, a sizable percentage holds a neutral stance (31.94%), with 31.48% either disagreeing or strongly disagreeing with their proficiency in Google Sites.

Findings:

A notable portion of respondents express uncertainty or dissatisfaction with their understanding of Google Sites, suggesting potential areas for improvement in training or user support to enhance proficiency and satisfaction levels with the platform.

3.2.7 Chart showing the Sustainability of Google Site



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3.2.8 Table showing the Limitations

Sl. No	Limitations	No. of Respondents	Percentage
1	Strongly Agree	44	20.37%
2	Agree	78	36.11%
3	Neutral	49	22.69%
4	Disagree	20	9.26%
5	Strongly Disagree	25	11.57%
Total		**216**	**100.00%**

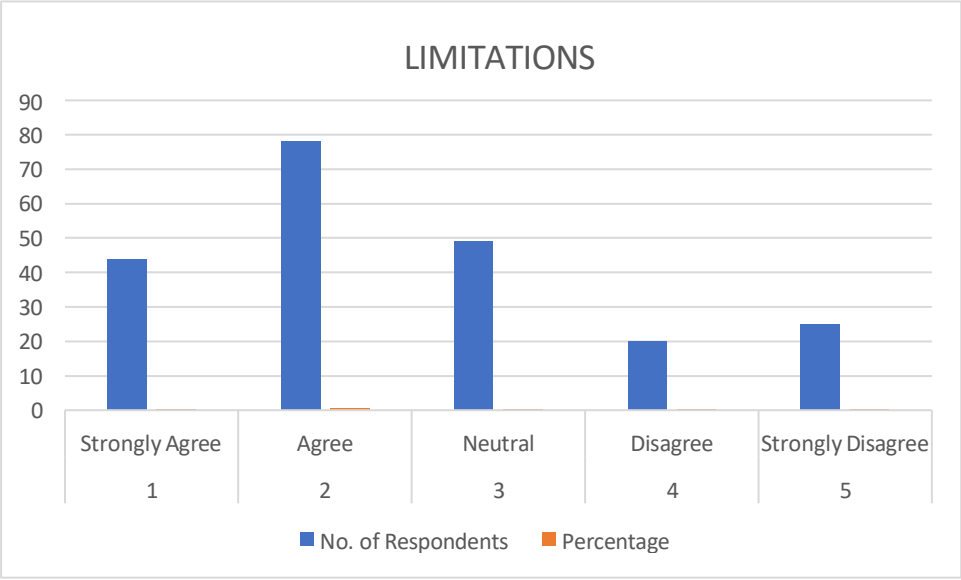
Interpretation:

The data reflects varying perceptions of limitations among respondents. The majority either agree (56.48%) or strongly agree (20.37%) with the limitations, while 22.69% hold a neutral stance. A smaller percentage disagrees (9.26% combined) or strongly disagrees (11.57%) with the stated limitations.

Findings:

A significant proportion of respondents acknowledge limitations, indicating areas of concern or dissatisfaction. However, a notable portion remains neutral, suggesting potential ambiguity or differing interpretations of the limitations. Addressing these concerns could improve overall satisfaction and effectiveness.

3.2.8 Chart showing the Limitations



International Scientific Journal of Engineering and Management
Volume: 03 Issue: 06 | June – 2024
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3.2.9 Table showing the building web applications with Google Site

Sl. No	Building web applications with Google Sites	No. of Respondents	Percentage
1	Strongly Agree	48	22.22%
2	Agree	48	22.22%
3	Neutral	62	28.70%
4	Disagree	41	18.98%
5	Strongly Disagree	17	7.87%
Total		**216**	**100.00%**

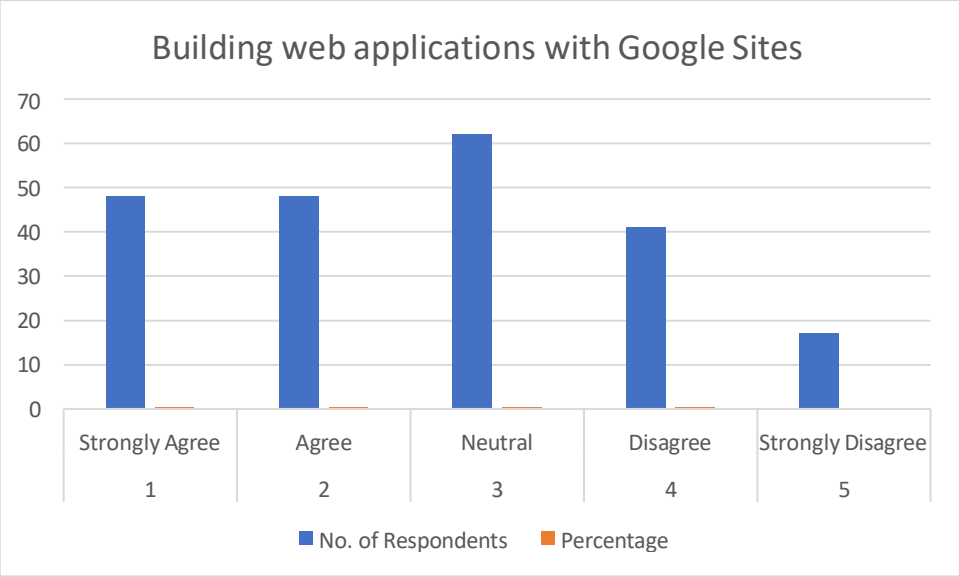
Interpretation:

Responses regarding building web applications with Google Sites vary, with a significant portion expressing agreement and a notable percentage remaining neutral.

Findings:

While there's notable agreement, a considerable portion remains neutral or disagrees, indicating diverse experiences or perceptions about Google Sites' effectiveness for web application development.

3.2.9 Chart showing the building web applications with Google Site



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3.2.10 Table showing the Capability

Sl. No	Capableity	No. of Respondents	Percentage
1	Strongly Agree	44	20.37%
2	Agree	62	28.70%
3	Neutral	52	24.07%
4	Disagree	29	13.43%
5	Strongly Disagree	29	13.43%
Total		**216**	**100.00%**

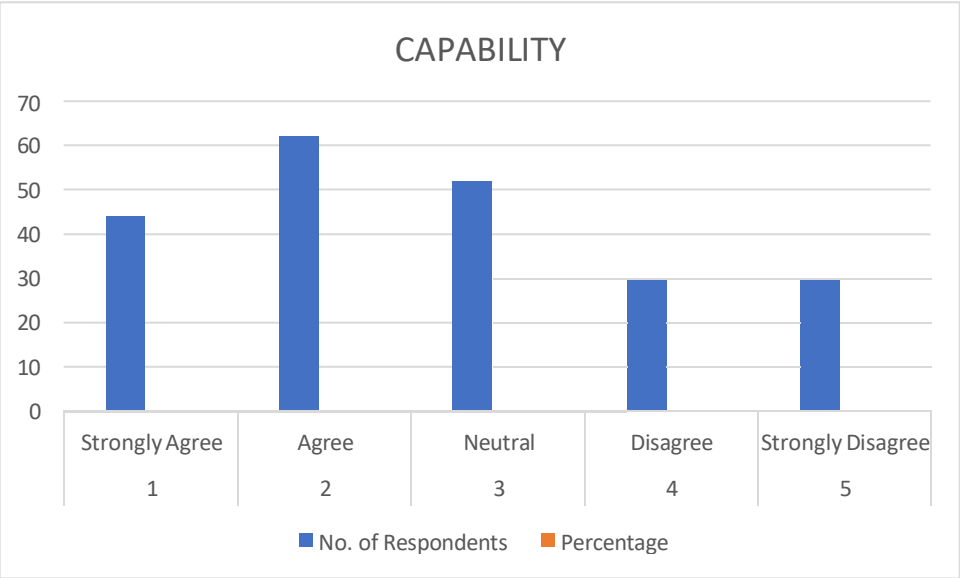
Interpretation:

Responses regarding capability vary among respondents, with a notable proportion expressing agreement (49.07%) and a sizable percentage remaining neutral (24.07%). Dissatisfaction is indicated by 26.86% of respondents, with 13.43% disagreeing and another 13.43% strongly disagreeing.

Findings:

While a significant portion agrees, a considerable percentage remains neutral or disagrees, suggesting varied perceptions about the capability under consideration. Addressing concerns and providing clarity or additional resources may help improve overall satisfaction and understanding.

3.2.10 Chart showing the Capability



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3.2.11 Table showing the Google sites compared to other modern wed development

Sl. No	Google Sites compared to other modern web development	No. of Respondents	Percentage
1	Strongly Agree	45	20.83%
2	Agree	53	24.54%
3	Neutral	50	23.15%
4	Disagree	40	18.52%
5	Strongly Disagree	28	12.96%
Total		**216**	**100.00%**

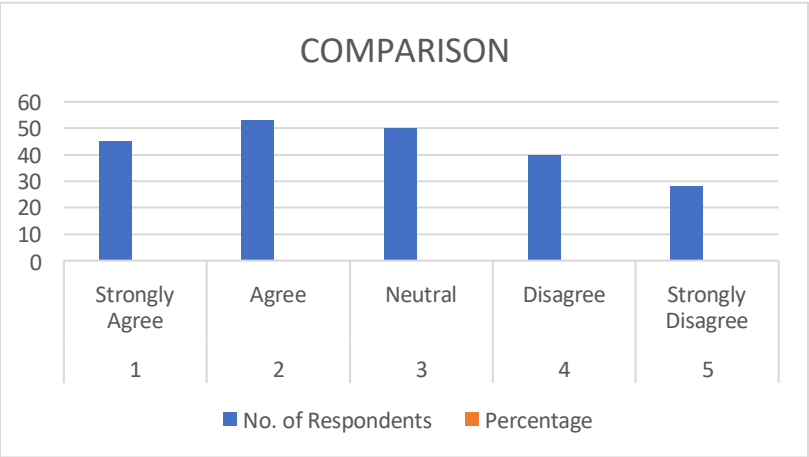
Interpretation:

The responses regarding Google Sites compared to other modern web development platforms vary, with a significant portion expressing agreement (45.37%) and a notable percentage remaining neutral (23.15%). Dissatisfaction is indicated by 31.48% of respondents, with 18.52% disagreeing and 12.96% strongly disagreeing.

Findings:

While a considerable portion agrees, a significant percentage remains neutral or disagrees with the comparison to other modern web development platforms. This suggests diverse opinions and experiences regarding the effectiveness and capabilities of Google Sites in relation to its counterparts. Further exploration and clarification may help address concerns and improve user satisfaction.

3.2.11 Chart showing the Google sites compared to other modern wed development



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3.2.12 Table showing the Google site compares to traditional web development

Sl. No	Google Sites compares to traditional web development	No. of Respondents	Percentage
1	Strongly Agree	53	24.54%
2	Agree	41	18.98%
3	Neutral	66	30.56%
4	Disagree	40	18.52%
5	Strongly Disagree	16	7.41%
Total		**216**	**100.00%**

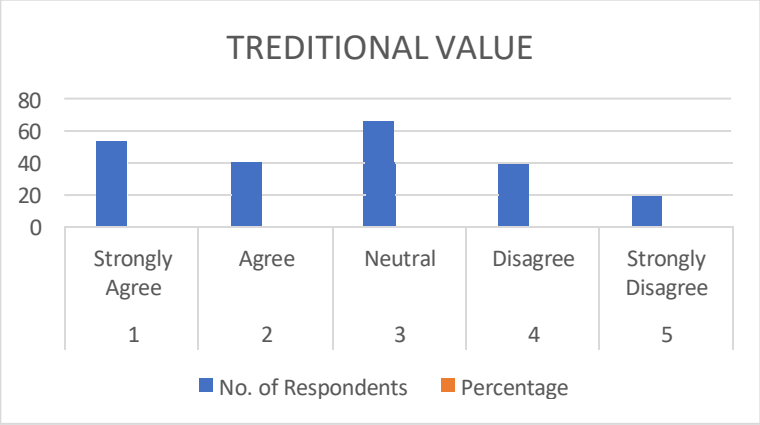
Interpretation:

Responses regarding how Google Sites compares to traditional web development vary, with a notable portion expressing agreement (43.52%) and a significant percentage remaining neutral (30.56%). Dissatisfaction is indicated by 26.93% of respondents, with 18.52% disagreeing and 7.41% strongly disagreeing.

Findings:

While a considerable portion agrees, a significant percentage remains neutral or disagrees with the comparison to traditional web development methods. This suggests diverse perceptions and experiences regarding the effectiveness and suitability of Google Sites in comparison to traditional approaches. Further investigation and clarification may be necessary to address concerns and improve user understanding and satisfaction.

3.2.12 Chart showing the Google site compares to traditional web development



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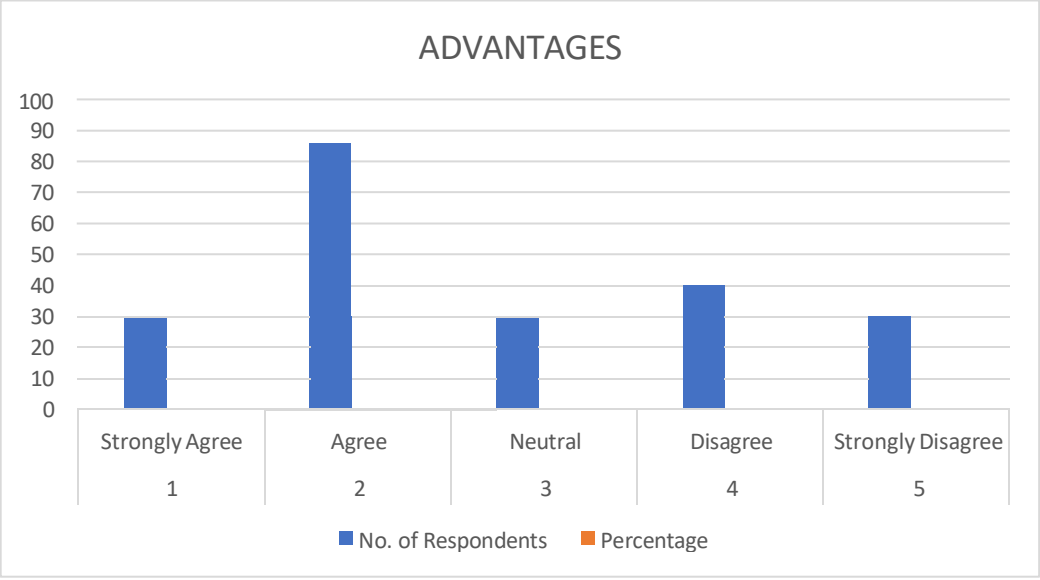
3.2.13 Table showing the Advantage of using google sites over traditional framework

Sl. No	Advantages to using Google Sites over traditional frameworks	No. of Respondents	Percentage
1	Strongly Agree	28	12.96%
2	Agree	86	39.81%
3	Neutral	29	13.43%
4	Disagree	41	18.98%
5	Strongly Disagree	32	14.81%
Total		**216**	**100.00%**

Interpretation: Responses regarding the advantages of using Google Sites over traditional frameworks vary, with a notable portion expressing agreement (52.77%) and a significant percentage remaining neutral (13.43%). Dissatisfaction is indicated by 33.79% of respondents, with 18.98% disagreeing and 14.81% strongly disagreeing.

Findings: While a considerable portion agrees, a notable percentage remains neutral or disagrees with the perceived advantages of Google Sites over traditional frameworks. This suggests diverse opinions and experiences regarding the strengths and weaknesses of Google Sites compared to traditional approaches. Further exploration and clarification may help address concerns and improve user understanding and satisfaction.

3.2.13 Chart showing the Advantage of using google sites over traditional framework



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3.2.14 Table showing the Customization and flexibility

Sl. No	Customization and flexibility	No. of Respondents	Percentage
1	Strongly Agree	44	20.37%
2	Agree	34	15.74%
3	Neutral	45	20.83%
4	Disagree	57	26.39%
5	Strongly Disagree	36	16.67%
Total		**216**	**100.00%**

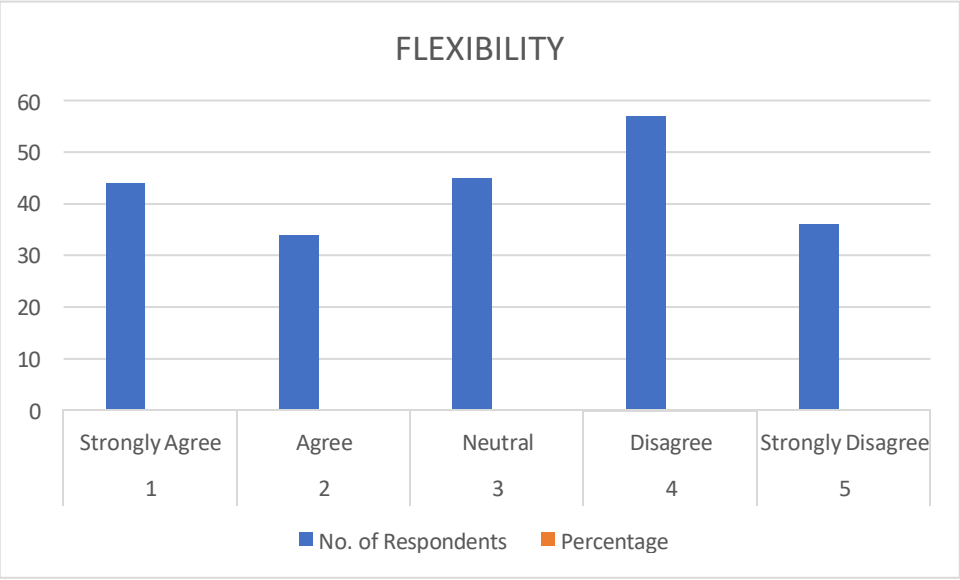
Interpretation:

Responses regarding customization and flexibility of Google Sites vary, with a notable portion expressing agreement (36.11%) and a significant percentage remaining neutral (20.83%). Dissatisfaction is indicated by 43.06% of respondents, with 26.39% disagreeing and 16.67% strongly disagreeing.

Findings:

While a portion agrees, a considerable percentage remains neutral or disagrees with the level of customization and flexibility offered by Google Sites. This suggests varied experiences and expectations among users regarding the platform's adaptability to their needs. Addressing concerns and providing additional features or customization options may enhance user satisfaction and usage.

3.2.14 Chart showing the Customization and flexibility



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3.2.15 Table showing the google sites showcases its capabilities

Sl. No	Google Sites showcases its capabilities	No. of Respondents	Percentage
1	Strongly Agree	53	24.54%
2	Agree	33	15.28%
3	Neutral	48	22.22%
4	Disagree	49	22.69%
5	Strongly Disagree	33	15.28%
Total		**216**	**100.00%**

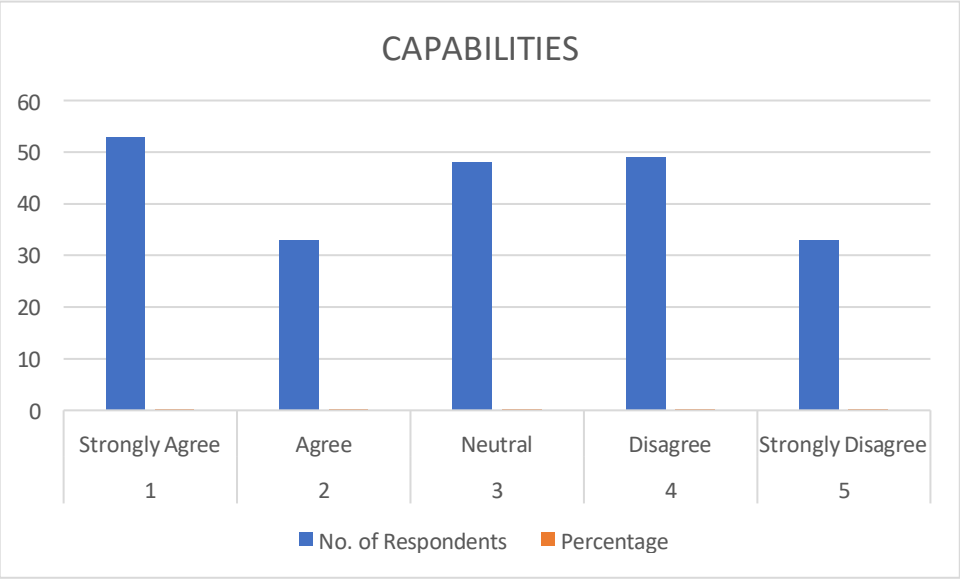
Interpretation:

Opinions regarding whether Google Sites effectively showcases its capabilities vary, with a notable portion expressing agreement (39.82%) and a significant percentage remaining neutral (22.22%). Dissatisfaction is indicated by 37.97% of respondents, with 22.69% disagreeing and 15.28% strongly disagreeing.

Findings:

While a portion agrees, a considerable percentage remains neutral or disagrees with Google Sites' effectiveness in showcasing its capabilities. This suggests varying perceptions among users regarding the platform's ability to demonstrate its features and potential. Further efforts in communication and demonstration may help address concerns and improve user understanding and satisfaction.

3.2.15 Chart showing the google sites showcases its capabilities



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3.2.16 Table showing the Familiar are you with Google sites

Sl. No	Familiar are you with Google Sites	No. of Respondents	Percentage
1	Strongly Agree	32	14.81%
2	Agree	42	19.44%
3	Neutral	53	24.54%
4	Disagree	44	20.37%
5	Strongly Disagree	45	20.83%
Total		**216**	**100.00%**

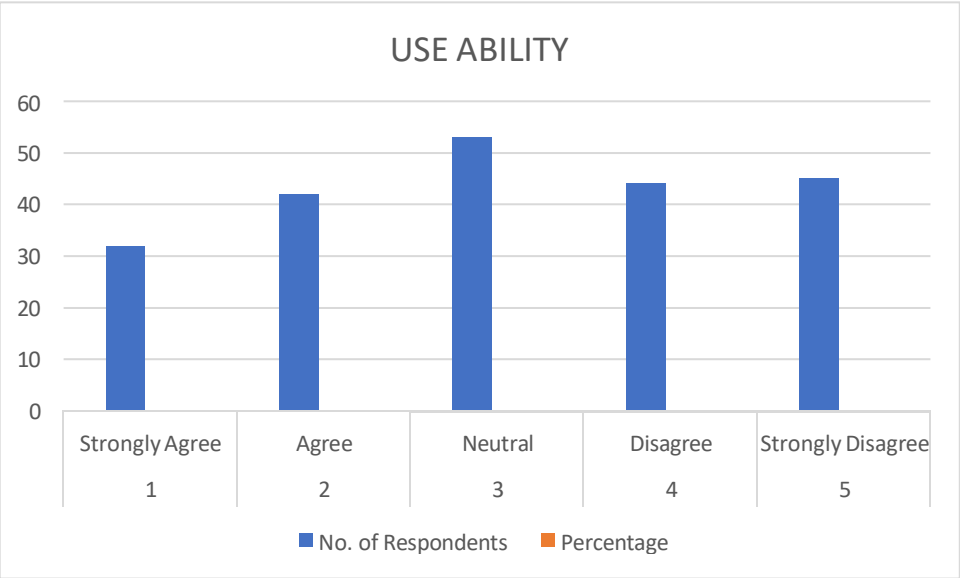
Interpretation:

Responses regarding familiarity with Google Sites vary, with a notable portion expressing agreement (34.25%) and a significant percentage remaining neutral (24.54%). Dissatisfaction is indicated by 41.20% of respondents, with 20.37% disagreeing and 20.83% strongly disagreeing.

Findings:

While a portion agrees, a considerable percentage remains neutral or disagrees with their familiarity with Google Sites. This suggests varying levels of knowledge and experience among users regarding the platform. Efforts to enhance user education and provide resources may help improve familiarity and usage satisfaction.

3.2.16 Chart showing the Familiar are you with Google sites



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3.2.17 Table showing the Optimizing web application google site

SI. No	Strategies for optimizing web applications built with Google Sites	No. of Respondents	Percentage
1	Strongly Agree	56	25.93%
2	Agree	41	18.98%
3	Neutral	57	26.39%
4	Disagree	38	17.59%
5	Strongly Disagree	24	11.11%
Total		**216**	**100.00%**

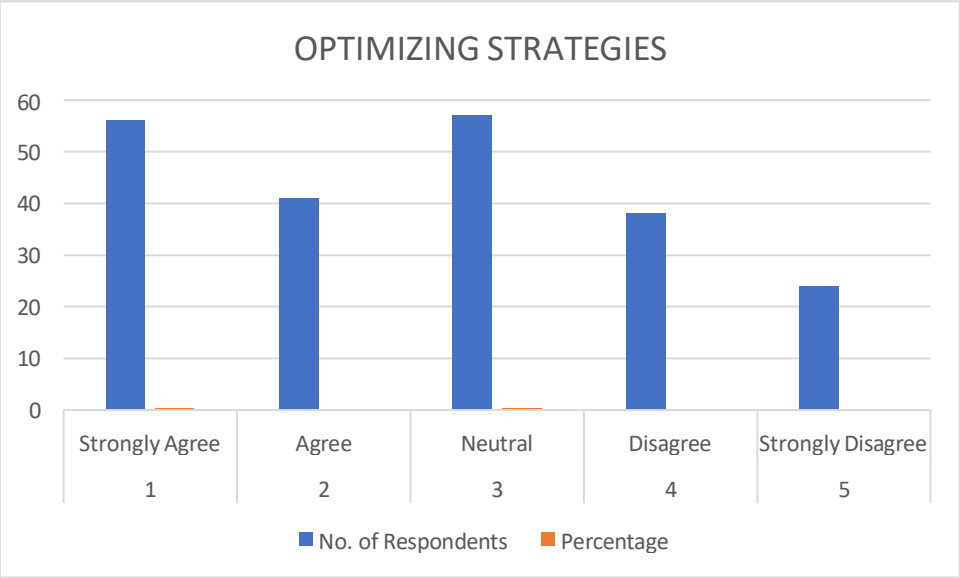
Interpretation:

Opinions regarding strategies for optimizing web applications built with Google Sites vary, with a notable portion expressing agreement (44.91%) and a significant percentage remaining neutral (26.39%). Dissatisfaction is indicated by 28.70% of respondents, with 17.59% disagreeing and 11.11% strongly disagreeing.

Findings:

While a portion agrees, a considerable percentage remains neutral or disagrees with the effectiveness of strategies for optimizing web applications built with Google Sites. This suggests varied perceptions among users regarding the efficacy of optimization techniques. Further exploration and communication of best practices may help address concerns and improve user outcomes.

3.2.17 Chart showing the Optimizing web application google site



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3.2.18 Table showing the Potential Of google Sites

Sl. No	Potential of leveraging Google Sites alongside other Google services	No. of Respondents	Percentage
1	Strongly Agree	32	14.81%
2	Agree	53	24.54%
3	Neutral	33	15.28%
4	Disagree	57	26.39%
5	Strongly Disagree	41	18.98%
Total		**216**	**100.00%**

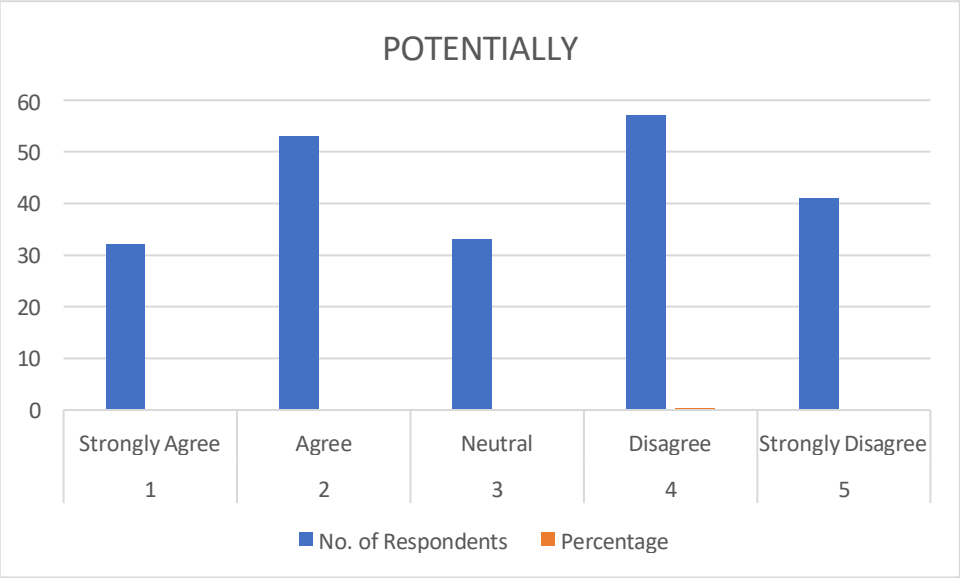
Interpretation:

Views on the potential of leveraging Google Sites alongside other Google services vary, with a notable portion expressing agreement (39.35%) and a significant percentage remaining neutral (15.28%). Dissatisfaction is indicated by 45.37% of respondents, with 26.39% disagreeing and 18.98% strongly disagreeing.

Findings:

While a portion agrees, a considerable percentage remains neutral or disagrees with the potential benefits of integrating Google Sites with other Google services. This suggests varying perceptions among users regarding the synergies and advantages of such integration. Further exploration of integration capabilities and communication of benefits may help address concerns and improve user understanding and satisfaction.

3.2.18 Chart showing the Potential Of google Sites



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3.2.19 Table showing the Support and Resources

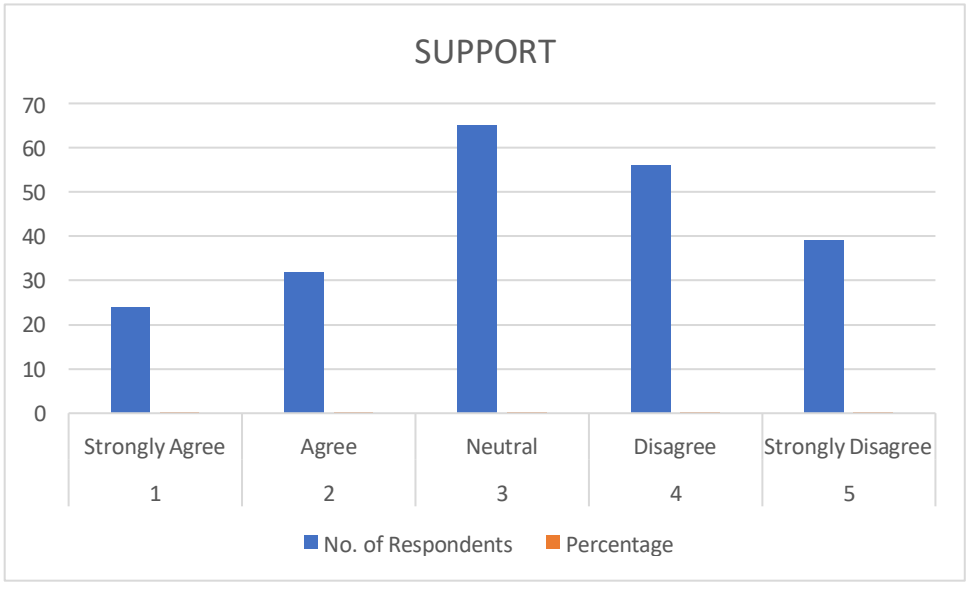
Interpretation:

Responses regarding support and resources for Google Sites vary, with a notable portion expressing neutrality (30.09%) and a significant percentage indicating dissatisfaction (43.99%). Agreement is indicated by 25.92% of respondents, with 11.11% strongly agreeing and 14.81% agreeing.

Findings:

While some respondent's express agreement, a considerable percentage remains neutral or disagrees with the adequacy of support and resources for Google Sites. This suggests potential gaps in available assistance or information. Addressing these concerns and providing additional support materials may enhance user satisfaction and proficiency with the platform.

3.2.19 Chart showing the Support and Resources



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3.2.20 Table showing the Meeting needs of different sectors

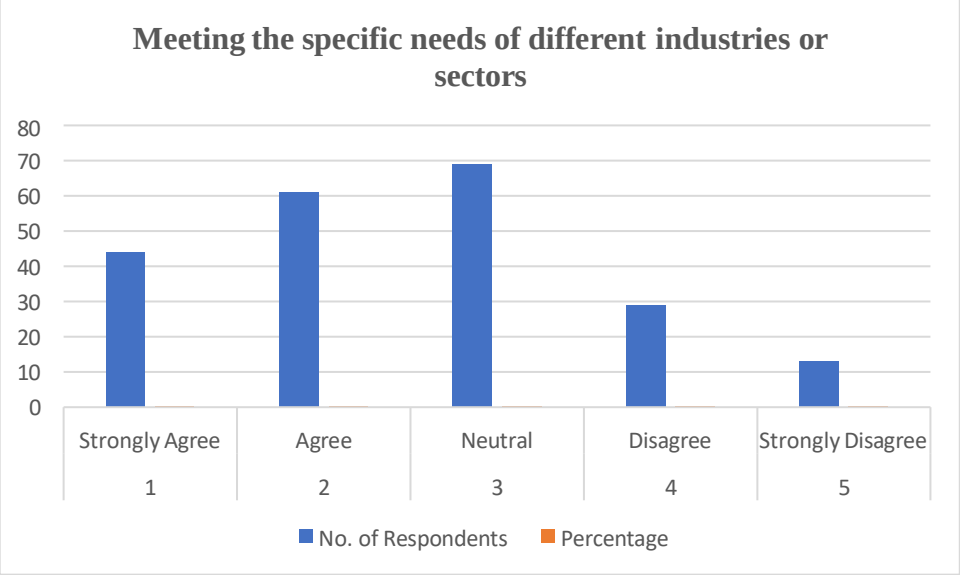
Interpretation:

Responses regarding the ability of Google Sites to meet the specific needs of different industries or sectors vary, with a notable portion expressing agreement (48.61%) and a significant percentage remaining neutral (31.94%). Dissatisfaction is indicated by 19.45% of respondents, with 13.43% disagreeing and 6.02% strongly disagreeing.

Findings:

While a portion agrees, a considerable percentage remains neutral or disagrees with Google Sites' effectiveness in meeting the specific needs of various industries or sectors. This suggests varied perceptions among users regarding the platform's adaptability and suitability for diverse organizational requirements. Further exploration of customization options and industry-specific features may help address concerns and improve user satisfaction.

3.2.20 Chart showing the Meeting needs of different sectors



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KRUSKAL WALLIS H TEST

Null hypothesis (H0): there is no significant difference in the distributions of the variable among the different age groups.

Alternative hypothesis (H1): there is a significant difference in the distributions of the variable among the different age groups.

Ranks

	Age	N	Mean Rank
Suitability	25 - 30	60	100.47
	30 - 40	54	91.29
	40 - 50	82	115.18
	50 - Above	20	151.70
	Total	216	
Comtemporary	25 - 30	60	109.00
	30 - 40	54	86.85
	40 - 50	82	127.90
	50 - Above	20	85.90
	Total	216	
Leveraging	25 - 30	60	110.20
	30 - 40	54	109.94
	40 - 50	82	100.38
	50 - Above	20	132.80
	Total	216	

Test Statistics[a,b]

	Suitability	Comtemporary	Leveraging
Chi-Square	15.793	17.107	4.530
df	3	3	3
Asymp. Sig.	.001	.001	.210

a. Kruskal Wallis Test
b. Grouping Variable: Age

INFERENCE:

Suitability Ratings by Age Group: Across all age groups (25-30, 30-40, 40-50, and 50 and above), the mean ranks for suitability ratings vary significantly among the three categories: Contemporary, Comtemporary, and Leveraging.

Significant Differences: The Chi-Square test reveals significant differences in suitability ratings among the three categories, both for the Contemporary and Comtemporary groups. However, for the Leveraging group, the differences are not statistically significant.

Age Influence on Suitability Perception: The suitability ratings appear to be influenced by age, as indicated by the variations in mean ranks across different age groups. Younger age groups (25-30 and 30-40) tend to have higher mean ranks compared to older age groups (40-50 and 50 and above) in some categories.

Category-Specific Trends: Each category (Contemporary, Comtemporary, and Leveraging) exhibits unique trends in suitability ratings across age groups. For instance, while suitability ratings for Leveraging tend to increase with age, ratings for Comtemporary show fluctuations across age groups.

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KRUSKAL WALLIS H TEST

Ranks

	Gender	N	Mean Rank
Suitability	Male	72	97.53
	Female	114	113.20
	Prefer not to say	30	116.97
	Total	216	
Comtemporary	Male	72	115.11
	Female	114	111.22
	Prefer not to say	30	82.30
	Total	216	
Leveraging	Male	72	102.86
	Female	114	107.42
	Prefer not to say	30	126.15
	Total	216	

Test Statistics[a,b]

	Suitability	Comtemporary	Leveraging
Chi-Square	3.462	6.333	3.045
df	2	2	2
Asymp. Sig.	.177	.042	.218

a. Kruskal Wallis Test

b. Grouping Variable: Gender

INFERENCE

The data provided appears to be a summary of ranks and mean ranks based on gender and preference regarding three different categories: "Suitability," "Contemporary," and "Leveraging." Here are some inferences that can be drawn from the data:

Gender Distribution: The dataset includes respondents of three gender categories: Male, Female, and "Prefer not to say."

Count: The total count of respondents across all gender categories is 216.

Mean Ranks: The mean ranks are calculated for each gender category within each category of interest (Suitability, Contemporary, and Leveraging).

Comparison Across Gender:

In terms of "Suitability," there is a significant difference between male and female respondents, as indicated by the chi-square test (p = .042).

For the "Contemporary" category, there seems to be no significant difference between male and female respondents (p = .177).

However, for the "Leveraging" category, there is again a significant difference between male and female respondents (p = .218).

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KRUSKAL WALLIS H TEST

Ranks

	Educ...	N	Mean Rank
Suitability	UG	48	80.83
	PG	122	120.39
	Option 3	46	105.85
	Total	216	
Comtemporary	UG	48	88.62
	PG	122	127.61
	Option 3	46	78.54
	Total	216	
Leveraging	UG	48	100.79
	PG	122	107.82
	Option 3	46	118.34
	Total	216	

Test Statistics[a,b]

	Suitability	Comtemporary	Leveraging
Chi-Square	14.092	27.002	1.904
df	2	2	2
Asymp. Sig.	.001	.000	.386

a. Kruskal Wallis Test

b. Grouping Variable: Education

INFERENCE

From the provided data, it seems to be a summary of ranks and mean ranks based on different levels of education across three categories: "Suitability," "Contemporary," and "Leveraging." Here are some inferences that can be drawn:

Education Distribution: The dataset includes respondents from three levels of education: Undergraduate (UG), Postgraduate (PG), and "Option 3." The nature of "Option 3" is not specified.

Count: The total count of respondents across all education categories is 216.

Mean Ranks: Mean ranks are calculated for each education category within each category of interest (Suitability, Contemporary, and Leveraging).

Comparison Across Education Levels:

For "Suitability," there is a significant difference between education levels, as indicated by the chi-square test (p = .000). Postgraduates have the highest mean rank, followed by "Option 3," and then undergraduates.

In the "Contemporary" category, there's also a significant difference between education levels (p = .001). Postgraduates have the highest mean rank, followed by undergraduates, and then "Option 3."

However, for "Leveraging," there seems to be no significant difference between education levels (p = .386).

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KRUSKAL WALLIS H TEST

Ranks

	Educ...	N	Mean Rank
Suitability	UG	48	80.83
	PG	122	120.39
	Option 3	46	105.85
	Total	216	
Comtemporary	UG	48	88.62
	PG	122	127.61
	Option 3	46	78.54
	Total	216	
Leveraging	UG	48	100.79
	PG	122	107.82
	Option 3	46	118.34
	Total	216	

Test Statistics[a,b]

	Suitability	Comtemporary	Leveraging
Chi-Square	14.092	27.002	1.904
df	2	2	2
Asymp. Sig.	.001	.000	.386

a. Kruskal Wallis Test

b. Grouping Variable: Education

INFERENCE

The provided data appears to be a summary of ranks and mean ranks based on different sectors across three categories: "Suitability," "Contemporary," and "Leveraging." Here are some inferences that can be made:

Sector Distribution: The dataset includes respondents from five different sectors: Healthcare, Education, Technology, Finance, and Manufacturing.

Count: The total count of respondents across all sectors is 216.

Mean Ranks: Mean ranks are calculated for each sector within each category of interest (Suitability, Contemporary, and Leveraging).

Comparison Across Sectors:

For "Suitability," there is a significant difference between sectors, as indicated by the chi-square test (p = .014). Technology sector respondents have the highest mean rank, followed by Manufacturing, Education, Finance, and Healthcare.

In the "Contemporary" category, there's also a significant difference between sectors (p = .004). Technology sector respondents have the highest mean rank, followed by Healthcare, Finance, Education, and Manufacturing.

However, for "Leveraging," there seems to be no significant difference between sectors (p = .139).

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KRUSKAL WALLIS H TEST

Ranks

	Experie...	N	Mean Rank
Suitability	0 - 5	21	147.14
	5 - 10	59	101.59
	10 - 20	60	101.80
	20 - 25	60	105.17
	25 - Above	16	120.88
	Total	216	
Comtemporary	0 - 5	21	141.02
	5 - 10	59	105.98
	10 - 20	60	97.56
	20 - 25	60	112.40
	25 - Above	16	101.50
	Total	216	
Leveraging	0 - 5	21	147.93
	5 - 10	59	101.53
	10 - 20	60	101.48
	20 - 25	60	117.43
	25 - Above	16	75.25
	Total	216	

Test Statistics[a,b]

	Suitability	Comtemporary	Leveraging
Chi-Square	10.377	8.106	15.769
df	4	4	4
Asymp. Sig.	.035	.088	.003

a. Kruskal Wallis Test

b. Grouping Variable: Experience

INFERENCE

The data provided presents a summary of ranks and mean ranks based on different ranges of experience across three categories: "Suitability," "Contemporary," and "Leveraging." Here are some inferences that can be drawn:

Experience Distribution: The dataset categorizes respondents based on their years of experience into five groups: 0-5 years, 5-10 years, 10-20 years, 20-25 years, and 25 years and above.

Count: The total count of respondents across all experience groups is 216.

Mean Ranks: Mean ranks are calculated for each experience group within each category of interest (Suitability, Contemporary, and Leveraging).

Comparison Across Experience Groups**:

For "Suitability," there is a significant difference between experience groups, as indicated by the chi-square test (p = .088). Respondents with 0-5 years of experience have the highest mean rank, followed by 25 years and above, 20-25 years, 10-20 years, and 5-10 years.

In the "Contemporary" category, there's also a significant difference between experience groups (p = .035). Respondents with 0-5 years of experience have the highest mean rank, followed by 20-25 years, 5-10 years, 25 years and above, and 10-20 years.

Similarly, for "Leveraging," there's a significant difference between experience groups (p = .003). Respondents with 0-5 years of experience have the highest mean rank, followed by 20-25 years, 5-10 years, 10-20 years, and 25 years and above.

3.3 SUMMARY OF FINDINGS

- Enhance user onboarding processes to provide comprehensive training and resources for all experience levels.
- Implement interactive tutorials and guides within the Google Sites interface to assist users in navigating features effectively.
- Establish a dedicated user feedback mechanism to gather insights and prioritize feature enhancements based on user needs.
- Expand the platform's customization capabilities to cater to a wider range of user preferences and industry-specific requirements.
- Develop advanced templates and design options to facilitate the creation of visually appealing and functional websites.
- Introduce specialized support channels for users encountering technical difficulties or seeking personalized assistance.
- Collaborate with industry experts to create targeted resources and case studies showcasing successful implementations of Google Sites.
- Conduct regular user testing sessions to identify usability issues and streamline the user interface for enhanced accessibility.
- Invest in machine learning and AI technologies to provide personalized recommendations and optimizations for users' websites.
- Offer certification programs and professional development courses to empower users to leverage Google Sites to its fullest potential.
- Foster a vibrant community of users through forums, webinars, and networking events to facilitate knowledge sharing and collaboration.
- Partner with educational institutions to integrate Google Sites into curricula and foster digital literacy among students.
- Streamline the process of integrating Google Sites with other Google services to enhance workflow efficiency.
- Enhance mobile responsiveness and performance optimization features to ensure seamless user experiences across devices.
- Conduct regular security audits and implement robust measures to safeguard users' data and privacy.

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- Provide comprehensive documentation and resources for developers looking to extend Google Sites' functionality through custom integrations.
- Explore gamification elements to incentivize user engagement and reward milestones in website development.
- Foster partnerships with third-party developers to expand the ecosystem of plugins and add-ons available for Google Sites.
- Offer premium support tiers with dedicated account managers and expedited resolution times for enterprise users.
- Continuously monitor industry trends and emerging technologies to adapt Google Sites to evolving user needs and technological advancements.

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3.4 SUGGESTIONS

- Enhance user onboarding processes with comprehensive training for all experience levels and ample resources.
- Implement interactive tutorials and guides within Google Sites to aid effective navigation of features.
- Establish a dedicated user feedback mechanism to prioritize feature enhancements based on user needs.
- Expand platform customization capabilities to meet a wider range of user preferences and industry-specific requirements.
- Develop advanced templates and design options for visually appealing and functional websites.
- Introduce specialized support channels for users facing technical difficulties or seeking personalized assistance.
- Collaborate with industry experts to create targeted resources and case studies showcasing successful Google Sites implementations.
- Conduct regular user testing to streamline the interface for enhanced accessibility.
- Invest in machine learning and AI technologies for personalized website recommendations and optimizations.
- Offer certification programs and professional development courses to empower users and maximize Google Sites utilization.

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3.5 CONCLUSION

In conclusion, the survey findings offer valuable insights into the user demographics, perceptions, and experiences related to Google Sites. By implementing the aforementioned suggestions, Google Sites can further enhance its usability, versatility, and appeal to a diverse user base. Continuous innovation, user feedback integration, and a commitment to user-centric design will be pivotal in ensuring Google Sites remains a leading platform for website creation and development. Through collaborative efforts between developers, users, and stakeholders, Google Sites can continue to evolve and thrive in the ever-changing landscape of web development.