ISSN No.: 2456-7477 (Print)



Pacific University Journal of Social Sciences

Vol. 3	Issue 1	25 November, 2018	Udaipur
	osophy in Literature: Nari nru, Narendra Kumar Pra	rations from Prominent Novelist japati	1
•	erence of Digitalized Med nalia, Dr. Usha Chouhan	dia for Tourism Amongst Youth of Udaipur	6
of Public and Pr	Effect on Satisfaction of rivate Sector Banks of Udoliya, Shilpa Adholiya	Customers' of Banks: An Analytical Study laipur (Rajasthan)	13
Section 3 of The Manoj Joshi, Dr.		ticle 27.1 of The Trips Agreement	20
Work Life Balar Dr. Sheela Dasho	_	es of Udaipur, Rajasthan	26
of Madhya Prad		Automation in Medical College Libraries Pratibha Lodha	35
Creativity of Educational Advertisements in Vernacular Newspaper and Human Psychology Nivedita Manish, Dr. Subhash Sharma			41
Automated Tell		ness with Regard to Security and Privacy in t/ Credit)Services in Udaipur City a Kothari	47

Pacific University Journal of Social Sciences

A Peer-Reviewed Biannual Publication of Pacific Academy of Higher Education and Research University (PAHERU), Udaipur

Patrons

Shri B.R. Agrawal

Patron & Founder Chairman PAHER University

Consulting Editor

Prof. R.P. Joshi

Former Dean, Social Sciences MDS University, Ajmer Former Emeritus Fellow Central University of Rajasthan

Managing Editor

Dr. Ashish Adholiya

Assistant Professor of IT and Marketing Pacific Institute of Management PAHER University, Udaipur edit.social@pacific-university.ac.in

11 1 12 1 1 4

Shri Rahul Agrawal

Secretary PAHER University

Editor-in-Chief

Dr. Bhawna Detha

Dean, Social Sciences & Humanities PAHER University

Shri Ashish Agrawal

Finance Secretary PAHER University

Group Editor

Dr. Mahima Birla

Provost PAHER University

Consulting Editor

Prof. S.C. Rajora

Former Professor of Sociology & Director (Research) University of Kota

Editorial Board Members

Dr. Manoj Dadheech

Asst. Prof. of History
Pacific College of Social Sciences and Humanities
PAHER University

Dr. Saurabh Tyagi

Asst. Professor of Geography Pacific College of Social Sciences and Humanities PAHER University

Prof. M.P. Dube

Vice-Chancellor

UP Rajarshi Tandon Open University, Allahabad

Dr. Neelima Arya

Asst. Prof. of Sociology Pacific College of Social Sciences and Humanities PAHER University

Dr. Subhash Sharma

Associate Prof. of English Faculty of Management PAHER University

Dr. Meenakshi Panchal

Asst. Prof. of Economics Pacific College of Social Sciences and Humanities PAHER University

- Editorial Advisory Board

Dr. Rudolph Reyser

Chair at World Centre of Indigenous Studies Washington, USA

Prof. Yogesh Atal

Former Professor of Sociology Presently, Professor Emeritus M.P. Institute of Social Science, Ujjain

Prof. Y.C. Desai

Professor of Public Administration School of Public Administration University of New Mexico, USA

Prof. Ashwani Mahajan

Professor of Economics DAV College, New Delhi

Prof. Z. N. Patil

Former Professor of English (Linguistics) The English and Foreign Languages University Hyderabad (Telangana)

Editorial Associates

Circulation Manager **Dr. Asha Galundia**

Contact **Dr. Ashish Adholiva**

Assistant Professor of IT and Marketing Pacific Institute of Management PAHER University, Udaipur asia_1983@rediffmail.com

Layout **Praveen Choubisa**

Printed and Published by:

Dr. Mahima Birla (Indian) on behalf of Pacific Academy of

Higher Education and Research University Pacific Hills, Pratapnagar Extn. Airport Road, Udaipur (Rajasthan) 313001

Printed at:

Yuvraj Papers 11-A, Indra Bazar, Nada Khada Near Bapu Bazar Udaipur (Rajasthan) 313001

The views expressed in the articles/papers in Pacific University Journal of Social Sciences are those of the authors only