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RISK MANAGEMENT IN DIGITAL ERA

Aarchi Rajesh Satpute
Student, BMS, Chetana's Self-Financing Courses, Mumbai, Maharashtra
archisatpute@gmail.com

ABSTRACT
Businesses in the digital age face both previously unheard-of opportunities and difficulties. Technology is developing at a quick pace, which naturally increases hazards associated with it. These risks might range from data privacy issues to cybersecurity attacks. This abstract examines how risk management is changing in the digital era with an emphasis on risk identification, assessment, and mitigation across a range of disciplines. It looks at the particular difficulties brought about by the digital transition, such as the abundance of data, the interdependence of systems, and the emergence of new dangers like assaults powered by artificial intelligence. It also covers how important it is for businesses to implement proactive risk management plans that include strong cybersecurity defenses, frameworks for regulatory compliance, and efficient incident response procedures. The abstract's conclusion highlights the necessity of risk management's ongoing innovation and adaptability.

Keywords: Risk management, digital era, cybersecurity, data privacy, digital transformation, proactive strategies, regulatory compliance, incident response, innovation, organizational assets.

INTRODUCTION
Risk management is essential in the digital age to protect companies from hacker attacks, data leaks, and technology outages. It entails locating, evaluating, and reducing risks related to digital assets, procedures, and technology in order to guard against monetary losses, harm to one's reputation, and noncompliance with regulations. In order to effectively manage risks in the digital age, one must take a proactive stance that includes strong data protection policies, cutting-edge cybersecurity safeguards, and flexible reaction plans that can change as threats and technology do.The process of recognizing, evaluating, and mitigating risks to an organization's assets, profits, and operations is known as risk management. These risks can arise from a number of different things, such as unforeseen financial circumstances, legal obligations, technological problems, poor strategic management, mishaps, and natural disasters.

Due to its emphasis on predicting and comprehending risk throughout the entire business, this comprehensive approach to risk management is frequently referred to as enterprise risk management. Enterprise risk management, or ERP, places equal emphasis on positive risk management as it does on external and internal risk threats. Positive risks are possibilities that, as the businesses impacted by Amazon, Netflix, and other born-digital powerhouses will attest, could create corporate value or, conversely, destroy an organization if not taken.In fact, the goal of any risk management program is to retain and increase overall corporate value through prudent risk management, not to completely eradicate risk.

We are unable to have risk because we do not manage it. "We manage risks in order to determine which ones are worthwhile, which ones will help us achieve our objective, and which ones have a sufficient payout to even justify taking them," stated Alla Valente, a senior analyst at Forrester Research with expertise in governance, risk, and compliance (GRC), third-party risk management, enterprise risk management (ERM), and other risk-related areas.

In the digital age, risk management entails locating, evaluating, and reducing possible risks related to digital processes, data, and technologies. This is a thorough overview:

1. The Digital Era Context: - The term "digital era" describes a time when digital technologies, such as the internet, cloud computing, big data, artificial intelligence, and the Internet of Things, are widely used. The way organizations run, interact, and provide value to clients has completely changed as a result of these technology.

2. Board and Executive Oversight: At the highest levels of the company, this oversight is essential to guaranteeing that digital risk management gets the required resources and attention. Boards must oversee, guarantee accountability for, and actively participate in cybersecurity and risk management programs in order to effectively manage digital hazards.

3. Risk Management's Importance:- Organizations confront a wide range of hazards as a result of the quick adoption of digital technology, such as reputational harm, data breaches, cybersecurity concerns, privacy violations, and problems with regulatory compliance. Safeguarding assets, preserving company continuity, and guaranteeing regulatory compliance all depend on effective risk management.

4. New Developments in Digital Risk Management: - Artificial Intelligence and Machine Learning: These technologies are being used more frequently to improve cybersecurity defenses, identify unusual activity, and automate threat response.

5. Zero Trust Security: These increasingly popular models of zero trust security work under the premise that access should be allowed on a least-privileged basis and that no user or device should be trusted by default.

6. Cyber Insurances: As businesses look for financial security against the expenses related to data breaches and cyberattacks, the use of cyber insurance is growing.

7. Privacy Enhancing Technologies: In response to increased concerns about data privacy, businesses are spending money on technologies that enhance privacy, like blockchain, homomorphic encryption, and differential privacy, to safeguard sensitive data.

8. Difficulties with Digital Risk Management: - Quick technology Changes Organizations may find it difficult to stay up to date with new risks and weaknesses due to the rapid rate of technology change.

9. Complexity of Digital Ecosystems: It can be challenging to properly manage risks in organizations that operate in complex digital ecosystems with numerous stakeholders, integrated systems, and third-party dependencies.

10. Regulatory Compliance: Businesses have to abide by a growing number of intricate and strict regulations, including international standards, industry-specific rules, and data protection legislation like the CCPA and GDPR.

11. Cybersecurity Skills Gap: Many businesses have resource restrictions as a result of the lack of cybersecurity specialists with the knowledge and experience needed to manage digital threats successfully.

OBJECTIVES

1. CyberSecurity Protect sensitive data and systems from cyber threats such as hackers, malware, and phishing attacks.
2. Data Privacy Ensure compliance with regulations such as GDPR and CCPA to protect user privacy and prevent unauthorized access to personal data.
3. Business Continuity Develop strategies to mitigate disruptions and maintain operational resilience in the face of digital risks such as outages or cyber attacks.
4. Assessing and monitoring risks Continuous evaluation and identification of risks, vulnerabilities and emerging threats to prevent them.
5. Compliance Management: Comply with industry laws and standards to avoid fines and reputational damage.
6. Recovery: Establish processes and procedures to respond to and remediate security issues or breaches.
7. Vendor Risk Management Identify and manage risks associated with third-party vendors and service providers who have access to sensitive information or critical processes.
8. Education and awareness Educate employees and stakeholders on digital risk, best practices, and their role in mitigating threats.
9. Technological Innovation Embrace new technologies such as artificial intelligence, blockchain and the Internet of Things while understanding and mitigating the risks involved.
10. Continuous Improvement Leverage feedback and learn from events to improve and iterate risk management processes over time.

REVIEW OF LIERATURE

Historical perspective

Historically, risk management has evolved from an initial focus on uninsured risk to a broader perspective that includes financial, operational work, risk and reputation. In the pre-digital age, risk management focused primarily on physical assets, natural disasters, and financial uncertainty. The process is highly manual and risk assessments are performed periodically rather than regularly.

The digital age has changed risk management in many important ways:

Technology risks: As businesses rely more on information about technology, the nature of risk is changing towards cybersecurity threats. , data leaks and malfunctions.

Globalization: The world affected by digital technologies has expanded the risk area by highlighting cross-border legal problems, international cyber security and poor supply chains.

Economical perspective:
From an economic perspective, risk management in the digital age is both important and a good investment. Financial considerations include:

Cybersecurity costs: Organizations invest heavily in cybersecurity measures to prevent data breaches that can have financial consequences. very big. However, these investments are still considered important in terms of maintaining customer trust and protecting the brand.

Implications for measurement: Companies with strong digital risk management often have a competitive advantage and greater profitability, again because they are considered well prepared to manage. Maybe digital threats.

RESEARCH METHODOLOGY
This study is based on primary and secondary data**,** primary data was collected through a survey using simple sampling design where we asked people 8 questions with answers while secondary data was collected from some newspapers, Research articles and Google.

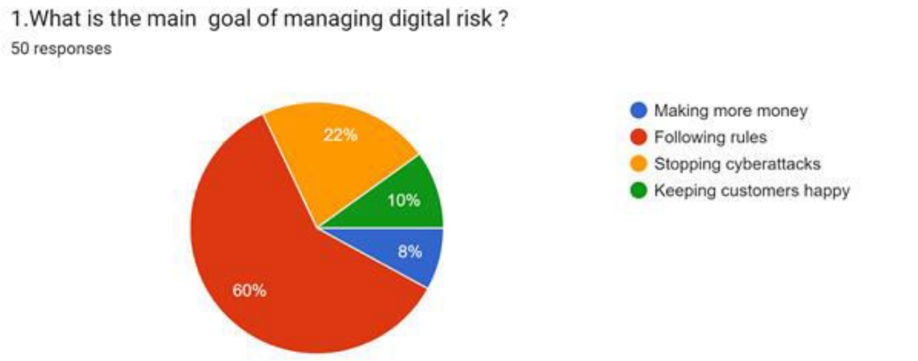
Primary data: Survey

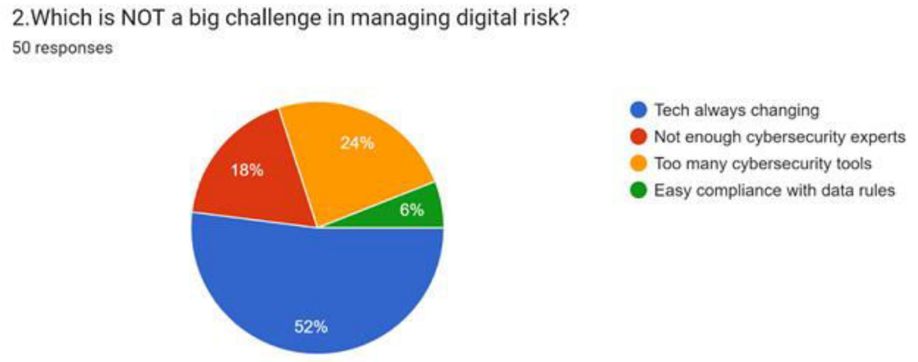
Secondary data:
Newspapers, research articles and Google

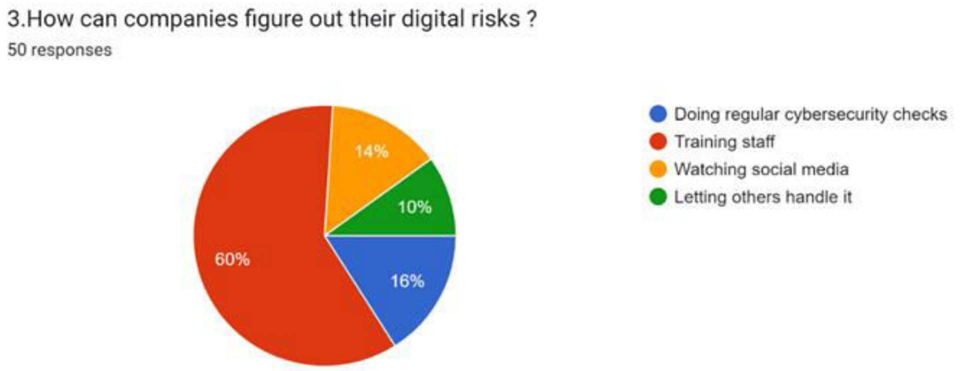
DATA ANALYSIS AND INTERPRETATION

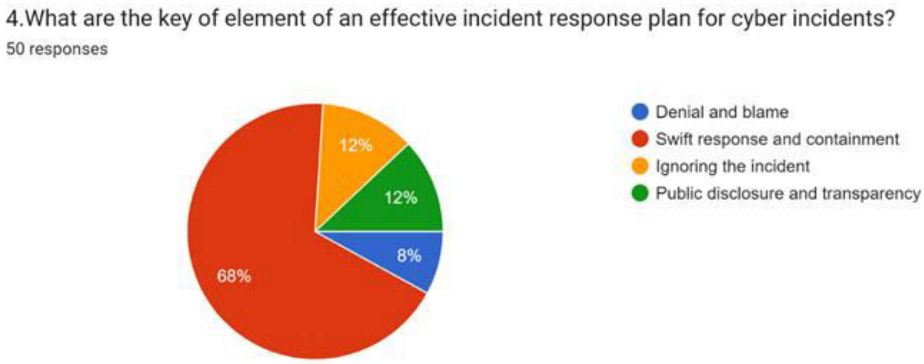
Sample size: 50

Tool: Excel









LIMITATIONS

1. Rapid changes in the threat landscape
2. Depression
3. Spending restrictions
4. Human nature
5. too much inf

SUGGESTIONS

Consider integrating advanced analytics and artificial intelligence into your risk management strategy to better identify and mitigate threats emerging in the digital environment.

CONCLUSION

In short, dealing with the complexity of risk management in the digital age requires a number of approaches that lead to technological progress. Leveraging advanced analytics, artificial intelligence and machine learning not only improves risk detection and assessment, but also enables proactive mitigation strategies. The changing digital landscape requires constant vigilance, adaptability and forward thinking to stay ahead of emerging threats. Incorporating strong risk management into leadership is critical to building resilience and ensuring continued success in a dynamic and ever-changing environment.

REFERENCE

LEVERAGING ARTIFICIAL INTELLIGENCE FOR PERSONALIZED LEARNING: A PARADIGM SHIFT IN EMPLOYEE DEVELOPMENT

Aayush Kishor Mahabale and Aniket Avdhut Kelkar
Students, BMS, Chetana's Self – Financing Courses, Mumbai, Maharashtra
aayushmahabale0@gmail.com and aniketkelkar27@gmail.com

ABSTRACT

In today's rapidly evolving workplace landscape, the traditional one-size-fits-all approach to employee development is increasingly becoming obsolete. With the advent of artificial intelligence (AI) technologies, organizations have the opportunity to revolutionize their employee training and development programs through personalized learning initiatives. This research paper explores the intersection of AI and personalized learning in the context of employee development, aiming to elucidate the potential benefits, challenges, and implications of this transformative approach.

The paper begins by providing an overview of personalized learning and its significance in the context of workforce development. It delineates the principles of personalized learning, which prioritize individualized instruction, tailored content delivery, and adaptive feedback mechanisms to meet the unique needs and preferences of learners.

Furthermore, the paper delves into the role of artificial intelligence in facilitating personalized learning experiences for employees. It examines how AI-powered algorithms can analysis vast amounts of data, including employee performance metrics, learning preferences, and skill gaps, to generate personalized learning pathways and recommendations. Additionally, the paper explores the integration of AI-driven technologies such as machine learning, natural language processing, and predictive analytics into learning management systems and platforms.

Moreover, this research paper investigates the potential impact of personalized learning on employee engagement, motivation, and skill acquisition. Drawing on empirical research and case studies, it examines the efficacy of personalized learning interventions in driving learning outcomes and fostering continuous professional development.

Additionally, the paper discusses the challenges and considerations associated with implementing AI-powered personalized learning initiatives in organizational settings. It addresses concerns related to data privacy, algorithmic bias, user acceptance, and the need for robust infrastructure and support mechanisms to ensure the success of such initiatives.

In conclusion, this research paper underscores the transformative potential of leveraging artificial intelligence for personalized learning in employee development. It advocates for a holistic approach that combines AI-driven technologies with pedagogical best practices and organizational support structures to create truly personalized and impactful learning experiences for employees. By embracing personalized learning powered by AI, organizations can empower their workforce to thrive in an increasingly dynamic and competitive business environment.

Keywords: Artificial Intelligence (AI), Employee Development, Personalized Learning, Employee Engagement.

INTRODUCTION

What is Artificial Intelligence?

Artificial intelligence is the simulation of human intelligence processes by machines, especially computer systems. Specific applications of AI include expert systems, natural language processing, speech recognition and machine vision.

Who does it work?

As the hype around AI has accelerated, vendors have been scrambling to promote how their products and services use it. Often, what they refer to as AI is simply a component of the technology, such as machine learning. AI requires a foundation of specialized hardware and software for writing and training machine learning algorithms. AI systems work by ingesting large amounts of labelled training data, analysing the data for correlations and patterns, and using these patterns to make predictions about future states. In this way, a chatbot that is fed examples of text can learn to generate lifelike exchanges with people, or an image recognition tool can learn to identify and describe objects in images by reviewing millions of examples. New, rapidly improving generative AI techniques can create realistic text, images, music and other media.

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AI programming focuses on cognitive skills that include the following:

Learning: This aspect of AI programming focuses on acquiring data and creating rules for how to turn it into actionable information. The rules, which are called algorithms, provide computing devices with step-by-step instructions for how to complete a specific task.

Reasoning: This aspect of AI programming focuses on choosing the right algorithm to reach a desired outcome.

Self-correction: This aspect of AI programming is designed to continually fine-tune algorithms and ensure they provide the most accurate results possible.

Creativity: This aspect of AI uses neural networks, rules-based systems, statistical methods and other AI techniques to generate new images, new text, new music and new ideas.

AI and Personalized Learning for Employees

AI in employee training refers to enhancing the learning process via the use of intelligent technologies such as machine learning and natural language processing. These technologies enable the creation of adaptive and personalized training programs, taking learning to a whole new level. Integrating AI into learning initiatives and strategies can streamline the L&D processes and foster a culture of continuous learning. While AI may eliminate certain roles, it will also create new opportunities for growth and innovation.

So, how can organizations integrate AI into their employee training strategies effectively? It starts with careful planning and consideration of the workforce's specific needs. Identifying the right AI tools and platforms is crucial. Businesses should also spend money on teaching employees how to utilize AI efficiently and keeping an eye on how it affects student learning. In a nutshell, AI embodies a groundbreaking role in employee training. By providing individualized, effective, and scalable learning experiences, it overcomes the drawbacks of conventional training techniques. While AI can be a useful tool to supplement human educators, it cannot completely replace them. Connect with our L&D experts to leverage AI to unlock your workforce's full potential and navigate the ever-evolving business landscape with agility.

Benefits of Using AI in Employee Training

Scalability: Traditional training methods can be constrained by the availability of resources, including instructors and physical training materials. AI-driven training programs can scale easily to accommodate a growing workforce. Whether you have ten employees or thousands, AI can deliver consistent, high-quality training experiences, ensuring no one is left behind.

Real-time Feedback: One of the many amazing benefits of artificial intelligence is its capacity to deliver real-time feedback. It doesn't merely deliver content; it interacts with employees, providing instant answers to questions and offering suggestions for improvement. This feature is especially valuable in skill-based training, where immediate feedback is essential for skill development and refinement.

Continuous Learning: With AI, learning doesn't stop when the training program ends. AI-driven training programs can continuously evaluate worker performance and modify the curriculum as necessary. If an employee excels in one area but struggles in another, AI adjusts the learning path to address their needs. Spaced repetition algorithms can remind employees of previously learned material at optimal intervals to prevent knowledge decay over time. This encourages an ongoing learning culture within the company.

Cost-Efficiency: AI streamlines training processes, reducing the costs associated with traditional methods. There's no need for printed materials, physical spaces, or additional travel expenses. This cost-effectiveness ensures that organizations can allocate their training budgets more strategically.

OBJECTIVE

- Investigate the impact of AI-driven personalized learning on employee development.
- Examine how personalized learning initiatives contribute to employee engagement, motivation, and job satisfaction.
- Identify best practices and challenges in implementing AI-powered personalized learning programs in the workplace.
- Contribute to the academic literature on the intersection of AI technology and employee development strategies.

REVIEW OF LITERATURE

- **Jonas Wanner** (May 2020) - Machine learning enables computers to make super-human decisions by learning from data, yet challenges remain regarding the trustworthiness of results beyond training data. Explainable AI addresses this by making opaque models transparent. However, current research often overlooks the human element. Our study assesses the trade-off between completeness and interpretability from a user perspective. We examine existing explainable AI models, focusing on human recipients, and aim to improve understanding and recommendations. Initial steps include identifying transparent model types and designing a survey to balance interpretability with enhanced completeness.

- **Andrea Papenmeier** (Jul 2019) - Machine learning systems in marketing, finance, and data mining offer high accuracy but pose challenges due to complexity. Explainable AI integrates explanations with classifiers to enhance user trust, yet users must beware of inaccurate explanations. Our study on model accuracy and explanation fidelity's impact on trust reveals accuracy's primacy over explainability. Nonsensical explanations can undermine trust, emphasizing fidelity's importance. Even high-fidelity explanations cannot restore trust in a poor classifier. Discrepancies exist between observed and self-reported trust levels, highlighting the intricate nature of user trust in machine learning systems.

- **Niklas Kuhl** (Feb 2020) - Machine learning algorithms are pivotal for artificial intelligence (AI) but often function as black boxes, challenging comprehension and influencing compliance behaviour. Compliance with their recommendations, crucial for employees' task performance, remains under-researched. Personalizing AI explanations based on individuals' backgrounds, including training and domain knowledge, could enhance comprehension and thus influence compliance and task performance positively. Our ongoing research suggests that personalized explanations are vital in industry settings, underscoring the significance of this research direction.

RESEARCH METHODOLOGY

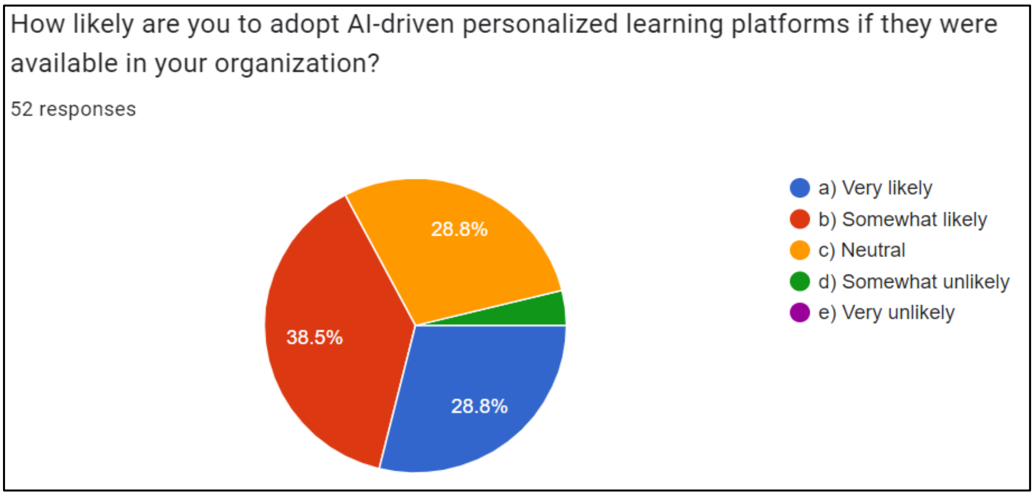
This study is based upon a Primary Data and Secondary Data. The primary data is collected by conducting a questionnaire Method by using a Simple Random sampling method, in that we have total 10 questions were asked to the respondents and the secondary data is collected by websites and some research paper.

- **Primary Data** - Questionnaire
- **Secondary Data** – Websites

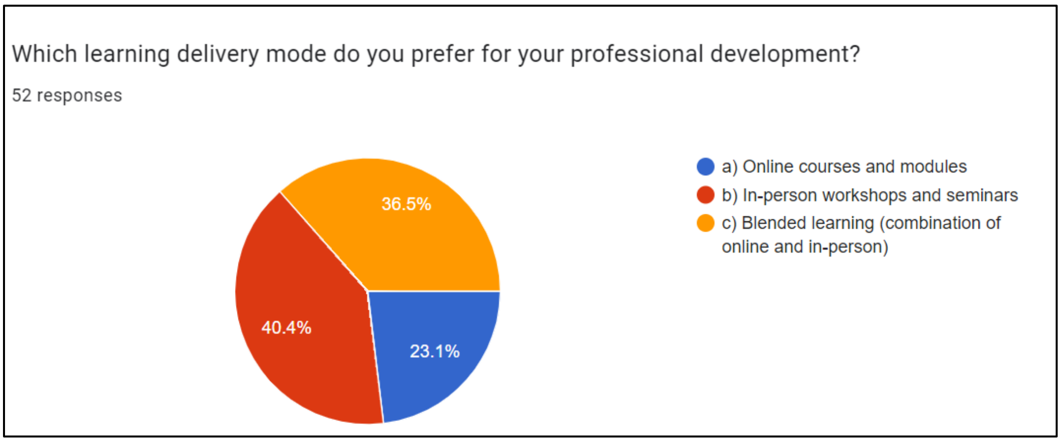
DATA ANALYSIS AND INTERPRETATION

Sample size - 50

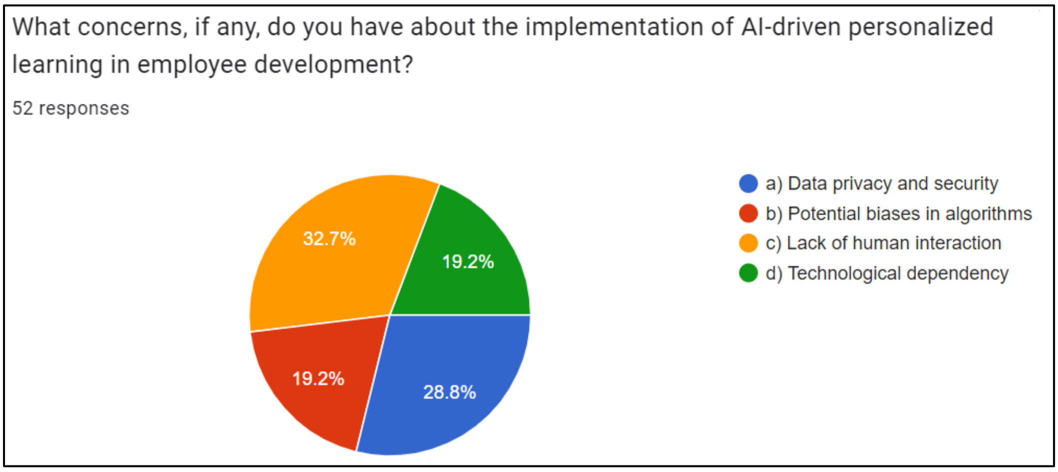
Tool – Excel



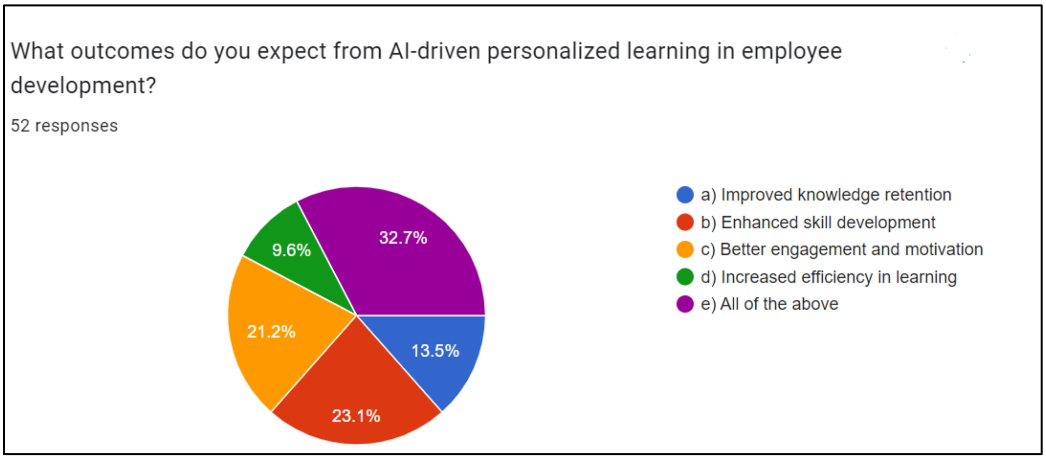
From the above pie chart, we can see that the majority of respondents are at least somewhat likely to adopt AI-driven personalized learning platforms, with "Somewhat likely" being the most popular choice at 38.5%. The "Very likely" & "Neutral" option also has a significant percentage of respondents at 28.8%.



From the above pie chart, we can interpret that the most preferred mode of learning delivery among the respondents is in-person “Workshops and Seminars”, with 40.4% of the responses. “Blended learning” are also popular, with 36.5% of the responses. “Online courses and Modules”, which (combines online and in-person methods), is the least preferred option with 23.1% of the responses.



From the above pie chart, "Data privacy and security" this is the most significant concern, with 32.7% of respondents indicating they are worried about how personal data will be managed and safeguarded in the context of AI-driven learning systems. "Lack of human interaction" the second most common concern, at 28.8%, is the reduction in human interaction that might result from the use of AI in learning. "Potential biases in algorithms" accounting for 19.2% of the responses, this concern reflects a wariness about the fairness and objectivity of AI algorithms. "Technological dependency" also at 19.2%, this concern is tied with biases in algorithms. It indicates that some respondents are wary of over-reliance on technology for learning and development.



From the above pie chart, "Improved knowledge retention" as an outcome, accounting for 32.7% of the responses. "Enhanced skill development," comprising 13.5% of the responses. "Better engagement and motivation," which is 9.6% of the responses. "Increased efficiency in learning," accounting for 23.1% of the responses. "All of the above," which is the second-largest segment at 21.2%. we can infer that the most anticipated outcome from AI-driven personalized learning is improved knowledge retention, followed by increased efficiency in learning. A significant portion of respondents (21.2%) expect all the listed outcomes to result from AI-driven personalized learning. The outcomes related to enhanced skill development and better engagement and motivation are seen as less likely compared to the other options, with 13.5% and 9.6% of the responses.

LIMITATIONS

- Restricted sample size
- Restricted location
- Not specific target audience

SUGGESTION

"Leveraging Artificial Intelligence for Personalized Learning" examines how AI is revolutionizing employee development by delivering customized learning experiences tailored to individual needs. It explores the benefits for both employees and organizations, while acknowledging challenges such as data privacy and algorithm biases. The study highlights AI's potential to transform workplace learning and calls for ongoing research and innovation in this area.

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SUSTAINABLE MARKETING PRACTICES IN THE DIGITAL AGE

Aditi Anandrao Kaligota and Yojana Mohan Shelar
Student, Sybms (Marketing), Chetana's Self Financing Courses, Mumbai
aditikaligota1013@gmail.com and yojanashelar16@gmail.com

ABSTRACT
Sustainable marketing practices have become increasingly important in the digital age as consumers demand more transparency, accountability, and ethical behavior from brands. This paper examines the role of digital marketing in promoting sustainability and corporate social responsibility (CSR) and explores how brands are integrating environmental and social values into their digital marketing strategies to resonate with eco-conscious consumers.

The paper begins by discussing the growing awareness of environmental and social issues among consumers and the rising demand for sustainable products and brands. It then explores the key principles and pillars of sustainable marketing, including environmental stewardship, social responsibility, and economic viability, and highlights the importance of aligning marketing efforts with broader sustainability goals and initiatives.

Furthermore, the paper examines the various ways in which digital marketing channels and technologies can be leveraged to promote sustainability and CSR. This includes strategies such as content marketing campaigns focused on environmental and social causes, social media engagement and advocacy, influencer partnerships with sustainability advocates, and leveraging data analytics to measure and communicate the impact of sustainable initiatives. Additionally, the paper discusses the challenges and opportunities associated with implementing sustainable marketing practices in the digital age, including navigating consumer skepticism, ensuring authenticity and credibility in messaging, and overcoming resource constraints and organizational inertia.

Drawing on insights from industry case studies, academic research, and real-world examples, this paper provides actionable recommendations for brands looking to integrate sustainability into their digital marketing strategies effectively. By embracing sustainability as a core value and leveraging digital channels to communicate and amplify their efforts, brands can build trust, loyalty, and long-term value with environmentally and socially conscious consumers.

INTRODUCTION
Businesses face more and more pressure to not only be profitable but also to show that they are active in social and environmental sustainability in today's quickly changing digital marketplace. Demand for sustainable goods and services grows as individuals grow more environmentally and socially worried. As a result, businesses are using sustainable marketing strategies to make use of the possibilities of the internet and match their business goals with the beliefs of their target market.

In the digital age, sustainable marketing means including socially and environmentally friendly ideas into every aspect of a business's marketing plan, from customer involvement to promotion and creation of goods. Businesses can use sustainable marketing techniques to stand out in a crowded market and further improve society by promoting sustainable and promoting positive social change.

The idea of sustainable marketing in the digital era will be discussed in this introduction, along with its key concepts, advantages, and disadvantages. Also, we'll look into why technology can support sustainable marketing initiatives and provide some best practices for companies wishing to include sustainability into their digital marketing plans.

In order to make use of digital resources and platforms and match marketing activities with environmental and social responsibility goals, firms in the digital age must adopt sustainable marketing methods. In the era of digitalization, consider these sustainable marketing strategies:

1. Green Messaging: Include messaging in your digital marketing efforts that shows your brand's dedication to sustainability, environmental friendliness, and social responsibility. This may include showcasing eco-friendly goods, sustainable manufacturing techniques, or charity work.

2. Content Marketing: Create valuable, informative content that educates consumers about sustainability issues and provides tips for leading an eco-friendlier lifestyle. This content can be shared by videos, blogs, social media posts, and other online platforms.

3. Transparency and Authenticity: Avoid pollution, which is the practice of making exaggerated or untrue claims about the environmental advantages of a product or service, and be open and honest about your sustainability efforts. In the age of technology, creating trust with customers needs honesty.

4. Optimize Digital Channels: Reach your target audience with content that will last by using digital mediums including social networks, email advertising, and optimization for search engines (SEO). Make the most of your online presence to bring in consumers who are actively looking for sustainable brands and products and who are also environmentally careful.

5. Leverage Data Analytics: To track the success of your sustainable marketing campaigns and get knowledge about the preferences and behavior of your target audience, make use of data analytics solutions. You may better connect with your target audience by using this data to adjust your messaging and strategies.

6. Collaborations and Partnerships: To spread the word and reach more people, team up with celebrities, charities, and other sustainable companies. Combining together with groups that share your values may help you in merging funds and implementing larger environmental initiatives.

7. Reduce Digital waste: Reduce off online waste, such as pointless emails, large files, and unnecessary advertising, to decrease the environmental effect of your digital marketing efforts. Make the switch to healthier digital practices, like hiring cost-effective servers and put up systems for recycling electronic waste.

8. Customer Engagement: Use digital channels to interact with your customers in order to generate a feeling of belonging around sustainability. Support user-generated material, reply to inquiries and feedback from clients, and include your audience in your environmental efforts by conducting contests, surveys, and polls.

9. Measure Impact: Create a set of key performance indicators (KPIs) that measure the affect on your environmentally friendly advertising initiatives, such as increased awareness of the brand, loyal clients, and sales of sustainable products.

OBJECTIVE

1. Increase consumer awareness of sustainability issues and the significance of choosing products that are socially and environmentally responsible.
2. Build brand loyalty with current customers and draw in eco-aware consumers by showcasing the brand's sincere dedication to sustainability.
3. Promote the sale of sustainable products and services by highlighting their environmental and social benefits and educating consumers about their features and advantages.
4. Differentiate the brand from competitors by emphasizing its sustainability initiatives and values, thus gaining a competitive advantage in the marketplace.

REVIEW OF LITERATURE

Sewar Alkhatib, Petra Kecskes and Veronika Keller (**14 August 2023**): This study looked into the past ten years' worth of research that links the ideas of digital and green marketing. The goal was to identify patterns and features of this field's research, give researchers a current understanding of the subject, and support them in their work.

Ilaria Guandalini (September 2022): This paper aimed to investigate the relationship between sustainability and digitalization in the academic literature, motivated by the question “How can sustainability improve through digital transformation?”, which is of so much interest to practitioners and policymakers. The study was opportunistically approached through a comprehensive systematization of 153 published articles, which allowed to identify the existing literature gaps and turn them into research opportunities through an informed research agenda.

RESEARCH METHODOLOGY

Secondary data is used in this study project. The research is gathered from a few case studies using the data that is accessible and analyses all ethical concerns. Clarity is achieved by giving detailed instructions on how others may obtain and verify the secondary data that was used in the research study. Studying digital marketing strategies and sustainability in the modern day requires a series of steps meant to thoroughly examine the connection between the two. The objective of this review is to pinpoint gaps and provide guidance for developing research goals and hypotheses.

DATA ANALYSIS AND INTERPRETATION

- Increase consumer awareness of sustainability issues and the significance of choosing products that are socially and environmentally responsible:

Creating a more sustainable society requires raising consumer understanding of sustainability issues and the significance of selecting products that are socially and environmentally responsible. Here are some ways to make this happen:

1. Education and Information Campaigns: Start broad information campaigns by means of different mediums such as the internet, radio, television, and newspapers. Clearly and quickly clarify the benefits of selecting ethical products, the influence of consumer decisions, and sustainability challenges.

2. Collaboration with Influencers and Celebrities: To reach a larger audience and develop messages that have an impact on customers, collaborate with celebrities and influencers that share your passion for sustainability.

3. Labels and Certifications: To show their dedication to sustainability, companies should be encouraged to get labels and certifications such as Fair Trade, Organic, or Forest Stewardship Council (FSC). Make sure that product packaging clearly shows these labels so that customers can quickly identify responsibly sourced products.

4. Transparency and Tracking: Encourage transparency in the supply chain and encourage companies to provide information regarding the source, manufacture, and disposal of their goods. Consumer trust can be increased and transparency maintained with the use of technologies like the blockchain.

5. Engage with Universities and Schools: Work together with schools and universities to include sustainability topics into their educational programs. Plan events, seminars, and workshops to involve students and provide them the tools they need to become local supporters for sustainability.

6. Platforms for Consumer Engagement: Provide websites or applications that allow users to interact with similar people and businesses, exchange stories, and obtain knowledge about the sustainability of various products.

7. Collaborations with organizations and NGOs: Establish collaborations with respectable organizations and NGOs that address sustainability-related concerns. Work together on projects, campaigns, and events to spread the word and reach more people.

8. Rewards: Offer discounts, loyalty points, or special offers as incentives to customers who buy ecologically and socially conscious items. Give customers incentives for sustainable decisions they make to promote long-term behavioral change.

9. Emotional appeals and the story: Use narrative strategies to show how consumer decisions affect people and the environment. Make emotional appeals to encourage customers to take action and make more environmentally friendly purchases.

- Build brand loyalty with current customers and draw in eco-aware consumers by showcasing the brand's sincere dedication to sustainability:

1. Transparent Communication: Using a variety of platforms, including the company website, social media accounts, and product packaging, clearly inform consumers about the brand's sustainability initiatives, objectives, and advancements. Trust and reliability are increased by transparency.

2. Authenticity: Integrate environmentally friendly techniques at every stage of the supply chain, from obtaining raw materials to production and distribution, to show that you genuinely care about sustainability.

3. Creative Solutions: Highlight creative sustainable methods and product lines that distinguish the company from rivals and take environmental issues into account.

4. Engagement and Feedback: Build a feeling of community among your customers by reaching out to them, hearing what they have to say, and including them in your brand's eco-friendly initiatives. This could involve projects like events, environmental challenges, or customer surveys.

5. Partnerships & Collaborations: To spread the brand's message and reach a larger audience of environmentally aware consumers, work with activists, influencers, and like-minded groups.

6. Educational Materials: Offer educational materials that enable customers to make knowledgeable decisions and lead more environmentally friendly lives. These could be books, films, or seminars on subjects like ethical consumption, recycling, and waste reduction.

7. Continuous Improvement: Showcase your dedication to this concept by introducing new projects, updating sustainability targets on a regular basis, and openly updating clients on your progress.

Through putting the truth, transparency, and creativity at the top of sustainability initiatives, brands may cultivate brand loyalty among current customers and draw new environmentally conscious consumers.

- Promote the sale of sustainable products and services by highlighting their environmental and social benefits and educating consumers about their features and advantages:

1. Environmental Benefits: Show how less use of resources, fewer pollutants, and less waste production minimize the environmental effect of sustainable products.

2. Social Benefits: Pay attention to the positive social effects, which include promoting fair work practices, strengthening nearby communities, and improving the economy.

3. Teaching: Inform customers about the benefits and features of sustainable products, highlighting how they satisfy their requirements and make the planet a better place for coming generations.

4. Long-Term Savings: Highlight that while green products may cost greater up front, they often save money over time due to their reduced maintenance needs, durability, and energy efficiency.

5. Better Lifestyle: Talk about how choosing sustainable items, such as organic food, non-toxic materials in products, or less interaction with dangerous chemicals, frequently results in better lifestyles.

6. Fair Trade and Fair Wages: Highlight that fair trade and fair pay are associated with sustainable products, as these businesses guarantee fair wages and working conditions for both producers and workers.

7. Community Support: Describe the positive effects that buying sustainable goods may have on regional economies and communities, especially in developing nations where a large portion of sustainable materials are obtained.

8. Non-Toxic Materials: Discuss how natural, non-toxic materials are frequently used in sustainable products, lowering exposure to dangerous chemicals and making them safer for consumers and the environment.

9. Biodegradability: Describe how certain green goods can be burnt or decomposed, improving ecosystems and cutting down on waste sent to landfills.

10. Eco-Friendly Packaging: Talk about how using sustainable packaging, like recyclable or biodegradable materials, can reduce its negative effects on the environment and help to create a healthier world.

Differentiate the brand from competitors by emphasizing its sustainability initiatives and values, thus gaining a competitive advantage in the marketplace:

1. Clear Communication: Make sure that the brand's dedication to sustainability is made clear in any applicable situations, such as social media, product packaging, and marketing materials.

2. Highlight Special Initiatives: Draw attention to any special sustainability initiatives that the company has taken out, such as adopting renewable energy solutions, sponsoring environmental conservation projects, or ethically sourcing products.

3. Openness: Be open and honest about the company's sustainability policies, including any difficulties encountered and continuous efforts to get better. Customers that respect honesty and sincerity will be more trusting as a result.

4. Collaborations and Certifications: To show the brand's legitimacy and dedication to sustainability standards, highlight any collaborations with respectable environmental organizations or certifications that have been earned (such as USDA Organic, Fair Trade, or B Corp accreditation).

5. Engage Customers: Involve customers in the brand's sustainability journey by extending invitations to participate in recycling programs, neighborhood clean-up days, or educational efforts.

6. Innovation: Present any cutting-edge strategies for sustainability, whether they come from packaging ideas, production techniques, or product design. This shows how dedicated the brand is to expanding the bounds of sustainability.

The brand may stand out in the market and obtain a competitive edge among customers who give sustainability top priority when making purchases by clearly explaining and highlighting its sustainability actions and principles.

CONCLUSION

To sum up, in the digital age, sustainable marketing techniques reflect a significant change in how companies interact with customers, advertise their goods, and promote customer loyalty. In order to optimize impact, this evolution makes use of digital tools and platforms while acknowledging the growing significance of environmental and social responsibility in consumer decision-making. Businesses that implement sustainable marketing strategies stand to gain several advantages, such as improved brand recognition, increased customer trust and loyalty, cost savings, and long-term commercial success, in addition to helping to promote positive environmental and social results. Furthermore, by enabling companies to match their objectives with broader society ideals, sustainable marketing methods promote a more morally and ecologically sensitive consumer base. Businesses who are dedicated to changing the world and fostering innovation and success in their particular sectors must include sustainability in their marketing strategies as we navigate the ever-changing digital landscape.

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STUDY OF RETAIL INVESTORS ON LIFE INSURANCE POLICIES

Ajinkya Gajanan Yadav and Aditya Vilas Remaje
Chetana's Self – Financing Courses

ABSTRACT
In INDIA due to COVID 19 crisis there has been significant impact on the Insurance industry preferably Life Insurance & Health Insurance policies. As the broader economy the Insurance industry will a face a number of challenges but at the same time they may see many new opportunities in the long term. There has been a wide range of products available in the Life Insurance products. People tend to buy the insurance products according to their needs and budget-friendly. In this paper we will see the different preferences of people with different incomes, age, reasonableness.

INTRODUCTION

Life insurance is a contract between a policy holder and an insurance company. The insurer agrees to pay a sum of money in exchange for a premium upon the insured person's death or after a certain term. Majority people in India looks insurance as an investment avenue but many people are unaware that it is a Life Cover of a Human life. There are many types of Life Insurance products among the Term Life Insurance is most preferred. Insurance is now a necessary element of life, providing financial protection. The insurance serves as a safeguard for human lives. Insurance dates back to antiquity and includes several categories such as general, life, and health insurance. General insurance covers fire and marine. COVID-19 has increased awareness and demand for life insurance products. In India the insurance industry includes 57 companies, with 2 specializing in life insurance and 34 in non-life insurance. The life insurance sector is growth at a 5.3% CAGR between 2019 and 2023. The COVID outbreak has significantly boosted life insurance sales. In response to the epidemic, 31% of customers increased their likelihood of purchasing coverage. In India, the insurance business is projected to reach US $280 billion by 2020. In India, insurance is often viewed as an investment, but many are unaware that it also provides life coverage. The most common sort of life insurance is term life insurance.

ADVANTAGES:

- **Death benefit**

This is one of the main benefits of a life insurance policy. In case of premature death of the insured, he receives compensation in the form of death benefit from the insuring insurance company. The insured amount is usually the insured amount and 2 bonuses calculated during the policy period.

- **Suitable returns**

Numerous life protections arrangements offer amazing returns on premiums. There are diverse sorts of life protections approaches that offer benefits in the shape of rewards. Subsequently, by paying the life protections premium, you will appreciate the twofold benefits of protections assurance and investment funds benefits.

- **Loan against the policy**

Many reputed insurance companies offer loans against life insurance policies at affordable interest rates. According to the insurance terms and conditions, it is possible to borrow up to a certain percentage of the guaranteed amount. This will help you deal with financial emergencies without dipping into your savings.

DISADVANTAGES:

- **Too expensive for old people**

Most individuals purchase life protections when they are youthful. This makes sense as premiums are lower for more youthful policyholders. The thing you require to know approximately the protections premium calculation is that numerous components influence the protections premium calculation, such as the policyholder's age, therapeutic conditions, and family therapeutic history. In this manner, as you get more seasoned and get debilitated, the protections company considers you a high-risk individual and charges you a higher premium. Protections premiums increment quickly with age and may be exceptionally costly for individuals over 60/70.

- **Returns are not more**

Numerous life protections arrangements offer amazing returns on premiums. There are diverse sorts of life protections approaches that offer benefits in the shape of rewards. Subsequently, by paying the life protections premium, you will appreciate the twofold benefits of protections assurance and investment funds benefits.

 Too many options
There are numerous protections companies in India that offer a wide extend of life protections arrangements. This implies more choice for buyers but choosing the right one can be troublesome. Too, numerous approaches are not clear and require understanding of budgetary items.

OBJECTIVES:
 1. To analyze the preferences of retail investors on Life Insurance products.

 2. To analyses the growth of Insurance Sector in India.

 3. To draw a conclusion on Life Insurance Products.

LIMITATIONS
There are certain limitations in Insurance industry. The Insurance Company does not cover every type of loss that can happen to an investor. They have certain Terms & Conditions they provide the claims according to their terms; other limitations are the fraud/fake agencies that offer the insurance claims or guarantee to the investors. It sometimes expensive for people with low incomes.

STATEMENT OF PROBLEM: -
India has a population of 138crores only around 70% people invest in insurance which includes Life Insurance & Health Insurance. In the Life Insurance the most preferred is the Term Life Insurance and the 2nd most is the Whole Life and Savings & investments. With the growth in the financial literacy among the investors the insurance sector has become the popular avenue in investments. With more than 138cr of population more than 30% of people don’t have any Life or Health insurances.

REVIEW OF LITREATURE: -
1. Aditya Nath Jha (2014): - A proper examination of various distribution channels in India's life insurance business has been conducted. Before privatization, only individual insurance agents could sell life insurance. However, following the IRDA Act, the distribution route was substantially enlarged.

2. Anand Thakur, (2013): - A studied critical review of current marketing strategies and useful marketing ideas used in the health insurance sector is suggested. Health insurance has great potential. However, in the Indian insurance market, the current market penetration rate is low due to limited products and low awareness.

3. Arvind Kumar Singh, (2014): - Studies the current scenario of life the insurance sector has been taken up. Currently the market is moving fast and aggressively. There is competition and force to go further. These Features of this expansion strategy are looking for new business potential and to capture it.

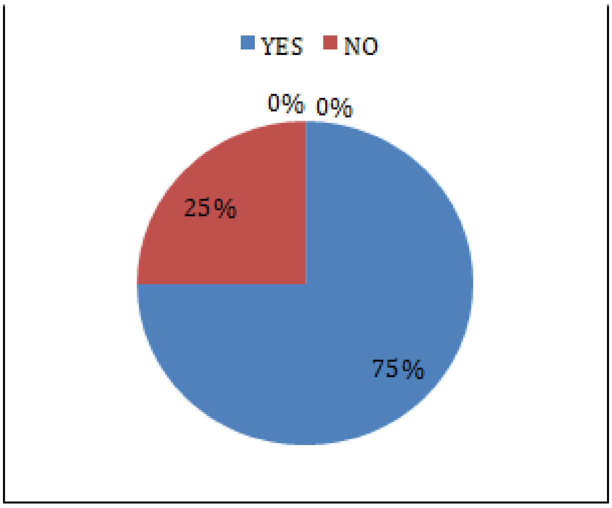
4. d. Rajasekar, (2014): - SWOT analysis means Strength, Weakness, Opportunities and threats for bank assurance are studied. Bancuurance is a distribution model for insurance products. The world Bancassurance is a combination of bancassurance. A bank is a vehicle which Selling various types of financial products like loans, PPF, money Transfers, Shares and Debentures, Deposits, etc.

RESEARCH & METHODOLOGY:-
The research is on the basis of primary and secondary data. The primary data was collected from the respondents along with a set of six to seven questionnaires. The collected data was analyzed using simple random sampling method and the secondary data was collected from various research papers.

DATA ANALYSIS AND INTERPRETATION

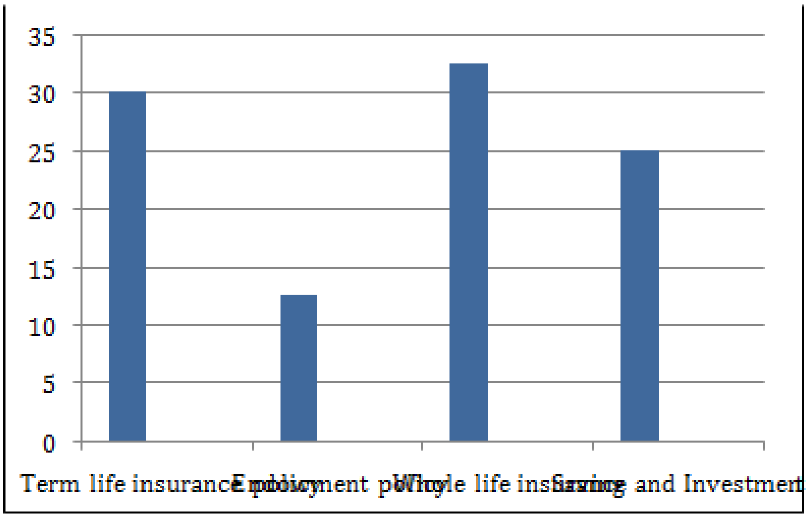
Sample size: 40

1. Do you have Life Insurance cover?



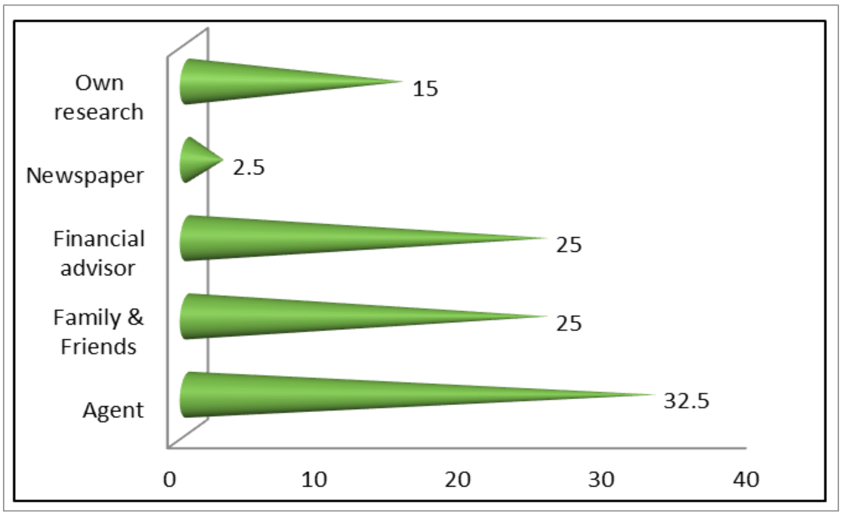
Interpretation: It was observed that 75% of people have insurance policy.

2. Which Life Insurance policy did you planning to purchase?



Interpretation:-Among 4 popular policies people have purchased or willing to purchase the Term Life Insurance Policy and Whole life insurance Policy**.**

3. Whom did you ask before buying Life Insurance?



Interpretation:-According to the responses the majority of people ask or take suggestion of Agent and 2nd are Family & friends and Financial Advisor.

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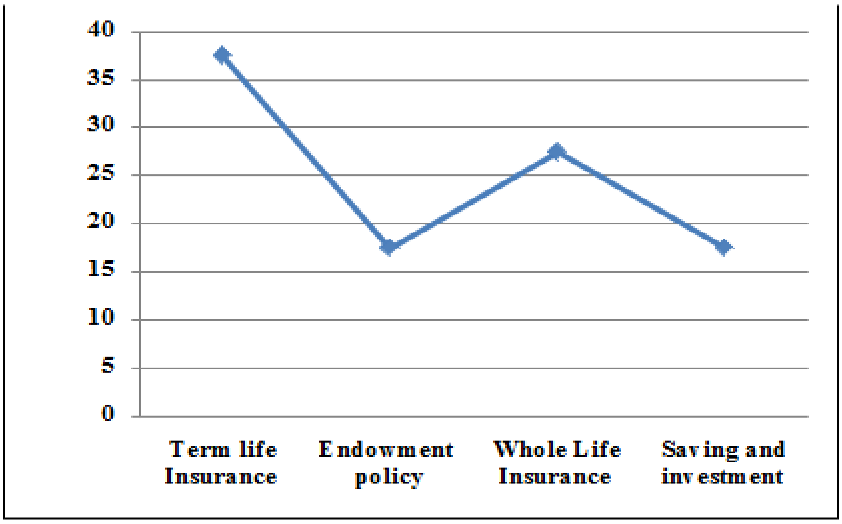
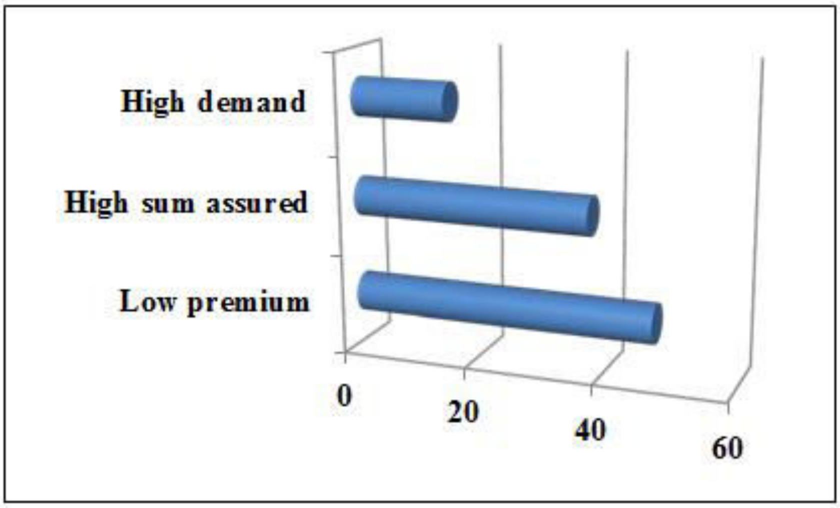
4. Among these which do you think is preferred?



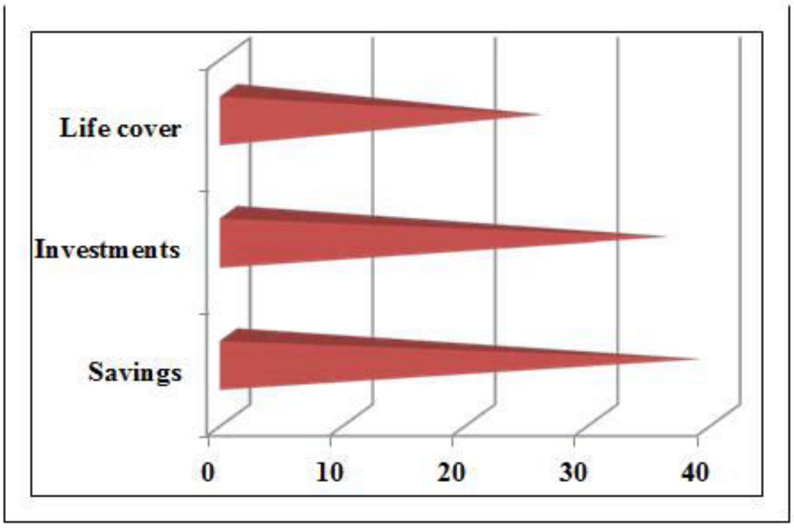
Interpretation: - As per the survey among 4 popular policies the Term Life Insurance policy is most preferred.

5. Why do you think people prefer buying term Life Insurance?



Interpretation: - many people prefer buying the Term Life Insurance policy is because its Low premium and High sum assured.

6. What kind of avenue do you look while investing in Life Insurance Policies?



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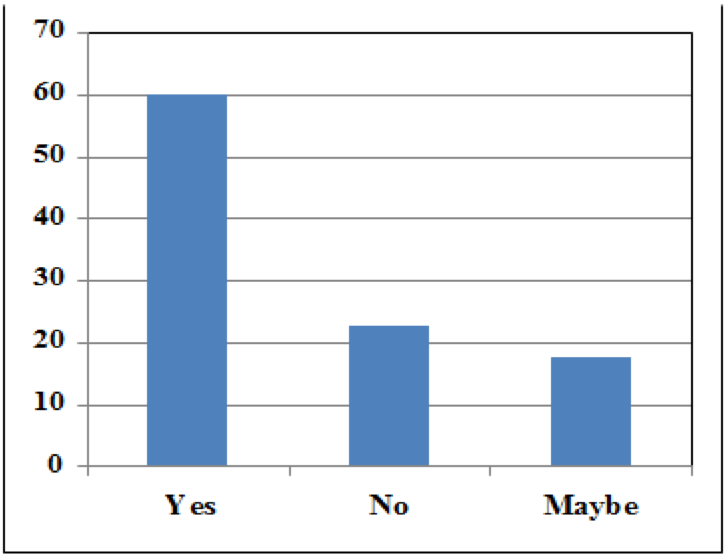
Interpretation: - As per the report 38.5% people look at the life insurance products as the Life cover avenue & 35.9% as Investments & 25.6% as Savings.

7. Do you know about buying Life Insurance Online is cheaper?



Interpretation: - According to the survey 60% people think buying the life insurance policy is cheaper.

CONCLUSION

INDIA is a huge and most popular country with more than 138cr of citizens where only around 72% of people invest in the insurance sector. India has people with different income levels. The Life Insurance offers a wide range of opportunities for its different income levels customers. It offers various schemes where it fulfills the needs of its customers. In India the majority of people look at insurance sector as an Investment avenue where it is the protective tool people have mis conceptualized it as an investment. It is observed that majority of people buy the Term Life Insurance policy as it offers wide range of schemes with low premiums, high sum assured. The COVID19 pandemic has witnessed the increase in the Life insurance policies & health insurance policies. The outbreak had made people more aware of the usefulness of the life insurance policy. The study investigates the investor's preferences in Life insurance products.

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A DESCRIPTIVE STUDY ON "THE EFFECTIVENESS OF INFLUENCER MARKETING

Kashish Giri and Vanshikha Pothiya
Student, Chetana H. S College of Commerce and Economics

ABSTRACT
There are various marketing strategies. Among these, influencer marketing is the most prominent. This is because in today's world, mostly everyone uses social media or some of the media in their dayto-day lives and in launching any product or service, it spreads more easily through social media, where influencers play the most prominent role. Influencer marketing is used when a brand or a service uses individuals on social media to promote their products or services to a particular audience. These individuals who help the brand are known as influencers. An influencer uses various means, such as making content on reels or creating slogans or banners; all of these are showcased on various social media

Keywords: Influencer Marketing, Influencer Advertising, Brand Advocate, Brand Awareness

"To Be an Influencer, You Have to Love People Before You Can Try to Lead Them." — John C Maxwell

INTRODUCTION
Influencer marketing has become a powerful strategy for brands to reach and engage with their target audience. It involves collaborating with influential individuals on social media platforms to promote products or services. These influencers have a dedicated following and can sway their audience's purchasing decisions.

A descriptive study on the effectiveness of influencer marketing would involve gathering data and analysing the impact of influencer collaborations on various marketing metrics. Researchers would typically collect information on factors like brand awareness, brand perception, customer engagement, and purchase intent. To conduct such a study, researchers would select a sample group of consumers and expose them to influencer marketing campaigns. They might measure the changes in brand awareness by surveying participants before and after exposure to the campaigns. Additionally, they could assess brand perception by examining sentiment analysis of social media mentions and comments. Customer engagement can be evaluated by analysing metrics like likes, comments, and shares on influencer posts. Researchers may also collect data on click-through rates, conversion rates, and sales to gauge the impact on purchase intent and actual consumer behaviour. The study would likely involve collecting data from multiple influencers across different industries and analysing the results to identify trends and patterns. Researchers might also compare the effectiveness of influencer marketing with other marketing strategies to understand its unique benefits and limitations. Ultimately, a descriptive study on the effectiveness of influencer marketing can provide valuable insights for brands looking to leverage this strategy. It helps them understand the impact of influencer collaborations on their target audience and make informed decisions about their marketing efforts.

OBJECTIVE
The objective of studying the effectiveness of influencer marketing is multifaceted and encompasses various dimensions crucial for understanding its impact on consumer behaviour, brand perception, and overall marketing strategy. At its core, this objective seeks to unravel the intricate dynamics between influencers, brands, and consumers in the digital landscape.

Firstly, the objective involves assessing the tangible outcomes of influencer marketing efforts, such as increased brand awareness, reach, and engagement metrics. Understanding how influencer collaborations translate into measurable results, such as website visits, social media interactions, and conversions, is essential for gauging its effectiveness as a marketing strategy.

Furthermore, the objective extends beyond mere quantitative metrics to delve into the qualitative aspects of influencer marketing. It seeks to explore the nuances of consumer attitudes, perceptions, and purchase intentions influenced by exposure to influencer-generated content. By analysing consumer feedback, sentiment analysis, and brand sentiment shifts, researchers aim to elucidate the underlying mechanisms driving consumer decision-making in response to influencer endorsements.

In summary, the objective of studying the effectiveness of influencer marketing is to gain comprehensive insights into its impact on consumer behaviour, brand perception, and marketing outcomes. By analysing both quantitative and qualitative aspects, identifying success factors, and addressing challenges, researchers aim to advance our understanding of influencer marketing dynamics and inform strategic decision-making in the ever-evolving digital marketing landscape.

REVIEW OF LITREATURE

A review of literature on the effectiveness of influencer marketing reveals a rich body of research spanning various disciplines, including marketing, communication, and consumer behaviour. Scholars have explored numerous facets of influencer marketing, shedding light on its impact on brand perception, consumer engagement, purchase behaviour, and overall marketing effectiveness.

One prominent theme in the literature is the examination of the factors influencing consumer attitudes and behaviour towards influencer- generated content. Researchers have investigated the role of influencer credibility, expertise, and trustworthiness in shaping consumer perceptions and purchase intentions. Studies have also explored the effects of content authenticity, relevance, and alignment with audience preferences on consumer engagement and brand loyalty.

Furthermore, scholars have delved into the effectiveness of different types of influencers, such as macro-influencers, micro-influencers, and nano-influencers, in driving brand awareness and engagement.

Comparative analyses have been conducted to evaluate the relative impact of influencer size, reach, and niche expertise on campaign outcomes, offering valuable insights for influencer selection and segmentation strategies.

Another focal point of the literature is the measurement and evaluation of influencer marketing effectiveness. Researchers have developed various methodologies and metrics to assess the ROI, impact, and attribution of influencer campaigns. From traditional metrics such as reach, impressions, and engagement rates to more sophisticated approaches like sentiment analysis, brand lift studies, and attribution modeling, scholars have sought to provide marketers with robust tools for measuring and optimizing influencer marketing performance.

Ethical considerations and regulatory implications of influencer marketing have also garnered attention in the literature. Scholars have examined issues such as transparency, disclosure practices, sponsored content labeling, and influencer-brand relationships' authenticity. By addressing these ethical concerns and proposing guidelines for responsible influencer marketing practices, researchers aim to foster transparency, trust, and accountability in the influencer marketing ecosystem.

Moreover, the literature highlights the evolving nature of influencer marketing in response to technological advancements and changing consumer behaviours. From the rise of new platforms and formats, such as TikTok and Instagram Stories, to the emergence of influencer marketing automation tools and influencer marketplaces, researchers explore the implications of these trends for influencer-brand collaborations and campaign effectiveness.

Overall, the literature on the effectiveness of influencer marketing reflects a dynamic and multifaceted field of study, characterized by ongoing research, innovation, and debate. By synthesizing insights from diverse perspectives and methodologies, scholars contribute to a deeper understanding of influencer marketing dynamics and inform strategic decision-making for marketers navigating the complex digital marketing landscape.

RESEARCH METHODOLOGY

This study is based upon a Primary data and Secondary data. The primary data is collected a questionnaire method by a using a Simple Random sampling method, in that we have total 10 questions were asked to the respondents and the secondary data is collected by websites and some research paper.

Primary Data:

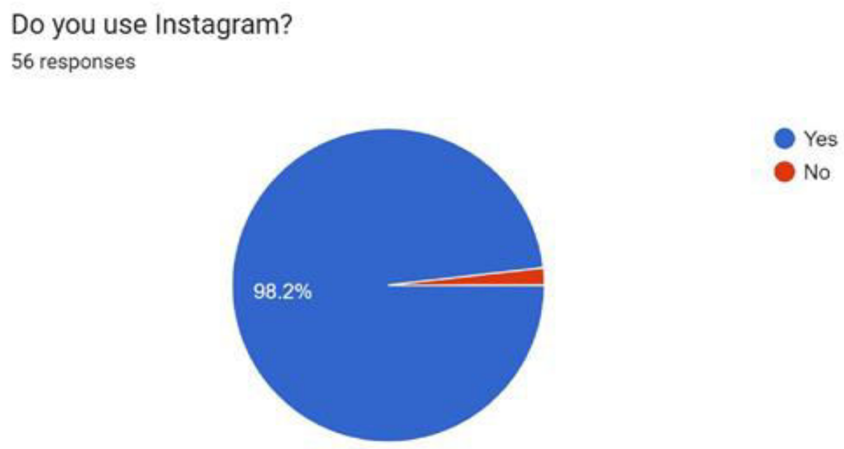
- Questionnaire

Secondary Data:

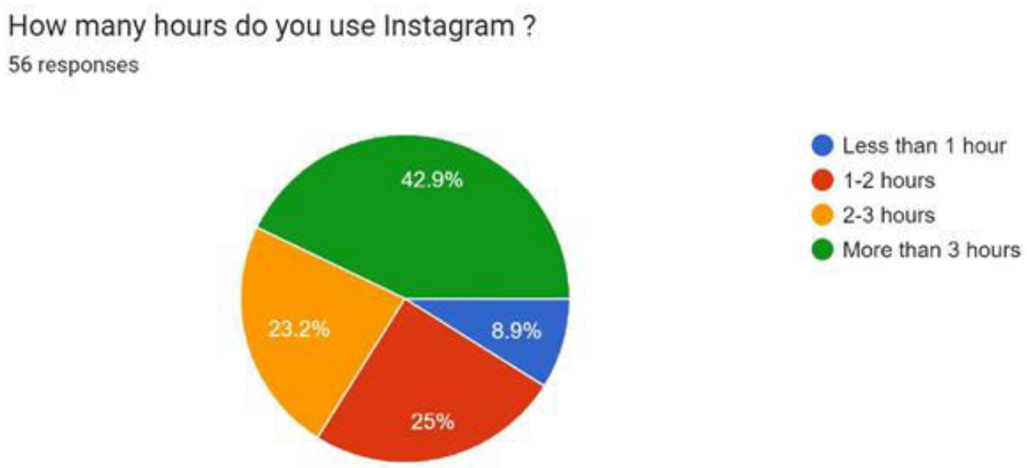
- Websites

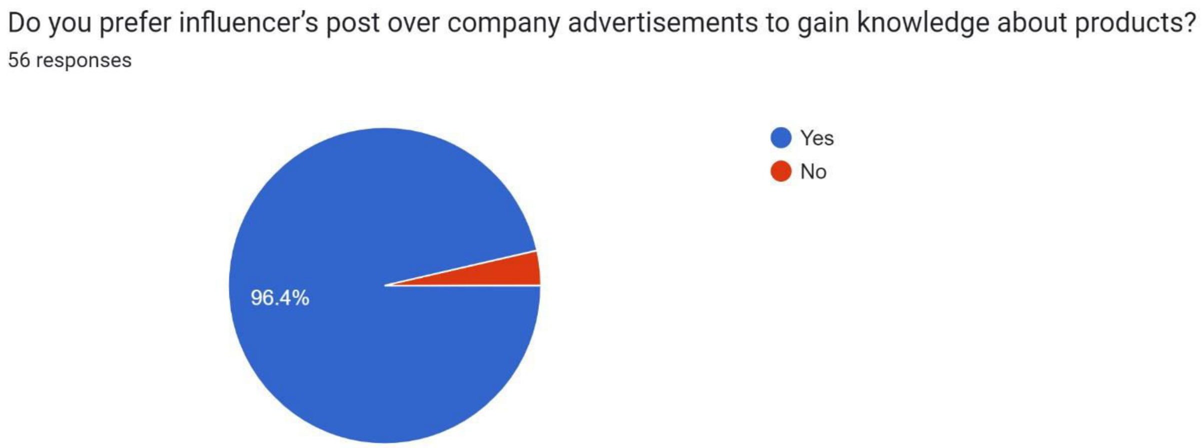
Data Analysis and Interpretation Sample size: 50

Data interpretation - The above pie chart shows 98.2% of people are using Instagram and 1.8% of people not using Instagram.



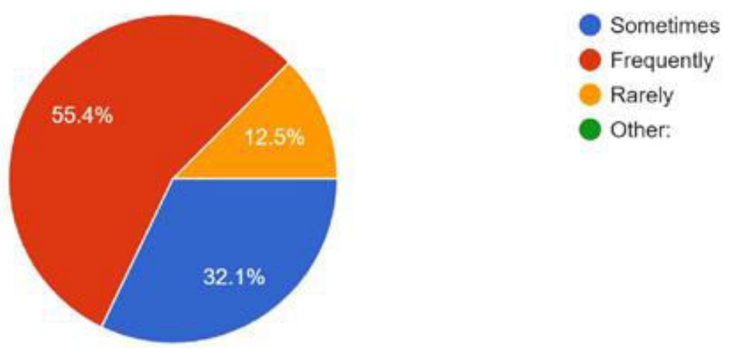
Data Interpretation: The above pie chart shows 8.9% of people using Instagram Less than 1 hour,25% of people using Instagram 1-2 hours, 23.2% of people using Instagram 2-3 hours, 42.9% of people using Instagram More than 3 hours.



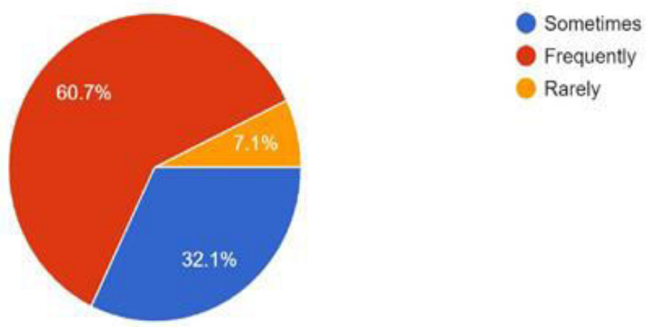


Data Interpretation: - The above pie chart shows 96.4% of people prefer Influencer's post over company advertisements to gain knowledge about product's. Where, 3.6% of people don't prefer Influencer's post over company advertisements to gain knowledge about product's.

How often do you buy products suggested by a social media influencer?
56 responses



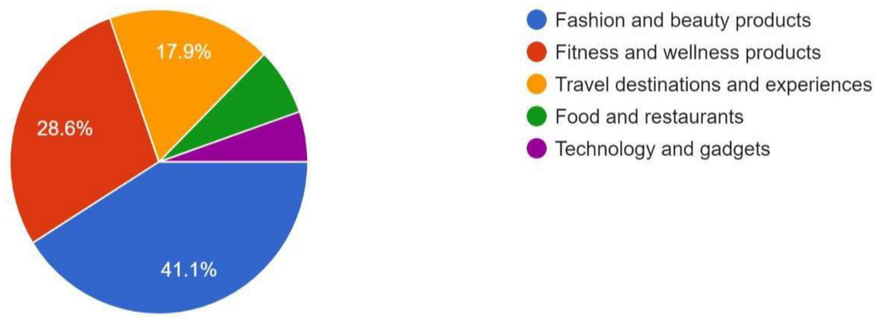
How often do you follow influencers on social media platforms?
56 responses



Data Interpretation: The above pie chart shows 32.1% of people buy products suggested by a social media influencer “Sometimes”, 55.4% of people buy products suggested by a social media influencer “Frequently”, 12.5% of people buy products suggested by a social media influencer “Rarely”.

Data Interpretation: - The above pie chart shows 32.1% of people follow influencers on social media platforms “Sometimes”, 60.7% of people follow influencers on social media platforms “Frequently”, 7.1% of people follow influencers on social media platforms “Rarely”.

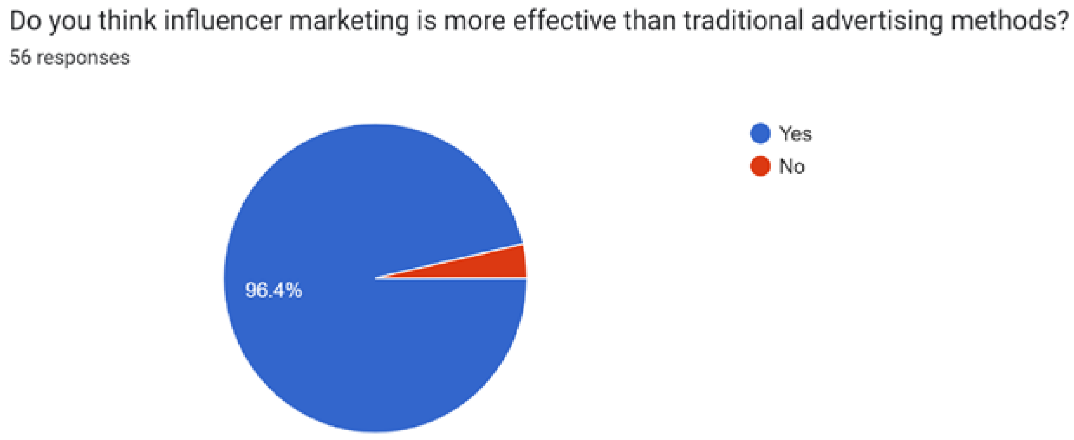
What types of products or services do you trust influencers' recommendations for?
56 responses



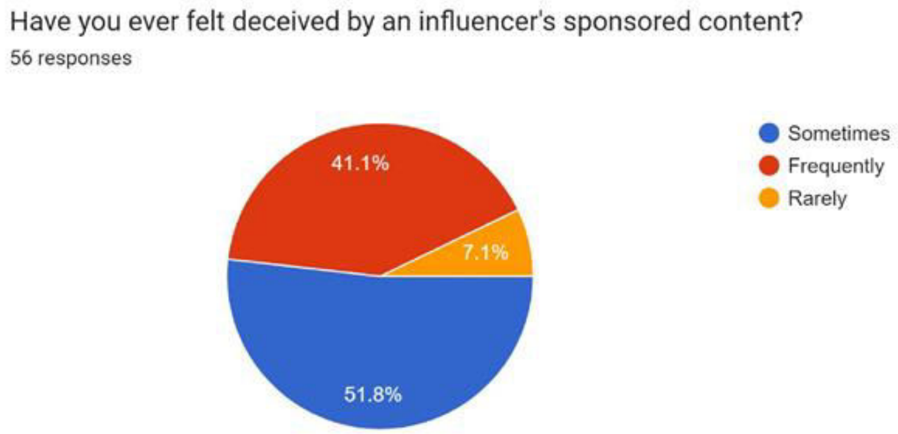
Data Interpretation: - The above pie chart shows 41.1% of people trust

Fashion and beauty products recommendations from influencers,

28.6% of people trust Fitness and wellness products recommendations from influencers, 17.9% of people trust Travel destinations and experiences recommendations from influencers, 7.1% of people trust Food and restaurants recommendations from influencers, 5.4% of people trust Technology and gadgets recommendations from influencers.



Data Interpretation: The above pie chart shows 96.4% of people think influencer marketing is more effective than traditional advertising methods. Where 3.6% of people don't believe influencer marketing is more effective than traditional advertising methods.



Data Interpretation:- The above pie chart shows 51.8% of people felt deceived by an influencer's sponsored content "Sometimes", 41.1% of people felt deceived by an influencer's sponsored content "Frequently", 7.1% of people felt deceived by an influencer's sponsored content "Rarely".

FINDINGS

1. **Increased Brand Awareness:** Influencer marketing has been found to be highly effective in generating brand awareness. Through partnerships with influential individuals, brands can reach a wider audience and gain exposure to potential customers.
2. **Improved Trust and Credibility:** Collaborating with trusted influencers can enhance brand credibility and trust. Studies have shown that consumers often trust recommendations from influencers they follow, leading to a higher likelihood of trying or purchasing a product or service.

3. **Higher Engagement and Conversion Rates:** Influencer content tends to have higher engagement rates compared to traditional advertising. According to research, influencer marketing campaigns can result in increased engagement, click-through rates, and conversion rates for brands.
4. **Targeted and Niche Audience Reach:** Influencers often have a specific niche or target audience. This enables brands to reach a more targeted demographic, ensuring that their marketing efforts are reaching the right people who are more likely to be interested in their products or services.
5. **Cost-Effectiveness:** Influencer marketing can be cost-effective compared to traditional advertising channels. The costs associated with collaborating with influencers can vary depending on their reach and engagement, but it generally offers a higher return on investment due to its targeted approach.

LIMITATION

1. Authenticity Concerns
2. Trustworthiness of Influencers
3. Target Audience Alignment
4. Measurement and ROI Tracking
5. Saturation and Audience Fatigue

SUGGESTIONS

1. **Define Clear Objectives:** Clearly define your goals and objectives before beginning an influencer marketing campaign. This will help you align your efforts with specific outcomes, such as increasing brand awareness, driving sales, or expanding your reach.
2. **Thoroughly Research Influencers:** Take the time to research and vet influencers extensively. Look for influencers whose values, target audience, and content align with your brand. Analyse their engagement rates, audience demographics, and authenticity to ensure they are a good fit for your campaign.
3. **Establish Authentic Partnerships:** Collaborate with influencers who genuinely resonate with your brand and audience. Aim for long-term partnerships that foster authenticity and build trust. Encourage influencers to create content that aligns seamlessly with their own style while incorporating your brand message.
4. **Micro-Influencers:** Consider working with micro-influencers who have a smaller but highly engaged audience within your specific industry or niche. These influencers often have a more authentic connection with their followers, resulting in higher engagement rates and stronger impact.
5. **Track and Measure Results:** Implement effective tracking and measurement tools to evaluate the performance of your influencer marketing campaigns. Monitor key metrics such as impressions, engagement rate, click-through rates, and conversions to gauge the success and ROI of your efforts.

By implementing these suggestions, you can increase the effectiveness of your influencer marketing campaigns and leverage the power of influential individuals to connect with your target audience in an authentic and impactful way.

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A STUDY ON PERCEPTION OF INDIVIDUALS TOWARDSDIGITAL WALLETS REFERENCE TO MUMBAI CITY

Amisha Sharad Sawant and Shruti Dange
Department: Tybaf, Chetana's Hazarimal Somani College of Commerce &Economics Bandra (E), Mumbai 400051
amishasawant42@gmail.com and 00shrutidange@gmail.com
March, 2024

ABSTRACT
This study in Mumbai City surveyed people's perceptions of digital wallets and said they were safe and convenient to use, but many also voiced concerns about data security. Perceptions were impacted by age, and education; younger, wealthier, and better educated people were more likely to use and have good opinions on digital wallets. It emphasizes how important it is to improve digital literacy in order to increase acceptance, as well as how important it is to address user concerns about security and privacy in the design and advertising of digital wallets. Future studies should try to go beyond the limits of this one and learn more about how people in Mumbai City perceive digital wallets.

INTRODUCTION
Mumbai is becoming a hub for mobiles and internet, with e-payment shopping becoming increasingly popular. Indian e-tailers offer 'Cash on Delivery' to attract customers, but the trend has led to an increase in digital payment platforms and mobile wallets. Example of

Digital wallets platforms are Paytm, Google Pay, PhonePe, and Amazon Pay. These platforms enable various transactions, such as shopping, utility bill payments, mobile recharge, and bus/movie ticket bookings.

The government is working to make India a cashless economy, limiting cash withdrawals from banks and ATMs. Many E-payment payment apps are available in the Play Store, making it easier to replace physical wallets. The rapid adoption of mobile wallets is beneficial for start-ups and young entrepreneurs. The shift towards mobile wallets is driven by the convenience and comfort provided by smartphones, which enable cashless transactions anytime, anywhere. Despite the rise of companies offering mobile wallets, there is still a lack of awareness about their utility.

What are Digital Wallets?
A digital payment, also known as an electronic payment, is a value transfer from one payment account to another made using a digital device, such as a mobile phone, computer, POS (Point of Sale), or wireless mobile data, or SWIFT (Society for the Worldwide Interbank Financial).

A digital wallet is a financial application that stores payment information and enables online payments. They are accessible from any device connected to the internet – computers, mobile phones. The bank account of individual users linked with their digital wallets. The most popular use of digital wallets is while shopping – they offer a convenient, seamlessway to pay. With a digital wallet, you don't have to keep entering credit or debit card information or carry around your wallet every time you go to the mall. Your mobile phoneis all you need!

Digital wallets are not used only for online purchases but also for authentication of user. Digital wallet can store complete user information including credentials, transaction history and personal details. They can be used in combination with other mobile payment systems.

Advantages of Digital Wallet Services
- Digital wallets combine multiple payment methods into one platform, reducing theneed for physical cards or cash.
- They provide password protection and frequently involve biometric authenticationfor enhanced security.
- They enable various transactions including bill payments and online purchases, andcan be used at the point of sale via QR code scanning or mobile number entry.

Disadvantages of Digital Wallet Services
- Digital wallets rely on electronic devices and internet connectivity, making them vulnerable to technical glitches, network outages, or device malfunctions that could hinder transactions.
- Digital wallets may be susceptible to hacking or unauthorized access, potentially compromising users'

sensitive financial information.

- Digital wallets can collect and store user data, raising privacy concerns about usage, sharing, and collection by service providers or third parties.

LITERATURE REVIEW

Akhila Pai H. (2018), made a study on “Consumer Perception Towards Digital Wallets in Bantwal Taluk”, by taking a sample of 100 respondents. Only the users of mobile banking have been considered for this study. Many people use mobile banking for recharge. People strongly agree with the availability, convenience, and comfortable with the security ofmobile wallet payment services. People in Bantwal Taluk are satisfied with the services provided by the mobile wallet. Only a few people faced obstacles while using the mobile wallet.

Mehul P. Desai (2018) studied “Preference of Consumers Towards Mobile Wallet in Surat City”. The objective of the study was to find out awareness and factors affecting decisions about using mobile wallets in Surat City. The study also focuses on customers preferred modes of payment to purchase products online, like debit cards, credit cards, online banking, and mobile wallets. The researcher found that privacy of transactions is the most important factor affecting respondent decisions using mobile wallets, followed by security of transactions.

OBJECTIVES

1. To examine the role of demographics of consumers towards digital wallets.
2. To identify how to increase consumer awareness and familiarity with digital wallet.
3. To analyse the usages patterns and behaviour of users with digital wallets.
4. To identify the perceived benefits and obstacles of digital wallet.

HYPOTHESIS

1. **H0:** There is no significant and useful relationship between the respondent’s age,gender, education, and their preference towards the usage of digital wallets.
2. **H1:** There is a strong and positive relationship between the respondent’s age, gender,education, and their preference towards the usage of digital wallets.

RESEARCH METHODOLOGY

In this study, the data is obtained from both primary and secondary sources. The primary data is collected using the questionnaire method, which has been created using Google Forms and distributed among internet and social media users in Mumbai. Whereas the secondary data is collected from newspapers, magazines, websites, etc.

Sample Size: The sample size for research was 100 individuals, determined by providing a survey and taking note of their preferences.

Sampling Method: The data was collected through a simple random sampling method by circulating survey forms to 100 individuals.

LIMITATIONS OF STUDY

1. Sample bias: Participants may not represent the broader population, skewing results towards younger, tech-savvy individuals.
2. Limited generalizability: Findings may not apply universally across demographics orcultures.
3. Limited variable scope: Relevant factors like socioeconomic status or financial literacy may not be fully addressed.
4. Short-term focus: The study might fail to capture changes in attitudes over time.

Top 5 Digital Wallets Service Providers in India and TheirCompany Profile

1. Paytm:

Owned by	One97CommunicationsLimited	Paytm
Founders	Vijay Shekhar Sharma	
Established in	2010	
Head Quarters	Noida, India	

2. Google Pay:

Owned by	Google
Founders	Sujith Narayanan
Established in	May 26, 2011
Head Quarters	New Delhi, India

3. PhonePe:

Owned by	Flipkart
Founders	Sameer Nigam, Rahul Chari, Burzin Engineer
Established in	Dec, 2015
Head Quarters	Bengaluru, Karnataka

4. Amazon Pay:

Owned by	Amazon India
Founders	Mahendra Nerurkar
Established in	2007
Head Quarters	Seattle, Washington, US

5. Mobikwik:

Owned by	One Mobi Kwik Systems Private Limited
Founders	Bipin Preet Singh & Upasana Taku
Established in	2009
Head Quarters	Gurgaon, India

DATA ANALYSIS AND INTERPRETATION

Table 1: Demographic Profile of the respondents

	Category	Responses	%
Gender	Male	46	46%
	Female	54	54%
Education Qualification	Undergraduate	60	60%
	Graduate	25	25%
	Postgraduate	15	15%
Age	18-30	87	87%
	31-40	6	6%
	41-50	3	3%
	51 & above	4	4%

Interpretation: In the above table, talking about gender, there are highly indicating female respondents (46%), while male respondents (54%). The majority of the respondents with undergraduate education are 60%, and graduates and postgraduates are 25% and 15%,respectively. There are four age brackets, of which 87% belong to the age group 18-30 years, and smaller proportions in old age brackets are: 6% belong to 31-40 years, 3% belong to 41- 50 years, and 4% belong to 51 & above years.

Table 2: Functionality, Information and Financial Transaction of the respondents

	Particulars	Responses	%
Functionality	Fully Aware	72	72%
	Partially Aware	27	27%
	Not Aware	1	1%
Information	Social media	45	45%
	Friends / Family	49	49%
	Newspaper /Television	6	6%
Financial Transaction	Yes	89	89%
	No	11	11%

Interpretation: In the above chart, this data indicates a high level of understanding in functionalities: 72% were fully aware and a lower level was partially aware (27%) and not aware (1%). Approximately 45% of respondents obtain information from social media, 49% from friends/family, and 6% from newspapers/television. Financial transaction is highly rated by 89% of respondents, while 11% of respondents do not.

Table 3: Modes and Devices while payment of the respondents

	Particulars	Responses	%
Modes ofPayment	Time Saving	48	48%
	Easy to use	47	47%
	Security	5	5%
DevicesMaking Payment	Smartphone	83	83%
	Computer	6	6%
	Both	11	11%

Interpretation: In the above table, modes of payment for digital wallets are: 48% of respondents finds them time-saving, 47% consider them easy to use and only 5% prioritize security. Device usage for making payments: 83% of respondents use smartphones, 6% use computers and 11% use both devices.

Table 4:

Particulars	Awareness		Preference	
	Responses	% of Responses	Responses	% of Responses
Paytm	48	48%	8	8%
Gpay	89	89%	77	77%
Phonepe	46	46%	12	12%
Amazon pays	28	28%	2	2%
Any other	16	16%	1	1%

Interpretation: In the above table, awareness and preference for GPay among respondents, with 89% awareness and 77% preference. Paytm and PhonePe also have notable awareness, but lower preference compared to GPay. Amazon Pay and other platforms have lower awareness and preference among respondents. Overall, GPay emerges as the most popular choice among the listed digital payment platforms.

Table 5:

	Particulars	Responses	%
Compare digital wallets to other payment methods	Alternative	44	44%
	Substitute	24	24%
	Supportive Instrument	32	32%
Purpose	Money Transfer	21	21%
	Recharge	6	6%
	Utility & Bill payment	7	7%
	All Above	66	66%
Considerations when using a digitalwallet	Available Discounts	34	34%
	Premium offers	16	16%
	Cash Back	50	50%

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Interpretation: In the above chart, this data suggests that 44% respondents view digital wallets as alternative, 24% respondents view digital wallets are substitute rest 32% respondents view digital wallet as supportive instrument. Approximately 66% of respondents use digital wallets for all i.e., money transfer, recharge, utility & bill payments. When deciding to use a digital wallet, 50% respondents prioritize cashback offers, 34% respondents for available discounts and remaining 16% for premium offers.

Table 6:

	Particulars	Responses	%
Usage	Daily	48	48%
	Weekly	45	45%
	Monthly	6	6%
	Yearly	1	1%
Obstacles faced	Security concerns	33	33%
	Too time consuming to set up	9	9%
	Involves danger of losing money	17	17%
	Network	41	41%
Digital wallet services useful?	Strongly Agree	98	98%
	Strongly Disagree	2	2%

Interpretation: In the above chart, this data suggests that a total of 48% and 45% respondents use digital wallets on daily and weekly basis, 6% respondents use digital wallets monthly and rest 1% respondents use it yearly. However, significant obstacles include security concerns 33% and network issues 41%. Approximately 98% of respondents strongly agree that digital wallets are useful mode of payment and remaining 2% of respondents strongly disagree.

FINDINGS OF THE STUDY

- The respondents are highly aware of the digital wallet payment method.
- The respondents mostly use digital wallet payment modes on their smartphones fortime savings and ease of use.
- There are various digital wallet options available, but respondents are most aware ofand prefer Google Pay.
- Most respondents view digital wallets as supportive instruments for makingpayments.
- The respondents strongly agree with the convenience and benefits provided by digital wallet services.
- The respondents use digital wallets for money transfers, recharges, utility and bill payments, getting available discounts, premium offers, and cash back incentives, indicating a preference for savings and rewards.
- The majority of respondents use a digital wallet daily.
- The majority of respondents faced network issues while using digital wallets.

CONCLUSION

In conclusion, the study on the perception of individuals towards digital wallets in Mumbai City aimed to understand the attitudes and behaviour of people towards digital wallets. The study was conducted using a survey method, and a representative sample of the population was selected for the study. The findings of the study revealed that a majority of the participants had used digital wallets in the past, and they found it to be a convenient and secure way of making payments. However, a significant number of participants expressed concerns about the security and privacy of their personal information when using digital wallets. The study also identified age, education as factors that influence the perception of digital wallets. Younger individuals, those with higher education levels were found to be more likely to use digital wallets and have a positive perception of them. Overall, the study highlights the importance of considering the concerns of users around security and privacy when designing and promoting digital wallets. It also underscores the need to promote digital literacy among users to increase adoption and reduce any scepticism towards digital wallets.

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THE IMPACT OF INFLUENCER MARKETING ON BRAND BUILDING IN THE DIGITAL ERA

Aniruddha Majrekar and Karan Tambe
Student, Chetana's Self- Financing Courses, Department- SYBMS (Marketing), Mumbai
aniruddhamajrekar@gmail.com and karantambe9346@gmail.com

ABSTRACT
Tesla's brand-building tactics across multiple social media channels are examined in this descriptive study. In addition to its ground-breaking electric cars, Tesla has revolutionized the automobile business over the last ten years with its creative marketing strategies. Tesla's skillful use of social media platforms as its main method of audience engagement and communication has been essential to its success. This study explores the various facets of Tesla's social media activity on sites including Facebook, Instagram, YouTube, Twitter, and more.This study conducts a thorough review of Tesla's content initiatives, community interaction strategies, and overall brand messaging on various social media platforms. The study looks at variables including sentiment analysis, engagement rates, and follower growth to determine how effective Tesla's.

Keywords: Tesla, Brand Building, Social media, Tesla's social media marketing

INTRODUCTION
Tesla, Inc Founded in 2003 by Martin Eberhard and Marc Tarpenning. However, Tesla did not become a household name until Elon Musk joined the company shortly after its founding. Musk's vision of the future based on electric vehicles (EVs) and renewable energy solutions has thrust Tesla into the spotlight, making it a global innovation leader. In fact, Tesla is synonymous with electric cars. The company's product lineup includes the Model S, Model 3, Model X and Model Y, designed to redefine what all-electric cars can achieve. Known for their beautiful designs, outstanding performance and great value, Tesla electric cars have played a significant role in the automotive revolution. In particular, the Model S set a new standard for electric cars, receiving praise for its speed, luxury and length. But Tesla's influence is not limited to just driving. Musk's top goals include transitioning to sustainable energy, a goal that mirrors Tesla's different products. One of the company's main initiatives is energy storage. Tesla's Powerwall, Powerpack and Megapack are energy storage solutions designed for residential, commercial and utility applications. These systems use advanced technology to store excess energy during periods of low demand and make it available when needed, thus increasing energy efficiency and grid stability. Tesla increased its position in the solar industry with the acquisition of SolarCity in 2016. The company's solar energy products include solar panels and solar roof tiles integrated into residential and commercial buildings. Solar-powered roof tiles in particular exemplify Tesla's commitment to integration with beauty and offer innovative solutions for those looking for the power to solve environmentally friendly, problem-free problems. The Gigafactory's concept design reflects Tesla's commitment to energy and efficiency. This major manufacturer is a global manufacturer and producer of batteries, electric vehicles and electronic products. The Gigafactory plays a key role in Tesla's quest to reduce costs, increase production capacity and meet growing global demand for energy solutions. Tesla's influence extends beyond physical products to technology and innovation. The company has been a pioneer in driverless cars by offering features such as Autopilot, which uses advanced driver assistance systems. Elon Musk's vision for fully autonomous vehicles has sparked debate about the future of transportation, pushing the boundaries of what is possible in the automotive industry. The Supercharger Network, a global network of fast charging stations, is another expression of Tesla's commitment to solving performance issues associated with electric vehicles. By making Supercharger stations available as tourist attractions, Tesla aims to make going long distances with an electric car not only possible but also easy. The network relieves "a lot of stress" and supports the company's commitment to providing a comprehensive and customer-friendly EV experience. Tesla's impact on the market is undeniable. The company's market value increased rapidly, making it one of the most valuable companies in the world. Tesla's success has not only increased interest in electric cars, but also forced traditional automakers to recognize changes in consumer preferences and needs, solve the transportation problem to be sustainable, and accelerate the growth of electric vehicles. But Tesla is not immune from problems. The company faces production problems, audits and questions about Elon Musk's management. But Tesla has demonstrated the ability to overcome these problems and lead the way in the search for the future.

OBJECTIVE
1. Examine which Tesla's products are known to people.

2. Examine the content techniques Tesla uses to interact with its audience on social media.

3. Examine how well Tesla uses community involvement and user-generated material on social media.

4. Examine the reach, presence and engagement of Tesla on Social media platform.

REVIEW OF LIERATURE

Jing, Leo(3rd April, 2023):- This paper covered the effectiveness of passive social media marketing strategies utilized by Tesla and how different variables such as customer engagement, product satisfaction, company trust, electronic word-of-mouth and customer loyalty affect customer purchase intention of Tesla vehicles.

RESEARCH METHODOLGY

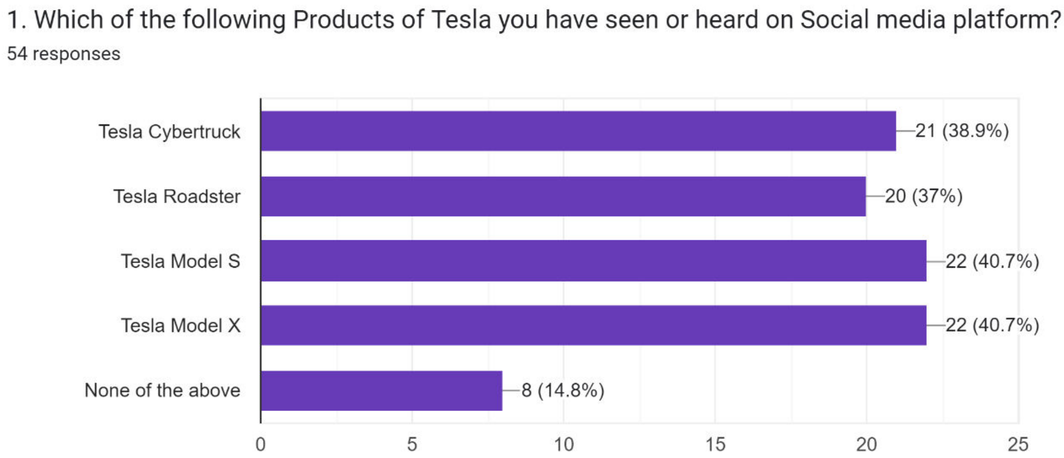
This study is based upon a Primary Data and Secondary Data. The primary data is collected by conducting a Questionnaire Method by using a Simple Random sampling method, in that we have total 10 questions asked to the respondents and the secondary data is collected from internet.

Primary Data - Questionnaire

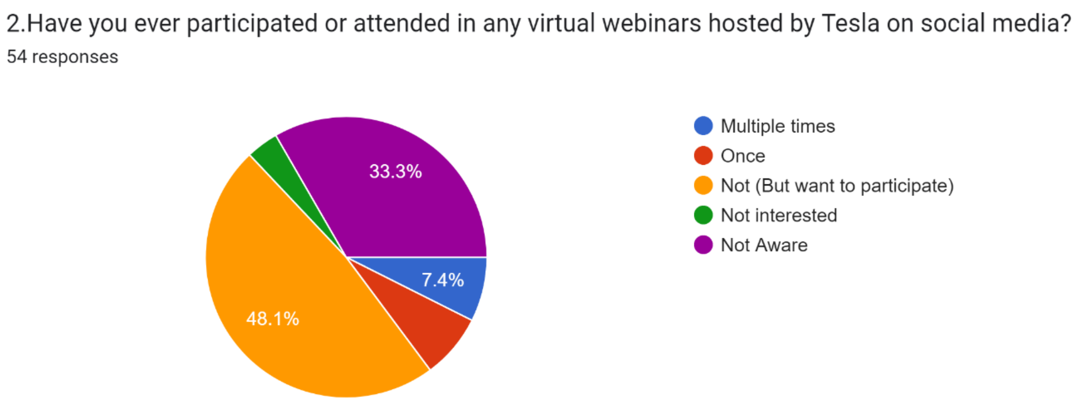
Secondary Data- Internet

DATA ANALYSIS AND INTERPRETATION

- **Sample Size**-54
- **Tool** -Excel



Data Interpretation- The above diagram proves our first objective of the study, which is to examine which of the Tesla products are known amongst the people. Through this we saw that 'Tesla's Model S' & 'Tesla's Model X' are equally known to the people i.e. 40.7% whereas 14.8% of people are not aware of any of the Tesla products.



Data Interpretation- The above diagram proves our second objective of the study, which is to examine how much people interact on social media events, virtual webinars and etc of Tesla. In which we found that 48.1% of

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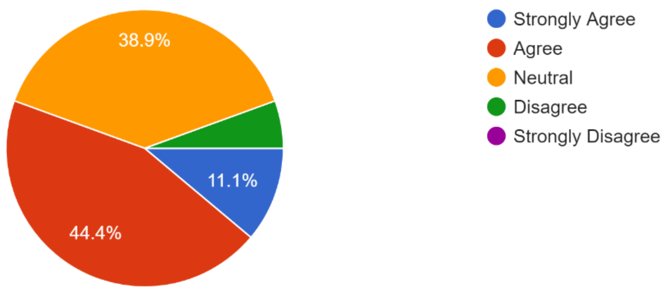
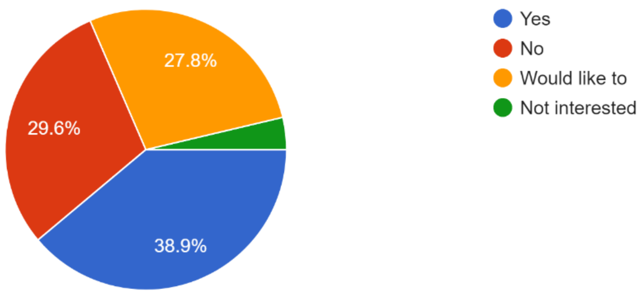
people had not participated but they want to participate, 33.3% people were not aware about the events whereas, 7.4% of people had participated the event multiple times.

3. Do you think Tesla effectively utilizes user-generated content and interactions to strengthen its brand on social media?
54 responses

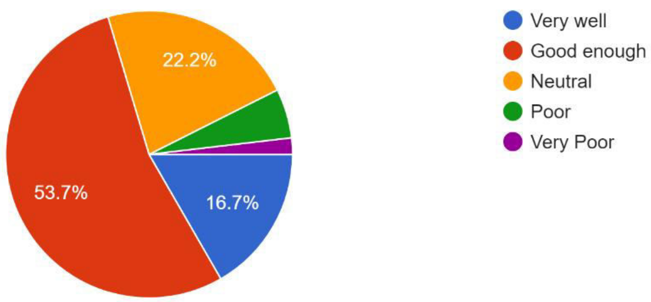


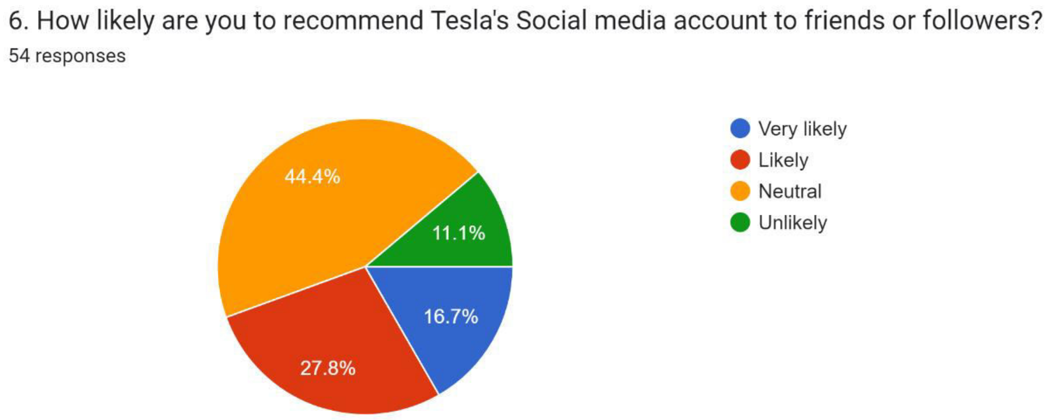
Data Interpretation- The above diagram proves our third objective of the study, which is to examine how Tesla uses community involvement and user-generated material on social media. In this we saw that 44.4% people agree on that Tesla effectively utilize user-generated content whereas, 38.9% people are neutral & 11.1% people are strongly agree on that.

4. Have you ever visited Tesla's Social media Profile?
54 responses



5. In your opinion how well is the presence of Tesla on Social media platform?
54 responses





Data Interpretation: - The above data in diagram no. 4, 5 and 6 tells us about the Tesla's objective of reaching, it's presence and engagement on Social media platform.

FINDINGS

1) Tesla builds a strong association with innovation and cutting-edge technology by utilizing the personal brand of its CEO, Elon Musk.
2) The business places a high priority on visual material, using captivating multimedia to highlight new developments and features in its products.
3) Tesla actively participates in its online community to promote advocacy and a sense of belonging. The brand's reach is further increased through strategic collaborations and the utilization of user-generated content.
4) Last but not least, Tesla upholds openness and quickly resolves issues, which helps to foster a favorable online reputation.

CONCLUSION

To sum up, the analysis of Tesla's social media brand creation tactics highlights the company's skillful application of essential components. Tesla has established a strong and powerful online presence by utilizing user-generated material, building on Elon Musk's personal brand, emphasizing visually appealing content, encouraging community involvement, and upholding openness. This all-encompassing strategy fosters a devoted and positive community in addition to increasing brand recognition. According to the research, Tesla's social media brand building success may be attributed to a skillfully combined approach of strategic communication, innovation display, and community interaction. Businesses looking to build a strong brand presence in the digital age may find it helpful to comprehend and put these tactics into practice.

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FINANCIAL INNOVATION AND ITS EFFECTS ON MARKET EFFICIENCY: A REVIEW OF RECENT DEVELOPMENTS

Anusha Nagraj Naidu and Shreya Suresh Bhagat
Student, Chetana's Self- Financing Courses **s,** Department- SYBMS (Marketing), Mumbai
anushanaidu0610@gmail.com and shreyabhagat173@gmail.com

ABSTRACT
"Financial Innovation and Its Effects on Market Efficiency: A Review of Recent development'' is likely an academic or research paper that examine the impact of financial innovation on market efficiency. It would likely explore various forms of financial innovation, such as the introduction of new financial instruments, technological advancements in trading platforms, and changes in regulatory frameworks.

Financial Innovation is the process of creating new financial products, service, or processes. Financial innovation has come via advance in financial instruments, technology, and payment systems. Digital technology has helped to transform the financial services industry, changing how we save, borrow, invest, and pay for goods. These innovations have increased the number of financial providers available to consumers, borrowers, and businesses.

In analysing markets, It's crucial to consider the effects of financial innovation on market participants behaviour and the underlying market structure. The efficiency of a market is affected by the number of market participants and depth of analyst coverage, information availability and limits to trading.

Keywords: Financial development, financial innovation, effects on markets.

INTRODUCTION

Financial innovation refers to the development and introduction of new financial products, services, technologies, or processes that aim to improve efficiency, risk management, or access to capital within financial markets. Over the years, financial innovation has had significant effects on market efficiency, reshaping the landscape of global finance.

In this introduction, we researched how financial innovation has impacted market efficiency by fostering liquidity, enhancing risk management tools, increasing market access, and influencing the speed and transparency of information dissemination. We'll also discuss the potential drawbacks and risks associated with certain types of financial innovation, such as the amplification of systemic risks and the potential for market distortions. The evolution of financial innovation and its effects on market efficiency, we can gain insights into the dynamic interplay between technological advancement, regulatory frameworks, and market dynamics in shaping the modern financial landscape.

The ability to innovate financially has become essential to a responsive and effective capital market. The development of financial tools and payment methods over time for the purpose of lending and borrowing money is referred to as financial innovation. These developments, which are a crucial component of financial innovation, include advancements in technology, risk management, credit and equity creation, and availability of credit for borrowers. They have also provided banks access to new and less expensive means of raising equity capital.

1. Scope of Financial Innovation:

Financial innovation encompasses the creation and adoption of novel financial instruments, techniques, and systems aimed at improving efficiency, risk management, and market functioning.
It spans various domains, including product innovation (e.g., derivatives, structured products), process innovation (e.g., algorithmic trading, blockchain), and regulatory innovation (e.g., Basel Accords, Dodd-Frank Act).

2. Enhancement of Market Efficiency:

- Financial innovation has historically played a pivotal role in enhancing market efficiency by improving liquidity, price discovery mechanisms, and resource allocation. - Innovations such as electronic trading platforms, high-frequency trading algorithms, and automated risk management systems have accelerated transaction speeds and facilitated more seamless market interactions.

3. Expansion of Market Access and Participation
- Innovations like online trading platforms, exchange-traded funds (ETFs), and peer-to-peer lending have democratized access to financial markets, allowing a broader spectrum of investors to participate.
- Increased market accessibility fosters competition, diversification, and broader risk-sharing, contributing to overall market efficiency.

4. Risk Management and Hedging Strategies
- Financial innovation has led to the development of sophisticated risk management tools, including options, futures, and credit derivatives, enabling market participants to hedge against various types of risks more efficiently.
- By providing avenues for risk transfer and mitigation, these innovations contribute to market stability and resilience.

5. Challenges and Risks
- Despite its benefits, financial innovation also presents challenges and risks, including the potential for market disruptions, regulatory arbitrage, and systemic risks.

- Complex financial products and opaque market structures can exacerbate information asymmetries and increase the likelihood of market inefficiencies and misallocations.

Key aspects of financial innovation and it's effect on market efficiency

1. Improved Allocation of Capital
Financial innovation can create new ways for investors to allocate capital more efficiently by providing access to previously inaccessible markets or assets.

2. Enhanced Risk Management:
Innovative financial products, such as derivatives and insurance instruments, can help market participants hedge against various risks, leading to more effective risk management strategies.

3. Increased Liquidity
Innovative trading platforms and instruments can enhance market liquidity by facilitating easier buying and selling of financial assets, which can lead to more efficient price discovery.

4. Lower Transaction Costs:
Financial innovation can reduce transaction costs by streamlining processes, automating trading, and introducing new technologies, making it cheaper and faster to execute trades.

5. Greater Market Access:
Financial innovation can broaden market access by allowing new participants, such as retail investors or firms from emerging markets, to participate in previously inaccessible markets or asset classes.

OBJECTIVE

1. Analyze the effects of financial innovation on risk management and market efficiency.
2. Assess the role of financial innovation in shaping modern markets.
3. Explore the implications of financial innovation for economic growth and stability.

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RESEARCH METHODOLOGY

Two types of data are used in this study: primary and secondary. The questionnaire method involves utilizing a simple random sample technique to gather primary data. A total of ten questions were posed to the respondents, while websites and research papers are used to gather secondary data.

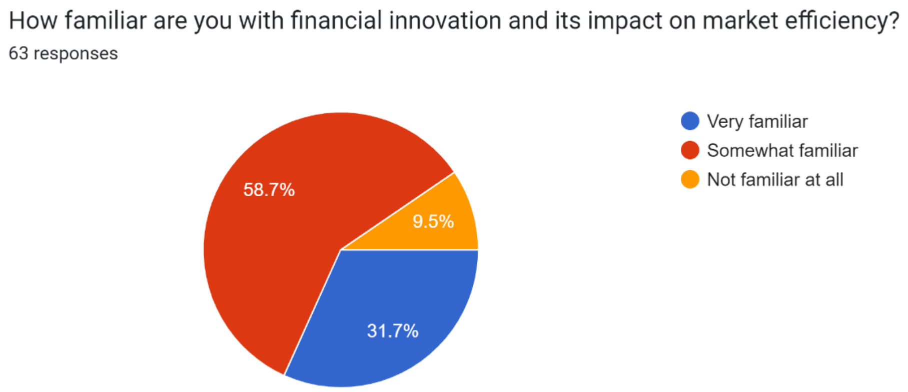
Primary Data: Questionnaire

Secondary Data: Website

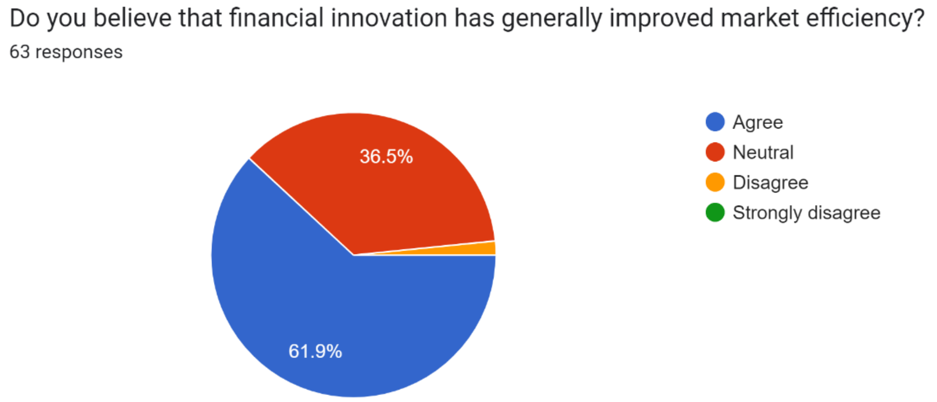
DATA ANALYSIS AND INTERPRETATION

Sample size: 60

Tool: Excel



Data Interpretation: This pie chart shows that 58.7% of people are familiar with financial innovation and its effect on market efficiency



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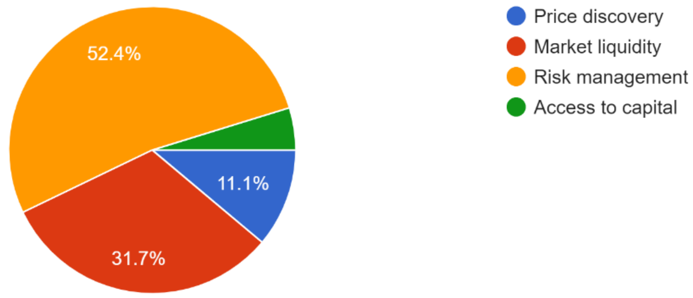
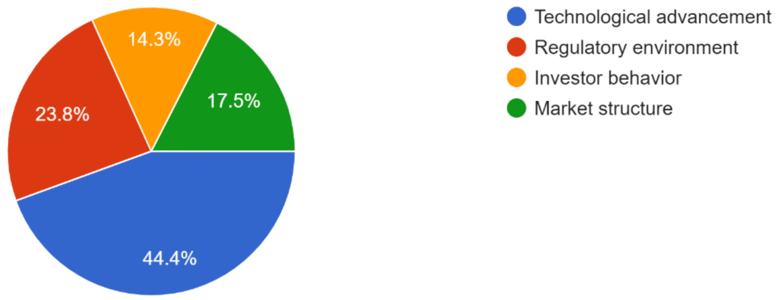
Data interpretation: This pie chart shown above is the result of the survey asking people about the improvement in financial innovation as 61.9% of respondents prefer option agree and 36.5% is neutral.

In your opinion, Which aspect of market efficiency has been most positively influenced by financial innovation?
63 responses



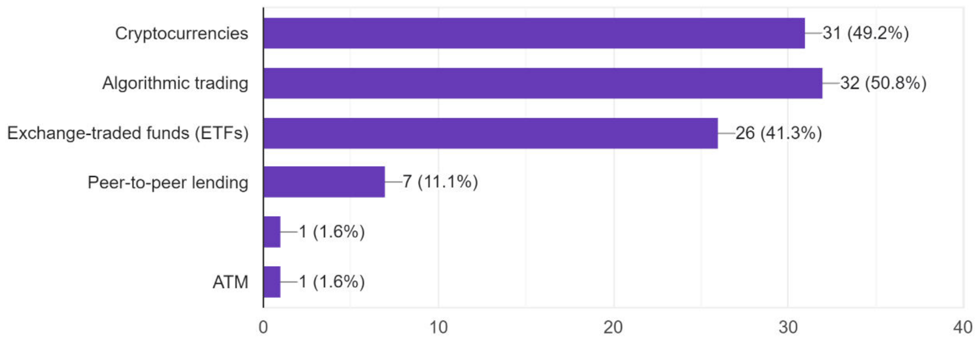
Data Interpretation: The above pie chart shown that 52.4% of risk management has positively influenced by financial innovation.

Which factor do you believe has the most significant impact on the effectiveness of financial innovation in improving market efficiency?
63 responses



Data Interpretation: the above pie chart shown is the about has the impact on the market is improving. 44.4% of respondents is technological advancement, 23.8% is regulatory environment, 17.5% is market structure, and 14.3% is investor behavior.

Which financial instruments or innovation do you think have most positively influenced market efficency?
63 responses



Data Interpretation: The above pie chart is shown that the algorithmic trading has most positive influence in market efficiency by 50.8%.

FINDINGS

- 58.7% of respondent are very familiar about financial innovation and its effects on market efficiency by it tell us that most of them are familiar with financial innovation.
- Even while 9.5% of respondents said they had no prior knowledge of financial innovation, This indicates that some of them still do not.
- 61.9% of respondent believe that financial innovation has improved market efficiency.
- 52.4% of respondents of risk management has positively influenced by financial innovation. This suggest that most of them take the risk.
- Financial innovation has positively improved market liquidity, according to 31.7% of respondents.
- According to 44.4% of respondents, technical advancements have had an impact on how well financial innovation has improved market efficiency. According to the respondent, market efficiency has increased as a result of technical advancements.
- 50.8% percent of respondents believe that algorithmic trading has a beneficial impact on market efficiency.

LIMITATION

- Restricted Sample Size
- No Specific Traget Audience

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CONTEMPORARY TRENDS USED FOR BRAND BUILDING IN THE SOCIAL MEDIA ERA

Samiksha Vilas Pednekar and Arya Anil Parab
Student, Chetana's Self- Financing Courses, Department- SYBMS (Marketing), Mumbai
svpednekar20@gmail.com and parabarya3112@gmail.com

ABSTRACT
This article explores the dynamic landscape of branding in the context of the social media era. The rapid growth of social media has fundamentally reshaped brand-consumer interactions. Navigating this dynamic environment requires brands to adopt innovative strategies to build meaningful connections and foster loyalty. This research examines the current trends that define successful social media branding in the social media era.

The documentary examines key tactics such as user-generated content, e-commerce, live streaming and influencer marketing, and explores how brands are using these tools to engage audiences, ensure authenticity and drive results. In addition, it analyses emerging trends such as playful content, video marketing, personalised customer care, and immersive technologies such as augmented reality and virtual reality, and examines their potential impact on brand perception and consumer behaviour.

Through a vital evaluation of case studies, expert insights, and applicable records, the studies highlights both the opportunities and demanding situations associated with each trend. The paper concludes via drawing realistic implications for brands seeking to correctly navigate the ever-evolving social media panorama, emphasising the significance of a strategic, genuine, and target market-centric approach to constructing an enduring online presence.

Keywords: Influencer marketing, digital advertising and marketing, social media, patron behaviour.

INTRODUCTION
In contemporary digital global, branding has changed plenty because of social media. There are many trends that agencies use to build and preserve their logo on-line. It is crucial for manufacturers to hold up with those traits to live relevant to their target audience.

One of the massive developments is to be genuine. People need brands which are unique and obvious. Social media lets in manufacturers to show their actual selves by way of sharing behind-the-scenes moments and actual testimonies. This facilitates build agree with and loyalty with customers who need a actual reference to the manufacturers they help.

Another essential fashion is influencer advertising. Social media influencers have quite a few fans who agree with them. Brands can paintings with influencers to reach specific audiences and create content that feels herbal and engaging. It's an effective way to get their message out. In the ever-evolving international of social media, the branding manner has undergone a giant transformation to conform to modern traits that harness the power of virtual structures. The interconnected nature of social media has redefined how corporations create and support their logo presence. One first-rate trend is influencer marketing, in which brands associate with people who have a great effect on their followers. These influencers act as real advocates and bridge the space among a emblem and its target audience.

Another crucial aspect is user-generated content (UGC), which lets in customers to actively make a contribution to shaping the emblem tale. Brands encourage users to percentage their studies, growing a sense of community and accept as true with. In addition, live content material has won momentum, presenting actual-time interactions that resonate with audiences looking for instantaneous and genuine stories. Live pronounces, Q&A sessions and at the back of-the-scenes appears provide an unfiltered connection between brands and purchasers.

ADVANTAGES
1. Increased reach and visibility

2. enhance engagement

3. community building

4. brand identity and authenticity

5. enhance customer perception

6. higher conversion opportunities

7. brand loyalty and advocacy.

DISADVANTAGES

1. Short- term relevance
2. lack of originality
3. risk of misinterpretation
4. dependency on platform algorithm
5. time and resource intensive
6. fickleness of social media audience
7. cost intensive.

OBECTIVES

1. Analyse the effectiveness of various contemporary trends.
2. Analyse potential barriers to implementation, such as resource limitations, lack of expertise, etc.
3. Understand emerging trends in the social media landscape and their potential implications for brand building.
4. To determine the primary aspects that influence brands and their social media presence.
5. To understand the opportunities and challenges brands face while leveraging the growth of different social media platforms.

REVIEW OF LITERATURE

(**Masrura Ahmed Tanha, 2018**) : This research paper titled 'AN INTRODUCTION TO BRAND BUILDING VIA SOCIAL MEDIA' analysed that organisations have more chances to succeed and the way we communicate has transformed. The author says that Social media plays a crucial role in improving marketing strategies by improving relationships between customers and brands, which eventually results in brand loyalty. These prevalent trends help create personal connections with customers on digital platforms. The paper states that consumers now have more control over marketing, and also incidents that happen locally can quickly reach a global audience. The author has developed a social media marketing strategy to help brands build a strong presence and engage with consumers effectively.

Keywords: Social media, brand loyalty, consumer behaviour.

(Tina Vukasovič, 2013) : This research paper titled 'Building successful brands by using social networking media'. The author says that Social media has totally changed the world in the 21st century. It gives opportunities for communication and business between marketers and consumers. The author conducted a survey among Facebook users to understand effective ways of communication. They targeted young adults and graduates aged 18 to 55. The results of their research show how internet marketing activities impact brand relationships. The study focuses on how brand communication strategies in social media are effective. With the growing use of social media for marketing, it's crucial to examine how these strategies engage the target audience.

Keyword: Social media, brand loyalty, target audience.

RESEARCH METHODOLOGY

The following research was conducted to understand the Contemporary Trends used for Brand Building in the Social Media Era. This study is based upon a Primary Data and Secondary Data. The primary data is collected by conducting a questionnaire Method which had total 10 questions that were asked to the respondents. The result from the survey are analysed and are depicted using a pie chart. The secondary data is collected by various websites and some published research paper.

- **Primary Data:** Questionnaire
- **Secondary Data:** Websites, published papers.

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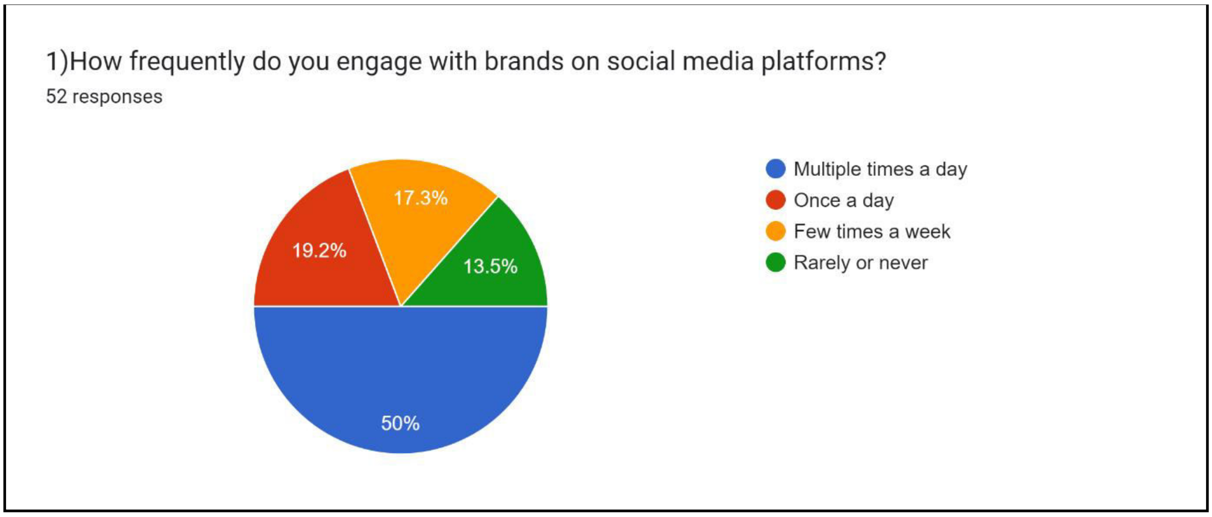
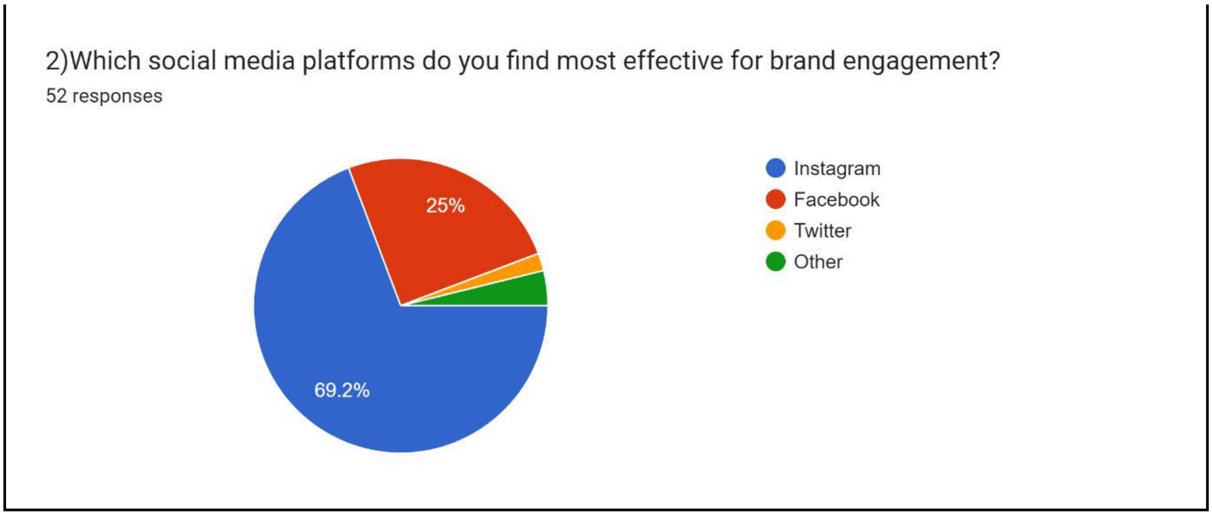
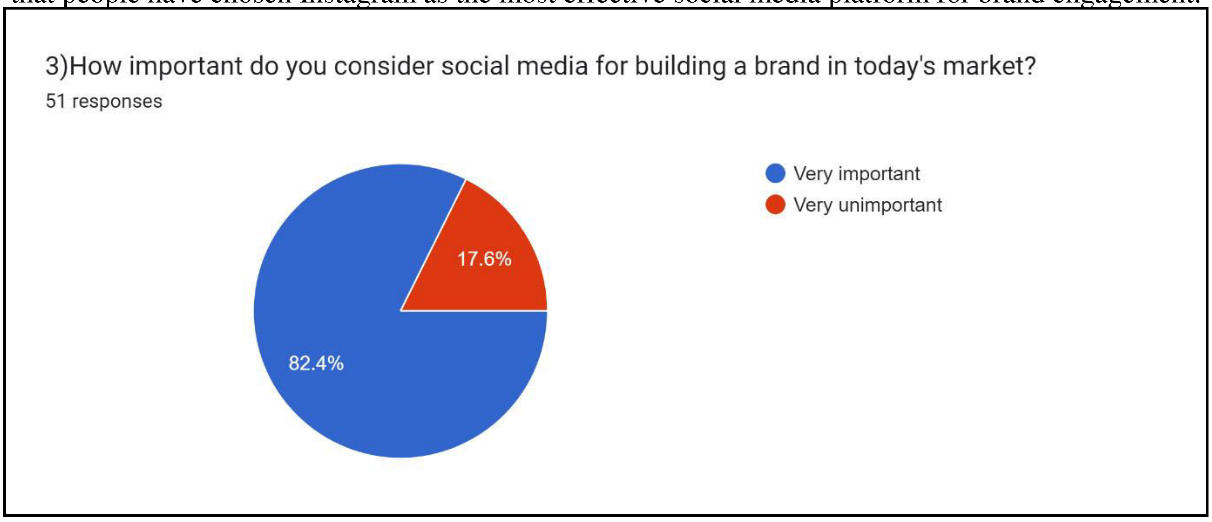
DATA ANALYSIS AND INTERPRETATION



The above diagram depicts that 50% of the people have chosen ‘Multiple times a day’, 19.2% of people have chosen ‘Once a day ’, 17.3% of people have chosen ‘Few times a week ’and 13.5% of people have chosen ‘Rarely or never ’. Thus it concludes that people engage with brands on social media platform multiple times a day.



The above diagram depicts that 69.2% of the people have chosen ‘Instagram’, 25% of people have chosen ‘Facebook ’, 1.9% of people have chosen ‘Twitter ’and 3.8% of people have chosen ‘Other ’. Thus it concludes that people have chosen Instagram as the most effective social media platform for brand engagement.



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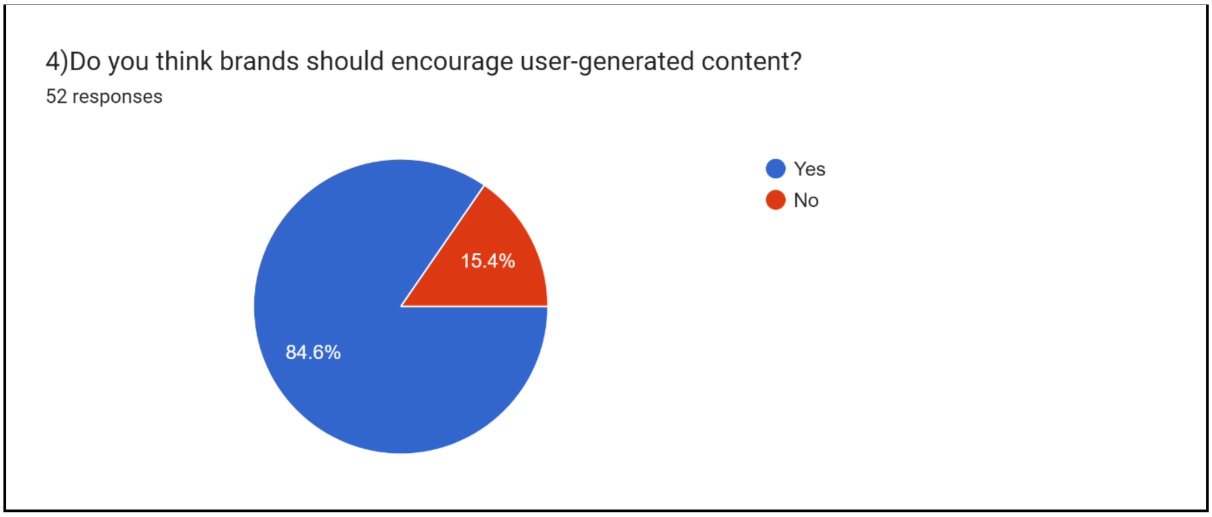
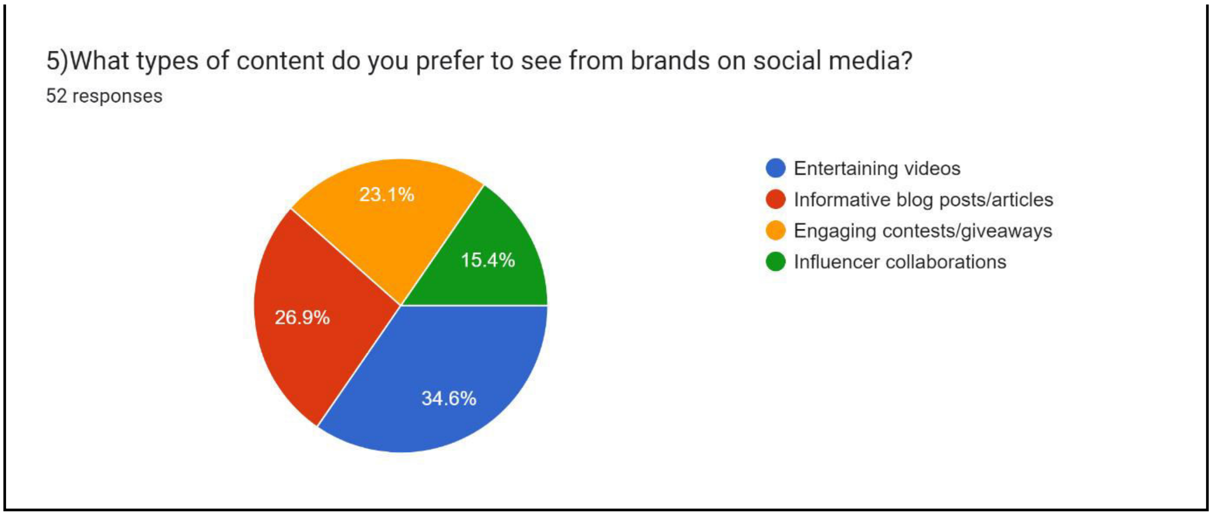
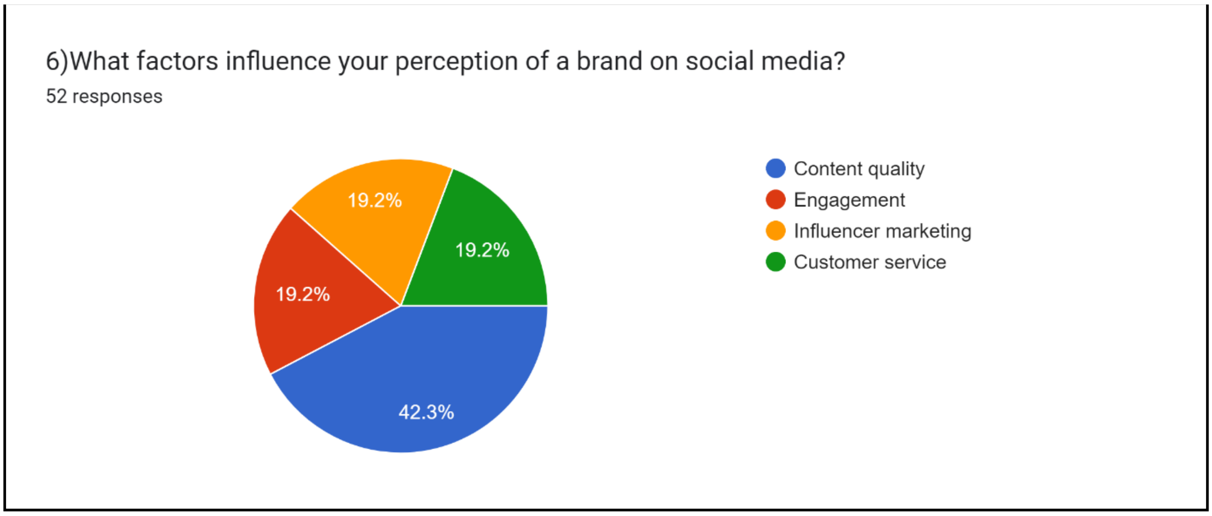
The above diagram depicts that 82.4% of the people have chosen ‘Very important’, and 17.6% of people have chosen ‘Very unimportant ’. Thus it concludes that people consider social media very important for brand building.



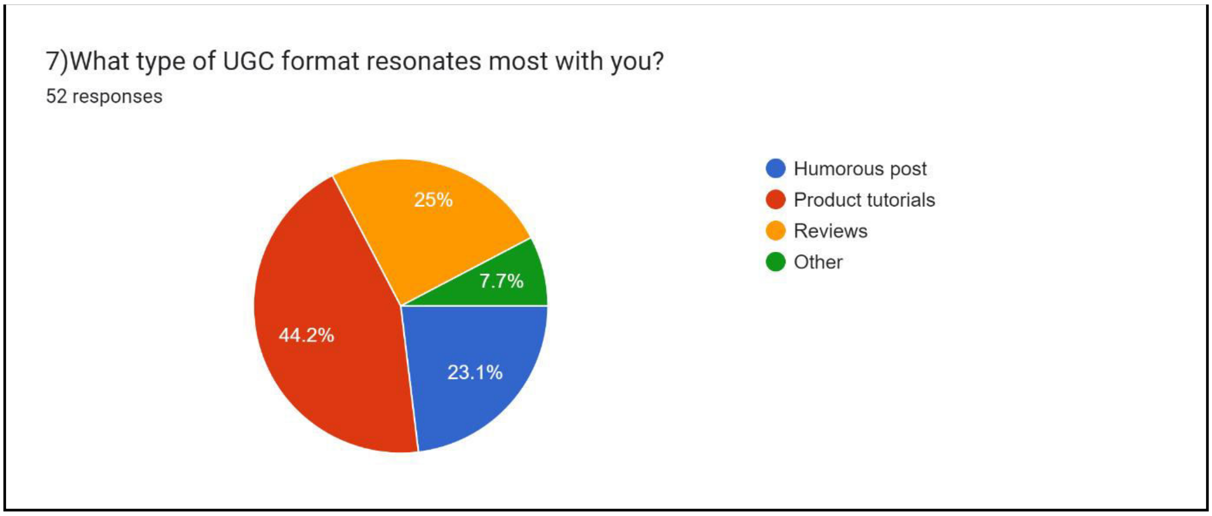
The above diagram depicts that 84.6% of the people have chosen ‘Yes’, and 15.4% of people have chosen ‘No ’ . Thus it concludes people think brand should encourage user-generated content.



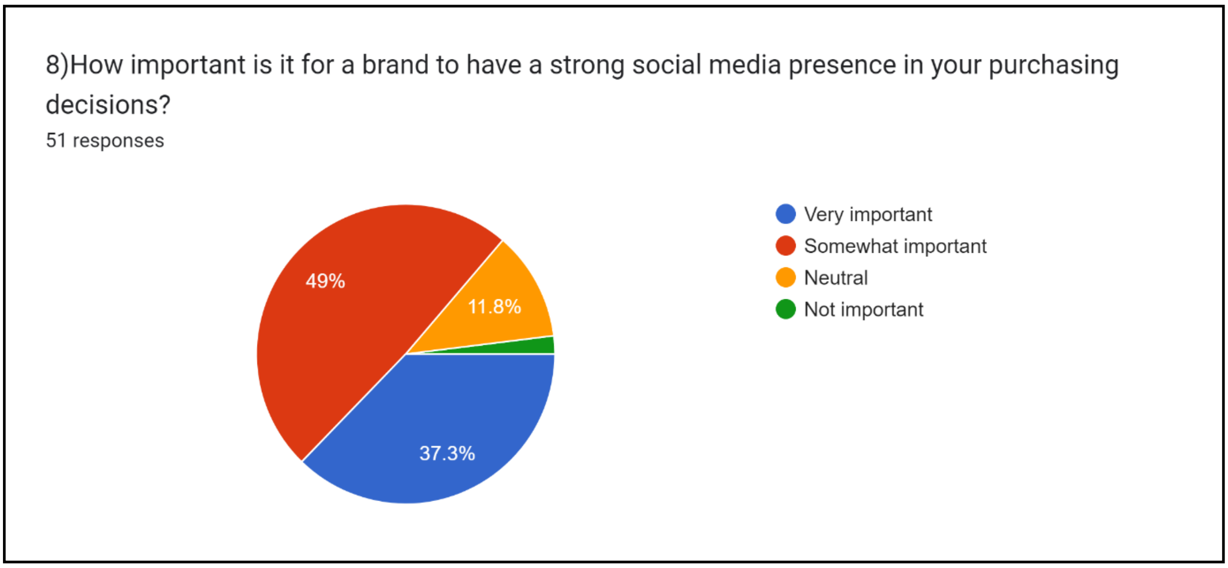
The above diagram depicts that 34.6% of the people have chosen ‘Entertaining videos’, 26.9% of people have chosen ‘Informative blog posts/articles ’, 23.1% of people have chosen ‘Engaging contests/giveaways ’and 15.4% of people have chosen ‘Influencer collaborations ’. Thus it concludes that people choose that entertaining videos to engage with brands on social media.



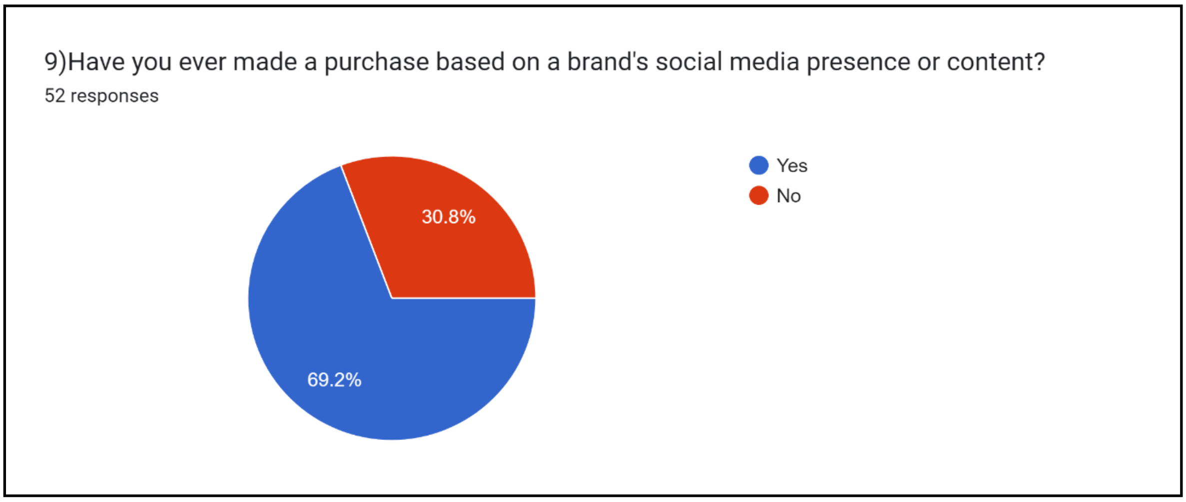
The above diagram depicts that 42.3% of the people have chosen ‘Content quality’, 19.2% of people have chosen ‘Engagement ’, 19.2% of people have chosen ‘Influencer marketing ’and 19.2% of people have chosen ‘Customer service ’. Thus it concludes that people choose content quality to engage with brands on social media.



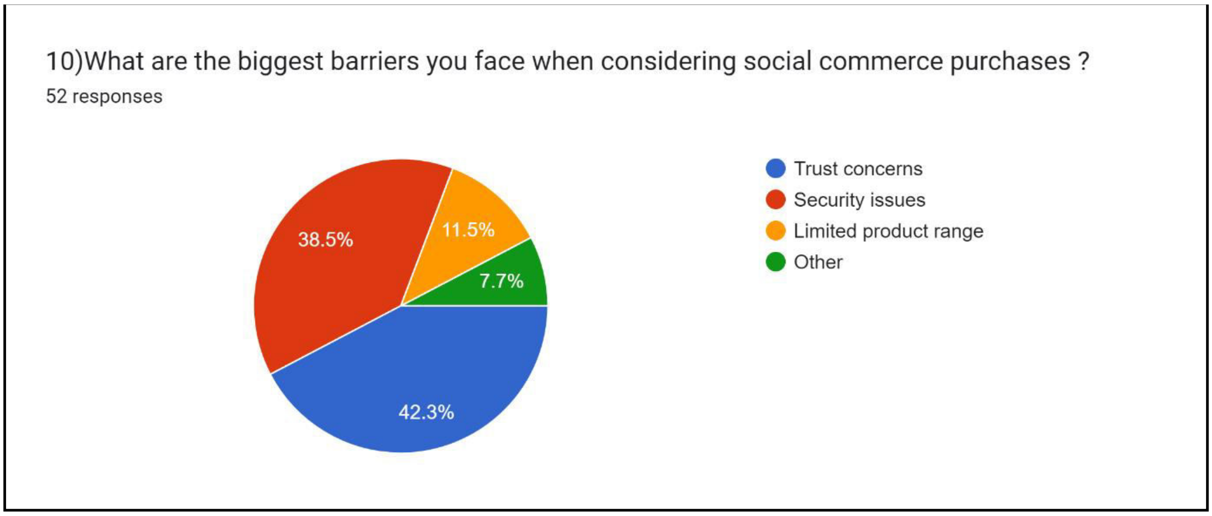
The above diagram depicts that 44.2% of the people have chosen ‘Product tutorials’, 25% of people have chosen ‘Reviews ’, 23,1% of people have chosen ‘Humorous post ’and 7.7% of people have chosen ‘Other ’. Thus it concludes that people resonate with product tutorials the most on social media.



The above diagram depicts that 49% of the people have chosen ‘Somewhat important’, 37.3% of people have chosen ‘Very important ’, 11.8% of people have chosen ‘Neutral ’and 2% of people have chosen ‘Not important ’. Thus it concludes that people feel that brands should have a strong social media presence.



The above diagram depicts that 69.2% of the people have chosen ‘Yes’, and 30.8% of people have chosen ‘No ’ . Thus it concludes people have made their purchase decisions based on brands social media presence.



The above diagram depicts that 42.3% of the people have chosen ‘Trust concerns’, 38.5% of people have chosen ‘Security issues ’, 11.5% of people have chosen ‘Limited product range ’and 7.7% of people have chosen ‘other ’. Thus it concludes that Trust concerns are the biggest barriers faced when making social commerce purchases.

FINDINGS

1. Contemporary trends are most effective in enhancing brand visibility, engagement and overall success.
2. Consumers respond positively to brand with engaging content, which results in consumer loyalty.
3. Active interaction with followers can enhance brand loyalty and advocacy.
4. When the content has become a prevalent trend, influencers try to capitalise on this trend to create a better brand perception and engagement.

LIMITATIONS

- Not restricted sample size.
- Not restricted locations.
- No specific target audience.

CONCLUSION

In today's social media-driven world, building a brand relies on staying ahead of the latest trends. One key trend is influencer marketing, which helps brands expand their reach and create genuine connections with their audience. User-generated content is another important aspect, as it encourages community engagement and adds a human touch to brands. Video content has end up dominant, supplying immersive memories that seize human beings's interest. With the assist of AI, brands can personalise reports and strengthen relationships with

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customers. Authenticity stays important, as transparent storytelling builds consider. Data-driven techniques make sure that content material is brought in a applicable manner. Moreover, manufacturers that align themselves with social duty and sustainability values resonate with clients. Overall, a success emblem building in contemporary landscape requires adaptability, creativity, and a deep information of evolving consumer behaviours and alternatives.

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ROLE OF BLOCK CHAIN TECHNOLOGY IN FINTECH INNOVATION

Ashutosh Santosh Nakti and Om Pandurang Talekar
Student, Chetana's Self- Financing Courses, Department- SYBAF, Mumbai
naktiashutosh@gmail.com and omtalekar775@gmail.com

ABSTRACT

Blockchain technology has emerged as a transformative force in the realm of financial technology (fintech), revolutionizing traditional financial systems. This abstract explores the pivotal role of blockchain in fostering innovation within the fintech landscape.

Blockchain's decentralized and secure nature ensures transparent and tamper-resistant transactions, mitigating fraud and enhancing trust in financial transactions. Smart contracts, a key feature of blockchain, automate and execute self-enforcing agreements, reducing the need for intermediaries and expediting processes. This not only accelerates transaction speed but also significantly lowers operational costs.

Furthermore, blockchain facilitates financial inclusion by providing a decentralized infrastructure that reaches underserved populations without access to traditional banking services. Cryptocurrencies, built on blockchain, enable seamless cross-border transactions, eliminating the need for lengthy intermediary processes and reducing currency conversion fees.

In the context of fintech start-ups, blockchain serves as a foundation for innovative business models, such as decentralized finance. Decentralized Finance platforms leverage blockchain's capabilities to offer services like lending, borrowing, and trading without relying on traditional banking institutions.

Despite its promise, challenges such as scalability and regulatory uncertainties persist. Nevertheless, the growing adoption of blockchain in fintech underscores its potential to reshape the financial landscape, fostering a more efficient, inclusive, and secure ecosystem for financial transactions and services.

Keywords: Block Chain, Financial Landscape, Fintech, Fostering, Decentralized

INTRODUCTION

Blockchain innovation has developed as a transformative drive within the domain of budgetary innovation, commonly known as fintech, rethinking the scene and revolutionizing conventional forms. At its centre, blockchain may be a and dispersed record that records exchanges over a organize of computers, guaranteeing straightforwardness, security, and permanence. Its application in fintech has introduced in an unused period of development, advertising arrangements to longstanding challenges and reshaping the way monetary exchanges are conducted. One of the key parts of blockchain in fintech development is its capacity to supply a secure and straightforward establishment for advanced exchanges. The decentralized nature of blockchain guarantees that data is put away over a organize of hubs, making it safe to altering or unauthorized modifications. This characteristic addresses the issue of believe, a basic component in monetary exchanges. By dispensing with the require for mediators and setting up a agreement instrument, blockchain improves the keenness of money related information, diminishing the hazard of extortion and improving by Keen contracts, another essential perspective of blockchain innovation, have essentially affected fintech by mechanizing and executing self-executing contracts without the required for mediators. These contracts are coded with predefined rules and conditions, encouraging computerized and doubtful exchanges. This not as it were diminished the time and fetched related with conventional contract execution but moreover minimizes the potential for blunders and disputes. Conventional keeping money frameworks frequently prohibit a noteworthy parcel of the worldwide populace due to variables like need of get to managing an account framework or credit history. Blockchain-based arrangements give an opportunity to overcome these boundaries by empowering peer-to-peer exchanges, microfinancing, and decentralized loaning stages. This cultivates monetary incorporation by giving people in underserved locales with get to a run of financial services. Besides, blockchain encourages speedier and more cost-effective cross-border exchanges. The conventional universal instalment framework is regularly defaced by delays, tall expenses, and complexities. Blockchain empowers real-time, borderless exchanges through cryptocurrencies, cutting down on middle people and lessening costs. This has the potential to revolutionize the way worldwide businesses work, making exchanges more effective and accessible. In conclusion, the part of blockchain innovation in fintech advancement is significant and multifaceted from improving security and straightforwardness to empowering keen contracts and cultivating budgetary consideration, blockchain is reshaping the monetary scene. As fintech proceeds to advance, the integration of blockchain innovation is

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balanced to play an essential part in driving productivity, decreasing costs, and advancing a more comprehensive and available.

Advantages of Block Chain in Fintech Innovation:

1. Enhanced Security: Strong security for financial transactions is offered by blockchain's decentralized structure and cryptographic methods. Due to the secure recording and multiple participant verification of each transaction, it lowers the danger of fraud, hacking, and unauthorized access.

2. Enhanced Efficiency: Blockchain simplifies financial transactions by doing away with the need for middlemen and manual procedures. It makes real-time settlement possible, cuts down on processing time, and eliminates paperwork, resulting in transactions that are quicker and more effective.

3. Cost Reduction: High fees and transaction expenses might arise from the several middlemen that traditional banking systems frequently use. Blockchain eliminates the need for these middlemen, cutting infrastructure and middleman costs.

4. Transparency and Trust: Since all parties have access to the same data, blockchain's distributed ledger promotes transparency. Due to their ability to independently check and verify transactions without depending on a central authority, this promotes trust amongst parties participating in financial transactions.

5. Enhanced Accessibility: By offering services to the unbanked and underbanked people, blockchain has the potential to promote financial inclusion. Peer-to-peer transactions are made possible by it, giving people in underserved areas access to financial services without the need for conventional banking infrastructure.

OBJECTIVES

- ❖ To Explore the potential applications of block chain in Fintech Industry.
- ❖ To analyse the impact of block chain on traditional financial system and process.
- ❖ To examine the benefits and challenges of implementing block chain technology in financial institutions.
- ❖ To access the future prospects and trends of block chain technology in Fintech innovation.

REVIEW OF LITERATURE

A literature review on "The Role of Blockchain in Fintech Innovation" would encompass various perspectives and findings from academic research, industry reports, and expert opinions. This structured literature review would provide a comprehensive understanding of the current state of research and developments in the role of Blockchain in Fintech innovation.

(A. **Pal,2021)**

This study contributes to the existing literature by exploring and analysing systematic studies available on blockchain with special reference to financial services sector. With blockchain based on five principles, namely, computational logic, peer-to-peer transmission, irreversibility of records, distributed database and transparency with pseudonym has immense potential to unleash and transform the financial service industry. With increasing blockchain-based operations of decentralized banking, insurance, trade finance, financial markets and cryptocurrency market, the subject is rapidly growing and seeking considerable contribution from scholars from around the world.

(R. Khatwani,2023)

The paper deals with the exploration of fintech and its various changes to the banking industry. Systematic analysis of the fintech innovation nature is brought to the picture. One major assistance of this review revolves around the systematic development of innovative models, which are used to track the progress and pattern of technology development. Fintech (Financial Technology) is seen as one of the financial technologies that would revolutionize the banking industry, receiving global attention. Moving around for decades, banks have invested heavily in the development to improve the efficiency of the financial innovation systems such as electronic fund transfer at the point-of-sale (EFTPOS), Automated Teller Machines, internet banking, Society for Worldwide Interbank Financial Telecommunication (SWIFT), Electronic Data Interchange (EDI), mobile banking, bitcoin wallet, crowdfunding, etc.

RESEARCH METHODOLOGY

This study is based upon a Primary data & Secondary data.

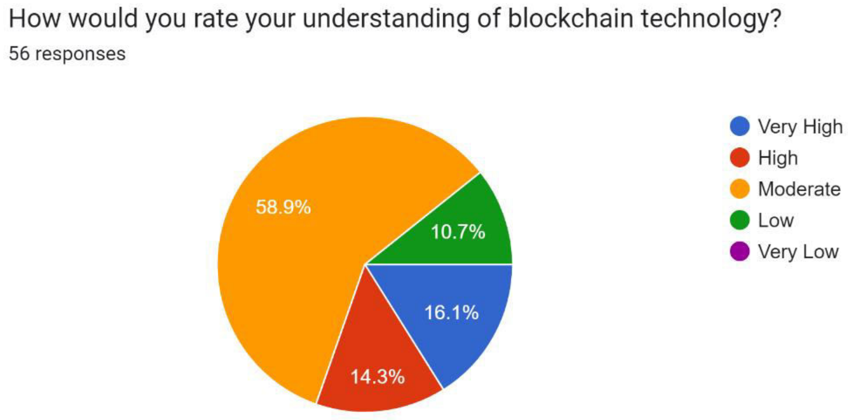
The Primary data is collected by conducting a questionnaire method by using a simple random sampling method, in that total 10 questions were asked to the respondents and the Secondary Data is collected by websites and some research paper.

Primary Data:
- ❖ Questionnaire

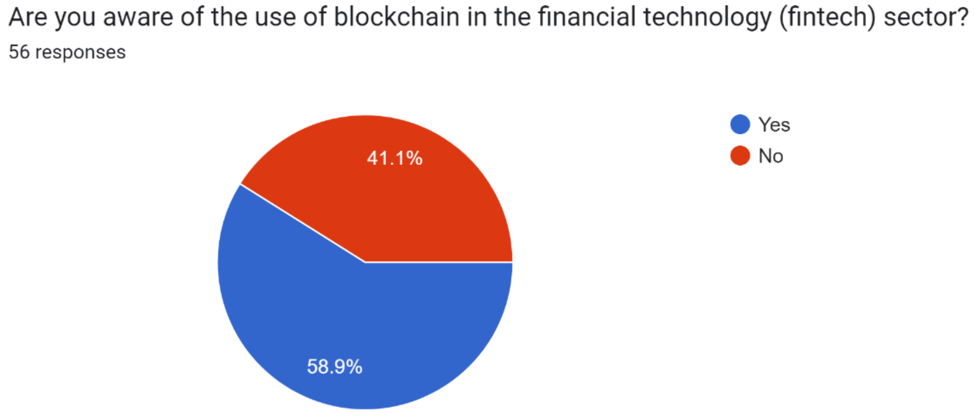
Secondary Data:
- ❖ Websites

DATA ANALYSIS AND INTERPRETATION:
Sample size: 56

Tool: Excel



Data Interpretation: The pie chart shows that 58.9% people understand moderate about blockchain technology.



Data Integration: The above pie chart shows that 58.9 % people knows about blockchain technology in financial sector.

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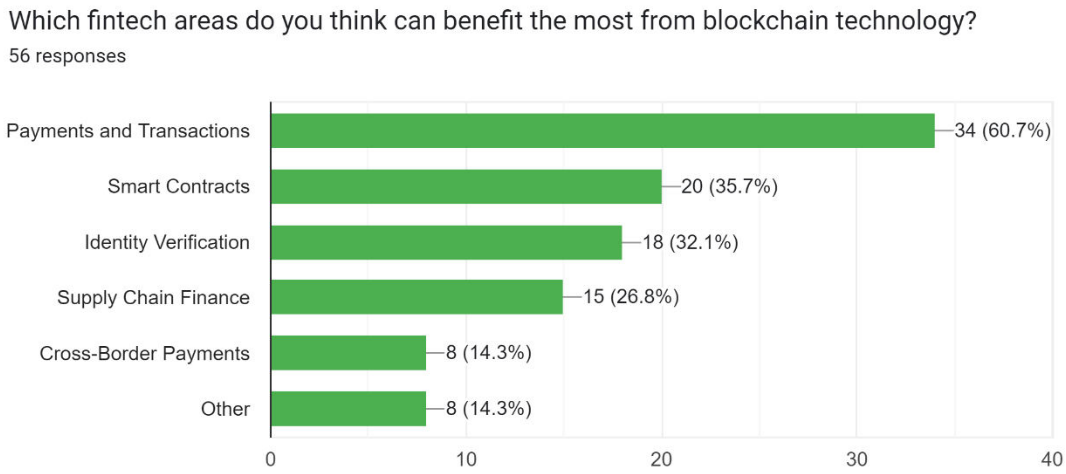
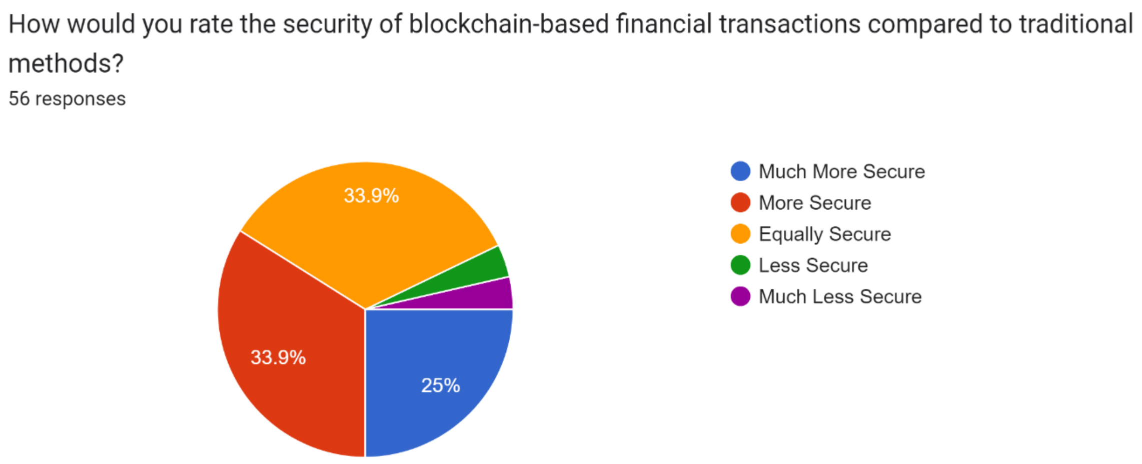
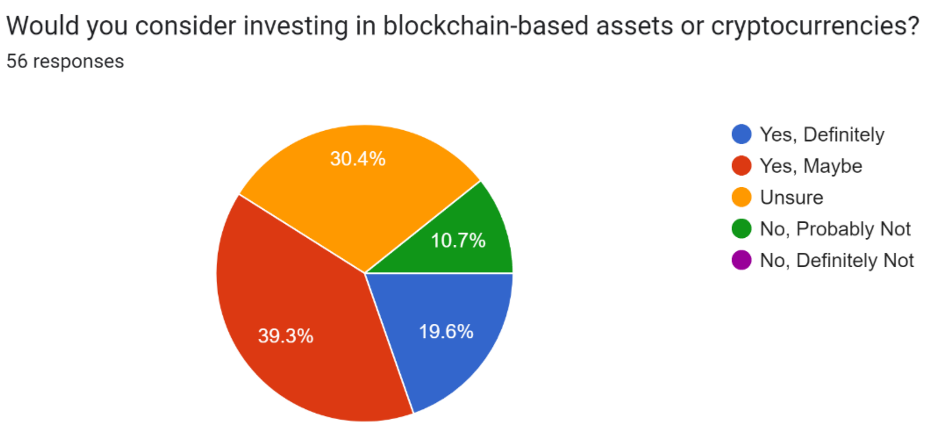


Data Integration: The above graph shows that 60.7% people thinks that Blockchain Technology in Fintech can be more beneficial in Payments & Transactions area.



Data Integration: The above pie chart shows 33.9% people agrees that blockchain based transactions are much secure than traditional methods of transaction.



Data Integration: The above pie chart shows 39.3% people possibly (YES) invest in blockchain based assets.

FINDINGS

- 58.9% of the respondents normally understand about the Blockchain technology.
- 58.9% of the respondents aware about the used of Blockchain technology in Fintech innovation.
- 60.7% of the respondents thinks that the Block technology in Fintech innovation is useful in Payment & Transaction areas.
- 33.9% of the respondents agrees that the Blockchain based transactions are more secure than traditional transaction methods.
- 33.9% of the respondents thinks to invest in blockchain based assets & cryptocurrencies.

LIMITATIONS

- Restricted Sample size.
- Restricted Location.
- Not a Specific Target Audience.

SUGGESTIONS

Blockchain technology revolutionizes fintech by enabling decentralized finance, smart contracts, and effective cross-border payments. It facilitates asset tokenization, enhances identity operation, and poses challenges in nonsupervisory compliance. Integrating blockchain in traditional banking addresses scalability and interoperability issues, but sequestration and security enterprises persist. Arising trends promise nonstop invention in fintech.

CONCLUSION

In conclusion, the integration of blockchain technology has revolutionized FinTech, offering unknown translucency, security, and effectiveness in fiscal deals. Its decentralized nature eliminates the need for interposers, reducing costs and enhancing the speed of deals. Smart contracts and distributed tally technology have paved the way for innovative fiscal services, fostering fiscal addition and availability. The inflexible and tamper- resistant nature of blockchain ensures trust in data integrity, mollifying fraud pitfalls. As FinTech continues to evolve, blockchain stands as a foundational pillar, unleashing new possibilities for flawless, decentralized fiscal systems. Embracing blockchain in FinTech heralds an period of invention, reshaping traditional fiscal geographies and creating a more inclusive and flexible fiscal ecosystem.

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A STUDY ON THE ROLE OF FINTECH IN FINANCIAL SERVICES INDUSTRY

Bhushan Sanjay Vanarase and Janhavi Ganesh Mestry
Students, Department: BMS, Chetana's Self Financing Courses, Mumbai, Maharashtra
bhushanvanarase1@gmail.com and janhavimestry200@gmail.com

ABSTRACT
This study delves deeply into the ways that Fintech is upending conventional financial services. It examines Fintech's effects on effectiveness, accessibility, and novel ideas while concentrating on how technology innovates the sector. The study reveals the consequences of Fintech's revolution by going over important ideas including open banking, security, and user experience. It highlights the problems and tendencies brought forth by this change. Examining the advantages and capacity for problem-solving of Fintech, the study provides a comprehensive perspective on the paradigm change in the financial sector. The paper uses cutting-edge technologies like blockchain, artificial intelligence, and mobile applications to meet societal issues and investigate how Fintech promotes financial inclusion. By encouraging collaboration between Fintech companies and well-established organizations, the industry can make full use of technology to create a financial ecosystem that is innovative, effective, and accessible to all. By offering comprehensive information about the Fintech's revolutionary role in the financial services sector, this study opens the door for further investigation and debate on the shifting influence of Fintech on the financial landscape. In the end, the results illuminate the development of fintech and provide directions for further study to maximize its advantages for the global economy and society.

Keywords: Fintech, Financial Services, Mobile Applications, Financial Inclusion.

INTRODUCTION
FinTech is a blend of 'finance' and 'technology' which includes a wide range of technologies and applications used to improve and automate traditional financial services. It aims to enhance convenience, speed, and accessibility in various financial transactions and processes. Generally, people associate Fintech with new concepts like blockchain and algorithmic trading. However, it also includes more applications such as banking, insurance, and risk management functions commonly utilized in business operations. For example, mobile banking which is widely used and accepted globally, represents advanced technology in traditional banking services (aka Fintech) through mobile devices. Similarly, the Starbucks app is a type of financial technology as it allows for payments and manages a rewards program using mobile devices as well.

UNDERSTANDING FINANCIAL TECHNOLOGY.
Fintech is considered to be a recent development as it has evolved very quickly over the last decade, that's mainly due to the advancements in technology, which are now being applied to the finance sector. Financial institutions have been utilizing technology for many years, dating back to the 1960s, to improve service delivery and lower costs. The introduction of ATMs and credit cards, which came before ATMs, modernized the payment industry by replacing cash and checks. Fintech business models use various technologies, such as blockchain, AI, machine learning, and Robotic Processing Automation(RPA) to break down the traditional financial services industry. In our daily lives, we frequently use fintech services like transferring money between accounts using a smartphone, sending money to friends using Venmo, or managing investments through online platforms.

TYPES OF FINTECH AND ITS PRODUCTS OR SERVICES.
Fintech covers a wide range of use cases across business-to-business (B2B), business-to-consumer (B2C), and peer-to-peer (P2P) markets. The following are just some examples of the types of fintech companies and products that are changing the financial services industry.

1. Fintech Banks.
Banking, a key part of the financial system, has seen significant changes due to the rise of fintech. Thanks to technological advancements, account opening and funding have become easy and efficient. Additionally, technology such as authorization and identity verification has reduced fraudulent sign-ups. Neobanks like Varo provide accessible banking options, including free personal checking accounts, high-interest savings accounts, and secured credit cards without traditional fees that can hinder people's financial progress.

2. Digital Payments.
There is a widespread adoption of digital payment apps and services, which offer significant cost savings and ease of use compared to traditional credit card payments. Direct bank transfers, offered by apps like Wave, are

becoming increasingly popular for B2B transactions, including bill payments, bookkeeping, and payroll processing.

3. Personal Financial Management(PFM).

Personal finance management (PFM) applications allow users to bring together financial data from various accounts onto a unified dashboard. This simplified view makes it easier for people to monitor their financial situation and stay informed. PFM services assist individuals in managing, budgeting, and understanding their finances. Notable examples of PFM applications include Dave, Brigit, and Copilot. Copilot assists users in developing an accurate representation of their financial health and net worth.

4. Wealth Management.

Fintech solutions assist financial advisors and wealth management platforms in gathering information about accounts held away to boost Assets Under Management (AUM) while providing comprehensive financial guidance. AI tools and automated investment services, known as robo-advisors, are transforming how individuals handle their finances. Atom Finance provides tools and features that let users research and monitor all of their investments in one place and helps to make informed decisions about their wealth. Stash is a subscription platform that offers customers simple and affordable access to investment, education, and financial advice products.

5. Fintech Lenders.

Lenders often have difficulty understanding their applicants because of the lengthy and complicated process involved in gathering information such as income, account balances, and asset history. Leading fintech lenders like SoFi, Prosper, and SoLo are utilizing technology to reduce unethical difficulties while providing more consumer-friendly loan options. They assist customers in avoiding predatory loans while also providing access to innovative loan choices such as peer-to-peer lending.

6. Smart Chip Technology.

Smart chip ATM cards have greatly reduced financial losses resulting from mishaps and fraudulent activities. They incorporate EMV (Europay, MasterCard, and Visa) technology, which utilizes a distinctive one-time password for every transaction. This advanced security measure renders stolen passwords useless, as they can be employed only once, preventing unauthorized access to funds.

7. Electronic Wallets.

The increasing popularity of electronic wallets (e-wallets) reflects the rise of Fintech financial services. Major companies like Samsung Pay, PayPal, Android Pay, and Apple Pay enable various transactions, including P2P payments, utility payments, international remittances, and ticket bookings. Standalone e-wallets like Starbucks and Walmart Pay are also gaining attraction. User attraction is driven by incentives such as cashbacks and reward points. Recognizing their success, banks are integrating e-wallets as a collaborative step toward embracing technological advancements.

8. Artificial Intelligence (AI).

Artificial intelligence (AI) has become central to Fintech banking services, especially in fraud detection. Fraud detection software in banks generates alerts for potential fraud and requires human investigation to verify its authenticity. The rise of sophisticated attacks has made fraud detection time-consuming and costly. Banks are implementing AI technology to address these challenges and enhance fraud detection. Furthermore, banks can utilize machine learning algorithms to analyse historical data and anticipate fraud patterns. This automation capability significantly reduces manual intervention by around 50%.

10. Biometric Sensors.

Fintech innovations in banking, one of which is biometric sensors, have brought about ground-breaking advancements. These innovations eliminate the need for plastic cards and carrying Personal Identification Numbers (PIN), providing convenience and security. Biometric ATMs employ integrated mobile applications and sensors, such as fingerprint, palm, and eye recognition to identify account owners. This technology alleviates customer anxiety about losing their ATM cards and strengthens ATM security.

11. InsurTech.

The insurance sector is undergoing significant advancements, stimulated by policyholders demanding innovative products. Insurtech is a field that leverages technology to improve and revolutionize insurance procedures. It encompasses online insurance marketplaces, digital policy organization, automated claims processing, and tailored insurance alternatives. Lemonade, Oscar Health, and Metromile are some well-known examples of insurtech firms

12. RegTech.
RegTech utilizes technology to simplify how organizations meet regulatory expectations and adhere to compliance rules. It offers solutions for KYC (Know Your Customer) which is verifying customer identities, AML (Anti-Money Laundering) which is preventing money laundering, managing risks, and fulfilling reporting obligations. Examples include ComplyAdvantage, Onfido, and Quantexa, which help businesses automate and enhance regulatory compliance processes.

FINTECH COMPANIES IN INDIA.
India is among the leading nations in the fintech industry, with the United Kingdom, Singapore, and Germany trailing behind. Indian fintech companies have revolutionized payment methods, altering routine activities such as insurance purchases and utility bill payments. The Digital India Initiative by the Indian government has contributed to this transformation, as it has encouraged skeptical individuals to embrace fintech. Additionally, the demonetization in 2016 significantly influenced people's perception of online banking and fintech as a whole.

In India, a vast number of individuals use payment applications such as PhonePe and GPay. The rise of smartphones and the subsequent growth of fintech companies has led to a surge in online payment methods, especially UPI. Several notable fintech companies have emerged in India, gaining attraction among individuals eager to adopt digital payment methods. Paytm, PhonePe, PolicyBazaar, and Billdesk are a few examples of these successful companies. Paytm stands as the largest fintech service in India, boasting an impressive user base of 85 million, a testament to its popularity in the country's fintech market.

OBJECTIVE
1. To study about the innovations in Fintech and how they affect the traditional financial services.
2. To examine the potential challenges and opportunities associated with the rise of Fintech.

REVIEW OF LITERATURE

1. Existing Approaches.
L Zavolokina et al. (2016) - Despite the longstanding digitalization in the financial sector, academic research using the term "Fintech" has only emerged recently. A comprehensive literature survey revealed that yearly publication numbers remained relatively low until 2009, averaging between 3 and 10 per year. However, from 2010 to 2015, a significant surge in publications occurred, reaching a peak of 285 in 2015. Over this six-year period, a total of 487 publications related to fintech were published (as of December 31, 2015).

D Arner et al. (2015), Kang et al. (2016)
Most of the publications are from newspapers and magazines while only a few scientific papers relate to the topic. A closer look at the existing scientific literature shows some more insights on different perspectives.

Isolated vs. Comprehensive perspective: Various research papers have attempted to define the term ‘Fintech’. These definitions differ widely, ranging from those that focus on specific financial tasks like payments or investments to those that encompass the complete spectrum of financial services (Chishti and Barberis 2016).

Most other definitions focus on banking, while some approaches consider insurance often termed as ‘Insurtech’ (Haddad and Hornuf 2016).

Alignment vs. Enabler perspective : Certain perspectives view fintech as an opportunity for financial services companies to enhance the integration between their business and IT operations. For e.g., fintech can be used to make it easier and cost effective to comply with regulatory requirements aka regulatory technology – Regtech (Lee and Kim 2015).

Unlike the other perspective, certain publications emphasize fintech's role as an enabler for innovative start-ups and novel business approaches (Haddad and Hornuf 2016).

Cost Savings Potential vs. Investments perspective :
Certain approaches examine how fintech solutions can reduce costs within banks by streamlining both internal and external business processes. One specific example of this is the decrease in manual tasks (Lee and Lee 2016).

Alternative approaches focus on investing venture capital in fintech solutions and evaluating their future market potential (Skan et al. 2015).

2. Overall Summary.

In this review of the literature, the authors have summarized the main insights from the most cited publications concerning FinTech and FinTech ecosystem. This literature review presents a comprehensive summary that has never been attempted before. Additionally, the authors introduce the novel concept of FinTech as an IT company.

Although all areas are covered by the fintech market, the maturity level of the various fintech solutions differ regarding the process areas covered. For instance, a recent study identified for the banking industry that the most important sector of the emerging fintech market is financing, followed by payment, cross-processes, and investments (Haddad and Hornuf 2016).

RESEARCH METHODOLOGY

This study is based upon Primary Data and Secondary Data. Primary data is collected by conducting a questionnaire by using a simple random sampling method, which includes a total of 10 questions. Secondary data is collected from websites and some sample research paper.

Primary Data:

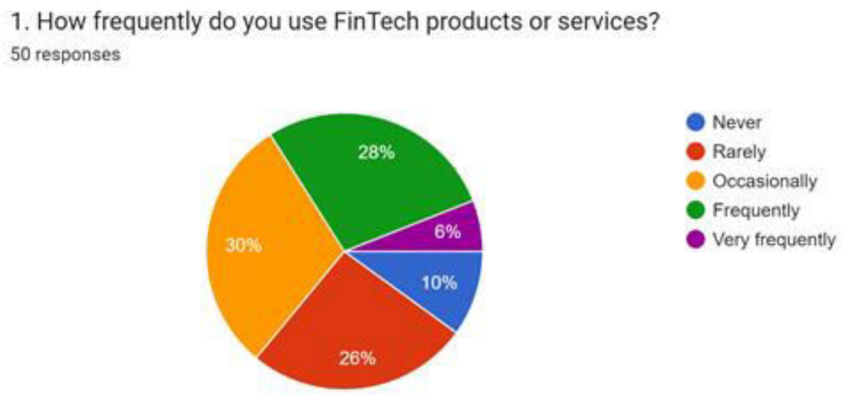
- Questionnaire

Secondary Data:

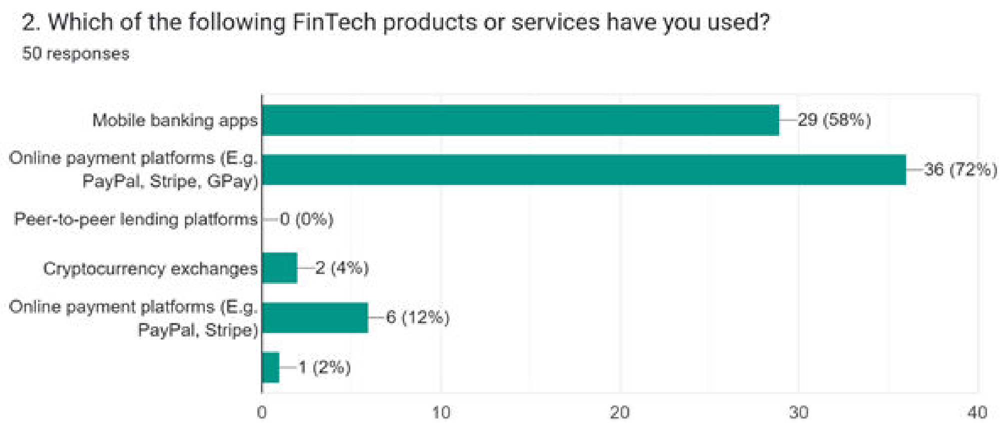
- Websites

DATA ANALYSIS AND INTERPRETATION

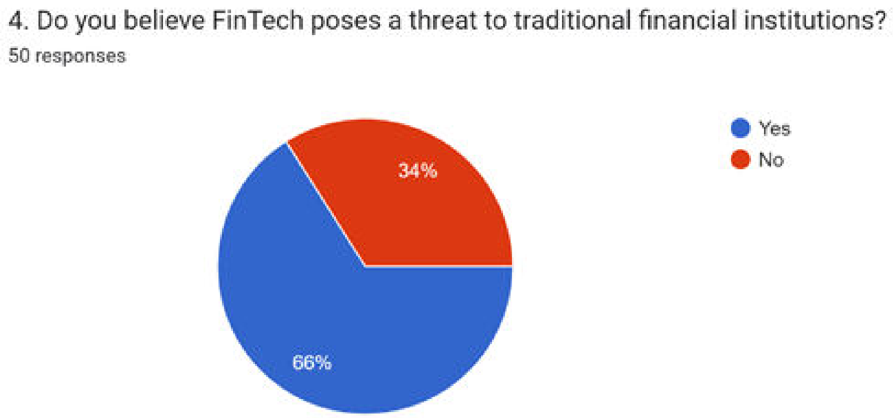
Sample Size: 50



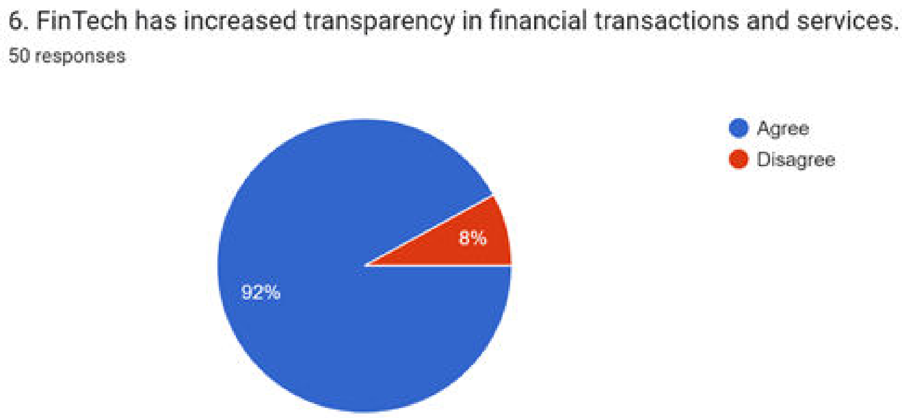
Data Interpretation: The pie chart shows how frequently people use Fintech products or services. 30% of people use Fintech products or services occasionally where as 28% use it frequently followed by 26% of people use it very rarely. This shows that not very much of the respondents are familiar with Fintech products or services.



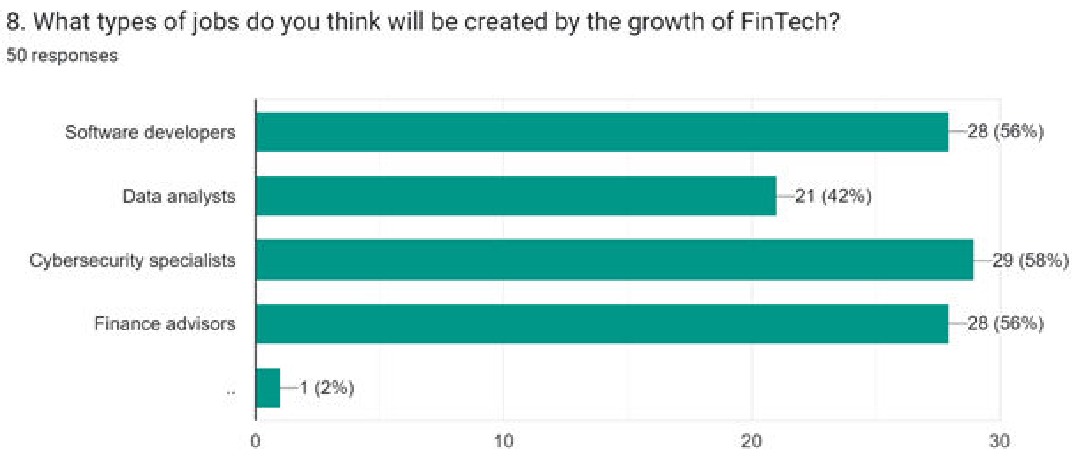
Data Interpretation: The graph shows the results of a survey asking people about which Fintech products or services they have used. 72% of the respondents use online payment platforms and 58% of the respondents use mobile banking apps, where as other options like peer-to-peer lending platforms, cryptocurrency exchanges are the least used.



Data Interpretation : The pie chart shows the opinion of people about Fintech being a threat to traditional financial institutions. 66% of the respondents feel that Fintech is a threat to the financial institutions.



Data Interpretation : The pie chart shows how many respondents agree on the transparency in financial transactions. 92% of the respondents believe that Fintech has increased transparency in financial transactions and services.



Data Interpretation: The graph shows the results of a survey asking people about what type of jobs can be created by the growth of Fintech. Most of the respondents feel that jobs like cybersecurity specialists, finance advisors and software developers will be created. 58% of respondents are leaning towards cybersecurity specialists and 56% of respondents are leaning towards finance advisors and software developers.

FINDINGS

- 30% of our responses show that people use FinTech product or services occasionally. This suggests that Fintech products or services are not used on daily basis.
- 92% of the respondents feel that Fintech has increased competition in the financial services industry and 8% of the respondents disagree. This shows that people are aware about the competition in the financial services industry.
- ‘Fintech has effectively addressed the issue of high transaction costs in financial services’, 64% of people agree to this statement and 36% disagree. This depicts that people feel how Fintech is overcoming geographic and social barriers in a cost effective way.
- Fintech has changed the traditional financial sector from years, but most of the respondents feel that it has changed due to increased competition within the industry which are 58% of the people, followed by 44% who feel that improved financial inclusion and increased financial literacy has changes the traditional financial sector.
- The respondents were also asked about which Fintech products or services they have used. Most of them use online payment platforms which are 72%, followed by 58% of respondents using mobile banking apps.
- The study also shows the type of jobs that will be created by the growth of Fintech Most of the respondents feel that jobs like cybersecurity specialists, finance advisors and software developers will be created the most. 58% of respondents are leaning towards cybersecurity specialists and 56% of respondents are leaning towards finance advisors and software developers. This shows that Fintech has increased various job opportunities relating to banking as well as other financial services.

These findings justify that today Fintech is a leading technology and everyone are aware of it. Fintech helps in moving money between accounts, people, countries and organizations through various digital platforms which has led to reduction in costs and easier way of conducting transactions.

CONCLUSION

Technological advancements have increased the growth of Fintech, some issues still concern such as privacy, safety, and security. If Fintech undergoes improvements to enhance security and make adjustments, it has the potential to play a transformative role for some nations, bringing about positive change. Therefore, to safeguard the financial system's stability, innovative technologies must undergo rigorous testing, validation, and standardization by international platforms that bring together financial and technical experts. In conclusion, as Fintech ecosystem continues to evolve, collaboration between traditional banks and fintech companies is essential for leveraging technology to drive further financial innovation.

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A DESCRIPTIVE STUDY ON FIN-TECH OF PAYMENT APPLICATIONS

Devansh Marulkar and Sanjeev Kumar Singh
Student, Department – SYBAF, Chetana's Self-Financing Courses, Mumbai Maharashtra
devanshmarulkar1@gmail.com and san898334@gmail.com

ABSTRACT

We have seen a drastic change in Financial technology over the period of years. It has become easy to use the payment applications. Financial technology has given an opportunity to compete with the traditional banking methods. Use of smartphones have created a boom in financial services it Is a broad system where fintech works by transferring money by payment applications like Patym, Bharatpe, Google pay etc. these applications have disrupted the traditional banking system by offering a smooth and secure payments to the customers. This adoption of payment applications by the customers has reshaped the consumer behavior leading to increase the digitalization of financial transactions. The future of payment applications in Financial Technology feels promising, with continuous development in technology expected to enhance security, expand service offerings, and improve accessibility for underserved populations. Payment applications uses innovative technologies such as mobile devices, encryption, and biometrics to facilitate seamless transactions between individuals, businesses, and even governments. They provide users with a variety of services, including peer-to-peer transfers, bill payments, online shopping, and contactless payments, all accessible through user-friendly interfaces. The advent of financial technology has revolutionized the landscape of payment systems, leading to the rise of innovative payment applications

Keyword: fin-tech – Financial Technology, Peer-To-Peer Transfers, Patym, Bharatpe, Google Pay

INTRODUCTION

India's first fintech app is Patym launched by Vijay Shekhar Sharma. Patym was the first company to put a step forward digital world of payment. User can easily send money to friends and family members, split bills, or pay back loans without the need for cash or cheque. Fintech applications are created to simplify the financial transactions and make them safe and secure. Peer-to-peer transfer (also known as person-to-person transfer) are electronic money transfer from one person to another. These payments can be accessed by using smartphone, computers with the help of internet. Earlier people were required to go to bank for balance request, deposit of money but now we can get this informatio0n by in click. This evolution of the fintech industry allows customers to deposit, transfer. This evolution has allows the financial institutions to make quick money lending. In 2016, National Payments Corporation of India (NCPI) launched Unified Payment Interface (UPI). This is an Indian payment system, which facilitates Inter-bank Peer to peer (P2P) and person to merchant (P2M) Transactions and it is regulated by Reserve Bank of India. This became a major factor for the development of Fintech applications. Major applications like Google Pay, Amazon pay, Patym, Phonepe started providing the service of UPI. This changed the Indian banking system.

BENEFITS

Convenience: Payment applications allow for quick and easy transactions without the need for physical cash or cards.

Accessibility: Users can make payments anytime, anywhere, as long as they have an internet connection.

Security: Many payment applications offer encryption and security features to protect users' financial information.

Integration: Some payment applications integrate with other financial tools and services, making it easier to manage finances.

Rewards: Some payment applications offer rewards or cashback incentives for using their platform.

LIMITATIONS
Dependency on Technology: Payment applications rely on technology and internet connectivity, which can be unreliable in some areas.

Security Risks: Despite security measures, payment applications can still be vulnerable to hacking or data breaches.

Fees: Some payment applications charge some amount for transactions or services, which can add up over time

Compatibility: Not all businesses accept payment through every app, limiting usability in certain situations.

Privacy Concerns: Users may have concerns about the collection and use of their personal data by payment app companies.

It is important for users to weigh these factors and choose a payment app that aligns with their needs and preferences.

REVIEW OF LITERATURE

Satinder Bal Gupta, Raj Kumar Yadav (Feb 2020)
The paper covers the aspects of increase of E payment system. It covers the movement of consumers from plastic money to E payment. People can use the facility of E payment not only for online shopping but also for day-to-day use. Now-a-days many applications are available for transferring of money. This paper studies the reasons of increasing growth of payment applications. The authors have covered the transactions growth per month, UPI transactions per month and compared the parameter of payment applications.

Ashish Kumar Singh, Madhvendra Pratap Singh 2021
This paper covers the transformation of financial service firms. It aims to understand the collaborations and building trust and positive attitude for Indian customers to use m-payment applications. The authors covers the aspects of proposed research framework and detailed demographic profile of respondents. The have covered the topic of validity and reliability analysis.

Renuka Kumar, Shree Kishore, Hao Lau, Atul Prakash 2020
The paper covers the mainstream smartphone based payment applications, these applications use a common infrastructure introduced by government of India. The authors have covered the analysis of payment applications rating on Google play, user registration of UPI app, security analysis, BHIM alternate handshake and attack.

OBJECTIVES
- Impact of payment applications on Indian banking system
- Analysis of transactions of unified payment interface (UPI)
- Market share of major payment applications

RESEARCH METHODOLOGY
This study is based on the secondary data collected by some news websites. The (1.1) statistics shown below is collected form the official website of National Payment Corporation of India (NCPI)

Impact of payment applications on Indian banking system
The impact of payment systems on the Indian banking system is significant. Efficient payment systems facilitate economic transactions, promote financial inclusion, and enhance overall economic growth. India has been undergoing a digital transformation in its payment ecosystem, with initiatives like Unified Payments Interface (UPI), Bharat Bill Payment System (BBPS), and Aadhaar Enabled Payment System (AEPS) driving financial inclusion and digital adoption. These systems have increased the efficiency, security, and accessibility of financial transactions, benefiting both consumers and businesses. Additionally, the adoption of digital payments has reduced the reliance on cash, leading to a more transparent and formalized economy. However, challenges such as cybersecurity threats, infrastructure limitations, and regulatory complexities continue to shape the evolution of payment systems in India. Overall, the ongoing advancements in payment systems are reshaping the Indian banking landscape, making it more inclusive, efficient, and technologically driven.

Payment apps have had a profound impact on the Indian banking system. They have revolutionized the way people transact, making payments quicker, easier, and more convenient. Apps like Paytm, Google Pay, PhonePe, and others have played a pivotal role in driving digital payments adoption in India.

Increased Digital Adoption: Payment apps have contributed significantly to the shift from cash-based transactions to digital payments. They have made it easier for people to make transactions without the need for physical cash.

Financial Inclusion: These apps have played a crucial role in promoting financial inclusion by providing access to banking services for people in remote areas who may not have had access to traditional banking services.

Convenience and Accessibility: Payment apps offer users the convenience of making transactions anytime, anywhere. They have also made it easier for businesses, especially small and medium enterprises (SMEs), to accept digital payments.

Innovation: Payment apps have spurred innovation in the banking sector by introducing features such as QR code payments, peer-to-peer transfers, and bill payments, among others.

Competition and Collaboration: The emergence of payment apps has intensified competition in the banking sector, leading to improved services and offerings for customers. Banks have also collaborated with these apps to offer seamless integration and enhanced services.

Security Concerns: While payment apps offer convenience, there are concerns regarding the security of transactions and data privacy. Addressing these concerns is crucial to maintaining trust in the digital payment ecosystem.

Overall, payment apps have had a transformative impact on the Indian banking system, driving digital adoption, financial inclusion, and innovation while also presenting challenges that need to be addressed for sustainable growth

Payment applications on Indian banking system

Data Analysis and Interpretation:

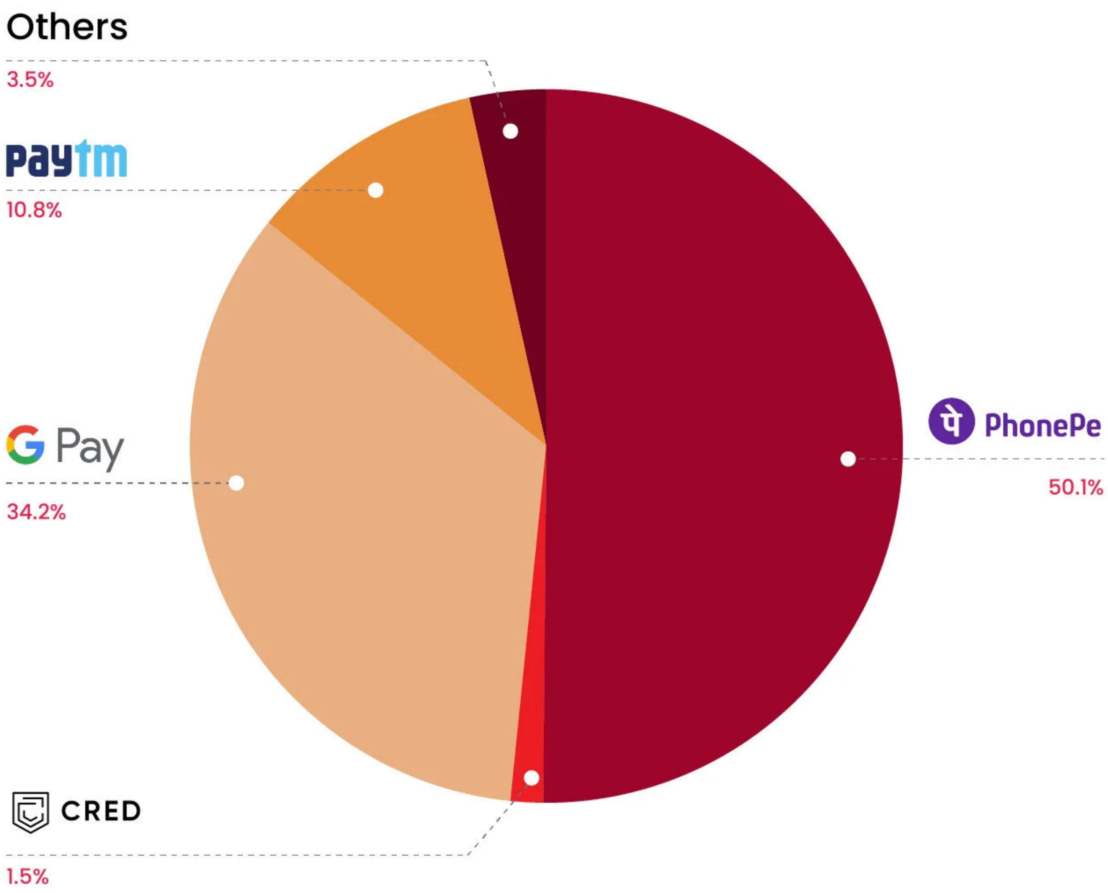
Month	**Value in (Cr)**
Jan 23	**12,99,058.78**
Feb 23	**12,35,846.58**
Mar 23	**14,04,950.59**
Apr 23	**14,15,504.71**
May 23	**14,89,145.50**
Jun 23	**14,75,464.26**
July 23	**15,33,536.44**
Aug 23	**15,76,536.54**
Sept 23	**15,79,133.18**
Oct 23	**17,15,768.34**
Nov 23	**17,39,740.61**
Dec 23	**18,22,949.45**

1.1 2023 statistics of UPI

The above data represents the 2023 statistics of UPI in value terms. January 2023 made the Value of 12,99,058.78 crores. In February 2023 it value increased to 12,35,846.58 crores. March 2023 made the value

14,04,950.59 crores. In the month April 2023 the value was increased to 14,15,504.71. 14,89,145.50 crores was made by May 2023. June 2023 made the value of 14,75,464.26 crores. In the month of July 2023 the value was up by 15,33,536.44 crores. August 2023 made the value of 15,76,536.54 crores. September 2023 made the value of 15,79,133.18 crores. In October 2023 the value was 17,15,768.34 crores. In the month of November 2023 the value was 17,39,740.61 crores. Lastly in the month of December 2023 the value was 18,22,949.45 crores.

Market share of major payment applications



1.2 market share of major payment apps

As of January 2023, phonePe occupies 50.1 % of the market share by holding UPI transactions worth INR 6.51 lakh Cr. Google Pay holds the 2nd spot by 34.2% by processing 2782 Cr transactions which worth INR 4.43 lakh Cr. Patym took the 3rd spot by accounting worth INR 1.39 lakh Cr UPI transactions and Cred processed 35.18 Cr transactions worth INR 19,106.82 Cr

FINDINGS

- Positive impact on the Indian banking system
- Significant growth in the payment apps
- Growth and development of UPI
- Consumer's acceptance of UPI

LIMITATIONS

- Restricted data of 2023
- Not Specific audience targeted

SUGGESTIONS

- Payment applications should maintain the Regulations of Reserve bank of India
- Payment applications should timely provide updates of their applications
- Payment applications should maintain the security of their application

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CONCLUSION

So, we can conclude that the people are aware of using payment applications. People have accepted the facility of UPI. Government plays a important role of promoting and regulating these applications. Evolution Payment applications have reduced the stress of banks as well as people. This has eliminated the time-consuming process of going to banks. Lastly, this is the future of Indian banking system and transactions

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A STUDY ON PERCEPTION OF INVESTOR REGARDING MUTUAL FUND

Dipali Arjun Ravanang and Vaishanvi Vishwas Varpe

ABSTRACT

This study looks into how investors in Mumbai, one of the major financial centers in India, see mutual funds. A more specialized knowledge of how investors in this vibrant and diverse market see mutual funds as an investment opportunity is made possible by concentrating on Mumbai specifically. The study employs a mixed-methods approach to investigate the elements impacting investor attitudes and decision-making processes, including surveys, interviews, and market analytics. It looks at things like expectations for returns, perceptions of risk, faith in fund managers, knowledge of various fund kinds, and the importance of financial literacy. Through illuminating the distinct viewpoints held by investors in Mumbai, this research aims to support the improvement of investor education programs and the creation of customized investment plans to better address this particular group of investors.

INTRODUCTION

Mutual funds function as financial intermediaries, pooling investor capital and allocating it to a variety of asset classes. In essence, mutual funds are an institutional setup that pools small investors' money and uses it to buy the best financial securities. A mutual fund is a trust that combines the savings of several individuals with similar financial objectives. Following this method of collection, the funds are invested in stocks, debentures, and other capital market products. The unit holders of these securities split the capital appreciation and income earned in proportion to the number of units they own. The best investment option for the average person is therefore a mutual fund, which provides a reasonably priced way to purchase a professionally managed, diversified basket of securities. Small and medium-sized investors can engage in the intricate and contemporary financial scene of today with the aid of mutual funds. Investors benefit from lower risk, skilled, professional management, diversified portfolios, investment liquidity, a range of schemes, and tax advantages. The needs of various investor types are met by these schemes, which include systematic investment plans, retirement plans, tax-saving plans, insurance-linked plans, and gold investment schemes. When it comes to the effective distribution and mobilization of resources, mutual funds are essential. These funds are crucial to the expansion of the financial industry overall, capital market development, and financial intermediation. The importance of mutual funds is growing as a result of shifting economic conditions, declining bank deposit interest rates, and the volatility of the capital market. Currently, mutual funds handle money collectively on par with or even higher than banks.

REVIEW OF LITERATURE

Agarwal (2007) examine there has been a tremendous growth in the mutual fund industry in India, attracting large investments not only from the domestic investments but also from the foreign investors. Increasing number of Asset based Management Companies providing opportunity to the investors in the form of safety, hedging and arbitrage. With the growing middle-class household families with limited risk bearing capacity, it provides better returns than any other long-term securities. India’s high rate of savings and a rapid-liberalizing economy is expected to elevate the mutual fund sector to new hikes.

Desigan et al. (2006) [2] conducted a study on women investors perception towards investment and found that women investors basically are indecisive in investing in mutual funds due to various reasons like lack of knowledge about the investment protection and their various investment procedures, market fluctuations, various risks associated with investment, assessment of investment and redressal of grievances regarding their various investment related problems. Savings is a habit specially embodied into women. Even in the past, when women mainly depended on their spouses’ income, they used to save to meet emergencies as well as for future activities. In those days, women did not have any awareness about various investment outlets. But as time passed, the scenario has totally changed.

Ramamurthy and Reddy (2005) [5] conducted a study to analyze recent trends in the mutual fund industry and draw a conclusion that the main benefits for small investors’ due to efficient management, diversification of investment, easy administration, nice return potential, liquidity, transparency, flexibility, affordability, wide range of choices and a proper regulation governed by SEBI. The study also analyzed about recent trends in mutual fund industry like various exit and entry policies of mutual fund companies, various schemes related to real estate, commodity, bullion and precious metals, entering of banking sector in mutual fund, buying and selling of mutual funds through online.

Sharma, N (2012) attempts to study the extent to which investors are satisfied (in terms of different benefits offered by mutual fund companies to attract investment in mutual fund) and also to identify factors essential for securing investor's penetration. The study found that all the benefits which emerge out from the investment in mutual fund may be grouped into three categories. The first category relates to the scheme/ fund related attributes. This includes safety of money invested in mutual funds, favorable credit rating of fund/ scheme by reputed credit agencies, full disclosure of all relevant information and regular updates on every trading day. The second category is related with the monetary benefits provided by fund/schemes in form of capital appreciation, liquidity, ROI (return on investment), early bird incentives, fringe benefits and relaxation in charges (expense ratio, entry load and exit load). The last category relates with the sponsor related attributes.

OBJECTIVE OF THE STUDY

This research paper directed attention on certain factors that highlights the perception of investors about investment in Mutual funds, these are to find:

1. To study the perception of the investors towards the mutual fund.
2. To find out the type of plan preferred by the investor.
3. To ascertain investors preference upon time of holding the investments in Mutual fund.
4. To ascertain the factors that prevents the investors to invest in Mutual funds.
5. To know the significant relationship among the factors influencing Investor's perception towards performance of mutual fund.

HYPOTHESIS

A study on the perception of investors regarding mutual funds could explore several hypotheses to understand the factors influencing investors' attitudes, beliefs, and sentiments towards mutual fund investments. Here are some hypothetical statements that could be investigated:

One possible hypothesis would examine the connection between mutual fund perception and financial literacy. It can argue that "Investors with higher levels of financial literacy are more likely to have a positive perception of mutual funds, understanding their benefits, risks, and potential for long-term wealth accumulation." The impact of prior investment experiences on perception could be investigated using the second hypothesis. It could indicate that "Investors who have had positive past experiences with mutual funds, such as favorable returns or effective professional management, are more likely to perceive mutual funds positively compared to those who have experienced losses or poor fund performance."

The third theory might concentrate on how risk tolerance influences how people view mutual funds. It could suggest that "Investors with a higher risk tolerance perceive equity-based mutual funds as attractive opportunities for potentially higher returns, leading to a more positive perception compared to risk-averse investors who view mutual funds as too risky."

These theories offer a framework for investigating the several aspects that affect investors' opinions about mutual funds, facilitating a thorough comprehension of the fundamental elements influencing investor attitudes and convictions regarding mutual fund investing.

RESEARCH METHODOLOGY

Sampling method: Non-probability sampling

Rationale: Non-probability sampling is chosen due to the availability of readily available secondary data from financial databases and publications.

Data Collection:

Secondary Data Sources: Data will be collected digitally from reputable financial databases and publications.

DATA ANALYSIS AND INTERPRETATION

After collecting data on investors' perceptions of mutual funds, the analysis revealed several noteworthy trends. Firstly, there was a clear correlation between risk perception and investment behavior, with investors who perceived mutual funds as higher risk exhibiting a preference for safer, low-risk funds. Additionally, the study uncovered a disparity in return expectations, with a subset of investors expecting unrealistically high returns compared to the market average. Furthermore, while awareness about mutual funds was generally high, there were gaps in knowledge regarding specific fund types and associated fees. Interestingly, despite these knowledge gaps, there was a strong level of trust and confidence in fund managers and the industry overall.

However, concerns were raised regarding the transparency of fees and charges, with some investors expressing frustration over hidden costs. Overall, the data suggests a need for improved investor education initiatives to bridge knowledge gaps and enhance transparency, ultimately fostering a more informed and confident investor base in the mutual fund market.

Upon conducting data analysis of investors' perceptions regarding mutual funds, several key findings emerged. Firstly, there was a notable divergence in risk perception, with some investors viewing mutual funds as a safe investment avenue while others perceived them as inherently risky. This discrepancy in risk perception significantly influenced investors' fund selection and asset allocation strategies. Additionally, the analysis revealed varying return expectations among investors, with some exhibiting unrealistic expectations compared to historical market performance. Despite a generally high level of awareness about mutual funds, there were evident knowledge gaps concerning fund types, investment strategies, and associated fees. Notably, there was a prevailing sentiment of trust and confidence in fund managers and the industry, indicating a strong foundation for investor engagement. However, concerns were raised regarding the transparency of fees and charges, underscoring the importance of clear and comprehensive fee disclosure practices. In conclusion, the data underscores the importance of tailored investor education initiatives to address knowledge gaps and enhance transparency, thereby empowering investors to make informed decisions in the mutual fund market.

CONCLUSIONS

These days, investors are more familiar with mutual funds as a component of the financial markets due to their ease of use and ability to support simple operations with profitable returns. It has been stated that the most important goal while investing in mutual funds is growth. These days, investors are more familiar with mutual funds as a component of the financial markets due to their ease of use and ability to support simple operations with high returns. Investors' primary goal is to maximize returns while taking risk and liquidity into consideration. Investors constantly search for new investment opportunities with this goal in mind. Growth has always been seen as the most important goal when investing. Because they strive to minimize risk and always favor growth over risk, investors would rather invest in mutual funds than directly in the stock market. Novel ideas like dynamic funds, arbitrator funds, principle protected funds, high yield bond funds, etc., should be introduced by the mutual fund industry.

Increased investor participation in portfolio design, full disclosure of pertinent information, advisory services, investor education, investor-oriented value-added services, appropriate consulting for comprehending the terms and conditions of various mutual fund schemes, and creative distribution channels can all contribute to the penetration of mutual funds.

Financial markets are expanding in the current economic environment; as a result, investors should hold onto their money for a long time while keeping in mind the degree of risk involved and the savings pattern. To lower investing risk, investors might seek advice from private financial advisers. They should also stay away from highly volatile funds. Before making any kind of investment, they should make an effort to gather all pertinent facts. It is imperative that investors conduct a thorough risk analysis and conduct periodic reviews. It is important for investors to keep accurate records of every transaction. To increase their earnings, investors should continue their practice of saving regularly. It is important for investors to keep accurate records of every transaction. Because little savings can build into larger capital bases, investors should continue to save regularly in order to gain more consistently. To cover their contingencies, investors should also aim to allocate a respectable portion of their portfolio to liquid securities.

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INNOVATION MANAGEMENT & OPEN INNOVATION STRATEGIES

Divyank Suresh Sangelkar and Shubham Sandeep Chavan
Student, Department: SY/BAF, Chetana's Self- Financing Courses, Mumbai, Maharashtra
divyanksangelkar@gmail.com and shubhamchavan22102004@gmail.com

ABSTRACT

Innovation management is crucial for organizations aiming to stay competitive and adapt to evolving market dynamics. This paper explores the concept of innovation management and its various strategies, with a particular focus on open innovation. Traditional innovation management approaches typically involve internal R&D efforts and closed systems, while open innovation strategies advocate for collaboration with external partners, customers, and even competitors to generate ideas, share resources, and accelerate innovation. This paper examines the principles, benefits, and challenges of open innovation, along with practical examples of successful implementation. Additionally, it discusses the role of technology, organizational culture, and leadership in fostering an environment conducive to open innovation. By understanding and implementing effective innovation management and open innovation strategies, organizations can enhance their ability to innovate, adapt to change, and create sustainable competitive advantages in today's dynamic business landscape. Innovation management plays a pivotal role in driving organizational success and sustaining competitiveness in today's dynamic business environment. This paper provides a comprehensive overview of innovation management principles, with a specific emphasis on open innovation strategies. Open innovation represents a paradigm shift from traditional closed systems, advocating for collaboration across organizational boundaries to harness external ideas, resources, and expertise. Through a synthesis of theoretical frameworks and empirical evidence, this paper delves into the key concepts, benefits, and challenges associated with open innovation. It also explores the role of technology, organizational culture, and leadership in facilitating open innovation processes.

- *Keywords: Innovation management, R&D, Organizations, facilitating.*

INTRODUCTION

In today's rapidly evolving business landscape, innovation has become the cornerstone of sustainable growth and competitive advantage. As organizations strive to stay ahead in dynamic markets, the effective management of innovation has emerged as a critical imperative. At the heart of this endeavor lies the concept of open innovation, which revolutionizes traditional approaches by harnessing external expertise, resources, and knowledge to drive innovation. This research paper seeks to provide a comprehensive overview of innovation management and open innovation strategies, shedding light on their significance, principles, and practical applications in contemporary business environments. By delving into the intricacies of these concepts, this study aims to offer valuable insights into how organizations can optimize their innovation processes to thrive in today's hypercompetitive landscape. The paper begins by defining innovation management and elucidating its fundamental principles. It explores the various dimensions of innovation, ranging from product and service innovation to process and business model innovation. Through an in-depth analysis, it highlights the pivotal role of innovation in fostering growth, enhancing competitiveness, and ensuring long-term sustainability. Subsequently, the focus shifts to open innovation strategies, which represent a paradigm shift in the way organizations approach innovation. By embracing collaboration, co-creation, and knowledge sharing with external stakeholders, open innovation transcends organizational boundaries, unlocking new opportunities for value creation. This section examines the underlying principles of open innovation, its benefits, challenges, and best practices for implementation. Furthermore, the paper explores the interplay between innovation management and open innovation, emphasizing the synergistic relationship between internal R&D efforts and external collaborations. It elucidates how organizations can leverage open innovation to complement their internal capabilities, accelerate time-to-market, mitigate risks, and foster a culture of continuous innovation.

Through a comprehensive literature review and analysis of real-world case studies, this research paper aims to provide actionable insights and practical guidelines for organizations seeking to enhance their innovation management capabilities and embrace open innovation strategies. By synthesizing theoretical frameworks with empirical evidence, it offers a holistic perspective on the dynamic landscape of innovation in the digital age.

In conclusion, this research paper underscores the transformative potential of innovation management and open innovation strategies in driving organizational success and fostering sustainable growth. By fostering a culture of innovation and embracing open collaboration, organizations can position themselves as industry leaders and thrive in an era of unprecedented change and disruption.

Advantages of Innovation Management & Open innovation strategies

1. Identifying current practices and trends: By gathering data on how organizations approach these areas, the study can provide a snapshot of the current landscape. This information can be helpful for understanding how companies are innovating and identifying common practices or emerging trends.

2. Highlighting potential benefits and challenges: Through descriptive analysis, the study can shed light on the potential advantages and disadvantages associated with different innovation management and open innovation strategies. This can inform decision-making for organizations considering implementing or refining their approach.

3. Providing a foundation for further research: The findings of a descriptive study can serve as a springboard for more in-depth research. By identifying areas of interest or potential gaps in knowledge, the study can guide future investigations that delve deeper into specific aspects of innovation management and open innovation.

4. Informing practical applications: The insights gained from a descriptive study can be directly applicable to real-world scenarios. Organizations can leverage the information to benchmark their own practices against the industry standard, identify areas for improvement, and make informed decisions about their innovation efforts.

Disadvantages of Innovation Management & open innovation strategies

1. **Limited explanatory power**: As mentioned previously, descriptive studies primarily describe what and how things are, not why. They cannot establish causal relationships between factors, meaning the study cannot prove that certain practices lead to specific outcomes.

2. Lack of generalizability: The results of a descriptive study may not be generalizable to a wider population. This is because the study may only be based on a specific sample of organizations or industries, potentially limiting its applicability to other contexts.

3. Difficulty in isolating specific factors: Since descriptive studies do not involve controlled environments or experiments, it can be challenging to isolate the specific factors influencing the observed phenomena. This can make it difficult to understand the precise reasons behind the identified trends or practices.

4. Potential for bias: The design and execution of any study can introduce bias, impacting the validity of the findings. For example, the selection of participants, the type of data collected, and the way the data is interpreted can all influence the results.

Objective of Innovation Management & Open Innovation strategies

- To studying innovation management and open innovation strategies aims to foster organizational adaptability and competitiveness by exploring effective utilization of internal and external knowledge and resources from both traditional and non-traditional sources.
- To studying innovation management and open innovation strategies aims to foster organizational adaptability and competitiveness by exploring effective utilization of internal and external knowledge and resources from both traditional and non-traditional sources, to drive sustainable growth and create value in dynamic market environments.
- To Studying innovation management and open innovation strategies aims to foster organizational adaptability and competitiveness by exploring effective utilization of internal and external knowledge and resources from both traditional and non-traditional sources, enabling proactive responses to market disruptions and fostering a culture of continuous improvement and creativity.

REVIEW OF LITERATURE

A literature review on "Innovation management & open innovation strategies" would encompass various perspectives and findings from academic research, industry reports, and expert opinions. This structured literature review would provide a comprehensive understanding of the current state of research and developments in the role of innovation management and open innovation strategies.

(Ana P. Lopes, 2019)

Organizations that seek to gain competitive advantage need to manage their business in a highly changing environment with lower time lead, reduction in the new products development costs and the increasing pressure for innovation. Innovation is not just about new product or service. New organizational methods, management model or production processes also are seen as innovation. Considering that innovation is a multidisciplinary topic, this research analyzed the publications in the last 36 years (1975 – 2011), identifying that areas such as organizational strategy, knowledge management, project management, technological innovation and product management might be considered innovation management antecedents. Also, there is no single model for innovation management and some of them are derived from or follow the logic of “Stage Gate” (Cooper, 1990) and “Funnel” (Wheelwright & Clark, 1992) models.

(Lan Luo, 2022)

In terms of innovation, management experts have noticed peculiar laws in various innovations' dynamics, consistency, and spees. Think about innovative initiatives that are not planned. If you are uncertain or unwilling to make innovation initiatives within your firm, you might opt for a low engagement and low-cost method without a clear plan. Sporadically, Misuse of time and resources may occasionally introduce innovative operations or actions. You might notice that funding disappears for these actions or that others in the industry lose interest.

RESEARCH METHODOLOGY

This study is based upon a Primary data & Secondary data.

The Primary data is collected by conducting a questionnaire method by using a simple random sampling method, in that total 10 questions were asked to the respondents and theSecondary Data is collected by websites and some research paper.

Primary Data:

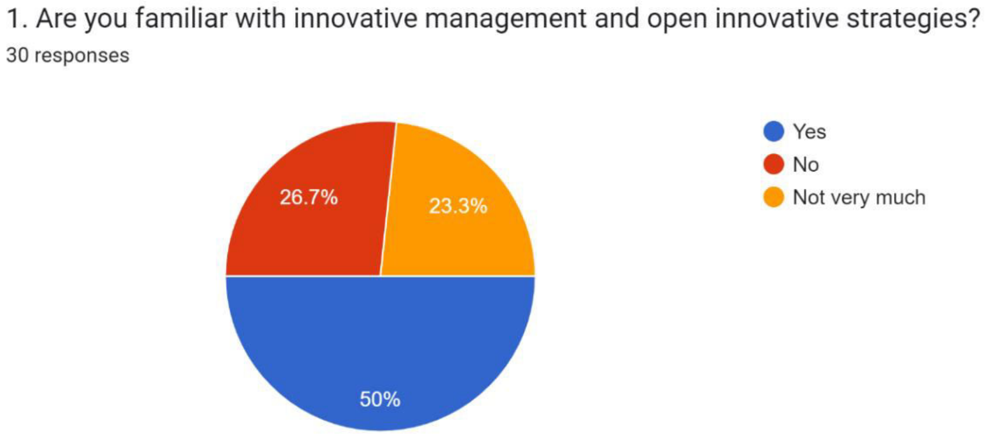
- Questionnaire

Secondary Data:

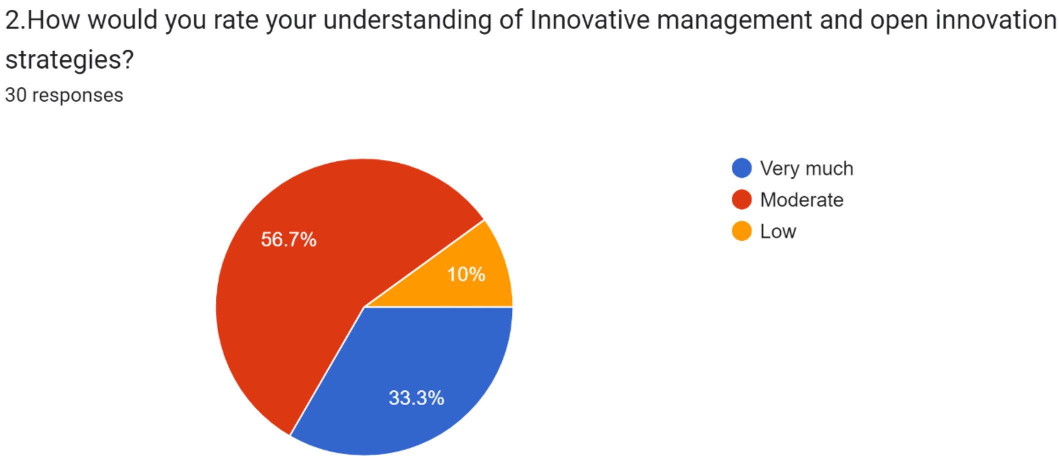
- Websites

DATA ANALYSIS AND INTERPRETATION:

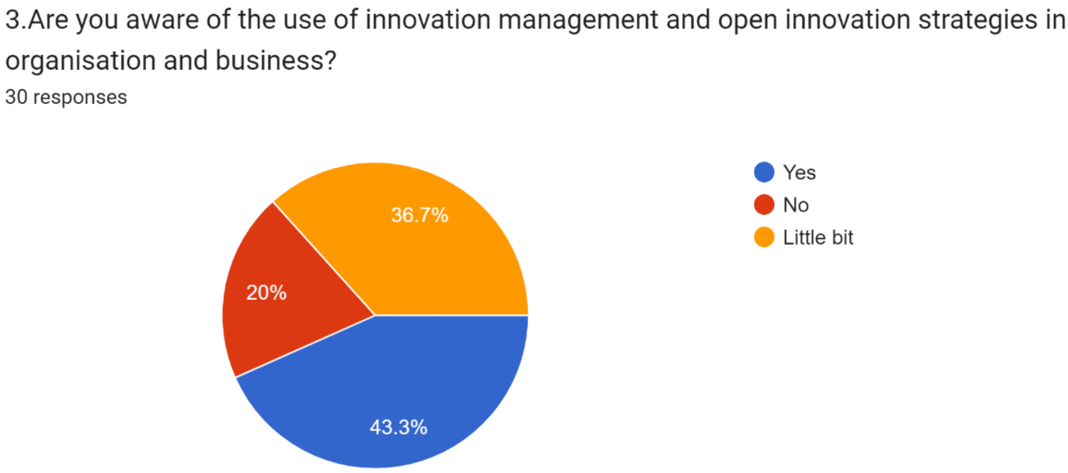
Sample size: 30 Tool: Excel



Data Interpretation: The pie chart shows that 50% people are familiar with innovative management and open innovative strategies, 23.3% people are not very much familiar with it and other 26.7% are not familiar at all.



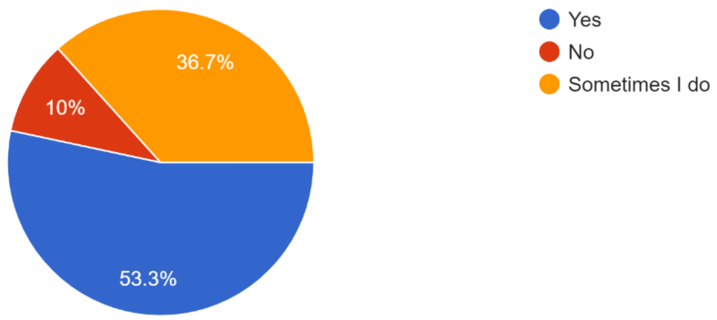
Data Interpretation: The pie chart shows that 56.7% people are moderate and 33.3% people are very much understandable to innovative management and open innovation strategies.



Data Interpretation: The pie chart shows that 43.3% people are aware of the use of innovation management and open innovation strategies in organization and business and 36.7% people are little bit aware of it and 20% does not have knowledge about it.

4.In managing your household chores, do you actively seek out new tools, technologies, or methods (innovation management) to streamline tasks and improve efficiency?

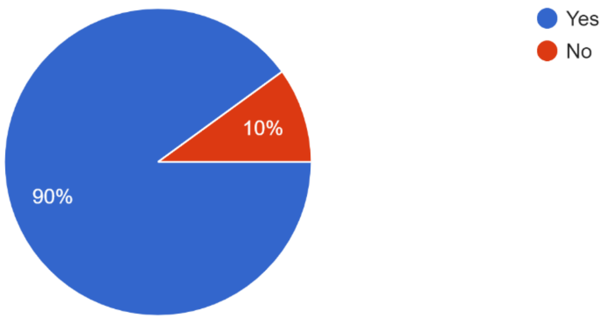
30 responses



Data Interpretation: This pie chart show that 53.3% people know about innovation management use in day to day life and they are use to it and 10% + 36.7% people does not about it and its uses in day to day life.

5.In your social interactions, do you encourage a culture of sharing and collaboration (open innovation strategy) by exchanging ideas, resources...olleagues to inspire creativity and mutual growth?

30 responses



Data Interpretation: This pie chart show that 90% people know how the open innovation strategy work in their day to day life and rest 10% people do not interact with others as they have their personal reason.

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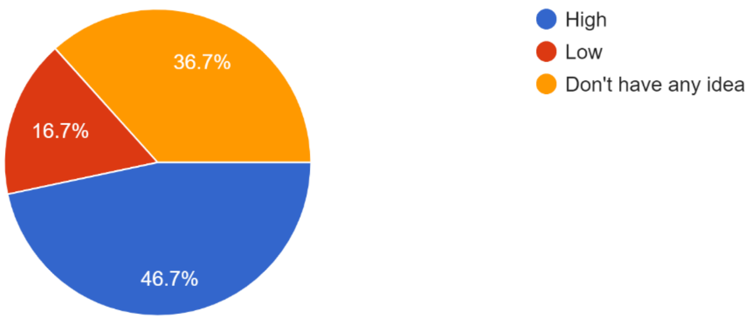
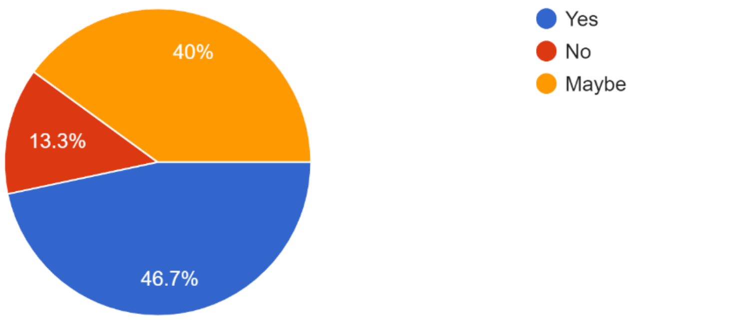
6.In terms of resource utilization, does open innovation typically involve high reliance on internal resources?
30 responses



Data Interpretation: This pie chart show that 46.7% know how the resource are utilize in open innovation high reliance on internal resources and 36.7% don't have any idea.

7.Do you believe that embracing open innovation strategies can lead to a more dynamic and adaptable organizational culture?
30 responses



Data Interpretation: This pie chart show that 46.7% people thinks that open innovation strategies can help organizations stay more agile and responsive to changing market conditions and customer needs and 40% people thinks it maybe work but not sure about it and 13.3% people think none of it matters.

FINDINGS

- ❖ 50% of the respondents are familiar with innovative management and open innovative strategies.
- ❖ 56.7% of the respondents are aware of the use of innovation management and open innovation strategies in organization and business.
- ❖ 53.3% of the respondents knows about innovation management use in day to day life and they are use to it.
- ❖ 43.3% of the respondents are aware of the use of innovation management and open innovation strategies in organization and business.
- ❖ 46.7% of the respondents know how the resource are utilize in open innovation high reliance on internal resources.
- ❖ 90% of the respondents know how the open innovation strategy work in their day to day life.
- ❖ 46.7% of the respondents people thinks that open innovation strategies can help organizations stay more agile and responsive to changing market conditions and customer needs.

LIMITATIONS

- Restricted Sample size.
- Restricted Location.
- Not a Specific Target Audience.

SUGGESTIONS

To foster innovation, encourage a culture where employees feel empowered to share ideas openly. Implement platforms for idea submission and recognition, and establish cross-functional teams to collaborate on projects. Additionally, actively seek external partnerships and collaborations to tap into a broader pool of expertise and resources. Consider implementing 'hackathons' or innovation challenges where employees can come together to brainstorm and develop new ideas within a limited timeframe. Encourage a mindset of experimentation and learning from failure, where even unsuccessful attempts are valued as learning experiences. Emphasize the importance of continuous feedback and iteration to refine and improve upon ideas.

CONCLUSION

Innovation management is crucial for organizational success in today's competitive landscape. It requires a systematic approach to generating and implementing new ideas that create value for customers and the organization. Open innovation strategies leverage external knowledge and resources to complement internal capabilities. This approach can accelerate innovation, reduce costs, and access diverse perspectives. Balancing openness with the need to protect intellectual property (IP) is vital. Organizations need to establish clear strategies for managing IP rights and ensuring they can capture the value created through open innovation activities. Effective management practices are essential for successful implementation of open innovation. This includes fostering a culture of collaboration, building strong relationships with external partners, and developing effective processes for knowledge management and integration. The specific approach to innovation management and open innovation strategies will vary depending on the organization's industry, size, and goals. Successful implementation often requires changes to organizational culture and structure to embrace an open and collaborative approach. Continuous monitoring and evaluation are crucial to ensure open innovation efforts are delivering desired results. By understanding these general conclusions and continuously seeking new knowledge, organizations can leverage the power of innovation management.

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SOCIAL MEDIA CYBERCRIMES: A STUDY ON AWARENESS AND IMPACT

Dr. Rajesh H. Bhoite
Associate professor and HOD-Business Economics, AI's Akbar Peerbhoy College of Commerce and Economics, M/S road, Do taaki, Grant Road, Mumbai-08
drrajeshbhoite77@gmail.com

ABSTRACT

- ***Purpose of the Study:***

The study's main objective was to determine the level of awareness and knowledge of protecting oneself from the cybercrimes that are on the rise in India. The empirical evidence is collected from the 120 respondents to fulfill the purpose of the study.

- ***Research Methods:***

The mixed method is used in this study. Quantitative research is to analyse the data and a qualitative study is to find out the use of social media, the cybercrimes that take place, and the adoption of the safeguards against it. The non-probability convenience sampling technique was used for data collection.

- ***Results:***

results highlight a statistically significant positive relationship between awareness of cybercrimes and the adoption of cyber security measures and the statistically significant differences observed in the One-Way ANOVA tests suggest that there are variations in the awareness of cybercrimes, adoption of cyber security measures, and perceived impact of social media among different levels of social media users.

- ***Practical application:***

The study would educate the youth to continue using social media with alertness to protect themselves from the consequences of cybercrime

Keywords: Social media, digital literacy, youth, digital marketing

❖ Social Media and Cybercrimes

Today, social media is the most used platform for communication and social networking. For sharing any kind of information, this platform is used by many. The most users are the young population. But the threat of cybercrimes should never be overlooked. There is a rise in cybercrime in India today. Several cases are being reported every day. There is a consistent rise in social media cybercrime is the reliance on digital platforms for social networking, communication, and business transactions is increasing day by day. There are many factors behind it such as an increase in usage, privacy concerns, inadequacy in security, fake accounts, and trusting everything and everyone digital.

❖ Statement of the Problem

There is no problem in using social media but the concern is about the material, and mental loss due to cybercrimes. The problem is not with the uneducated people only but even the educated ones get cheated due to their less rationality in using and assessing the impact of social media. There is a lack of cases every day reported on different kinds of cheats and frauds that take place online. This paper highlights the opinion of the young generation towards the use and impact of social media in their daily life.

❖ REVIEW OF LITERATURE

Animesh Sarmah & et.al (2017) gave a theoretical insight into the cybercrimes and laws related to them. The objective of the paper was to highlight the laws and their impact on cybercrimes. **Dhaval Chudasama & et.al (2020)** discussed the most rapidly expanding internet sector and the risks associated with it related to cybercrimes. They mentioned about the cyber-attack that has already caused much damage to the people. They gave examples of all the possible ways of cheating people and system interference. **Jamuna KV & et. al (2023)** conducted primary research on the population between 18 to 50 age to study the level of awareness among the people and to study the measures taken to prevent cybercrime. The study was done using purposive sampling. **Neelesh Jain & Vibhash S (2014)** explored an overview of cybercrimes and different types of them. The paper was secondary data-based and consisted of all the theoretical perspectives of the cybercrimes that exist today and the preventive methods. **Neeraj Kumar Rai (2021)** discussed all kinds of cybercrimes and their impact on society. They suggested the role of government and other non-government agencies in controlling the online crimes, that affect society badly.**P. Naveen Prabhu and K. Niranjana (2020)** carried out a study in 1597 by using a random sampling technique to find out the cybercrime laws and the victims. The main objective of the study is to highlight if any laws are there for women in cybercrimes and government policies to save them from cybercrimes. **Prashant Mali, Sodhi, Triveni Singh, and Sanjeev Bansal (2018)** surveyed to understand the awareness of cybercrimes among the respondents. The study was conducted on 325 respondents to understand if they are aware of different kinds of cybercrime or not. The purpose was to highlight their responses and relate them to cybercrimes. **Sumanjit Das and Tapaswini Nayak (2013)** studied the impact of cybercrime on various areas like socio-eco-politics, consumer trust, and teenagers especially. The paper consisted of secondary data on cybercrime-related issues in their impact **Krishna Viraja and Pradnya Purandare (2020)** carried empirical study on 110 respondents to understand the impact and challenges associated with cybercrimes. The study was based on the qualitative research through the data collected. They found that spamming is the most used cybercrime**. Karamchand Gandhi (2012)** wrote a secondary data-based paper on cybercrimes related to social media. The papers consisted of theoretical perspectives on cybercrimes and the recommendation to the government to have proper mechanisms to curb cybercrimes in India.

❖ OBJECTIVES OF THE STUDY:

1. To explore the relationship between the awareness of cybercrime and the adoption of security measures.
2. To assess the difference in the means of awareness of cybercrimes, measure. adopted, and the impact of social media at different levels of usage.

❖ HYPOTHESES OF THE STUDY

Hypothesis 1:

H0: There is no significant relationship between the awareness of cybercrimes and the adoption of cyber security measures among the surveyed individuals.

Hypothesis 2:

H0: There is no significant difference in the means of awareness of cybercrimes, adoption of cyber security measures, and impact of social media across different levels of social media usage.

❖ SIGNIFICANCE OF THE STUDY

The use of social media is very comprehensive in India as almost all levels of users are engaged in different kinds of social media and are easy prey for cybercrimes. There are several ways they are cheated and fraudulent activities happen to them. The purpose of the paper is to find out the type of social media they use, their awareness about the use of social media, crimes that take place through social media, and different ways of protecting themselves from cybercrimes.

❖ RESEARCH METHODOLOGY

For this study, mixed methods are used. For quantitative analysis, data is collected from 120 youths between the ages of 18 to 34 through a structured questionnaire consisting of closed-ended and Likert scale questions. The data was collected from the youth who use social media very comprehensively. To supplement the primary data, The secondary data was collected through some research articles and other published sources.

❖ Sampling Technique:

Description	Details
Research Type	*Survey-based explorative study.*
Research Method	*Mixed methods* *Quantitative and Qualitative*
Sampling Method	*Non-probability Convenient sampling*
Population of Study	*Youth using social media*
Sample Size	*120 respondents*
Data collection tools	*A structured questionnaire*
Target Respondents	*Youth from Mumbai using social media*
Data Type	*Primary & Secondary*

Statistical tools	*Linear Regression and one way ANOVA*

❖ **Analysis of the results**

A) Demographic Attributes

A) DEMOGRAPHIC ATTRIBUTES OF THE RESPONDENTS

What is your Age	Counts	% of Total
18-24	96	80.0 %
25-34	24	20.0 %
Your Education Status	**Counts**	**% of Total**
HSC	38	31.7 %
Graduates	73	60.8 %
Post Graduate	9	7.5 %
Gender	**Counts**	**% of Total**
Female	62	51.7 %
Male	58	48.3 %
What is your Status	**Counts**	**% of Total**
Professional	17	14.2 %
student	103	85.8 %
How do you use social media?	**Counts**	**% of Total**
Frequently	49	40.8 %
Occasionally	14	11.7 %
Rarely	6	5.0 %
Very Frequently	48	40.0 %
Very Rarely	3	2.5 %

Source: Primary data

The presented survey results shed light on the demographics, education status, employment, and social media usage patterns within the surveyed population. Notably, the majority of respondents fall within the 18-24 age group, representing 80% of the total, with the 25-34 age group comprising the remaining 20%. In terms of educational background, the majority are graduates, accounting for 60.8%, followed by those with HSC qualifications at 31.7%, and post-graduates at 7.5%. Gender distribution is relatively balanced, with females comprising 51.7% and males at 48.3%. Regarding employment status, a significant proportion of the respondents identify as students, constituting 85.8%, while professionals make up 14.2%. This indicates a predominantly student-oriented demographic in the surveyed population. In terms of social media usage, the majority of respondents fall into two categories: those who use social media frequently (40.8%) and those who use it very frequently (40.0%). Occasional users make up 11.7%, while rare users constitute 5.0%, with very rare users at 2.5%. These findings suggest a high prevalence of regular social media engagement within the surveyed population.

B) USE OF SOCIAL MEDIA

The data on social media usage patterns reveals a diverse range of preferences within the surveyed population. The majority of respondents utilize a combination of platforms, with a minimal 0.8% exclusively using Facebook. The most common combination involves Facebook, WhatsApp, Instagram, and Snapchat, constituting 4.2% of respondents. Another 2.5% use the same combination with the addition of LinkedIn. Facebook, WhatsApp, Instagram, and Telegram are used by 1.7%, while 0.8% include LinkedIn in this combination. Similarly, 0.8% each use Facebook, WhatsApp, Instagram, Telegram, Snapchat, and LinkedIn. A small percentage employs a mix of Facebook, WhatsApp, Telegram, and LinkedIn (0.8%). Instagram alone is used by 9.2% of respondents.

WhatsApp is a popular choice, with 25% using it in combination with Instagram and 20% using it along with Snapchat. WhatsApp, Instagram, and LinkedIn are used by 2.5%, while 6.7% include Telegram in this combination. Additionally, a smaller percentage combines WhatsApp with Snapchat (1.7%), Telegram (4.2%), or LinkedIn (0.8%). Snapchat alone is used by 3.3%, while Telegram is utilized by 6.7%. The data illustrates a diverse landscape of social media usage preferences, with combinations of Facebook, WhatsApp, Instagram, Snapchat, and LinkedIn being the most prevalent among the surveyed population.

C) AWARENESS OF CYBERCRIMES

Which Cyber Crimes are you aware of	No	Yes
cyberbullying (hurtful comment)	9.2 %	90.8 %
Cyberstalking (invading your privacy in secret)	17.5 %	82.5 %
Catfishing (Creating fake identity)	11.7 %	88.3 %
Sextortion (sexually blackmailing)	20.0 %	80.0 %
Swatting (creating false emergency news)	28.3 %	71.7 %
Doxing (exposing someone's private information)	26.7 %	73.3 %
child exploitation (child abuse)	17.5 %	82.5 %
Digital art theft (stealing someone's art without telling online)	24.2 %	75.8 %
Identity theft (using someone's identity to commit fraud)	14.2 %	85.8 %

Source: Primary data

The provided data outlines awareness levels and responses regarding various cybercrimes among the surveyed population. For cyberbullying, the majority of respondents (90.8%) are aware of the concept, while 9.2% are not. In the case of cyberstalking, 82.5% are knowledgeable about the crime, while 17.5% lack awareness. Catfishing, involving the creation of fake identities, is familiar to 88.3% of respondents, with 11.7% indicating a lack of awareness. Sextortion, defined as sexually blackmailing individuals online, is recognized by 80%, leaving 20% uninformed. Swatting, the act of creating false emergencies, is acknowledged by 71.7% of respondents, with 28.3% lacking awareness. Doxing, which involves exposing someone's private information, is known to 73.3%, while 26.7% are unaware. Regarding child exploitation, 82.5% are aware of the issue, and 17.5% are not. Digital art theft, defined as stealing someone's art without permission online, is familiar to 75.8%, with 24.2% lacking awareness. Finally, identity theft, using someone's identity for fraudulent activities, is recognized by 85.8%, leaving 14.2% unaware.

D) CYBERCRIME PROTECTION

How can you save yourself from Cybercrimes?	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
Creating a strong password	0	0	1.7 %	6.7 %	28.3 %	63.3 %
Social media settings	1.7 %	3.3 %	9.2 %	40.8 %	45.0 %	4.24
Internet security	0	4.2 %	10.0 %	32.5 %	53.3 %	4.35
By updating software	1.7 %	3.3 %	18.3 %	40.8 %	35.8 %	4.06
Learning from other cases and taking care	0	0.8 %	7.5 %	41.7 %	50.0 %	4.41
Avoiding pop-ups and fraudulent emails	0.8 %	3.3 %	5.8 %	42.5 %	47.5 %	4.33
Not trusting everyone on the internet	0.8 %	5.8 %	2.5 %	39.2 %	51.7 %	4.35

Source: Primary data

The survey results indicate varying levels of agreement with different measures aimed at protecting oneself from cybercrimes. The majority strongly agree that creating a strong password is an effective method, with 63.3% supporting this approach. Social media settings also receive considerable support, with 45.0% agreeing and 40.8% strongly agreeing. Internet security measures, such as using antivirus software, receive a strong endorsement, with 53.3% strongly agreeing. Updating software is seen as an important preventive measure, with 40.8% agreeing and 35.8% strongly agreeing. Learning from other cases and taking precautions is strongly supported by 50.0%, with 41.7% agreeing. Avoiding pop-ups and fraudulent emails is considered effective by 47.5%, with 42.5% agreeing. Additionally, not trusting everyone on the internet is supported by 51.7%, with 39.2% in agreement.

E) IMPACT OF SOCIAL MEDIA CYBERCRIMES:

What are the impacts of crimes	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
There is a financial loss due to fraud	2.5 %	1.7 %	18.3 %	40.0 %	37.5 %	4.08
There is a psychological harm that affects mental	0	0.8 %	6.7 %	51.7 %	40.8 %	4.33

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health						
There is social damage that affects social status	0	0	24.2 %	40.8 %	35.0 %	4.11
There is a Family spoil due to identity harm	1.7 %	2.5 %	20.8 %	42.5 %	32.5 %	4.02
There is relationship harm	2.5 %	4.2 %	18.3 %	37.5 %	37.5 %	4.03

Source: Primary Data

The survey results reveal various perceived impacts of social media, with respondents agreeing on several fronts. A substantial portion, 40.0% agreeing and 37.5% strongly agreeing, believes that financial losses due to fraud are a consequence of social media use, resulting in an overall mean score of 4.08. This suggests a shared concern about the potential for financial harm and scams facilitated through social platforms. The impact of social media on mental health is a significant area of agreement, with 51.7% agreeing and 40.8% strongly agreeing that it causes psychological harm. This sentiment is reflected in a high mean score of 4.33, indicating a consensus on the adverse effects of social media on mental well-being. Social damage affecting social status is acknowledged by 40.8%, with an additional 35.0% strongly agreeing, resulting in a mean score of 4.11. This highlights a perceived correlation between social media use and potential harm to one's societal standing. Family-related consequences, such as identity harm leading to family spoiling, receive an acknowledgement, with 42.5% agreeing and 32.5% strongly agreeing, yielding a mean score of 4.02. Similarly, relationship harm is recognized by 37.5%, with an additional 37.5% strongly agreeing, resulting in a mean score of 4.03.

❖ **Hypotheses Testing**

1. **H0: There is no significant relationship between the awareness of cybercrimes and the adoption of cyber security measures among the surveyed individuals.**

RESULT

The linear regression analysis aimed to assess the relationship between the awareness of cybercrimes and the adoption of cyber security measures. The overall model test indicates a statistically significant relationship ($F=11.1$, $df1=1$, $df2=118$, $p=0.001$), with an R^2 value of 0.0861, suggesting that approximately 8.61% of the variability in the adoption of cyber security measures can be explained by the awareness of cybercrimes. The omnibus ANOVA test further supports the significance of the model, revealing that the predictor variable "Awareness of Cybercrimes" contributes significantly to the variability in cyber security measures ($F=11.1$, $p=0.001$). The sum of squares for the awareness of cybercrimes (177.1) and the residuals (1880) indicates that the model effectively captures a significant portion of the variance in cyber security measures. "Awareness of Cybercrimes" is 0.548, suggesting that for every one-unit increase in awareness, the adoption of cyber security measures is expected to increase by 0.548 units.

Results show a statistically significant positive relationship between awareness of cybercrimes and the adoption of cyber security measures. Individuals with higher awareness of cybercrimes tend to adopt more cyber security measures.

2. **H0: There is no significant difference in the means of awareness of cybercrimes, adoption of cyber security measures, and impact of social media across different levels of social media usage.**

RESULT

The One-Way ANOVA (Welch's) tests were conducted to assess the differences in means among groups based on the frequency of social media usage in the context of awareness of cybercrimes, adoption of cyber security measures, and perceived impact of social media. The obtained results show statistically significant differences in all three variables: Awareness of Cybercrimes ($F=5.79$, $df1=4$, $df2=10.3$, $p=0.011$), Cyber Security Measures ($F=4.09$, $df1=4$, $df2=11.9$, $p=0.026$), and Impact of social media ($F=4.34$, $df1=4$, $df2=12.7$, $p=0.02$).

The group descriptive provides insights into the means, standard deviations, and standard errors for each level of social media usage. For Awareness of Cybercrimes, individuals who use social media very frequently have the highest mean awareness score (17.3), while those who use it rarely have the lowest mean awareness score (13). In the context of Cyber Security Measures, individuals who use social media very frequently have the highest mean adoption score (31), and those who use it occasionally have the lowest mean adoption score (29.7). Regarding the Impact of social media, individuals who use social media occasionally have the highest mean impact score (20.7), while those who use it very rarely have the lowest mean impact score (17.7).

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❖ CONCLUSION

In this study, it is observed that there is a high level of awareness among the surveyed population regarding various cybercrimes. While a majority of respondents are informed about cyberbullying, catfishing, sextortion, and identity theft, awareness levels vary. It is also found that the survey suggests that individuals recognize the importance of a multifaceted approach to cybersecurity. survey underscores a widespread recognition of the multifaceted impacts of social media. While financial losses due to fraud, and psychological harm affect mental health, The statistically significant differences observed in the One-Way ANOVA tests suggest that there are variations in the awareness of cybercrimes, adoption of cyber security measures, and perceived impact of social media among different levels of social media users. There is a further need to educate youth for a better understanding of social media and the negative impact of cybercrimes.

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A COMPARATIVE FINANCIAL ANALYSIS OF ADANI POWER AND RELIANCE POWER

Ganesh Kembhavi and Durga Kunchikorve
Department: BAF, Chetana's Self – Financing Courses, Mumbai, Maharashtra
kembhaviganesh@gmail.com and tishakunchikorve@gmail.com

ABSTRACT
The Company Financial is made easier with the help of the financial analysis. It also enables to forecast the business profit and necessary adjustments and to attain them. Thus, the study aims to inspect Adani Power and Reliance Power financial analysis performance of last three years. The study of financial performance goals is finding the most important ratios like Liquidity,

Profitability and gross rate Performing Vertical and Horizontal financial performance analysis and the company's power and weakness through SOWT Analysis and the entire three years force analysis. Ratios Financial analysis is the method of used to inspect the firm Financial Performance. The application assists in difference the Financial Performance Condition of the current year to earlier years. Also, it offers some guidance for how the business can improve to perform current year to last year analysis of the company. Equally, Financial analysis vertical andhorizontally performance helps analyses trends and the arrangement of similar component in the financial analyses Statement. The information was collected from secondary root, including honorable websites, yearly statement, and entrepreneurship websites.

INTRODUCTION
Relatively financial analysis, we inspect the performance of the Adani power and reliance power there are to various competition in the Indian industry, as both companies has a considerable market knowledge and have contributed to Indian sectors also this research analysis important function like financial statement and ratio calculated with the help of the statement to major their financial performance. We want to learn more information about Adani power and reliance power limitation an economic help by seeing to their financial statement annual report and providing by outside agencies investors and stakeholders will importantly understand the Companies financial place through this research and which they will help then to make intelligentalternative.

Advantages of Adani Power

- Operational Specialization: Adani Power has operational specialization in sourcing and managing Operation for 54 million metric tons as per annum (MPTA) of coal and there are 12 million metric tons per annum (MTPA) of fly ash. This includes handling over 13,000 railway rakes every year.
- Cost Ability: The largest supplier of coal is Adani Enterprises that provides coal to Adani Power. This direct supply linked reduces the cost of coal Sourcing for Adani Power.
- Market Worth: Adani Power is one of the major players in the Indian power business, Provides important to the country's energy needs.
- Wide-ranging Opportunities: Adani Power can diversify into hydro-electric power generation, manipulate its presence in coal imports and mining.

Disadvantages of Adani Power

- Flexibility in Earnings: In-spite having revenue clarity, Adani Power faces flexibility in earnings due to weak coal production and the increase cost of imported coal. This unstable can impact financial stability.
- High Debt Volume: Adani Power's debt volume is at a Scaring point. Even with long- term power buying agreements in place, the load of debt remains.
- Tight Market Share: Adani Power handles main in a limited state, namely Gujarat, Maharashtra, and Haryana. However, its market share is consequences lower differentiate to some others players like Tata Power and Reliance Power.
- Argument Projects: The Adani Goda power project has faced condemn for being expensive, delayed, and risky. Some argue that Bangladesh would be reveal to important financial risk by signing a power buying agreement with Adani Power.

Advantages of Reliance Power

- Large Capacity Generation: Reliance Power gas a wide pipeline of power generation projects. Their capacity extent various parts of India, initialing them an important playerin the energy sector.
- Progressive Technology for Emission Decrease: Reliance Power employs cutting- strongest technology to minimize emissions. As a result, they have gained Carbon Credits for three of their Ultra Mega Power Projects (UMPP). This Dedication took the environmental responsibility improves their competitive lead.
- Strong Approval from the Reliance Group: Being a part of the Reliance Group, the Reliance Power benefits from wholesome financial support and strategic teamwork. Thisbacking positions them as a terrifying force in the industry.
- Variation Services: Reliance Power offers a broadly of services, including electricity generation, distribution, and natural gas analysis. This variation represented to their grosstotal strength.

Disadvantages of Reliance Power

- Dependency on Fuel origin: Reliance Power's operations depend on the availability and low-cost of fuel origin such as coal, natural gas, or renewable energy sources. Supply interruption or price variation in this fuel origin can change the company's profitability.
- Environment Risks: Geopolitical anxiety or instability in regions where Reliance Power operates could disrupt its operations or concussion its capability to entrance markets andresources.
- High-tech Obsolescence: Speedy advancements in energy technology could generate Reliance Power's existing infrastructure or practices obsolete, constant important investments to remain competitive.
- Financial Achievement: Reliance Power's financial achievement may not meet expectations due to different component such as economic measure, changes in consumerdemand, or not anticipated expenses.

OBJECTIVES

- To study on performance Vertical and Horizontal analysis on the financial statements of Adani Power and Reliance Power.
- To study on performs ratio analysis based on information collect from the financialstatements to observe its financial performance.

REVIEW OF LITERATURE

A Comparative Analysis of the Financial Performances of Selected Indian Information Technology Companies During 2010-2014 mentioned that to modified and set point of reference, a financial statement analysis should be made for all companies and thus carry out a financial proportion investigation of most significant Indian Information Technology companies and carry its functionality as a measure of inter-enterprise and intra-enterprise differentiation.

A Comparative Study of the Profitability of Selected Pharma firms of India was conducted to evaluate the pharmaceutical sector in India. Thus, it inspects the pharmaceutical industry's profitability in India's selected firms and their relationships in term.

A Comparative Study of Financial Statements of Reliance Industries Ltd., Sahara Petro chemicals Ltd. And China Petroleum and Chemical Corporation was conducted to determine which has produced more excellent financial performances over time. A comprehensive analysis has been done to compare the financial accounts of all three petrochemical businesses, showing whether the business's financial situation has improved.

RESEARCH METHODOLOGY

The Financial Data that has been gathered and analyzed by someone other than the original researcher is referred to be a secondary source. It entails using already published materials like books, papers, journals, databases, or other documents that offer knowledge or insight on a certainsubject or inquiry. For this Study, Data is gathered from various sources, including the annual report of Adani and Reliance Power Ltd, their respective website, articles, and company publications. Previous initiatives and books on finance are also used as references.

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Tools and Techniques Used for Data Analysis:

For comparative financial analysis following statistical techniques are being used:

- Vertical and Horizontal Analysis of Financial Statements
- Ratio Analysis

(Both the analysis mentioned above is performed in Excel after compiling the financial results ofthe companies, and the Excel workbook link is provided in Annexure)

To know about the Strengths and weaknesses of the selected companies, their financial health andtheir position in the industry, the following analysis has been made:

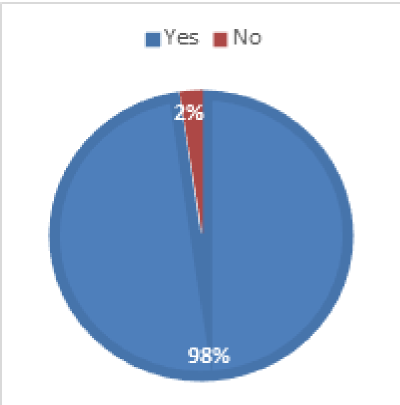
- SWOT Analysis
- Analysis of Credit ratings provided by Credit Rating Agencies
- Porter's five forces Analysis

DATA ANALYSIS AND INTERPRETATION

Sample Size: 40

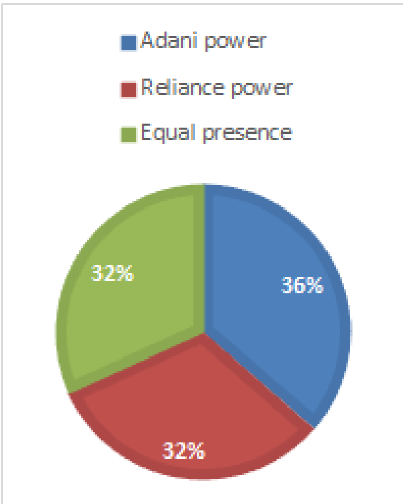
Tool: Word 2016

Question Title 1. Have you heard of Adani power and Reliance power?



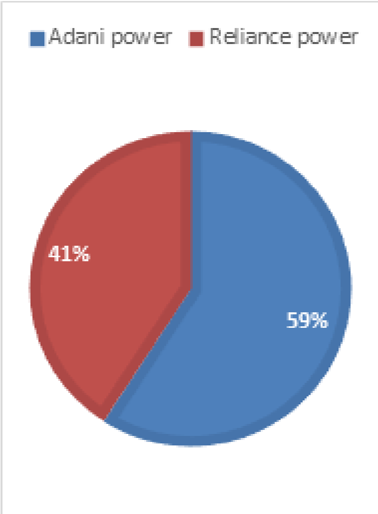
Data Interpretation: This pie chart shows that the respondents were heard of Adani power and Reliance power. 97.7% respondents are aware of Adani power and 2.3% respondents are not aware of Reliance power.

Question Title 2. Which company do you prefer to have a strongest market presence?



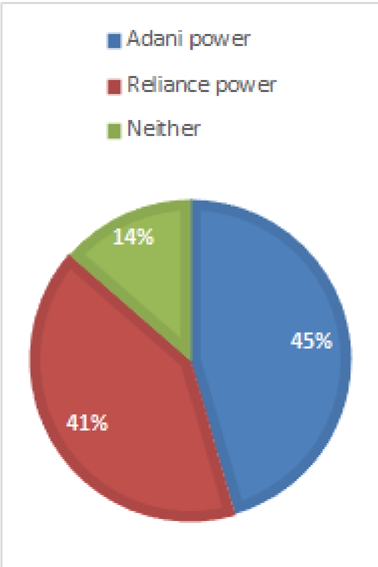
Data Interpretation: The pie chart shows that do you prefer to have a strongest market presence by the respondents 36.4% of Adani power ,31.8% reliance power and 31.8% respondents are equal presences.

Question Title 3. What are you expectation for future growth prospects of Adani power and reliance power?



Data Interpretation: The above chart presence for future growth prospects of Adani power and Reliance power. respondents of Adani power is 59.1%.and respondents of reliance power 41.9%

Question Title 4. Would you consider investing in Adani power or Reliance power?



Data Interpretation: The pie chart revels that would you consider investing in Adani power and Reliance power.45.5% of Adani power.40.9% respondents are of reliance power and 13.6% neither Respondents are of Adani power or Reliance Power.

Question Title 5. What factors influences your decision in interest in one company over the other?

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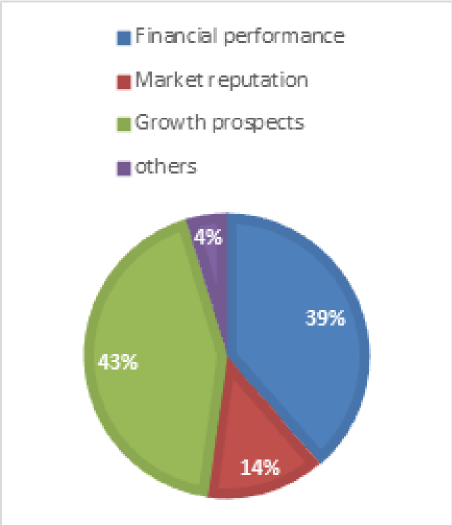
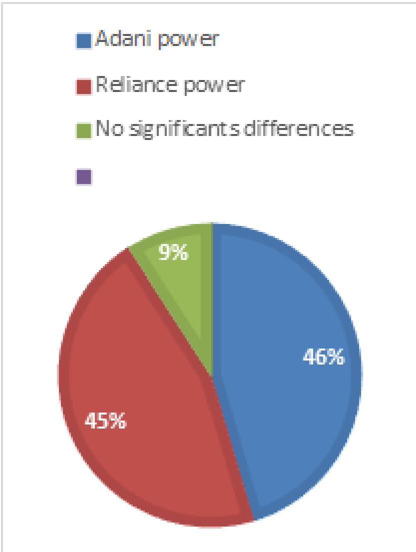


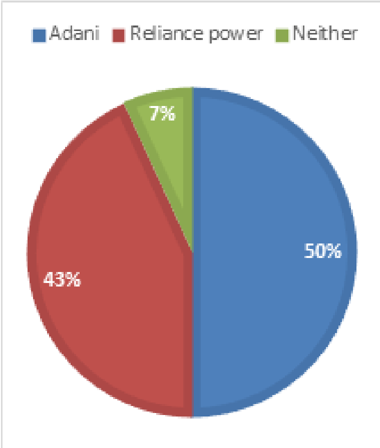
Data Interpretation: This pie chart shows us influence your decision in interest in one company over the other company. 38.6% respondents are financial performance, 13.6% respondent is market reputation, 43.2% is of growth prospects respondents and 4.6% respondents is of others.

Question Title 6. Which company do you perceive to have a better image on market?



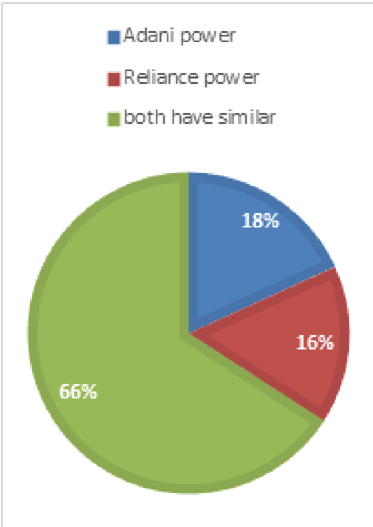
Data Interpretation: The pie chart shows that do you perceive to have a better image on market.45.5% respondent is Adani power, 45.5% are of reliance power and 9.1% respondents are no significant differences.

Question Title 7. Which company would you prefer to invest?



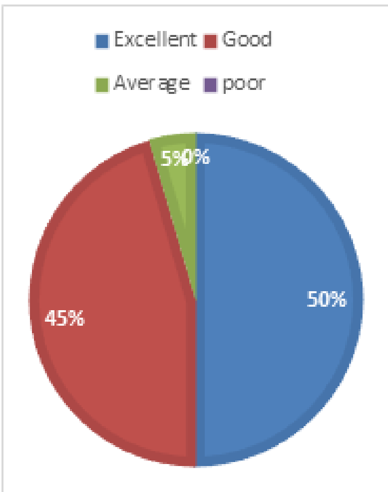
Data Interpretation: The above pie chart shows that would you prefer to invest which company 50% respondents of Adani power, 43.2% respondents of reliance power and 6.8% respondents is of neither

Question Title 8. How would you market share of Adani power and reliance power compared to Competition?



Data Interpretation: The above pie chart shows as compared to competition of market share. 38.6% are respondent of Adani power, 34.1% of reliance power and 27.3% respondents of both have similar respondents.

Question Title 9. How would you rate the quality of customer service provided by Adani power and reliance power?



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Data Interpretation: The pie chart shows that the rate of quality of customer services provided by Adani power and reliance power. 50% respondents are excellent, 45.5% respondents are good, 4.5% respondents are average and 0% respondents are poor.

CONCLUSION

In conclusion, the research on Adani Power Ltd. and Reliance Power Ltd. offers insightful information on their financial standing. Adani Power recently displayed a solid recovery with increasing revenue and better profitability. The firm has successfully increased gross profit and net profit margins, a sign of efficient operations and effective cost management techniques. The continually rising earnings per share reflect the company's capacity to provide more significant returns for its stockholders. The rise of total non-current assets of Adani Power is evidence of its effective asset growth and investment plans.

On the other hand, Reliance Power has experienced difficulties due to negative growth in income and costs. However, the business has negative growth in overall expenses, which might help boost profitability. The most significant rise in net profit and profits per share was seen in March 2023, suggesting possible good things for the organization. The constant development of non-current liabilities reflects Reliance Power's reliance on long-term financial sources. The company's net cash flow has grown positively, demonstrating efficient cash management and financial operations.

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A DESCRIPTIVE STUDY OF MITIGATING PHONE SCAMS AND SOCIAL ENGINEERING FRAUD IN THE DIGITAL AGE

Gayatri Rakesh Joshi and Akshat Hansraj Patel
Students, Department**:** BMS, Chetana's Self – Financing Courses

ABSTRACT
In the digital age, phone scams and social engineering fraud are serious risks to people and businesses, causing financial losses and privacy violations. By analyzing the psychological techniques employed by con artists, recognizing recurring elements in phone scams, and assessing technological and legal remedies for stopping fraudulent activity, this study investigates risk mitigation options. Authority, urgency, and social proof are just a few of the psychological trick's fraudsters use to trick and manipulate their victims. This study looks at these tricks and looks at ways to stop them. Furthermore, it analyzes typical traits and warning signs of phone scammers, like unsolicited requests for financial or personal information, and creates policies and educational initiatives to assist people in identifying and avoiding these types of frauds. Moreover, the study assesses. Due to their ability to cause money losses and privacy violations, phone scams and social engineering fraud have become major risks in the digital era for both individuals and enterprises. This research examines con artists' complex strategies and analyzes the psychological tricks they use to take advantage of people's weaknesses. Through comprehension of these strategies, people and institutions can strengthen their barriers against deceit and manipulation. Among the most important psychological strategies used by con artists to compel and control their victims are authority, urgency, and social proof. This study examines successful counterstrategies in addition to identifying these approaches. The goal of this research is to undermine the efficacy of these dishonest techniques by providing people with knowledge and awareness. Additionally, this research extends deeper than just identifying psychological ploys.

Keywords: Phone scams, social engineering fraud, Risk mitigation, psychological techniques.

INTRODUCTION
The rise in phone scams and social engineering frauds has become a widespread hazard in today's connected society, endangering the financial stability and privacy of both individuals and companies. These dishonest tactics, which are frequently carried out by crafty criminals taking advantage of the accessibility and anonymity of digital platforms, have serious repercussions that can range from financial losses to identity theft and harm to one's reputation.

The world of social engineering and phone scams is vast and ever-changing, with a wide range of strategies intended to take advantage of technological weaknesses and human weaknesses. Criminals use a variety of strategies to trick gullible people and obtain private information, from complex phishing schemes and pretexting techniques to intricate impersonation scams.

These fraudulent operations have risks associated with them even though they give offenders the benefit of anonymity and remote access to possible targets. Scammers who use social engineering or phone scams can cause serious financial losses, psychological distress, and damage to their reputation. To make matters worse, these frauds are so widespread that it is difficult to identify and prosecute them.

In the face of these obstacles, comprehending the subtleties of social engineering and phone scams is crucial to creating practical countermeasures. This study looks at the many kinds, benefits, and drawbacks of these dishonest actions in an effort to shed light on the fundamental principles that underlie fraudulent activity in the digital era.

Additionally, this study intends to investigate current preventative strategies and evaluate how well they work to counteract social engineering and phone scams. Through the recognition of common characteristics, warning indicators, and psychological strategies employed by con artists, people and institutions can improve their capacity to detect and effectively foil fraudulent schemes.

The ultimate objective of this research is to equip people and organizations with the information and understanding required to protect themselves from fraud and manipulation online. By doing thorough research and analysis, we hope to support continuous efforts to reduce the risks associated with social engineering and phone scams, ultimately creating a more secure and safe online environment for everyone.

Various Forms of Social Engineering and Phone Scams

Phishing: Phishing is the term for fraudulent attempts to communicate under false pretenses, usually via email or text message, in order to steal sensitive information, such as passwords or financial information.

Vishing: Vishing, also known as voice phishing, is a type of phishing in which scammers pose as reliable organizations over the phone in an effort to trick victims into divulging personal information.

Pretexting: The fabrication of scenarios or identities in order to trick someone into disclosing private information; frequently done through pretense or imitation.

Impersonation Scams: In order to get victims to cooperate with their requests, such as transferring money or granting access to personal accounts, fraudsters pose as authoritative persons or reliable contacts.

➢ **Advantages:**

- Anonymity: Offenders can work remotely and maintain their anonymity, which makes it challenging for law authorities to locate and detain them.
- Remote Access: Cybercriminals can target people across national borders and communicate with a large audience through digital platforms.
- Psychological Manipulation: Con artists take use of psychological triggers and human weaknesses to coerce victims into answering questions or providing private information.

➢ **Disadvantages:**

- Financial Losses: People who fall prey to social engineering and phone scams may lose a lot of money as a result of identity theft, false charges, and illegal transactions.
- Privacy Violations: People's financial and personal security may be jeopardized if private information, such as passwords or personal identification numbers, is disclosed.
- Emotional Distress: Falling victim to fraudulent operations can cause victims to feel anxious, embarrassed, or emotionally distressed, which can negatively affect their mental health and general quality of life.

It is essential to comprehend these kinds, benefits, and drawbacks in order to create techniques that effectively lessen the effects of phone scams and social engineering frauds and shield people and companies from falling for these dishonest tactics.

Aims for the Research

This section provides a clear research process roadmap by outlining the precise goals and aims of the investigation.

Examine the psychological strategies employed in con games.

- **Recognize patterns in con artists.**

Evaluate legal and technological solutions.

Examine common characteristics and indicators of scammers.

- Create policies and awareness-raising campaigns.
- Give people and organizations more power.
- Use knowledge to undermine con artist strategies.
- Offer doable suggestions for mitigation.

These goals serve as a roadmap for investigating psychological techniques, fraud detection, mitigation, and preventive measures in an effort to better understand and stop social engineering and phone scams in the digital era.

REVIEW OF LITERATURE

1. Social Engineering Fraud in the digital age:

- Link: Social Engineering Fraud: A Sophisticated Manipulation in the Digital Age

In short, SCAMBlock is a complete system that is intended to efficiently identify, stop, and handle fraudulent calls. By utilizing cutting-edge AI and machine learning technology, it analyzes fraudulent activity in almost real-time to offer strong protection against phone scams and robocalls. Two more cutting-edge features are added to SCAMBlock: the Personalized Call Filter, which lets users manage their own allowlists or blocklists of phone numbers, and the Interactive Voice Announcement Alert, which notifies users in real time when suspicious calls are detected. By enabling customers to personalize their call choices, these features not only improve security but also improve consumer satisfaction. In general, SCAMBlock helps telecom providers protect their customers against fraud while offering them a secure and customized contact experience.

2. **Emerging Trends in Phone Scams :**

- Link: Emerging Phone Scams Trends: What you need to know

In short, the chapter underlines the value of technology solutions while highlighting the limitations of individual awareness in the face of cyberthreats such social engineering fraud. It implies that although human limits limit personal attentiveness, it is nevertheless necessary. Conversely, technological solutions provide the capacity to monitor, identify, and react to risks in a way that is not possible for humans. Utilizing cutting-edge features such as those found in Subex's portfolio is advocated as essential for both individuals and enterprises to successfully thwart social engineering scams and securely and actively traverse the digital terrain.

RESEARCH METHODOLOGY

Primary and secondary data form the basis of this investigation. Using a simple random sampling procedure, a questionnaire is used to gather primary data.

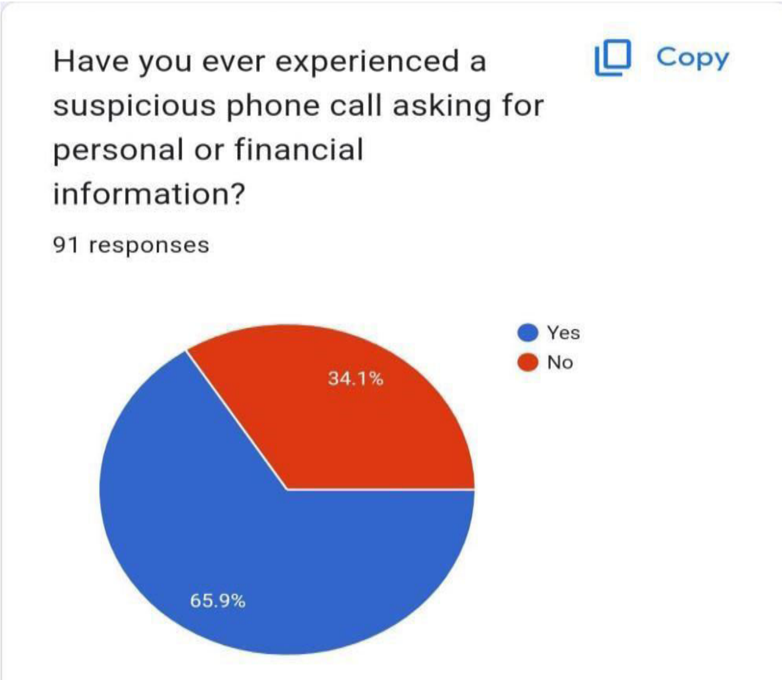
The respondents were given ten questions, and research papers and newspapers were used to gather secondary data.

Primary Information: · Survey

Secondary Data: Newspaper (Times of India, Mint)

Data Analysis and Interpretation

1. Have you ever experienced a suspicious phone call asking for personal or financial information?



Experience with questionable Phone Calls: A sizable majority of the sample population reported having received questionable phone calls requesting personal or financial information, with 65.9% of respondents reporting such instances.

34.1% of respondents said they had never received such calls, indicating that while this is a small percentage, it is nonetheless noteworthy.

2. How confident are you in identifying warning signs of phone scams and social engineering fraud?

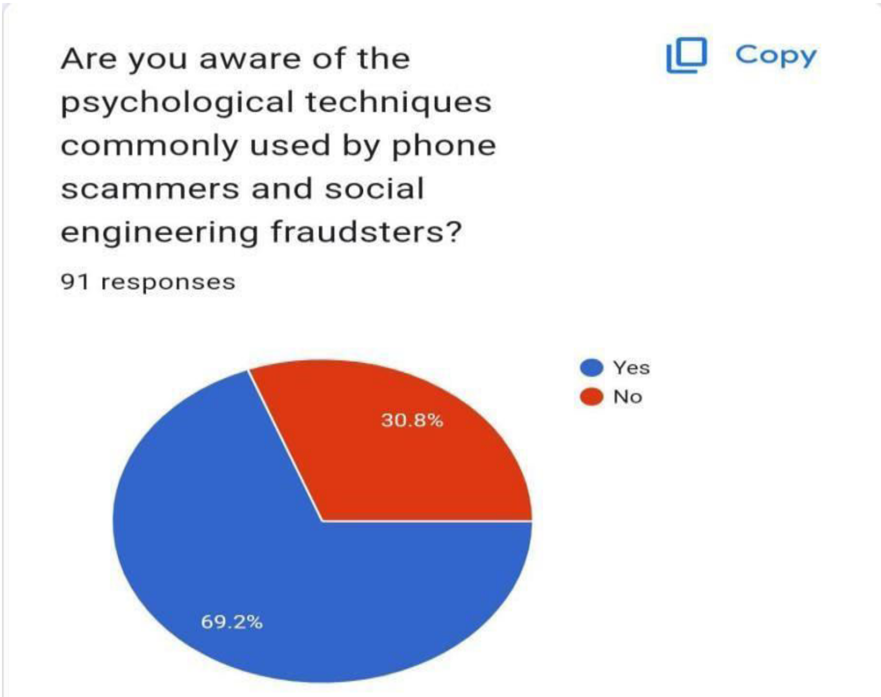
Confidence in Recognizing Warning indicators: - Of the sample population, 44% of respondents are extremely confident in their ability to recognize warning indicators of social engineering fraud and phone scams. This suggests a reasonable level of confidence.

36.3% of respondents feel somewhat confident, indicating that a sizable section of the population is confident in their ability to recognize these warning indicators.

- A significant portion of respondents, 14.3%, lack confidence in their ability to recognize warning indicators.

5.5% have absolutely no confidence, which suggests a little but noteworthy percentage of people have no faith at all in their ability to recognize warning indicators.

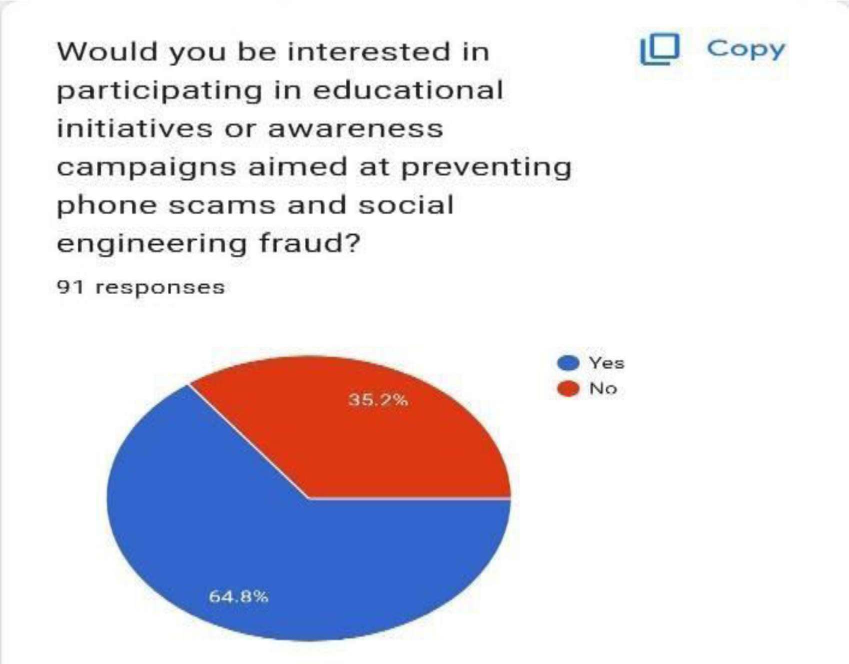
3. Are you aware of the psychological techniques commonly used by phone scammers and social engineering fraudsters?



Awareness of Psychological Techniques: 69.2% of respondents said they were aware of the psychological tricks that social engineers and phone scammers frequently employ, which suggests that most people in the sample are familiar with these strategies.

A minority appears to lack understanding in this field, since 30.8% of respondents are unaware of these psychological procedures.

4. Would you be interested in participating in educational initiatives or awareness campaigns aimed at preventing phone scams and social engineering fraud?



Interest in Taking Part in Educational Initiatives: A sizable percentage of the sample population is willing to participate in prevention efforts, as evidenced by the 64.8% of respondents who expressed interest in taking part in educational initiatives or awareness campaigns meant to stop phone scams and social engineering fraud.

- 35.2% are not interested in taking part, indicating that a sizeable minority may need more encouragement or motivation to participate in preventative efforts.

All things considered, the data paints a mixed picture of the situation, with a sizable percentage of respondents reporting suspicious phone calls, varying degrees of confidence in their ability to spot warning signs, knowledge of the psychological tricks scammers employ, and a general willingness to take part in educational campaigns aimed at preventing social engineering and phone scams.

RESULTS

1. Prevalence: This indicates a frequent occurrence, with the majority (65.9%) reporting suspicious phone calls.
2. Confidence: Varying degrees of assurance in seeing warning indicators

- Very certain: 44%

Relatively confident: 36.3%

Insufficiently confident: 14.3%

5.5% are completely unconfident.

3. Awareness: A high degree of awareness (69.2%) regarding the psychological tricks that con artists employ.
4. Interest in Participation: A high percentage of people (64.8%) are interested in preventative education programs.

SUGGESTIONS

- To improve account security, use multi-factor authentication (MFA).
- Regularly perform social engineering assessments and keep an eye out for vulnerabilities in crucial systems.

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For optimal protection, make use of Next-Gen cloud-based Web Application Firewalls (WAF).

- Confirm the sender's identity via email to prevent falling for phishing schemes.

Determine which vital assets are the targets of attackers and rank them.

Verify the SSL certificates on websites to ensure secured connection.

- Use penetration testing to find vulnerabilities and fix them early.

CONCLUSION

It is clear from examining the data analysis, interpretation, research methods, constraints, and recommendations that social engineering attacks provide serious hazards to both persons and enterprises in the digital era. According to the data analysis, a significant proportion of participants reported receiving questionable phone calls, suggesting that these types of attacks are common. Even while many people said they were confident in their ability to spot warning signs and were aware of the psychological tricks scammers use, a sizeable percentage still voiced doubt about their ability to identify these hazards. Furthermore, the research methodology identified constraints that could potentially impact the findings' generalizability, including a limited sample size, geographic location, and inadequate specificity in the target population.

Notwithstanding these drawbacks, the recommendations made provide governments and corporations with useful ways to effectively counteract social engineering attacks. These include, but are not limited to, putting multi-factor authentication into place, keeping an eye on vital systems constantly, using next-generation cloud-based web application firewalls, confirming the identities of email senders, figuring out which vital assets are being targeted by thieves, making sure SSL certificates provide secure communication, performing penetration tests, and passing laws and regulations.

In conclusion, preventative steps can greatly lessen the impact of social engineering attacks, even though they are still a constant concern. To effectively tackle these crimes, governments must create legislation and offer help, and businesses must invest in strong security measures. Through increasing awareness, improving cybersecurity procedures, and encouraging cooperation among interested parties, governments and corporations may together establish a more secure digital landscape for all.

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A DESCRIPTIVE STUDY ON ONLINE SHOPPING TRENDS AMONG COLLEGE STUDENTS IN MUMBAI CITY

Heena Javed Khan
Assistant Professor, Department: BMS, Chetana's Self – Financing Courses, Mumai, Maharashtra
heenajaved19@gmail.com

ABSTRACT

E-Commerce has been around in India for more than a decade but has become mainstream only in the last few years. E-commerce can be thought of as an activity wherein the customer uses the internet to order a product or service. Today online shopping has become a trend among the youngsters. Due to technological advancements and the easy availability of internet have paved way to conduct shopping online. Million dollars are being invested by venture capital firms in this sector. Youngsters purchase various goods like books, electronic gadgets, Air and rail tickets, apparels, gifts, mobiles, groceries etc. The paper have studied various trends in online shopping among college going students of different states. In the view of this an attempt is made in the present research to find out the trends in online shopping among college students of Mumbai city.

Keywords: Online shopping trends, E-commerce.

INTRODUCTION

An electronic commerce platform that links customers and vendors is known as an online marketplace. It is frequently referred to as an electronic marketplace, and the website administrator oversees every transaction. Online marketplaces are used by businesses to connect with consumers who are interested in buying their goods and services. Online marketplaces like Craigslist, eBay, and Amazon are examples.

Since the founding of eBay and Craigslist in 1995, online markets have existed. When eBay first debuted, it served as a platform for connecting buyers and sellers in an auction setting. Many online marketplaces may be found these days on websites like Amazon, Etsy, Alibaba, and bol.com.

- **Types of Online shopping in India**

1. **Search based online shopping**
2. **Browsing based online Shopping**
3. **Interactive online Shopping**

Search based online shopping: The majority of Indian e-commerce sites rely heavily on search traffic. You launch the app, search for the item they're after, weigh the pros and cons of several sellers' offerings, and decide. The finest products for this type of shopping require little to no browsing to decide. The majority of purchases made online are for goods such ordinary stationery, electronics accessories, and home goods.

Browsing based online Shopping: When you were shopping for sneakers, do you recall scrolling through numerous applications' pages and never buying anything because the promotion that prompted you to open the app had expired? It's great to explore, find new things, and stay up to date with local trends when you shop by browsing. But when you have 50 suites on your shortlist and you can't decide which ones to purchase, that's when choice paralysis sets in. The products that are most commonly purchased when browsing are known to be lifestyle items like clothing, shoes, and cosmetics.

Interactive online Shopping: In India, almost 80% of people still shop in person. Have you ever wondered why? Is it as a result of internet access? Most likely not, given that over 60% of Indians utilize the internet. There are a few reasons, but one of them is the fear of being duped and not receiving the exact thing that is pictured. Another explanation is that, having spent the last six decades shopping in person, consumers prefer the tactile experience of in-store shopping. They feel more comfortable asking questions and double-checking their purchases before making a payment.That is what interactive buying is all about. Vendors present their goods to a group of curious consumers where consumers can discuss products, ask questions about the items, and request other colors and sizes.

OBJECTIVES

- To study on online shopping trends among college students.
- To Understand Buying behavior pattern among college students.
- To study gender differences in online shopping among college students.
- To understand Factors influences for online shopping among college students.
- To examined the preferences of online shopping among college students.

REVIEW OF LITERATURE

Vilasini Jadhav and Monica Khanna : Paper covered a Demographic study of Online Buying behaviour among college students in Mumbai. In that paper around ten characteristic study for understanding buying behaviour pattern such as gender, education, age group, monthly household expenses and ownership of computer etc. Paper examined to all characteristics proved with target audience approached matches.

Vinay kumar and Rohit Singh : Little is known about women who shop online. The author discovered a dearth of published works on the subject. The researcher was compelled by this to conduct a brief review of the existing, albeit very little, literature. Research indicates that women are less likely than males to trust internet retailers when it comes to shopping. There are three main categories into which women shoppers fall. Those between the ages of 1% and % years have shown the greatest adaption to online purchasing.A few of the causes for this are the rising number of working women in this category.The study presents many forms of conceptual information that are derived from observation.

Mr. Subodh Sakpal and Dr. Rashmi Soni:
The aforementioned study examines how women see online shopping based on their line of work. A survey was created in suburban Mumbai with a sample size of 100.Women are driving the market for online buying, which is the newest trend. The environment of physical stores has altered due to online purchasing, as have people's perceptions, especially those of women. The study looks at online shopping and working and non-working women's buying power. It also discusses the behavior of consumers when they shop and the part that women play in this. After reviewing previous research, it became clear that women are the primary internet shoppers and also the ones who buy for their families. The majority of female internet shoppers found it convenient to be a powerful inspiration. Furthermore, women make up a significant portion of internet shoppers, making them a significant force in the online retail sector. The primary objective of the study is to enhance comprehension of consumers' buying habits and the role of women in the context of their professions.

RESEARCH METHODOLOGY

This study is based upon a Primary Data and Secondary Data. The primary data is collected by conducting a questionnaire Method by using a Simple Random sampling method, in that we have total 05 questions were asked to the respondents and the secondary data is collected by Newspaper and some research paper.

Primary Data: · Questionnaire

Secondary Data: Wikipedia (Online Shopping Statistics: Ecommerce Trends for 2014 to 2025)

DATA ANALYSIS AND INTERPRETATION

Sample Size: 40

Tool: Excel

1) Age Group :

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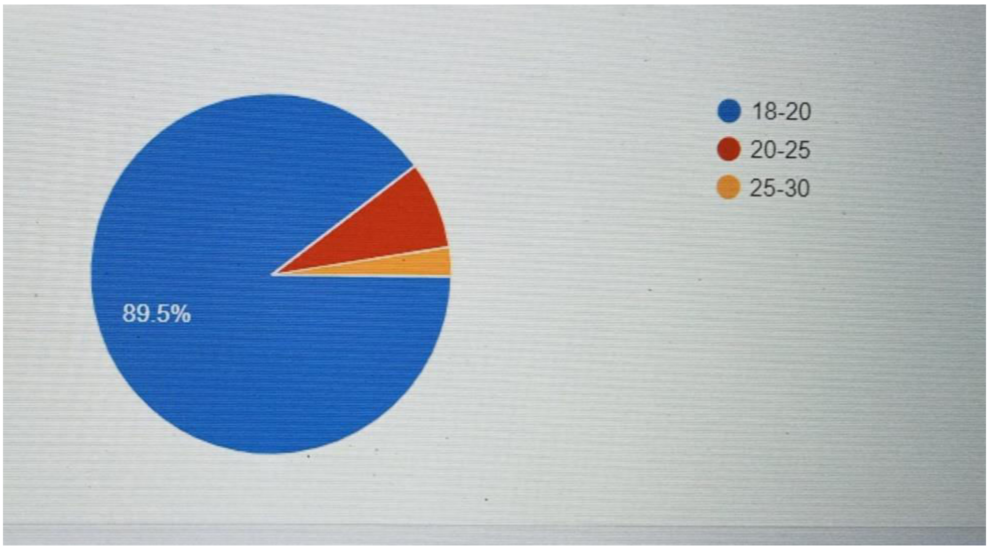
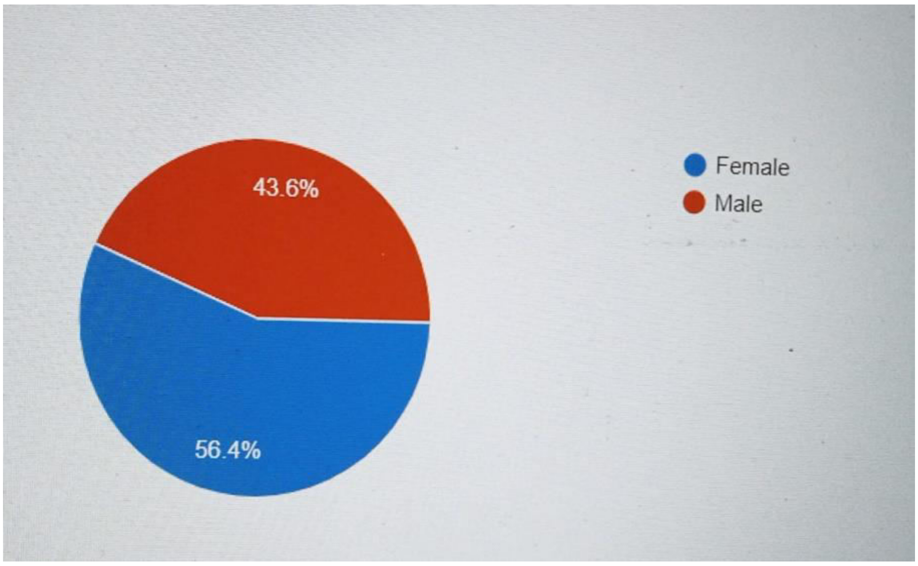


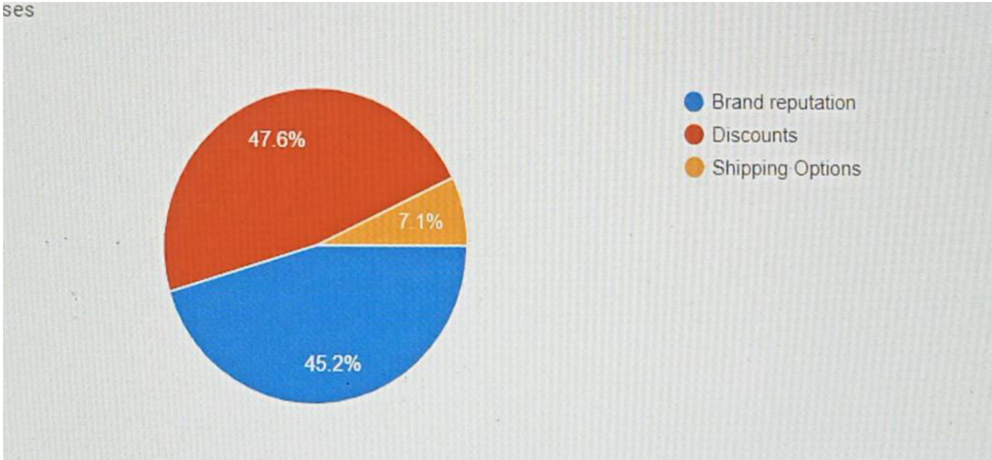
Data Interpretation: As our paper target audiences are college going students. Here we have more preference of online shopping between age group is 18-20 are more i.e. 89.5%. and we got responded from 20-25 age group 8.7 and less response by 25-30 age group . As per the age group we have said that most of the online shopping doing by age group between 18-25 .

2) Gender



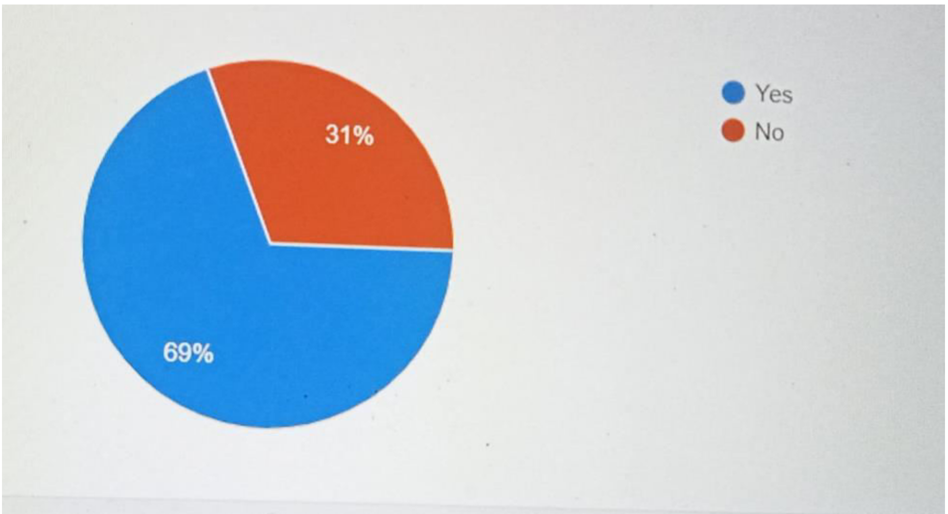
- **Data Interpretation:** Above diagram proves my third objective of the study that is To study gender differences in online shopping among college students. I conclude that yes there is gender differences I found that among female and male, here I got more response by female i.e. 56.4% and as compared to female I got less responded by male i.e. 43.6%. Thus Females is more preferred we can says for online shopping.

3) Buying Behavior Factors



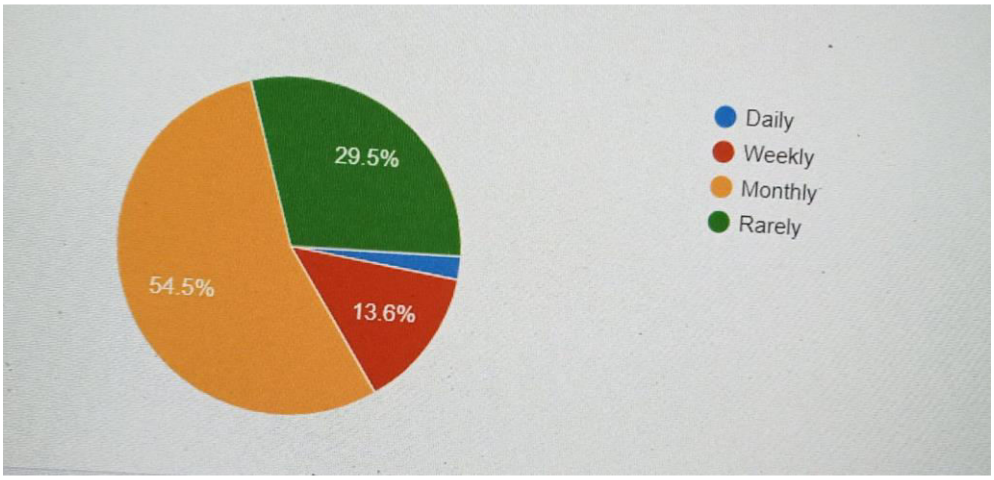
➢ **Data Interpretation:** Above diagram proves my fourth objectives of the study to understand Factors influences for online shopping among college students. I have considered some factors like Brand reputation, Discounts and Shipping Options. Discount is one of the main element where effects on online shopping ie 47.6%. and Secondly, Brand reputation element affects 45.2% then other we have Shipping options 7.1%.I conclude that there elements are affected for buying behaviors.

4) Buying Behavior :



Data Interpretation : Above diagram shows buying behavior pattern among students. we have asked them do you usually plan your purchases before shopping online? as per we got 69% yes that means respondents plan their purchases for online shopping.

5) Buying Behavior:



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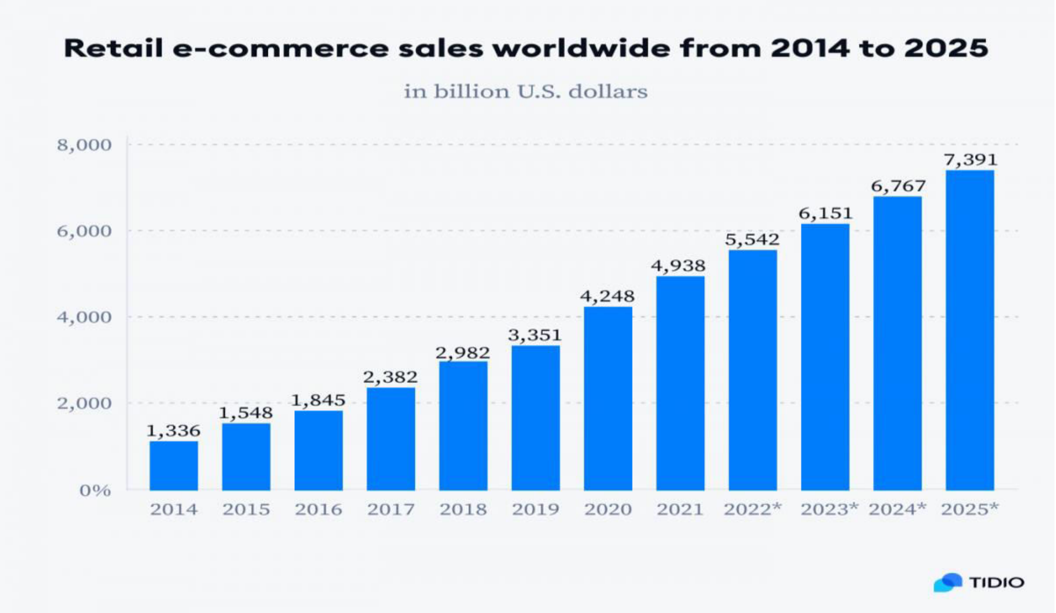
- **Data Interpretation :** Above diagram proves objective that is to examined the preferences of online shopping among college students. Most of the respondents said monthly they are doing online shopping i.e. 54.5%. For weekly got responses 13.6% and rarely 29.5%.

6) Online Shopping Trends :



- **Data Interpretation:** Above graph proves objective to study on online shopping trends among college students. Its decades, trends are changes and from 2014 to 2025 e-commerce trends are changing towards upwards .

LIMITATIONS

- Restricted Sample Size
- Restricted location

CONCLUSION

So we can conclude that a study on online shopping trends among college students in Mumbai City" and their objectives are purely proven by this research paper. As per the data and evidences our all objectives like preferences , Trends for E-commerce, there are various Factors influences , Gender wise preferences also all considerable in above paper. Growth of E-commerce its contemporary trends and best practices for Managements and commerce fields.

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A DESCRIPTIVE STUDY ON "HOW INFLUENCER MARKETING IMPACTS CONSUMER PURCHASING BEHAVIOUR

Himanshu Dinesh Sharma and Kaustubh Ambre
Student, Department: BMS, Chetana's Self – Financing Courses, Mumbai, Maharashtra
himan.sharma45@gmail.com and kambre209@gmail.com

ABSTRACT
Influencer marketing is now recently trending in the modern era. Due to development of internet the environment has drastically affected individual behaviour. In today's fast paced business world innovative strategic marketing plan plays crucial role. From store front to website the rise of e-commerce/social media has revolutionized the business world, transitioning from traditional models to modern, digital approaches. Research paper covered the consumer view preference, awareness, satisfaction on how influencer marketing impacts consumer purchasing behaviour and helping them making decision

Keywords: Influencers, E-Marketing, Social Networks, Consumer Behaviour

"A Trusted referral is the holy grail of advertisement"

-Mark Zuckerberg

INTRODUCTION
In the cacophony of contemporary marketing, traditional advertisements often struggle to resonate with a jaded and skeptical consumer base. Enter the influencer, the charismatic social media personality who wields the power to subtly shape brand perception and purchasing decisions. This research paper delves into the intriguing phenomenon of how influencer marketing, a seemingly innocuous social media trend, has become a potent force in influencing consumer behaviour. We embark on a journey to explore the intricate mechanisms at play: how trust is fostered, brand awareness is amplified, and the powerful psychological factors of social proof and fear of missing out (FOMO) are leveraged to nudge consumers towards the coveted "buy" button. By analysing the various tactics employed by influencers and the psychological underpinnings of their influence, this paper aims to illuminate the complex and ever-evolving landscape of influencer marketing and its undeniable impact on the modern consumer's purchasing journey.

 Types of Influencer Marketing

Mainly there are five types of influencer marketing Written, Audio, Visual, and Interactive. It is the process of creating and sharing content to support your business goals.

- **Written:** Written content remains a cornerstone of effective marketing strategies, offering diverse ways to connect with your audience and deliver valuable information.
- **Audio:** Beyond the written word, audio content offers a dynamic way to engage your audience and deliver informative, immersive experiences.
- **Visual:** Visual content reigns supreme in today's attention-grabbing world. Let's delve into some potent formats to visually engage and connect with your audience.
- **Interactive:** Interactive content goes beyond passively informing your audience. It invites them to participate, explore, and personalize their experience with your brand.

 Advantages of Content Marketing :-

1. **Increased Brand Awareness and Visibility:** By consistently creating and sharing high-quality content, you increase your brand's online presence and reach a wider audience.
2. **Improved Search Engine Optimization (SEO):** Content rich in relevant keywords and optimized for search engines helps your website rank higher in search results.
3. **Lead Generation and Nurturing:** Engaging content acts as a magnet, attracting potential customers interested in what you offer. It positions you as a thought leader in your industry, builds trust, and educates prospects, making them more likely to consider your brand when making a purchase decision.
4. **Cost-Effective Marketing:** Compared to traditional advertising methods, content marketing offers a significant cost advantage. While creating high-quality content requires investment, its impact can be

sustained over time, reaching a broader audience organically without relying on recurring paid advertising costs.

5. **Customer Engagement and Loyalty:** Regularly sharing valuable content fosters stronger relationships with your customers helps building goodwill in society
6. **Improved Brand Differentiation:** High-quality content allows you to showcase your brand's unique voice, values, and personality. This sets you apart from competitors and resonates with potential customers who share your values, fostering a deeper connection with your target audience
7. **Measurable Results:** Unlike traditional marketing channels, content marketing allows you to track and measure its effectiveness through website analytics, social media engagement metrics, and lead generation data.
8. **Long-Term Impact:** Unlike some advertising methods, content marketing's impact often grows over time as your content library expands and gains more visibility.

Disadvantages of Content Marketing:-

1. **Time and Resource Commitment:** Creating high-quality content consistently requires a significant investment of time, effort, and resources.
2. **Slow Results:** Content marketing is a long-term game, and reaping tangible results like increased leads or sales can take months or even years. It requires patience, commitment, and ongoing content creation to build your audience and establish an impact
3. **Difficulty Measuring ROI:** While some metrics are readily available, accurately measuring the return on investment (ROI) for content marketing can be challenging.
4. **Competitive Landscape:** Standing out in the vast ocean of content online can be tough. You need to create truly unique and valuable content that differentiates you from competitors and captures the attention of your target audience.
5. **Skills and Expertise:** Creating effective content often requires a diverse skillset encompassing writing, editing, design, SEO knowledge, and understanding of analytics.
6. **Risk of Inconsistent Quality:** Maintaining a consistent level of quality across all your content is crucial. Inconsistent quality can harm your brand image and credibility, so ensure you have the resources and strategies to deliver consistently engaging and valuable content.
7. **Negative Feedback:** Having a strategy to handle such feedback constructively is important to maintain a positive brand image.

OBJECTIVES

Based on the research questions developed and the review of literature, the following alternative hypothesis are made as followings.

H1a: To unveil the intricate mechanisms by which influencer marketing shapes consumer psychology and ultimately influences purchasing decisions.

H1b: To study how Influencer Marketing increases Brand Awareness

H1c: To Study a Relationship Based On Trust with The Target

H1d: To compare the effectiveness of influencer marketing across different social media platforms and their unique influence on consumer purchasing behaviour.

REVIEW OF LITERATURE

Dr. Hake Chandra Kant: This research paper aims to explore the impact of influencer marketing on consumer behaviour, with a focus on its effectiveness in increasing brand awareness, improving brand perception, and driven sales. The study uses a mixed method approach, incorporating both quantitative and qualitative data analysis techniques to provide a comprehensive understanding of the topic. The study highlights the importance of developing effective influencer marketing strategies that can lead to better consumer engagement and improve brand outcomes.

Dr. Lokesh Arora: This research paper covered the Influential individuals, or people who can influence, have a powerful pull on users on social platforms via their content, thoughts, and distinctive experiences. These influencers are known to impact individuals, particularly younger ones. The paper will utilize a mixed-methods approach and data examination methodologies to provide a detailed grasp of the subject.

RESEARCH METHODOLOGY

This study is based upon a Primary Data and Secondary Data. The primary data is collected by conducting a questionnaire Method by using a Simple Random sampling method, in that we have total 10 questions were asked to the respondents and the secondary data is collected by Newspaper and some research paper.

Primary Data:

Questionnaire

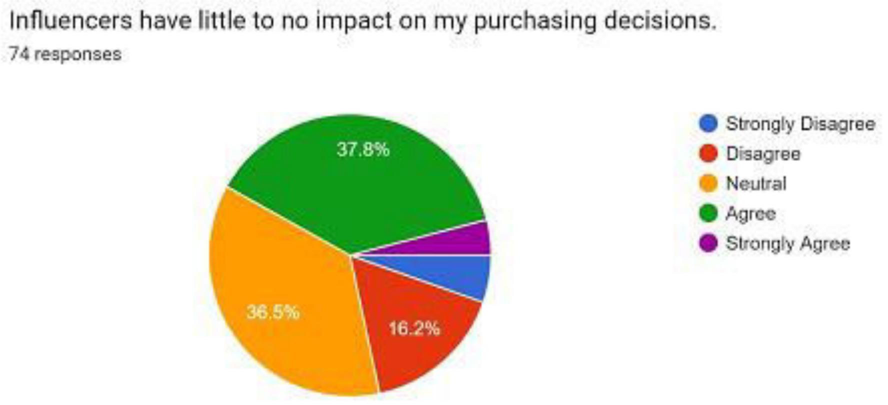
Secondary Data:

Newspaper (ET, DNA)

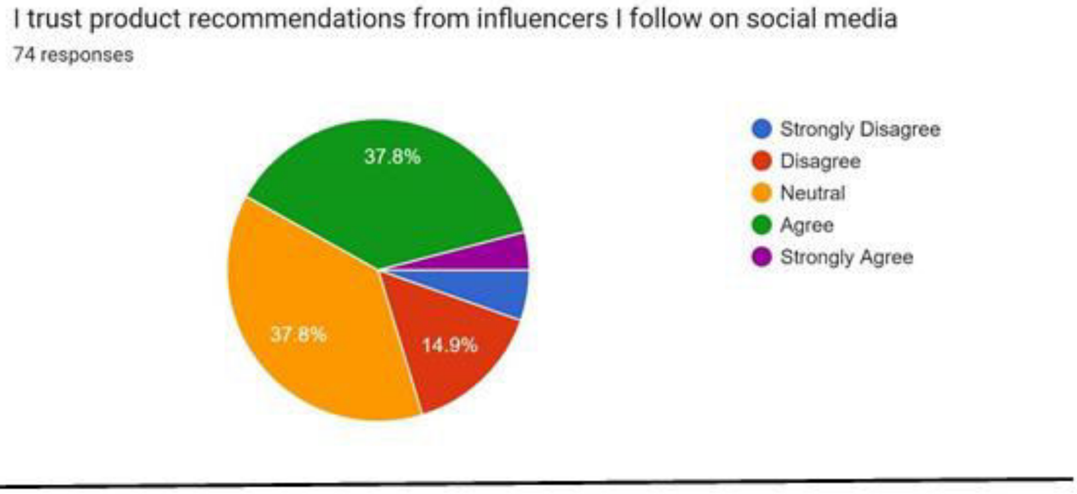
Data Analysis and Interpretation

Sample Size: 75

Tool: Excel



- **Largest Sections:** The "Strongly Disagree" (37.8%) and "Disagree" (36.5%) slices make up the biggest part of the pie chart. This means a combined 74.3% of people don't find influencers very important in their purchase decisions.
- **Smallest Section:** The "Strongly Agree" slice is only 6.8 %. This shows very few people strongly believe influencers heavily impact their choices.
- **Middle Ground:** The "Neutral" (16.2%) and "Agree" (6.8%) sections indicate a small number of people are either unsure or have some mild influence from influencers.
- **In Conclusion:** While influencers exist, this chart suggests their impact on most people's buying decisions is actually quite limited.

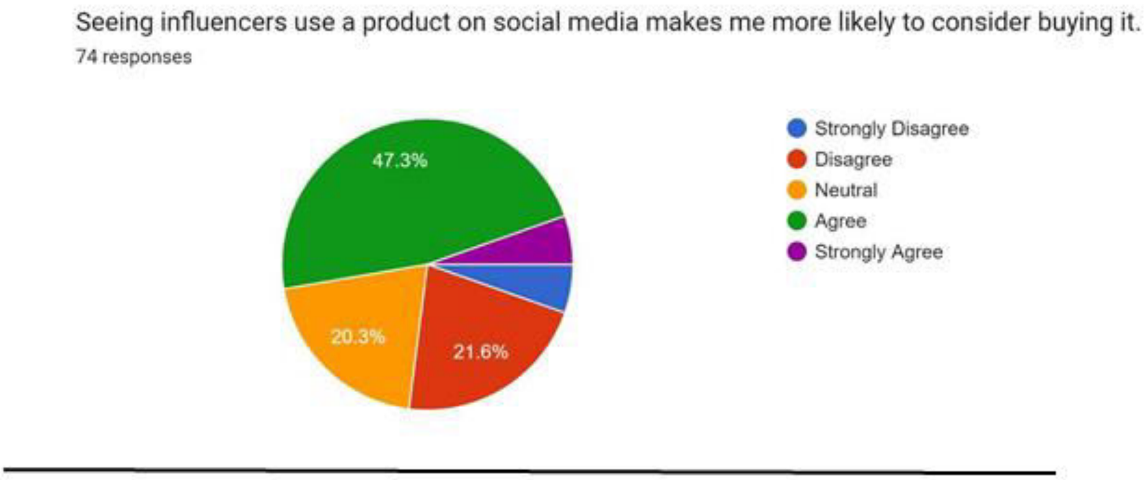


This pie chart shows that most people don't trust product recommendations from social media influencers.

The Details:

- **Biggest Pieces:** The two biggest slices of the pie are labelled "Strongly Disagree" and "Disagree". Together, these make up most of the chart, meaning the majority of people don't find influencers trustworthy.
- **Smaller Pieces:** The "Agree" and "Strongly Agree" slices are tiny. This means that very few people actually rely on influencers for product recommendations.
- **The Middle:** There's a "Neutral" slice, showing that some people may be unsure or have mixed feelings about influencer recommendations.

Bottom Line: While influencers are popular, this chart suggests that they don't have a huge impact on what most people decide to buy.

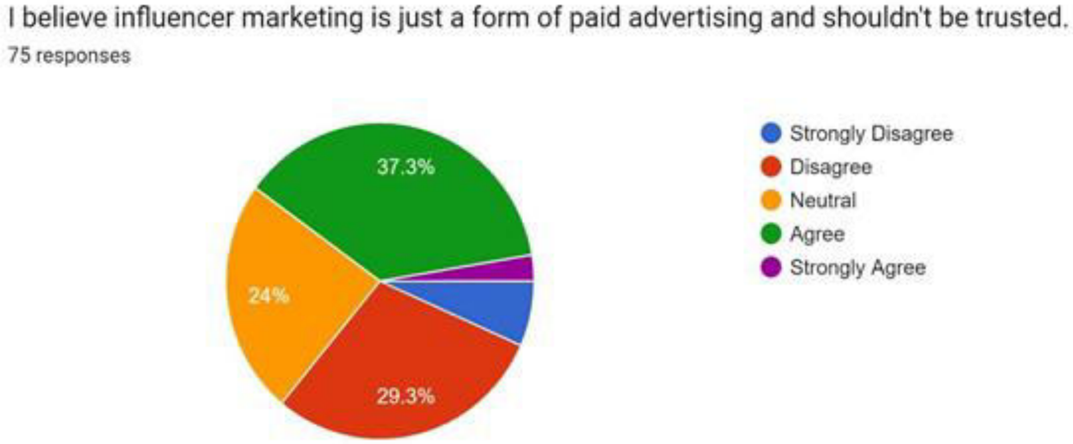


The pie chart shows that most people are unlikely to buy a product just because they see an influencer using it on social media.

The Breakdown:

- **Big Slices:** The "Strongly Disagree" and "Disagree" sections take up most of the pie chart. This means a large majority don't heavily consider influencers when shopping.
- **Small Slices:** The "Strongly Agree" and "Agree" sections are much smaller. This shows that only a small number of people are easily swayed by influencers.
- **Unsure:** There's a "Neutral" slice, indicating that some people might be on the fence about how much they trust influencers.

Overall: While influencers are out there, this chart suggests that they don't usually convince most people to buy things.

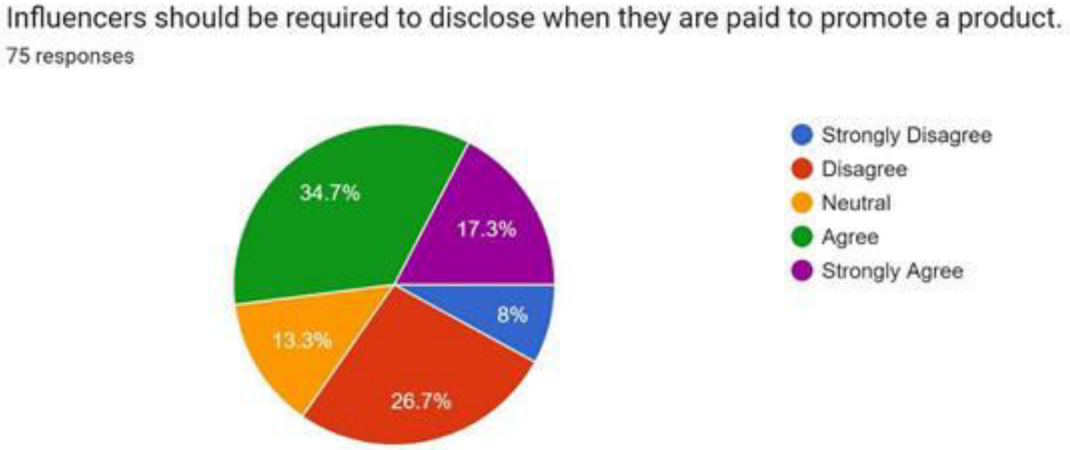


This pie chart shows that most people don't view influencer marketing as a trustworthy way to learn about products.

How We Know:

- **The Majority:** The "Strongly Disagree" (37.3%) and "Disagree" (24%) slices make up the biggest part of the pie, indicating that most people don't trust influencer recommendations.
- **Few Agree:** The "Strongly Agree" (29.3%) and "Agree (24%) slices are much smaller, meaning very few people completely rely on influencers for product suggestions.
- **In The Middle:** The "Neutral" (16.2%) slice shows some people are unsure or have mixed feelings about how much they trust influencer marketing.

Conclusion: Influencers may be popular, but this chart indicates that most people take their recommendations with a grain of salt.



This pie chart shows that most people believe influencers should be honest about whether they're being paid to promote products.

- **Largest Slices:** The "Strongly Agree" and "Agree" sections dominate the chart. This means a large majority of people want influencers to be transparent about sponsorships.
- **Smallest Slice:** The "Strongly Disagree" section is the smallest. This shows that very few people think influencers should be allowed to hide paid promotions.

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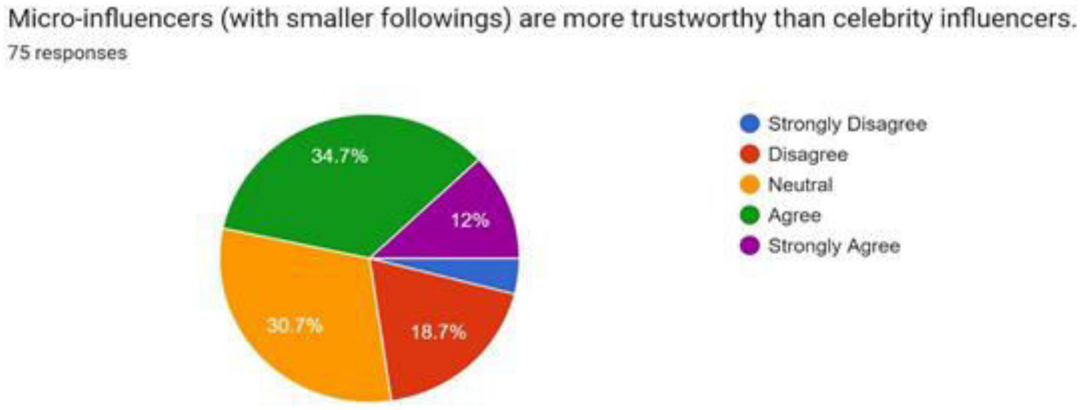
- **Mixed Feelings:** The "Neutral" and "Disagree" slices represent a smaller portion, indicating some people either don't have strong feelings or may slightly disagree about the need for disclosure.

In Conclusion: This chart suggests strong public support for influencers being clear about when they are receiving payment to talk about a product.

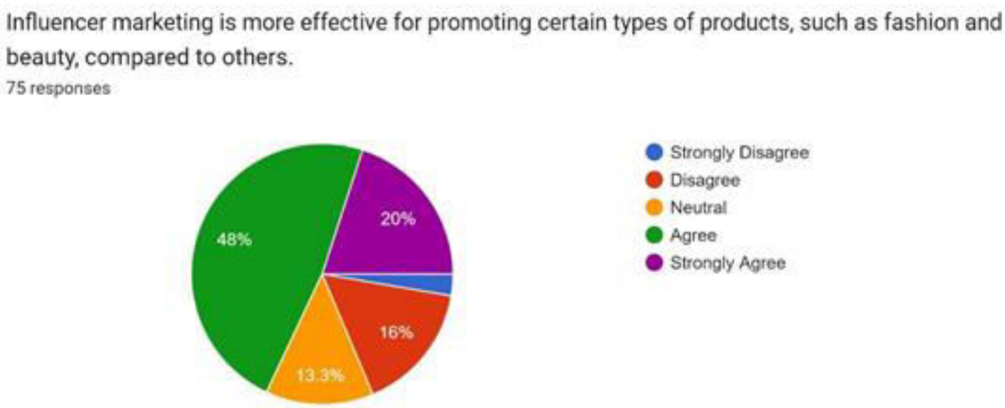


The pie chart shows that most people find micro-influencers (those with smaller followings) more trustworthy than big-name celebrity influencers.

The details:

- **Biggest portions:** The "Strongly Agree" and "Agree" slices are the largest, showing that a majority of people agree that micro-influencers are more believable.
- **Smaller portions:** The "Strongly Disagree" and "Disagree" slices are much smaller, meaning fewer people trust celebrity influencers more.
- **Mixed feelings:** The "Neutral" slice represents a small number of people who may be unsure or feel both types of influencers have their merits.

Bottom line: This chart suggests that people generally feel that micro-influencers seem more genuine and relatable than celebrities, making their recommendations more trustworthy.



Influencer marketing seems to work best for fashion and beauty products. People are less likely to be swayed by influencers when it comes to other types of products.

The Breakdown

- **Biggest Slices:** The slices for "Fashion" and "Beauty" are the largest. This means influencer marketing is most successful in these areas.

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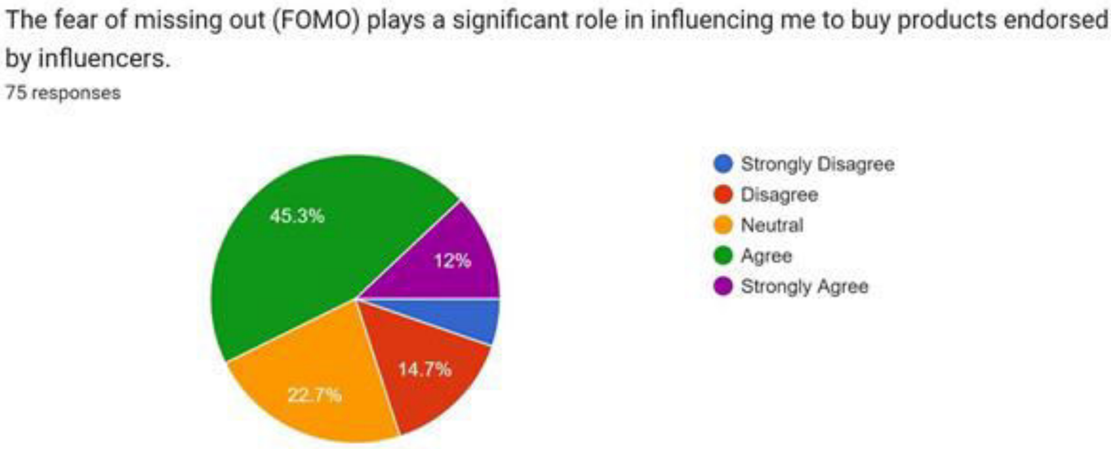
- **Smaller Slices:** The slices for categories like "Food & Beverage", "Tech", and "Other" are smaller. This suggests that people are less likely to buy these products based on an influencer's recommendation.

** **Takeaway:** ** While influencers have some popularity, this chart indicates that their impact depends on the type of product they are promoting. Fashion and beauty seem to be where they have the most influence.

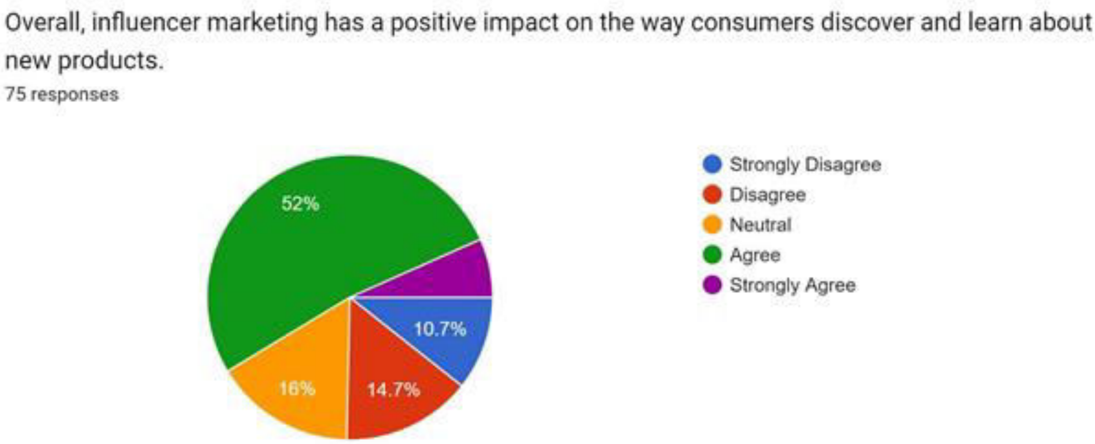


The pie chart shows that the fear of missing out (FOMO) plays a significant role in influencing people to buy products endorsed by influencers.

Breakdown of the Data:

- **Large Slices:** The "Agree" and "Strongly Agree" sections combined make up over a third of the chart. This means a noticeable portion of people feel FOMO drives their purchasing decisions when they see influencers using products.
- **Biggest Slice:** The "Strongly Disagree" section is the largest. This indicates that most people don't feel heavily influenced by FOMO.
- **Middle Ground:** The "Neutral" and "Disagree" slices show a mixed bag – some people feel a bit influenced, while others are less affected.

Conclusion: Influencers can trigger the fear of missing out in some people, leading them to buy products. However, this feeling doesn't seem to be a major factor for the majority of people surveyed.



This pie chart shows that most people find influencer marketing has a positive effect on how they find and learn about new products.

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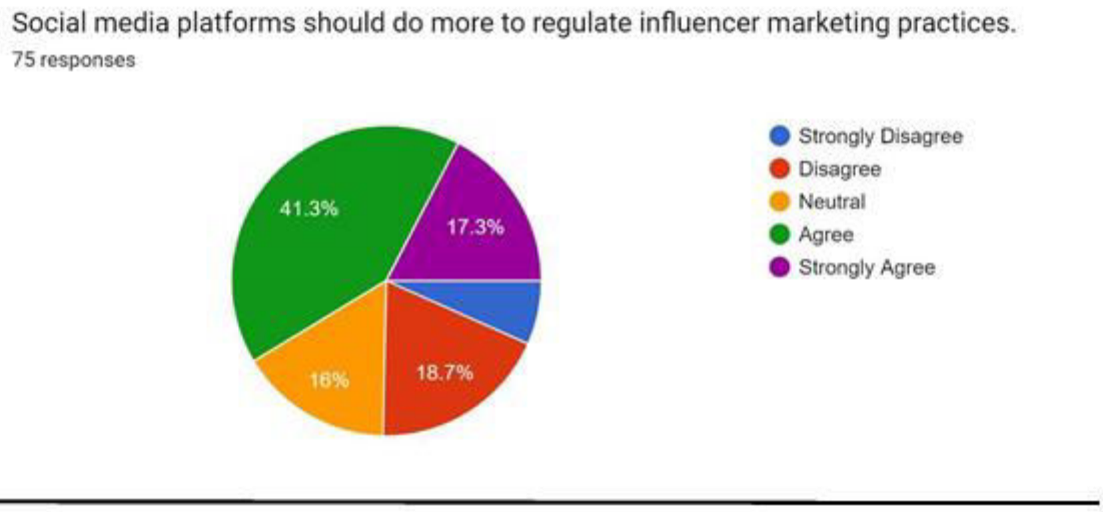
The Slices:

- **Biggest Pieces:** The "Agree" and "Strongly Agree" slices take up a big chunk of the pie, meaning many people think influencers are helpful for product discovery.
- **Smaller Pieces:** The "Strongly Disagree" and "Disagree" slices are significantly smaller. This shows that fewer people have a completely negative view of influencer marketing.
- **Unsure:** The "Neutral" slice indicates that some people are on the fence about how much influence this type of marketing has on them.

Overall: While not everyone is convinced, this chart shows that a majority of people believe influencer marketing plays a helpful role in discovering new products.



Most people surveyed think social media platforms should do more to limit the spread of misinformation promoted by influencers.

How We Know:

- **Big Agreement:** The "Agree" and "Strongly Agree" sections take up most of the chart. This means a large majority want social media companies to act.
- **Tiny Opposition:** The "Strongly Disagree" slice is the smallest, showing very few people oppose limits on misinformation.
- Unsure or Mild Concern: The "Neutral" and "Disagree" slices represent a small portion. This indicates some people are either unsure or don't think it's a major issue.

Bottom Line: The chart suggests strong public support for social media platforms taking a more active role in stopping influencers from spreading false or misleading information.

FINDINGS

- People are aware about Influencer Marketing
- Consumers report greater satisfaction with influencer marketing compared to conventional marketing strategies.
- Consumer has Impact on brand awareness and discovery
- Consumer perception towards purchase decisions
- Consumer Regulation and ethical concerns
- Consumer perspective towards products Transparency and disclosure

LIMITATION

- Restricted access zone
- Inadequate sample size
- Undetermined target audience

SUGGESTION

Even though younger folks see influencer marketing all the time, it doesn't necessarily mean they immediately buy things based on it. While it helps people learn about new products and brands, building trust and being genuine are key for companies to really benefit from influencer marketing.

CONCLUSION

Influencer marketing has become a ubiquitous presence in the digital landscape, impacting consumer behaviour in several ways. While its direct influence on final purchase decisions might be limited, it plays a significant role in brand awareness, product discovery, and shaping consumer perception.

However, for brands to truly unlock the potential of influencer marketing, fostering trust and authenticity is paramount. Building genuine connections with consumers through transparent and responsible practices will be key to navigating the evolving landscape of influencer marketing and influencing purchasing behaviour in a positive and sustainable manner.

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A DESCRIPTIVE STUDY IN DIGITAL TRANSFORMATION RISK

Hinal Harijivan Parmar and Prachi Baikar
Student, Chetana's Self- Financing Courses s, Department- SYBMS (Finance), Mumbai
Hinalparmar9867@gmail.com and Prachibaikar8@gmail.com

ABSTRACT
In today's quickly changing digital market, digital transformation projects are now essential for firms looking to stay relevant and competitive. However, there are risks associated with implementing new technologies and reorganizing business processes that need to be properly handled to guarantee positive results and organizational resilience. In order to empower companies to confidently traverse the intricacies of digital change, this paper offers a thorough framework for identifying, evaluating, and reducing risks related to digital transformation. The approach starts by identifying the possible risks—such as organizational, cultural, and technological difficulties—that come with digital transformation. Organizations may make educated decisions and resource allocations by prioritizing and assessing the possibility and impact of various hazards through comprehensive risk assessments. Furthermore, the framework highlights the significance of proactive

Keywords: Technological difficulties, Reducing risks, Organizational resilience, New technologies

INTRODUCTION
Organizations are experiencing an important transformation in search of innovation and competitiveness, adopting Digital Transformation (DT) to modernize their operations and keep up with the quickly changing business landscape. The integration of digital technologies such as artificial intelligence, cloud computing, data analytics, and IoT has become critical for businesses trying to improve agility, efficiency, and customer focus. However, when firms begin on this transformative path, an important factor is sometimes overlooked: the complicated web of dangers sewn into the foundation of digital transformation. This research study delves deeply into the topic of Digital Transformation Risk, with the goal of providing a nuanced knowledge of the issues that exist in today's digital world. Digital transformation is more than just a technology move; it is a complicated, multifaceted process that involves strategic, operational, and cultural changes. As a result, the risks involved with this shift are broad, including cybersecurity threats, regulatory difficulties, technology uncertainty, and human issues. The cybersecurity environment stands out as a major worry in this era of digital transformation. As corporations digitize their operations and store massive volumes of sensitive data, they become attractive targets for cyber attackers. Data breaches, ransomware attacks, and other malicious actions pose significant hazards to not simply information security and integrity, but also the organization's general stability. The use of cutting-edge technologies adds an element of surprise. AI, for example, offers both extraordinary potential and hazards. Algorithmic biases, ethical problems, and the unintended repercussions of autonomous decision-making need careful thought. This research aims to deconstruct these technical complexities, giving light on the hazards that businesses may face as they navigate the uncharted waters of AI and other developing technologies. In addition to technology problems, firms must deal with a changing regulatory framework. Governments and regulatory organizations are constantly adjusting to the digital age, enacting new regulations and standards around data protection, cybersecurity, and ethical AI techniques. Navigating this complex regulatory landscape necessitates a proactive approach to compliance, ensuring that firms not only fulfil current requirements but also anticipate future regulatory changes. Human-centric hazards exacerbate the difficulty of digital transformation. Resistance to change, skill deficiencies, and fears about job loss are significant hurdles. This study intends to explore into the human variables that determine the success or failure of digital transformation programs, providing insights into successful change management tactics and developing an adaptable culture inside enterprises. This research study uses a descriptive technique to define and examine the many hazards buried in the digital transformation environment. Through empirical facts, case studies, and in-depth analysis, we want to provide a helpful resource for enterprises, policymakers, and researchers looking to effectively manage the challenges of digital transformation. In the following pages, we will rigorously examine each facet of digital transformation risk, providing practical insights and ideas to help companies avoid possible pitfalls and transition to a robust and sustainable digital future.

IMPACT
The importance of doing a descriptive research on Digital Transformation (DT) risk spans numerous dimensions, having a significant impact on businesses, industries, and the larger landscape of technological development. The research provides stakeholders, like as executives, legislators, and investors, with a more comprehensive knowledge of the risks associated with digital transformation. Informed decision-making

becomes a major consequence, enabling stakeholders to spend resources wisely, establish strategic goals, and assess the potential impact of digital efforts on their companies. Organizations receive insights about how to strengthen their resilience by thoroughly analysing the risks of digital transformation. The curriculum teaches them how to proactively identify risks, implement mitigation methods, and traverse the uncertainties of digital transformation, eventually contributing to the construction of agile and adaptable enterprises. The report offers insights to help firms enhance their cybersecurity practices, which are crucial for digital transformation. This entails assessing new risks, putting in place appropriate safeguards, and creating a cybersecurity-aware culture inside the firm. This research offers ethical ideas for firms using new technology. Awareness of possible biases in methods, ethical AI practices, and responsible technology deployment emerge as pillars that help businesses design and execute ethical and sustainable technologies. In an era of changing rules, the study helps firms navigate the regulatory landscape more successfully. Understanding and classifying regulatory risks connected with digital transformation allows firms to proactively adjust their operations, maintaining compliance with present rules while also positioning themselves to handle future regulatory developments. Human factors play an important part in digital transformation success. The study adds to effective change management methods by assisting firms in overcoming resistance to change, bridging digital skill gaps, and creating an innovative and adaptable workforce culture. Organizations may gain a competitive advantage by having a thorough understanding of the risks associated with digital transformation. The research promotes innovation by informing firms about possible dangers, allowing them to confidently pioneer new ideas and technology. The findings add to the academic community's understanding of digital transformation hazards. It contributes to the corpus of knowledge by identifying and assessing hazards, laying the groundwork for future research projects, and encouraging a better understanding of the complex interplay of technology, legislation, and human factors. By highlighting ethical issues and appropriate technology usage, the study has a good societal influence. Organizations that undertake ethical digital transformations help to build a digital environment that benefits individuals and communities while also building trust and inclusion.

CHALLENGES

Cybersecurity threats: Cybersecurity dangers, like as data breaches, attacks involving ransomware, and malware infections, put digital transformation projects at risk. As businesses adopt new technology and digitize their operations, they become increasingly exposed to cyberattacks, requiring strong cybersecurity measures to protect sensitive data and essential infrastructure.

Regulatory Compliance Complexity: The set of laws guiding digital transformation is challenging and continuously changing. Compliance with data protection laws, industry rules, and international standards is a major concern for firms operating in numerous jurisdictions. Maintaining compliance while pursuing digital innovation requires a full awareness of regulatory standards and proactive actions to close compliance gaps.

Technological uncertainty: The high rate of technical innovation creates difficulty and complexity in digital transformation programs. Emerging technologies like as artificial intelligence, blockchain, and the Internet of Things have huge potential, but they also pose implementation, connectivity, and problems with scalability. Organizations must negotiate this technology environment with caution to avoid weighing the advantages of innovation against the risks of technological disruption.

Legacy System Integration: Many businesses face the problem of integrating digital technology with existing systems and infrastructure. Legacy systems are typically incompatible with new digital technologies, necessitating expensive and time-consuming updates or replacements. The combination of traditional and digital systems complicates data transfer, process integration, and system interoperability.

Resistance to change: Employee and stakeholder resistance to change may hinder effective digital transformation programs. Change management concerns, including as cultural resistance, fear of job displacement, and a lack of digital literacy, must be handled effectively in order to create organizational buy-in and enable the smooth adoption of new technologies and procedures.

Data Privacy and Ethics Concerns: Data privacy and ethical issues are critical in the digital transformation process. Organizations that gather and analyse large volumes of data face legal issues around data privacy, permission, and responsible data usage. Transparency, accountability, and commitment to ethical values are critical to maintaining trust and credibility with consumers, partners, and regulators.

Skills gap and talent shortage: The rapid growth of digital technology has resulted in an increased need for specialized digital skills and experience. However, there is often a scarcity of trained personnel capable of moving digital transformation programs ahead. Closing the skills gap through hiring, instruction, and people growth programs is critical to ensuring that businesses have the abilities needed needed to succeed in their digital transformation efforts.

Budget constraints: Digital transformation programs need big investments in technological infrastructure, recruiting talent, and organizational change. Budget limits may limit the resources available for digital transformation projects, causing organisations to prioritize efforts and look for cheaper options. Effective resource allocation and financial planning are critical for improving the benefit of digital transformation investments while staying under budget.

OBJECTIVE

The objective of analyzing digital transformation risks is to provide organizations with a comprehensive understanding of the potential challenges they may encounter during the process of digital transformation. By identifying and assessing these risks, the aim is to enable organizations to:

• Recognize and predict risks related to digital transformation projects, including technological, operational, regulatory, and cultural aspects.

• Develop proactive risk mitigation strategies and contingency plans to effectively manage identified risks and reduce disruptions to company operations.

• Protect assets and reputation from cyber attacks, data breaches, and security vulnerabilities throughout digital transformation. Maintain trust and integrity throughout the change process to protect and improve the organization's reputation.

• Maintain regulatory compliance for digital transformation programs to avoid penalties, legal challenges, and brand harm. Foster Organizational Resilience: Create a culture that values change, innovation, and constant enhancement, allowing staff to adapt to new technology, procedures, and methods of working.

• Maximize ROI of digital transformation investments by identifying and reducing risks that may impact project deadlines, costs, and outcomes. Ensure that digital transformation projects provide apparent value and a competitive advantage for the firm.

By getting these goals, firms may better discuss the challenges of digital transformation, capitalize on possibilities for innovation and development, and arise as agile, future-ready enterprises in the digital age.

REVIEW OF LITERATURE

(Guangning Tian, Bo Li, Yue cheng.,2022)- This study studies how the change to digital processes affects Chinese enterprises' risk-taking. We studied a group of Chinese firms listed on the stock exchange from 2007 to 2020. Our findings show that when organizations undertake digital transitions, they are more willing to take risks, which has a significant beneficial impact. We also observed that digital transformation encourages risk-taking by increasing organizations' operational flexibility and capacity to access finance. surprisingly, the pattern is particularly visible in privately owned businesses and those located in more developed locations. Overall, our findings provide light on how adopting digital changes effects business decisions and adds useful insights to the existing understanding of what factors drive corporate risk-taking.

(Roman Teichert.,2019)-This study attempts to discuss the most recent developments in digital maturity models. We undertook a thorough analysis of the current literature and found 24 relevant research, each with a distinct model (22 in total). Our focus was on understanding the elements that these models employ to assess an organization's digital maturity. We gave significant attention to corporate culture and how it is represented in these models. The findings show that the dimensions vary greatly amongst models, with just a handful taking into account transformative capacities in addition to digital ones. However, organizational culture is highlighted in a few models, highlighting its growing relevance in supporting digital transformation initiatives. The text not only gives an overview of regularly used sizes, but also creates the cultural characteristics that are usually discussed.

RESEARCH METHODOLOGY

The research technique is based on gathering data and information from specialized literature and international practices in higher education institutions, both public and private. Scientific articles that are accessible on specialized research networks like Academia.edu and Research Gate obtain particular emphasis. The study also draws on information from books in the subject, analyses, studies, and official papers from organizations in charge of regulating higher education quality assurance, as well as pieces published in a variety of periodicals. Approach-wise, the methodology entails a careful review of the documents through the application of analytical, descriptive, and comparative techniques. Neither observational nor interactive components are present. Accessing data from well-established databases is another step in the research process that guarantees a thorough and well-rounded approach to data collection.

CONCLUSION

For the purpose of summarizing up, this descriptive study on the risk of digital transformation has offered a thorough analysis of the various difficulties that businesses confront as they move toward digital evolution. It is clear that the advantages of digital transformation are accompanied by risks that must be carefully considered as companies maneuver across the ever-changing terrain of technological innovation and integration. The study has emphasized how crucial it is to manage cybersecurity risks in the digital age. Cyberattacks are becoming more frequent and sophisticated, which puts sensitive data and an organization's general stability at serious danger. To strengthen digital infrastructures, proactive investments in defensive technology, ongoing monitoring, and vigilant cybersecurity measures are essential. The complicated nature of regulatory compliance have come to light as companies struggle with changing ethical and data protection norms. A proactive approach is necessary to navigate this complex terrain and make sure compliance tactics are both up to date and flexible enough to accommodate any changes in regulations down the road. Building trust with stakeholders has been stressed as requiring ethical considerations, especially when integrating developing technologies. As businesses use cutting-edge technology like artificial intelligence and machine learning, technological uncertainty becomes a problem. The study promotes a careful strategy that weighs the possible advantages of innovation against the dangers of unintended effects. The obstacles associated with integrating legacy systems emphasize the necessity of strategic planning for a smooth shift to digital technologies. Human aspects have been identified as being crucial to the success of digital transformation programs, ranging from skills shortfalls to reluctance to change. To overcome these problems, it is imperative to implement efficient change management strategies, implement ongoing learning initiatives, and cultivate an adaptable culture. The study has shed light on how corporate risk-taking in China is affected by the rise of technology. The findings indicate a favourable association between digital transformation and heightened business risk-taking, which may have consequences for operational adaptability and financing accessibility. By emphasizing differences between state-owned and non-state-owned businesses as well as those operating in various geographical contexts, the study further nuanced these conclusions. In the end, this descriptive study offers a comprehensive knowledge of the hazards associated with digital transformation, which is relevant to both academia and industry. The difficulties found highlight the necessity for businesses to take a comprehensive approach to their digital transformation initiatives, incorporating technology innovation, legal compliance, moral considerations, and human-centered tactics. The research findings provide guidance for strategic decision-making, strengthen digital resilience, and cultivate a culture of responsible and continuous technological change as companies continue to navigate the ever-changing digital landscape.

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IMPACT OF BUSINESS ETHICS ON INVESTMENT DECISIONS OF INVESTORS IN THE MUMBAI REGION

Isha Sanjay Janrao
Department: BAF (SY), Mumbai, Maharashtra
ishajanrao@gmail.com

ABSTRACT

The mindset of the modern-day investors has changed drastically. Now investors are not only concerned about the revenue but also about how the business functions in the society. These days investment decisions are greatly influenced by ethics which involves CSR activities, following the law and contributing to the society. The has been a growing interest among the investors regarding the ethical behaviour of the companies. In this paper we have discussed how business ethics is influencing the decision-making process of investors why companies need to focus on building good ethical practices. We sought to understand the relationship between people's perception toward business ethics and their approach to making investment decisions by conducting various research methods such as case studies and interviews. Through this research we found out that irrespective of demographics people still considering ethics in a business.

Keywords: Business Ethics, investment decisions, Investors, Sustainability, Transformation.

INTRODUCTION

Business Ethics

Ethics is something what you do that is morally correct no just by the law but also doing things that is appreciated by the community. The basic attributes of ethics are fairness, honesty and social responsibility. Ethics is a key component for any business. Businesses that abide by ethics portray a good image in front of the community on the contrary businesses using malpractices for their benefits portray a bad picture in front of the community. So, it depends how the business wants to run. A morally good business will comparatively be more profitable in the long run than a morally bad business. Further in this paper we will understand the role of business ethics in investment decisions.

Impact on Business

Business Ethics plays a very important role for shaping the overall structure of the business and how will it go on in the future. Ethical behaviour brings about a sense of trust among the investors, shareholders and stakeholders. Ethical behaviour fosters positive attitude in the environment and creates a good culture among the employees as well which in return helps the organisation grow. Another benefit of business ethics is that it brings in global attention as well. Companies that show good business ethics are more likely to partner with global firms. It also helps them in risk aversion from legal matters, reputation damage and penalties. Ethics also help business to maintain a competitive edge over other Businesses as with the rise of technology customers can easily come to know about the company's background and the practices, they are involved in. An ethical leadership can influence a good work culture in the organisation and sets a good example among the employees at all levels.

Investment decisions and factors that influence them

Investment decisions depend on many factors and also are influenced by them the common factor is the returns. Most of the decisions depend on the risk that is involved while investing and the return it will generate. There are other factors such as market conditions, trends that impact the investment decisions. In recent times there is a rise in environmental, social and governance factors. People have started taking these into consideration before investing. Investors also consider businesses that follow CSR (Corporate Social responsibility) practice. This creates a good image of the organisation in the community. Investors are interested in the way businesses conduct themselves, because this may lead to potential losses or profits in the long run. In coming time business ethics will play a very important role in shaping the image of a company and influence decisions made by investors while making investment in various businesses.

REVIEW OF LITERATURE

(Cohen, Holder-Webb, & Khalil, 2015), study although both literatures have advanced, many questions still surround the issue of researching on the value relevance of CSR performance disclosure for the financial markets' participants. They employ an experimental method based on MBA students at US universities and in Lebanon, to test if CSR disclosures create market value; that is, whether those disclosures influence investors' decision on their personal portfolios. Moreover, they investigated if governance quality has an impact on its level of influence over such decisions. In general, the results contribute to the extension of the CSR exposure research in terms of evaluating CSR relevance for financial demanders' decisionmaking process. Governance literature is extended further beyond by finding out that in line with criterion proposition, the quality of governance goods depends on information and decision context, and striving to de-contextualise governance may prove self-defeating.

(Hofmann, Hoelzl, & Kirchler , 2007), assess the applicability of multiple attribute utility theory, theory of planned behaviour, and issue–contingent model of ethical decision making on organizational behaviour vis—vis socially responsible investments. One hundred forty-one persons conducted business with each other's stocks using the electronic asset market whereby the companies differed in terms of moral and profitable characteristics. The study showed that moral considerations influence investments, but not for profit. According to the research findings, morality of corporations affected prices, which were higher for those referred to as employee-friendly firms. Moreover, there are indications in this study that multiple attribute utility theory gives the best fit than others as they explain these variations in bidding behaviour. However, it misses a crucial feature: moreover, it can tell nothing about how the factor morality is formed and what is included in the decision making. The theory of ethical decision making by issues in organization is very complicated with five interacting elements, which require fine tuning.

(Vasiliauskaitė & Budriene's, 2021), focus on significance of business ethics in organisations by discussing about ethic situations and requirements of business, principles of justice and integrity. The growth of business ethics and a comparison between ethical investments and regular investments on the stock exchange in various crisis situations. Corporate ethics mean that business people are concerned with their own welfare as individuals. The trend toward ethical investing has become pronounced, and it involves less risk, is not so volatile, and more attractive during periods of responsible economic growth. Stock investing ethically is more stable in critical times to assist with risk allocation and diversified portfolio construction.

(Pasewark & Riley , 2010), study that other studies involving controlled experiments have noted the effect of personal values on investment decisions. The participants were required to select either a tobacco bond which equalled or yielded less than another one that was unrelated.

Investment- and tobacco-related factors determined participant's responses through factor analysis. The two factors that had the most influence on participant decisions between a tobacco or any other kind of investment involved the societal impact of investment decisions and the negative health effects of tobacco. When returns for the tobacco related investment became even greater than the ones for other investments by at least one per cent, then level of concern among these actors concerning social nature of opinions about investment intentions became especially influential. This implies that conventional wealth maximisation approach – ignoring the investors' personal values – overlooks one of the critical factors in decision making.

(Tippet & Leung, 2009), have studied about investments while ethical investment is relatively new in Australia, it is a well-defined phenomenon in the United States and United Kingdom, subject to variations in interpretation in its practical implementation. This descriptive paper reports on a check of equity investors in Australia, comparing the average investor and an ethical investor.

(Cummings, 2000), examine whether there are differences in financial performance between investment funds based on portfolio selection based primarily on ethical criteria, compared with indexes that incorporate investment ranges. The results indicate that, on a risk-adjusted basis, there is a negligible difference in the financial performance of these trusts compared to three broad market benchmarks. However, when it comes to the level of directional impact, the financial performance of ethical trusts slightly outperforms their respective industry averages, but is underperformed the indexes of many smaller businesses and the market as a whole. The lack of a differential advantage in the short to medium term for the adoption of ethical screening may be partly due to the recent growth of ethical investing in Australia. The better performance of older ethical investment funds may suggest that higher returns are more likely over the long term.

(Rossouw & Vuuren, 2003), this paper aims at discovering the motivations driving the current corporate concern in business ethics. The initial speculations regarding some reasons for this, point out at a desire not to have American business scandals. This article shows us that the old motivation behind business ethics research no longer justifies today's increased focus on ethics at organizations. Some other factors have also gained significance. Continued academic interest stems from awareness of the cost of immorality to organisations and how ethics provide competitive advantage in organisations. business ethics based on technological and structural issues. According to a few, business ethics has assumed such paramount strategic implications for

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organizational operations that its omission is impossible. These six drivers of organisational interest in business ethics are explained.

(Chaubey, Dev, & Patra, 2016), have studied that in today`s rapidly changing economic environment, ethical investment or socially responsible investment has emerged as an important issue and attracted the attention of many investors. Many studies observe that financial motivation determines investment decisions with a much greater intensity than the moral values an investor may possess. This article provides an overview of the ethical beliefs reflected in investors' investment decisions and attempts to elaborate on the various incentives that motivate investors to invest. They also provide in-depth analysis of a wide range of research covering two key segments in the field. One is the internal core values that the investor possesses in terms of knowledge, experience and aspirations and the second is the implementation of these competencies in investment decision making. Although ethical issues are widely recognized, financial interests largely prevail.

(Statman, 2008), this article has argued that there are some planners who run away and dissuade those investors seeking SRI while recommending they should give away profits from other non-SRI investments to social causes. Protesting part of the objection against socially responsible investing comes from mixing instrumental nature of investment (yield, risk, liquefaction, taxes) and symbolic one. The discussion here concerns the author's "quiet talks" with eight "socially responsible" investors such as a catholic nun, an environmental planner, a video producer as well as 4, 444 "military business people." Mixed SRI is a socially responsible investment. It asks each of its investors the following key questions; how does it treat employees, does they engage in green initiatives and practices and do they have diverse management. Many financial advisories mimicked their clients' investments, including in low risk and home biased portfolios. Similarly, advisors have to embrace their clients' desire of investing in socially responsible projects. The socially responsible investors want to ensure that ethics, societal factors as well as religious issues are infused with their investments. However, they found it difficult to discern between the utilitarian properties of an investment, which include its risk and expected return, and the investment's social responsibility aspects. Instead of just considering one aspect, financial advisors are accepting different client's tastes and making their investments similar to these tastes.

(Webley, Lewis, & Mackenzie, 1999), have demonstrated that two apparent contradictions in the behaviour of ethical investors have been brought to light by recent studies: people frequently invest in both standard and ethical funds and frequently waive the interest on their ethical investments, even though they claim they would increase their investments if the interest rate were raised. The current research investigates these problems through an experimental methodology. In a role-playing exercise, participants had a session with a virtual financial advisor. This has been verified on the Internet. The financial advisor received financial and other information from the participants via the Netscape browser. Then, a range of investment possibilities are shown to them. Research shows that ethical investors are more likely to engage in ethical investments and keep those investments even when they perform poorly or are ethically ineffective.

OBJECTIVES

1) To know the views of investors on the use of ethics by businesses.
2) To know the awareness of investors towards business ethics.
3) To study how business ethics influences investment decisions.

METHODOLOGY

Research methodology is an important part of any research essay. This is a process of acquiring and analysing information in order to answer study questions or test hypotheses. As a result, the methods employed for research article have to be relevant to the queries of study and yield excellent and truthful results respectively. Usually involves several stages such as defining the questions of studies, selecting typology, appropriate data series, and analysis Qualitative research is often employed for comprehensive investigations of complex conditions; otherwise applied quantitatively to investigate systematic and objective complex issues; and interdisciplinary studies that blend qualitative with In this case, the desire of the studies method depends on a given question or survey, available data and knowledge of researchers. Research method is a crucial component of the research paper.

Case Scenarios: Set up two conditions to gauge reaction to moral problems that exist in corporate life. It tells us about their ethic thinking as well as how ethics affects their choices towards investments. Choosing Participants: Included a diverse group of people in our survey, considering factors like age, gender. This way, we can get insights from various perspectives.

Analysing the Data: Analysed used numbers and stats from the survey for some patterns and links. Grouped similar answers for written responses to grasp the major themes.

Secondary Data Collection
Research Articles: Reviewed what other experts have written on this topic in scholarly publications. Such contributes to a firm base for our research using already established facts.

Online News Articles: Business ethics / check out news stories on business ethics / investment.

This allows us link our results with existing happenings and present-day occurrences.

Putting It All Together: Using data collected from survey, coupled up with research and reallife testimonies help us bring together all the angles to explain how business ethics affects investment decisions. Through this, the study encompasses the perceptions we have as well as the views of the experts and news.

Data Analysis:
The methods used in collecting data as well as interpreting the acquired records comprise the system of this study's readings and organizations. These are the goals for drawing out vital information contained in the statistics to provide answers to research questions, verify the hypotheses proposed. The sort of details and the nature of research concern often inform data analysis, which can be carried out through a variety of specialized information. Interpreter of consequences following statistics evaluation in consideration with research questions and preinformation. Observation and assist for enhancing findings and conclusion require proper data evaluation and interpretation.

Table 1.1

Variable	Insights
Importance of Ethical Behaviour	Majority of respondents said that they found a company's ethics very important or extremely important in their investment consideration.
Ethical Investment Preference	A significant number of them favoured investments in firms with ethics and social sensitivity than others with misconducts.
Investment Priorities	Some of this groups focused more on larger profits by compromising ethics while some others put ethics as a priority.
Consideration of Ethical Reputation	Almost all participants expressed the likelihood, or even highly the possibility of considering a firm's ethical reputation in their investment decisions.
Factors Impacting Judgment	The recognition of unethical activities greatly influenced the moral judgement they made about a particular company making them more inclined towards an ethical company.
Influence on Investment Decision	Most said that if it was necessary to make an ethical assessment of an unscrupulous company, they would refrain from investing in it.
Influence of Community Impact	The participants were found to have inclined more to perceive a firm's ethical conduct as a matter of morality when the firm exhibited significant effects within the community.
Commitment to Ethical Principles	Participants showed interest in investing in companies that had a good ethical behaviour.

Dataset presents insight into how people feel and decide on incorporating ethics in their investment choices. By analysing the opinions of different individuals belonging to diverse communities it becomes apparent that money can act as an influential factor in moral issues.

Above all, there is an overwhelming agreement from the various age groups and genders on how ethical the operations of a firm matter in any decision to invest or not. This overwhelming unanimity denotes a modern realignment of investment objectives recognizing expanded social implications of company conducts than just profits. All participants irrespective of age and gender strongly oppose investment in firms that are considered non-ethical.

When faced with particular ethical problems like child labour and malpractices, this shared perception intensifies. Most of the respondents regardless of their demographics show that it will be a direct 'No' to

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investing into a company that participates in such activities, which reveals a common ethical standpoint across groups. It shows emerging awareness of investors that profits gained from morally suspect practices are unacceptable and inconsistent with their values.

The response is surprising because even when the given scenario assumes that a firm offers lucrative benefits in the short-term framework and engages in unscrupulous practices involving investors, a stakeholder is never willing to invest his/her money on such company. This means therefore shifting away from chasing for short-term revenues and towards morally directed investments. This is reflecting evolving investor expectations starting to include such areas as business sustainability and ethical considerations that were previously considered unrelated to profitability.

On the contrary, the participants indicate greater preference for businesses that generate stable and sustained returns following an ethical path and contributing through philanthropy. This shows that people believe in maintaining ethics in business as good moral ethic and will ensure long-term financial status of a company." The fact is, most respondents have become aware of how ethics and financial goals can converge when making business decisions. Their insight challenges the longstanding view that it is not possible to achieve financial prosperity while doing the right thing.

The areas that are important for a person when looking at the factors affecting ethical considerations include such aspects as: how much damage is made to the society, the commitment made by the company to hold high ethics, and the significance of ethics consideration in general. The complex method by which a company's ethics is evaluated is an indication that this is not a simple decision process. This means that investors do not only care about broad ethical norms, taking into account particular consequences for companies' actions. The last stage of deliberate scrutiny reinforces the need to assess the ethical aspect of a firm before any investing decision is reached.

In addition, it provides for an association between a firm's ethics and the perception in the public regarding it. There is also a considerable number of respondents who have indicated a higher concern when the actions of a firm affect the society in which it operates, reflecting the importance they attach to wider societal concerns with regard to the moral evaluations of corporate behaviour. Such a nuance consideration of community impacts creates an additional level of sophistication in ethical decisions and shows investors' awareness of the social setting in which business is conducted.

This calls into question common stereotypes that perceive different age and gender classes of ethical approaches to investment issues differently. Respondents regardless of age and gender demonstrate similar ethics which reflect the common consciousness across all age group or gender. From this, it will be clear that there are no assumptions as to generation and gender related differences with regard to ethics as far an investment is concerned.

More so, these results show a potential inclination by investors towards taking account of ethics and morals into consideration while making investment decisions. The same goes with their demographic aspect—despite possessing zero starting capital, they pledge not to engage in any doubtful tactics. It goes to show that the world sees the connection between fairness and success which brings more value into the financial life and raises people's awareness and makes them more conscious about their behaviour. However, there are certain ethics such as a few ethics features which should be incorporated within it when giving your reasoned decision. The subtlest idea of such a conscious individual that it can end up being financially successful while still maintaining morals in one. As a conclusion, present value of an investor is the ethics of the investor's current value today.

FINDINGS AND SUGGESTIONS:

Findings:

- Universal Emphasis on Ethical Behaviour: Ethical deliberations regarding funding decisions remain an undisputed consensus across age and gender organizations. It is evident change that is associated with the rethinking of investors on corporate social responsibilities.
- Avoidance of Unethical Practices: There is also strong reluctance to invest in infant labour and drug-related malpractices. This shared moral position implies an increasing understanding among traders that earnings of ethnically dubious transactions go against their principles.

- Prioritizing Ethics Over Short-Term Gains: Participants repeatedly choose ethics over short-term economic gain even if the organisation pays well for short-term returns. It illustrates that a more principled approach than on brief-term income is taking into consideration in investing decision-making.
- Long-Term Alignment of Ethical and Financial Objectives: Investors are strongminded towards groups producing continuous and long-term yields while ethical ideologies. It implies a faith that ethical commercial enterprise activities do not only conform to morals' values but also perpetuate sustainable prosperity contradicting the age-old perception of a paradox between gainfulness and morality.
- Multifaceted Ethical Evaluation: People recall the impact that the event has caused within a company's community, an employer's commitment to morality and how severe the ethics involve in each case. The sophisticated approach implies that the investors pay attention not only on broad moral concepts, but also specific information about effects caused by the company's activities.
- Community Impact as a Key Factor: The conduct of a firm has got a lot bearing on the perception it creates in the mind of stakeholders as far as this network is concerned.

The social costs associated with a firm's behaviour are seen by investors as increasing the difficulty of their ethical tests, which is another way that says the social impacts of company actions may be felt by shareholders.

- Generational and Gender Consistency: However contrary to stereotypically, there is a supreme consistency in ethical decisions throughout age and gender-based industries. It calls into question presumptions about "moral maturity" as being different across generations or genders, underscoring a common concern which reaches beyond artificial, demographic divides.

SUGGESTIONS:

- Enhance Transparency and Communication: Companies need to talk obviously of their ethical beliefs and commitment to social responsibility. Investors can make better rational choices in line with moral concerns when they deal with clear information that is easy to understand.
- Long-Term Ethical Strategies: Companies should consider employing sustainable ethical measures, which are not only based on laws but also provide benefits to the society they operate with. Such measures will attract those conscientious business owners, or traders, that value sustained ethical practices.
- Social Impact Assessments: Social impact audits must be carried out by companies to prove the beautiful changes they bring about in communities. By emphasizing a commitment to corporate responsibility, a business can enhance its appeal among potential investors.
- Ethical Investment Education: Buyers oriented educational projects should underscore that investors must take into account ethics when making their decisions. This enables investors be able to negotiate through the hurdles of ethical review systems and do what is in line with their interests.
- Integration of Ethical Metrics: Ethical considerations might be incorporated into financial establishment and investment structure evaluation criterion. Such could give investors with a standard approach to evaluating the ethics of firms enabling the informed investment decisions.
- Corporate Social Responsibility (CSR) Integration: It would be appropriate for companies to incorporate CSR meaningful activities within its operation. Participating in those sports that definitely influence the social life may make a company beautiful for the morally conscious shoppers.
- Diverse Representation in Ethical Decision-Making: Agencies will endeavour to have representative samples in their decision-making organisations for comprehensive considerate moral aspects. They argue that different viewpoints mean a more rounded criticism of the ethical aspects of business activity.

Therefore, through matching business procedures with morally inclined customers' choices corporations cannot just capture ethical capital but also help to bring more social change towards ethical and sustainable investments.

CONCLUSION

Hence, what we have learnt from our survey gives light on how they are affected by or influenced in their investments when it comes to business ethics. This study shows that one crucial outcome for them to know is about their need for moral conduct from business investors. The age and the gender do not matter; only good returns at any cost are what will motivate people to invest in companies.

In addition, there are signs that people are no longer simply investing in companies for return purposes, but they also determine if the business is properly and ethically governed. Most of the respondents highlighted the importance of ethical business and a good interest for investment in general. This depicts the change in attitude of individuals towards ethical investment as well as societal concern. According to this research, investors always search for ethical companies who in one way or another better their society. It goes beyond obeying ethical principles and what are the business making towards the society. The example demonstrates the importance of business ethics, since there is no reason for businessmen to act unethically and still make huge profits.

One of the key observations reveals that majority of the respondents considered sustainability while considering business ethics and the firm's growth. The change of investor's perception, that corporate ethics goes hand in hand with financial growth. It transforms the thought process about purely profit oriented approach into a responsible and green mindset for growth oriented investments.

That means all people, regardless of their age and gender, think alike. This shifts the people's thoughts on the idea of the ethical investment that used to apply to one kind of people, but it is not happening any longer.

That such a collective thinking means that investors are more likely to invest in and prefer companies that are ethically and legally compliant with the laws of land. Overall, this ensures success and development of the entire community. A major lesson learned includes the implementation of long-term strategies in ethics. The concept illustrates that through the actions and strategies employed by organizations, they have significant potential for transforming the investment perceptions of investors. The community and futuristic minded investors are no longer looking for companies to invest in so as to achieve high returns but those whose contribution leads to a better society/future.

This study in summary reveals that ethics has played an enormous part towards corporate development and overall achievement by the organization. It provides a guidance in ethical investment landscape. This goes beyond the present but rather how vital ethical conduct will be for this investment or any financial decision in future.

This study goes a long way towards understanding the attitude of investors and businesses whose financial decisions or investments in the future will depend largely on behavioural dimensions such as ethics and ethics in business. Moral investing, in fact, means more than just a fading fashion, it is a fundamental change in the funding philosophies. This heralds an income seeking technology wherein one pursues for a higher and a more equated global level. However, those organisations which heed this moral injunction will survive economically as well as designing tomorrow with a shared prosperity where capitalism becomes a catalyst for justice.

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A DESCREPTIVE STUDY ON CONTENT MARKETING STRATEGIES FOR 2023

Isha Raghunath Patankar and Guruprasad Suhas Shinde
Student, Chetana's Self- Financing Courses, Department- SYBMS (Marketing), Mumbai, Maharashtra
patankarisha@gmail.com and guruprasadshinde@gmail.com

ABSTRACT
Digital marketing techniques are currently depending heavily on content marketing, and the field of online brand promotion is always changing due to its ongoing evolution. Businesses have to adapt their content marketing strategies in 2023 to stay competitive and connect with their target audience in the face of changing consumer tastes and technological improvements. The best practices and new trends in content marketing for 2023 are examined in this research report. It looks at the changing content formats, delivery methods, and strategies that marketers are using to successfully engage and convert their audience, drawing on case studies and industry insights. One of the primary streams of attention is the growth of interactive content experiences, such polls, quizzes, and live streaming, which promote deeper communication and contact with consumers. The study also looks at how content marketing campaigns may use augmented reality (AR) and virtual reality (VR) to create immersive brand experiences that engage consumers in fresh and creative ways. In addition, the study looks into the growing significance of collaborations with influencer and user-generated content (UGC) in content strategies, as companies look to capitalize on the reliability and genuineness of peer recommendations to increase brand advocacy and loyalty. The report also examines methods for improving content visibility and relevance through search engine optimization (SEO), semantic search, and tailored content suggestions in light of the growing tsunami of digital content. Through the analysis of these patterns and approaches, this study seeks to offer marketers useful information and practical advice for developing content marketing plans that will appeal to customers in the shifting digital environment of 2023.

Keywords: Content Marketing, Online brand promotion, changing consumer taste.

INTRODUCTION
In the constantly shifting landscape of digital marketing, effective campaigns still rely heavily on content. Companies are always enhancing their methods to draw in viewers, promote communication, and eventually establish deep bonds with consumers as 2023 draws near. Specifically, content marketing has evolved greatly throughout time in response to new developments, emerging technology, and shifting consumer behaviour. This article examines content marketing tactics for the year 2023, focusing on innovative techniques, fresh platforms, and important factors for businesses aiming to stay ahead of the competition in the world of technology. We'll explore the methods and developments that will shape the field of content marketing in the upcoming year, from the rise of interactive content to the growing importance of validity and modification

Companies looking to engage with their target audience and differentiate themselves from the noise of an ever-expanding digital environment must create a strategic and insightful content marketing approach. Let's explore the strategies that will determine the success of content marketing beginning in 2023.

Dominance of Interactive material: By 2023, interactive material will be used more and more, including surveys, quizzes, and virtual reality experiences. This type of content actively engages users, which promotes engagement over passive viewing. Interactive content is being used by businesses to increase audience engagement, gather valuable audience insights, and offer distinctive experiences that encourage customers to come back.

Expansion of Video Content: Video is still a major player in content marketing and will only become more important in 2023. Brands are making huge investments in video content production due to the popularity of YouTube and live streaming, the rise of short-form video sharing sites like TikTok and Instagram Reels, and other factors. Videos provide companies with a variety of options, from demonstrations of goods and lessons to behind-the-scenes looks and stories.

Authenticity and Transparency: In 2023, brands cannot compromise on authenticity and transparency in the face of disapproval and a scarcity of information. Customers desire for genuine connections with companies that uphold their principles and communicate with sincerity. In addition to being open and honest about product features, costs, and rules, content marketing techniques highlight narrative that highlights a brand's beliefs, goal, and influence.

Modification at Scale: In 2023, content marketing strategies must prioritize customization as consumers request greater levels of customization. Through a variety of touch points, brands are delivering highly relevant information to specific customers by utilizing insights based on data. Personalization helps companies break through the clutter and provide messages that connect with their audience on a personal level. Examples of this include AI-powered recommendation engines, continuously created website content, and customized email marketing.

Advantages of Content marketing strategies

Content marketing strategies offer numerous advantages for businesses aiming to establish a strong online presence, connect with their audience, and drive business growth. Some of the key advantages include:

- **Increased Brand Awareness:** By producing intelligent and relevant content, companies may highlight their experience, wisdom, and core principles. Businesses may expand their audience and being subjected by regularly producing high-quality content for a variety of platforms, which will raise their visibility.
- **Improved Customer Engagement:** Interaction, comments, and shares are encouraged by interesting material that speaks to the target audience. Businesses may boost consumer engagement and loyalty by having meaningful discussions with their audience, responding to their input, and developing lasting connections through content marketing.
- **Enhanced Search Engine Visibility:** A company's visibility in search engine results pages (SERPs) can be enhanced by producing high-quality content that is optimized for search engines. Businesses may increase organic traffic and search engine rankings by concentrating on user intent, improving Meta tags, and producing high-quality content that appeals to users.
- **Creation of Thought Leadership:** A company becomes a thought leader in its field when it regularly produces smart and authoritative content. Businesses may establish themselves as specialists in their sector and gain the audience's respect by offering insightful analysis, industry trends, and best practices.

Disadvantages of content marketing strategies

While content marketing strategies offer numerous advantages, they also come with some potential disadvantages and challenges that businesses need to consider:

- **Longer Time to See effects:** Content marketing frequently takes longer to produce noticeable effects than paid advertising, which may do so right away. Before businesses get a meaningful return on their investment, it may take months or even years of constant work to build an audience, establish image, and achieve significant organic reach.
- **Substance Saturation and race:** Businesses are in a tough race to get the attention of consumers due to the quantity of material available online. It can be difficult to stand out from the crowd and draw in target consumers, especially in crowded marketplaces or specialty sectors where competition is fierce.
- **Measuring ROI Can Be Difficult:** Notwithstanding the fact that content marketing provides a number of performance data, like website traffic, involvement, and conversions, calculating ROI can be difficult. It may be necessary to use complex statistical instruments and attribution frameworks in order to evaluate the financial worth of content marketing initiatives and allocate conversions to certain ads or content pieces.
- **Time and Resource-Intensive:** Developing material of a high quality takes time, energy, and resources. Content marketing may include a lot of work, ranging from ideation and research to content growth, editing, and communication. It may call for an experienced group or expert outsourcing, which can result in additional costs.
- **Algorithm Changes and Platform Dependency:** The efficiency of content marketing frequently depends on its exposure and interaction on digital platforms like social media and search engines. But platform providers' algorithm updates may have a big influence on a company's reach and exposure, thus in order to stay competitive, content strategies must always be optimized and adjusted.
- **Enhanced Search Engine Visibility:** A company's visibility in search engine results pages (SERPs) can be enhanced by producing high-quality content that is optimized for search engines. Businesses may increase organic traffic and search engine rankings by concentrating on user intent, improving meta tags, and producing high-quality content that appeals to users.
- **Creation of Thought Leadership:** A company becomes a thought leader in its field when it regularly produces smart and authoritative content. Businesses may establish themselves as specialists in their sector and gain the audience's respect by offering insightful analysis, industry trends, and best practices.

OBJECTIVE

1. To identify the trends and best practices in Content marketing strategies.
2. To explore, new content formats or platforms.
3. To understand customer preferences.
4. To compare strategies across industries.

REVIEW OF LITERATURE

Harikrishan Chaurasiya (October 2022): This paper states that content marketing creates value and helps people. It answers questions and provides fundamental, basic information. This in turn leads to a situation in which the recipient, consumer, is educated and informed enough to decide concerning a potential purchase, or thanks to having this information he can recommend the purchase to his friends, family or superiors.

Ahmed Shaalan (February 2021): This paper aimed to identify the effect of the implementation of a content marketing strategy on consumer buying behavior in retail companies in the Gaza Strip. The researcher used a descriptive and analytical approach based on the questionnaire as a tool for data collection. The sample of the study consisted of (260) individuals from the community of clients dealing with retail companies.

RESEARCH METHODOLOGY

This research is done with the help of Secondary data. The research is collected from some case studies from the existing datasets & looking into all the ethical consideration. There is transparency by providing detailed information on the research paper on how others can access and verify the secondary information used in the research paper.

DATA ANALYSIS & INTERPRETATION

❖ Trends and practices in content marketing strategies:

1. **Dominance of Video Content:** Content marketing techniques are still dominated by video content. It's becoming more and more common to see short-form videos, live broadcasts, and interactive video content on websites, streaming services, and social media. Companies are using video material to tell their stories in a way that is more visually appealing and engaging, drawing consumers in and increasing engagement.
2. **Interactive Content:** In content marketing techniques, interactive material like polls, surveys, quizzes, and interactive info graphics is becoming more and more common. The audience is more likely to actively participate in interactive material, which increases engagement rates and length of time spent with it. Interactive content is being used by brands to engage, educate, and entertain their audience in growing meaningful ways.

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3. **User-generated Content (UGC):** An expanding part of content marketing strategies is being played by user-generated content, which includes social media postings, testimonials, and reviews from customers. Companies are using user-generated content (UGC) to build a feeling of community around their goods and services as well as to increase social proof, trust, and authenticity. In order to expand their audience and develop loyalty to their brands, businesses may benefit from encouraging user engagement and UGC sharing.

4. **Voice Search Optimization:** As speech-activated devices and virtual assistants gain in popularity, voice search optimization is turning into a vital part of content marketing efforts. To make sure that their content displays highly in voice search results, brands are optimizing their content for voice search requests by putting an intense focus on social keywords, featured snippets, and natural language processing.

5. **Analytics and Measurement:** Two crucial elements of content marketing strategy are analytics and measurement. In order to monitor the effectiveness of their content, measure user engagement, and evaluate its influence on business results like website traffic, leads, conversions, and return on investment, brands are using data analytics tools and metrics. Brands may improve success over time by adjusting their content marketing strategy through data and insight analysis.

❖ New content formats or platforms in content marketing strategies:

1. **Interactive Content:** Users are actively engaged by interactive content as opposed to passively viewing it. Interactive information graphics, polls, calculators, and interactive films are a few examples. These formats can result in increased engagement and sharing by promoting user interaction.

2. **Live streaming:** Brands may interact with their audience in real time by using platforms such as Twitch, Facebook Live, Instagram Live, and YouTube Live. For product launches, Q&A sessions, behind-the-scenes looks, event coverage, and other purposes, live streaming promotes sincerity and instant communication with the viewership.

3. **Platforms for Short-form Video Content:** Thanks to apps like TikTok and Instagram Reels, the popularity of short-form video content has increased dramatically. These platforms provide marketers with the chance to produce content that appeals to younger people in bite-sized sizes and is interesting, humorous, and shareable.

4. **Podcasts:** With their convenient format that allows consumers to consume content while multitasking, podcasts have grown in popularity as a medium for content consumption. In order build authority and develop a dedicated audience, brands might produce podcasts featuring industry information, interviews, storytelling, or conversations about their particular specialty.

5. **Voice Search Optimization:** Content optimization for voice search grows more essential as speech-activated devices such as Google Home and Amazon Echo become more widely used. It is recommended that brands prioritize creating content for conversation that deals with frequently asked problems and optimize for long-tail keywords.

❖ Customer preferences in Content Marketing:

1. **Authenticity:** Consumers prefer material that is honest and genuine. They prefer content that isn't overly promotional and is honest, sincere, and relatable. Being genuine promotes credibility and trust among the audience.
2. **Accessibility:** Reaching a varied audience needs accessibility. Consumers like material that is compatible with a variety of screens, devices, and accessibility requirements. This involves making sure that mobile devices are responsive, offering closed captions for films, and giving alternative text for photos.
3. **Value:** Informational, entertaining, or useful material is what consumers look for. Content should satisfy customers' demands and enhance their experience, whether it takes the form of informative articles, interacting videos, or special offers.
4. **Convenience:** Consumers respect the simplicity of use and favor easily accessible and consumable material. This includes easy-to-use navigation, fast loading times, and content forms that work for them—like short films for quick consumption or podcasts for on-the-go listening.
5. **Emotional Resonance:** Customers are more deeply impacted by emotionally charged material. User-generated content, testimonials, and stories that generate positive feelings in the viewer—like inspiration, happiness, or empathy—can help establish a closer bond with the audience.

❖ Compare strategies across industries in content marketing:

1. **Audience Research:** Conduct thorough research to understand the needs, preferences, and pain points of your target audience. To obtain information for your content strategy, use technologies like as analytics, social listening, interviews, surveys, and interviews.
2. **Content personalization:** Customize your material to the interests, habits, and demographics of particular audience segments. Increased relevance and engagement from personalized content can boost conversion rates and improve customer satisfaction.
3. **SEO Optimization:** To increase visibility and draw in organic traffic, make sure your content is optimized for search engines. Perform keyword research, improve headings and description tags, and produce relevant, high-quality content that speaks to search intent.
4. **Multichannel Approach:** To reach a larger audience, distribute your material across a variety of channels. Your website, blog, social media accounts, email newsletters, podcasts, video-sharing websites, and outside periodicals could all come in under this category.
5. **Storytelling:** Tell stories to connect emotionally with your audience and communicate the values, mission, and USP of your company. Genuine and compelling storylines have the power to set your business apart and connect with consumers.

CONCLUSION

In conclusion, content marketing strategies play a pivotal role in modern marketing efforts, offering businesses a dynamic and versatile approach to engage with their target audiences. Our investigation of content marketing strategies has covered a wide range of topics in this research paper, such as lead nurturing, data-driven optimization, storytelling, user-generated content, partnerships, storytelling, visual content, multichannel distribution, audience research, personalization, and SEO optimization.

According to our analysis, in order to effectively connect and resonate with customers, it is imperative to understand audience preferences, customize content to specific categories, and utilize a variety of forms and channels. In addition, we've stressed the significance of value, relevance, and originality in the production of content as well as the function of data analytics in performance optimization and continual development. Businesses in all sectors may benefit from putting strategic content marketing initiatives into action that match their objectives, the characteristics of their target audience, and the competitive environment. Content marketing provides an adaptable toolkit for achieving many goals, such as raising brand awareness, generating leads, driving conversions, and cultivating consumer loyalty.

As technologies and customer behavior continue to change in the future, organizations' content marketing strategies need to be flexible and adaptable as well. Organizations may position themselves for long-term success in a constantly evolving marketing landscape by remaining aware of new trends, welcoming innovation, and placing a high value on audience-centricity.

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EXPLORING THE ROLE OF PUBLIC POLICY IN SMALL E-COMMERCE BUSINESSES IN MUMBAI

Jivan Anandsing Patil and Aditya Mahesh Walmiki
Student, Chetana's Self – Financing Courses s, Department: SYBMS (Finance), Mumbai
vikipatil2408@gmail.com

ABSTRACT
In that research paper we study the role of public policy in the small e-commerce businesses . Public policy has a crucial role to play in e-commerce ,in the world of electronic commerce (e- commerce) is rapidly evolving and India is aware to this digital transformation. as the Indian e-commerce continues expand ,the need for a comprehensive regulatory framework becomes imperative. The Indian ministry of commerce and industry is gearing up to introduce the national e-commerce policy in India initiative that aims to shape the future of e-commerce in India to develop this research paper aim to study seek to understand the impact of government intervention on small e-commerce businesses ,consumer protection ,cross –border trade ,data privacy and Cyber-security . in that research analyze same police digital infrastructure support Regulatory Simplification , Information and Education , Financial Assistance for small businesses . public policy also play a role in promoting innovation in e-commerce . By providing incentives and support for small businesses governments can foster an environment that encourages entrepreneurship and technological advancements. The All these areas try to covered in that paper .

Keywords: e-commerce (electronic commerce) , consumer protection, data privacy and cyber- security

INTRODUCTION
The e-commerce industry has experienced remarkable growth in recent year , and small businesses have emerged as significant players in this dynamic sector. Understanding the influence of public policy on the success of small e-commerce businesses is crucial for their growth and sustainability . this research paper aim to analyze the specific ways in which public policy impact these businesses , focusing on market competitiveness ,consumer trust and the adoption of mobile commerce .To achieve our objective ,we will employ a combination of qualitative and quantitative research methods. This will include conducting survey and reading news paper and use of internet and examining existing literature on the subject .The structure of this research paper will dive into a comprehensive literature review, exploring the existing body knowledge on the impact of public policy on small e-commerce businesses. Following that ,we will outline our research methodology , explaining the steps we took to gather and analyze data. Next, we will present our findings . Next we will present our findings and analysis, highlighting the specific ways in which public policy influence market competitiveness, consumer trust, and adoption of mobile commerce in small e-commerce businesses

Public policy can provide financial support mechanisms, such as grants , loans, or subsidies, to help small e-commerce businesses overcome financial barriers and foster innovation..these support systems can provide the necessary resources for growth and expansion..

- **Types of policy**

Mainly 5 policy are play the role in business but we are analyze few policies

1) Regulatory framework
2) Infrastructure development
3) Financial support
4) Taxation policies
5) Cross-Border Trade

- **Advantage of public policy in small businesses**

1) **Consumer Protection**: public policies can ensure fair and transparent practices, building trust among customers.
2) **Market stability**: policies can create a level playing field, preventing monopolies and promoting healthy competition.
3) **Infrastructure Support**: policies that improve digital infrastructure can enhance the efficiency and reach of small e-commerce businesses.
4) **Financial Assistance**: Public support programs can provide funding and resources to help small e-commerce businesses grow.

- **Disadvantage of public policy in small e-commerce businesses**

1) **Compliance Burden**: small businesses may face challenges in understanding and adhering to complex policy regulations.
2) **Limited Flexibility**: policies may not always adapt quickly to the rapidly changing e-commerce landscape
3) **Cost Implication**: some policies, such as taxation, can increase operational costs for small e-commerce businesses.
4) **Barriers to Entry**: certain policies can create barriers that make it difficult for new businesses to enter the market

OBJECTIVE

- To analysis the impact of public policy on the growth and development of small businesses in the e-commerce
- To analysis the influence of public policy on consumer trust and confidence in small e-commerce businesses
- To analysis the impact of public policy on the competitiveness of small e-commerce businesses in Indian market
- To analysis the impact of public policy on the adoption and utilization of mobile commerce by small businesses

REVIEW OF LITERATURE

Das & Ara (2015): observe in “growth of E-commerce in India “ that though online travel and hotel bookings still control the lion’s share of comparatively fallen over the years due to the recent augmentation and consequent rise of e-tailing services. There has been a tremendous surge in the volume of investment in this sector. With the e-commerce market in the west reaching their saturation, investor see tremendous potential in the India market, in the light of which, many start ups have received funding form venture capitalists and private equity firm.

Rina (2016) : she elaborates the different application of e-commerce in “challenges and future scope of e-commerce in India’. At the same time defining the degree to which they are operational in the country

Sharma, P & Verma R (2017) in their study research they are explored how public initiatives can impact the growth and development of e-commerce startups. They examined various aspects such as government regulation, funding support, tax incentives, and infrastructure development that can influence the success of e-commerce startup

RESEARCH METHODOLOGY

This study is based upon a primary data and secondary data. The primary data is collected by conducting a questionnaire method by using a “Simple Random Sampling Method”. In that we have total 10 question were asked to the respondents and the secondary data is collected by news paper and social media , some research paper

Primary Data
Questionnaire

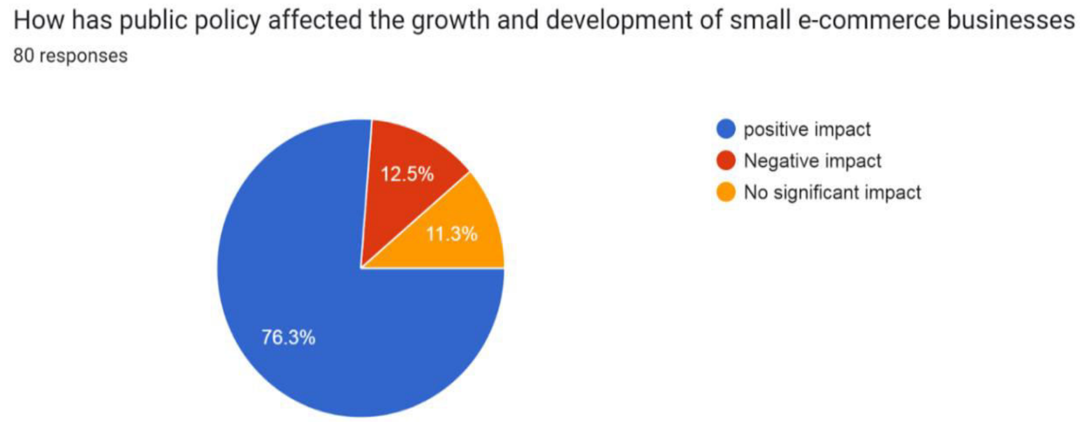
Secondary Data
Newspaper, other research paper, social media articles

Data Analysis and Interpretation

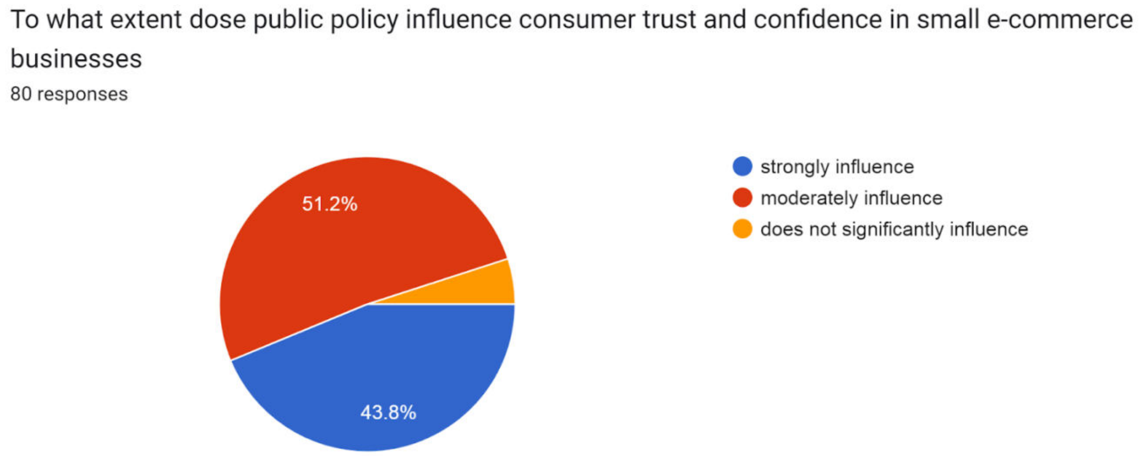
Sample Size: 80

Tool: Excel

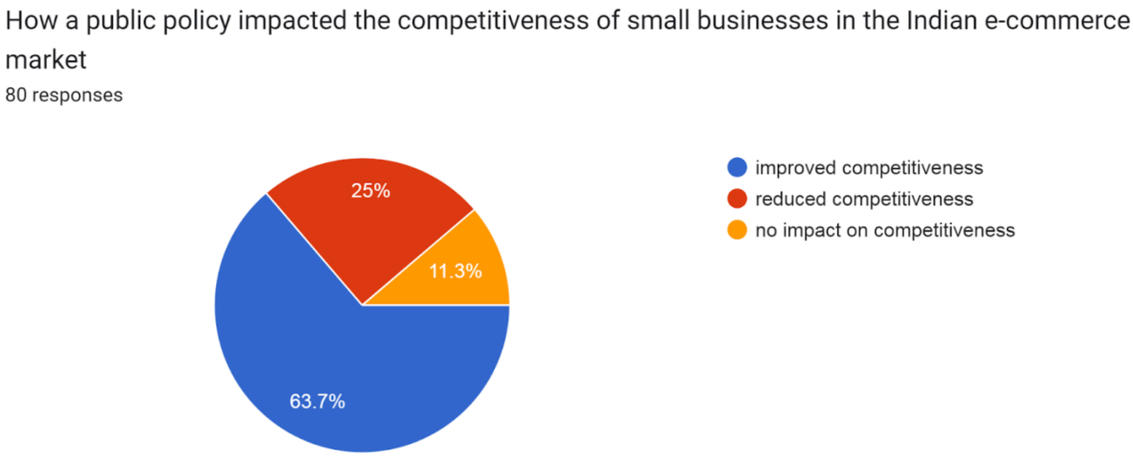
➢



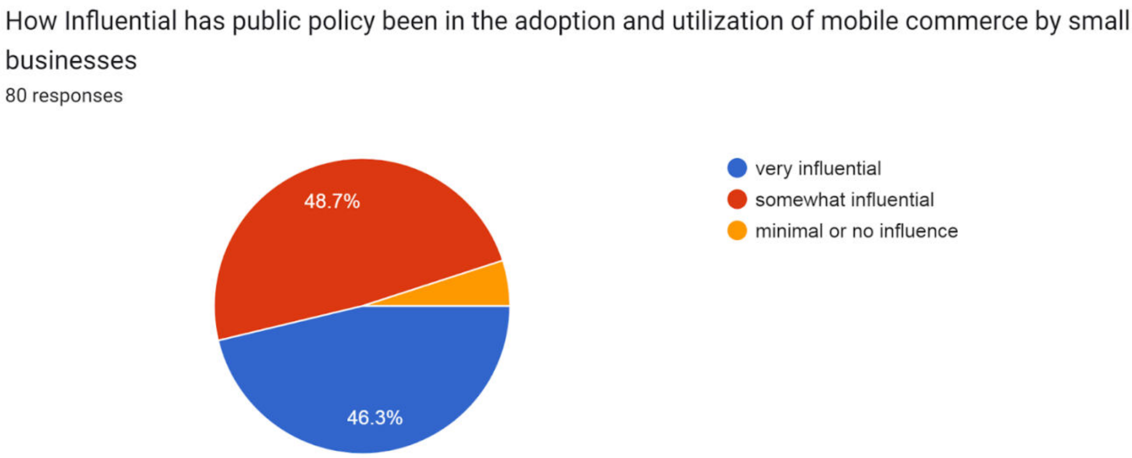
Data Interpretation : Above diagram prove my first objective v of study that is impact of policy in growth and development in (positive or negative). I got 74% for positive impact and 13.7% for negative impact 12.3% people say no significant impact . It's mean people are known the government help to grow the small businesses in e-commerce



- **Data Interpretation :** Here , I prove my second objective the public policy is influence consumer trust and confidence towards small businesses according to public that maturity people say 'yes strongly influence' but as little less people say 'no influence' as the study people not aware about policy



- **Data Interpretation:** Above diagram prove my third objective that is fair competitiveness and enhance competitiveness market. as per the research I got 63.7% say its improve or fair competitiveness in market 25 % and 11.3 % say less improve and not improve in that research I got government give fair opportunity to small businesses



- **Data Interpretation :** Above diagram prove my fourth objective that is how policy influence in small business adoption and utilization of mobile commerce . 48.7% people say less influence and 46.3% say very influence and less number of people say minimal

FINDINGS

- Small businesses owners are aware about public policy on e-commerce
- People give positive response toward government to new policies and other
- Government also make new policies to help small e-commerce businesses
- Government provide financial support to the small businesses
- Demographic : 70% male response and 30 % female
- They also feels people need to more awareness on public policies on e-commerce businesses

LIMITATION

- Restricted Sample Size
- Restricted Location
- Not Specific Target Audience

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SUGGESTION

- Government Take Initiative To More Aware The Small E-Commerce Businesses Towards Social Responsibility And Environment Safety

CONCLUSION

So we are conclude that people are well aware of role of public policy in e-commerce and give huge preference to government initiative .government play very important role to promoting implementing policy as well as small businesses. with this policies regulatory framework, infrastructure development, financial support, cross-border trade etc. Effective polices can create a favorable environment for small businesses. It affect their growth and development, influences consumer trust and confidence, shape their presence in the Indian market, and impact the adoption of mobile commerce. Government is creating a favorable environment for small businesses and continuously improve the policies to support. as research we are analyze regulatory framework, infrastructure development, financial support, cross-border trade policies. This are polices definitely help to grow small e-commerce businesses.

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AN OVERVIEW ON EVOLUTION OF BUYERS PERCEPTION TOWARDS INSURANCE POLICY

[1]Joti Sahu and Premalakshmi[2]
[1]Assistant Professor and [2]Student, Department: Baf, Chetana's Self – Financing Courses, Mumbai, Maharashtra
[1]joti.sahu@chetanacollege.In and [2]lakshmiprema14@gmail.com

ABSTRACT
In This Emerging New Era, The Insurance Industry Is Expanding on A Large Scale, With the Increasing Competition There Are More Participants Entering the Industry. In This Paper, An Attempt Has Been Made to Understand How the Evolution of Buyer's Perception Towards Insurance Policy Has Changed from Being Only A Risk Management/Safety Option but Now to A Widely Chosen Investment Option. The Research Was on Primary Data, Data Was Collected from Investors in Insurance Policy and From the Research Conducted It Was Concluded That

INTRODUCTION
Insurance Has Been Well-Defined to Be That In, Which An amount Of Cash as A Premium Is Funded by The Insured in Concern of The Insurer's Taking the Risk of Reimbursing A Huge Sum Upon A Given Incident. The Insurance Thus Is an Agreement Whereby:

A. Definite Sum, Designated as Premium, Is Charged in Respect,

B. Alongside the Said Consideration, A Huge sum Is Definite to Be Compensated by The Insurer Who Acknowledged the Premium,

C. The Reimbursement Will Be Through in Assured Definite Amount, I.E., The Loss or The Policy Amount Which Ever May Be, And

D. The Compensation Is Made Only Upon an Emergency.

Insurance Policy Components
Three Mechanism of Any Insurance Type Are the Premium, Policy Limit, And Deductible.

Premium
A Policy's Premium Is Its Cost, Typically A Monthly Cost. Often, An Insurer Considers Multiple Factor to Set A Premium. Here Are A Few Examples

- **Auto Insurance Premiums**: Your History of Property and Auto Claims, Age and Location, Credit Status, And Many Various Factors That May Change by State.
- **Home Insurance Premiums**: The Cost of Your Residence, Private Belongings, Location, Claims History, and Coverage Amounts.
- **Health Insurance Premiums**: Age, Sex, Location, Health, And Coverage Levels.
- **Life Insurance Premiums**: Age, Sex, Tobacco Use, Healthiness, And Amount of Coverage.

Policy Limit
The Policy Limit Is the Greatest Amount an Insurer Will Pay For A Covered Loss Under A Policy. Maximums May Be Lay Down Per Period (E.G., Annual or Policy Term), Per Trouncing or Injury, Or Over the Life of The Policy, Also Acknowledged as The Lifetime Maximum

Why Is Insurance Important?
Insurance Helps Guard You, Your Family, And Your Assets. An Insurer Will Help You Cover Up the Costs of Unanticipated and Routine Medical Bills or Hospitalization, Accident Damage to Your Car or Injury of Others, And Home Damage or Theft of Your Possessions. An Insurance Policy Can Even Provide Your Survivors with A Lump-Sum Cash Imbursement If You Die. In Short, Insurance Can Offer Harmony of Mind Regarding Unpredicted Financial Risks.

Pros of Insurance

1. Eye-Catching Premiums for A Huge Sum Assured
2. Multiplicity of Options to Get A Demise Benefit Compensation
3. Add-Ons to The Policy to Strengthen It
4. Income Tax Profit

5. Coverage for Critical Illness
6. Premium Option Returns

Cons of Insurance

1. No Profit on Investment:
2. No Monetary Support If You Are Still Living
3. There Is No Capital Creation:
4. No Money Value
5. Insurance Remuneration May Not Be Realized
6. Stretched and Costly Official Procedures

TYPES OF INSURANCE:

Life Insurance:
Life Insurance Can Be Demarcated as an agreement amid An Insurance Plan Owner and An Insurance Company, Where the Insurer Assures to Compensate An amount Of Money in Interchange for A Premium, Upon the Expiry of An Assured individual Or After A Fixed date.

Vehicle Insurance:
Vehicle Insurance Is A Critical Phase of Holding A Car, Motorbike or Any Other Vehicle. It Delivers Financial Shield Against Unpredicted Events Such as Calamities, Theft or Damages Caused to Third Parties.

Health Insurance:
Health Insurance Is an Insurance Creation Which Covers Therapeutic and Medical expenditures Of an Insured Individual. It Compensates the Expenses Suffered Due to Illness or Injury or Pays the Care Provider of The Insured Specifically/ Directly.

TYPES OF INVESTMENT PLANS:

Guaranteed Income Insurance Plan:
Guaranteed Income Insurance Plan Is A Non-Connected Non-Contributing Specific Life Insurance Savings Plan That Provides Definite Tax-Free Reimbursements After Accomplishment of Premium Disbursement Term and Guaranteed Death Benefit During the Complete plan tenure.

Market Linked Insurance Plan:
Market Linked Products, On the Other Hand, Do Not Bid Any Stable profits. Again, As the Tag directs, These Investments Give You Earnings That Are Linked with The Enactment of The Equity or Debt Markets. So, If the Markets Execute Well, The Incomes from These Products Are on The Upper Side

Pension Plan:
A Pension Plan Is A worker advantage That Obligates the Proprietor to Make Systematic Contributions to A Pool of Cash Set Aside to Account Payments Made to Suitable Employees After They Retire.

Other Plans:
Whole Life Insurance, Endowment Policy, Health Insurance, Retirement Plans, Unit-Linked Insurance Plan, Group Health Insurance, Senior Citizen Health Insurance, Term Life Insurance, Critical Illness Insurance, Etc.

Objectives:
H1a: To Study About the Awareness Level of People Regarding the Insurance Industry.

H1b: To Study the Factors That Influence the Option of Insurance as An Investment Option.

REVIEW OF LITERATURE
S. Sudhakar, The Objective of This Study Is to Evaluate the Level of Consumer Awareness Towards Life Insurance Corporation in The City of Chennai. The Study Dedicates to Detect the Features prompting Customers' Decision-Making Process in Choosing Life Insurance Products.

Dr Rajesh Kumar Gwaith goal Of This Paper Is to Inspect the Buyers’ Awareness concerning Life Insurance Policies Offered by The Public and The Private Sector Organizations While Concentrating on Some Important Factors Viz. Facts, Information, Awareness, Literacy, And Opinions About Life Insurance Policies Among

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Buyers. This Paper Is an Effort to Examine the General awareness Of Life Insurance Buyers Directing Pre And Post-Buying Performance. This Research Study Surveyed A Variety of Consumers of Insurance Investors

RESEARCH METHODOLOGY

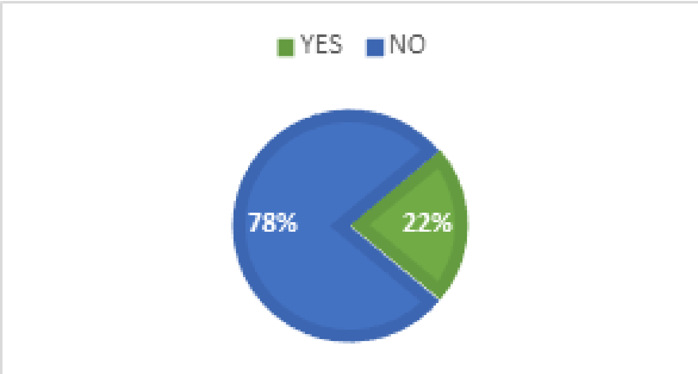
The Research Is on The Basis of Primary and Secondary Data. The Primary Data Was Collected from The Respondents Along with A Set of Almost 6 To 7 Questionnaire. The Collected Data Was Analyzed Using Simple Random Sampling Method. And the Secondary Was Collected from Various Research Paper.

Data Analysis and Interpretations:

Sample Size: 40

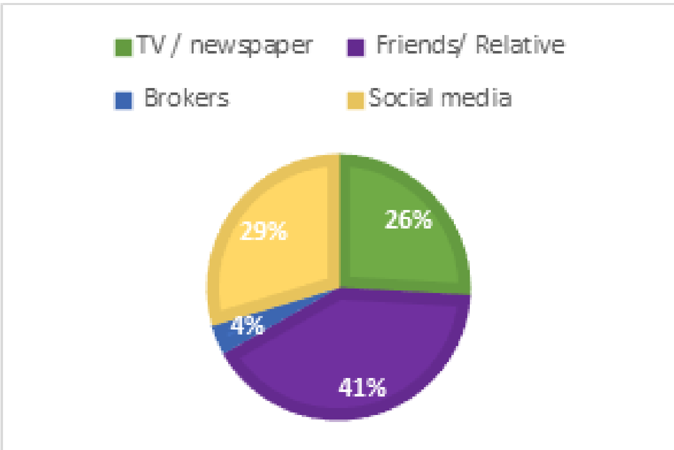
Tool: Word 2016

Question Title 1. Are You Aware of Insurance as An Investment Option?



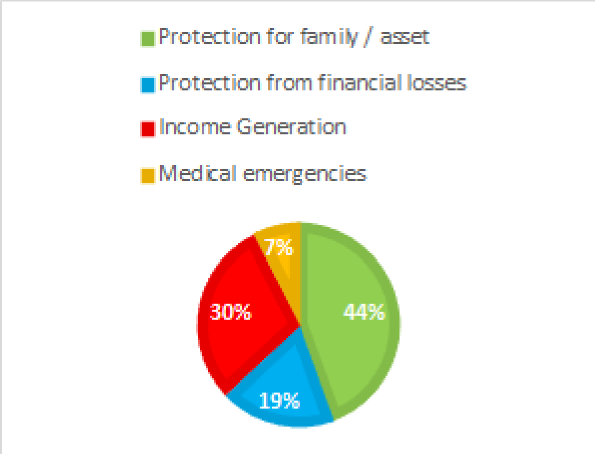
Data Interpretation: This Pie Chart Proves My First Objective on The Level of Awareness Level Among Consumers About Insurance Policy. This Shows Us That 78%Of the Respondents Are Aware And 22% Of the Respondents Are Not Aware About Insurance as An Investment Option.

Question Title 2. From Which Source You Came to Know About Various Insurance Options.



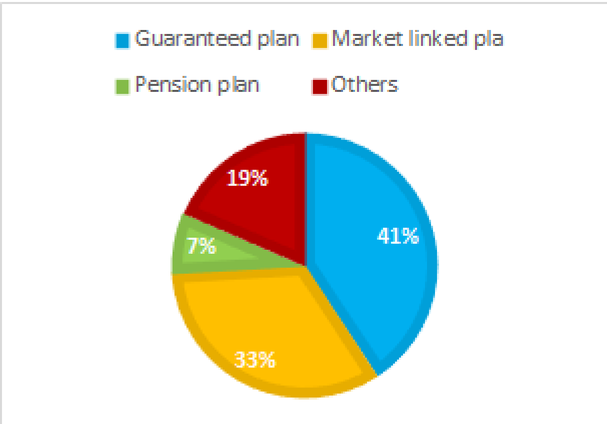
Data Interpretation: This Pie Chart Revels About the Sources of Awareness It Can Be Seen That Most of Them Have Come to Know About It from Friends/Relatives, 29%Of Them from Social Media, 26%Of Them from Tv/Newspaper and Least Number of Percentage from Brokers

Question Title 3: What Is the Main Reason for Investing in Insurance Policy?



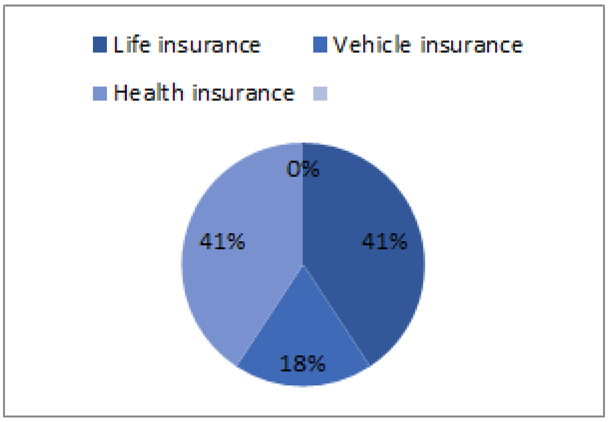
Data Interpretation: The Chart Presented Above Revels About the Main Reasons for Investing in Policies of Insurance, 44%Of Them Invest to Protect Their Family/Asset, 30%Of the Population Invest to Generate Income ,19%Of It Invest to Protect Them Financial Losses and Finally7%Invest in Pre-Planning of Medical Emergencies.

Question Title 4: Which Type of Plan Do You Prefer for Investment?



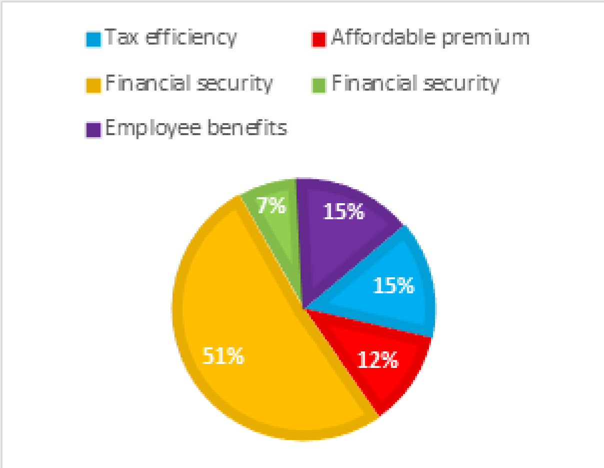
Data Interpretation: The Chart Shows Us About What Plans Are Most Preferred by Investors, 41%Of the Investors Prefer Guaranteed Plan, 33% Prefer Market Linked Plan, 19% Prefer to Invest in Various Other Available Plans and The Least Number of Investors Prefer to Invest in Pension Plans

Question Title 5: Which Insurance Product Do You Prefer?



Data Interpretation: The Above Chart Shows Us That Which Is the Most Preferred Product of Insurance. Among the Data Collected, An Equal Amount of Investor Prefer to Invest in Life and Health Insurance Indicating A % Of 41%Each and The Remaining Investors Like to Invest in Vehicle Insurance.

Question Title6: Which Factor Influences Your Investment Decision for Insurance Policy?



Data Interpretation: The Diagram Shows Us the Conclusion of Our 2nd Objective I.E. What Are the Factors That Influence Investment Decision .51% Of the Respondents Invest Because It Provides Financial Security, 15% Because It Provides Employee Benefits and An Equal 15% Because Of Tax Efficiency ,12%Of the Investors Invest as It Has Affordable Premiums and Lest Amount of Investor Invest Because It Provides Financial Security?

FINDINGS &CONCLUSION

On the Basis of The Data Collected We Can Derive A Conclusion That Most of The Investors Are Aware of Insurance as An Investment., Their Sources of Awareness Are from Friends and Relatives, Social Media and Least of The Respondents Became Aware from Brokers and Banks. Majority of The Investors Like to Invest in Guaranteed Plan M Market Linked Plan and Few Investors Like to Invest in Pension Plans and Also Various Other Plans. The Main Reason for Investing in Insurance Other Than Any Other Investment Is That It Provides Protection for Family, And from Financial Losses and Acts as An Income Generation Sources. They Preferred Insurance Products Ranges as Life Insurance Is the Most Preferred Followed by Vehicle and Health Insurance Respectively. The Factors That Trigger Them to Take Insurance Policies Are That the Insurance Policies Acts as A Financial Security Element, They Also Provide Employee Benefit Followed by Various Other Factors Such as Affordable Premiums, Tax Efficiency.

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A DESCRIPTIVE STUDY ON THE IMPACT OF E-COMMERCE ON THE CONSUMER BEHAVIOUR

Students
Department/ Course: BMS
Chetana's self Financing Courses
kashishgiri@gmail.com

ABSTRACT

In today's time, E-commerce is playing a vital role in the upcoming market. In day to-day world, we use e commerce very generally, which shows the power of control over consumer behaviour. E-commerce. The success of commerce is highly dependent on the purchasing power of the consumer. It leads to the elimination of middle men in the process of the supply chain because the middle level faces losses. As many companies go on online mode, which also deducts their extra expenses, leads to profit maximisation. This study examines the impact that commerce is taking over the market and opening many options for consumers to purchase and for buyers to buy products and services. This study analyse the effect on the consumer's mind of the importance of e-commerce, which helps to realise the comparison between online and offline modes of commerce. Also, it helps to understand the new technology introduced to the consumer from the e-commerce platform to a wider range within this platform. An analytics study of the impact of e commerce on the consumer's mind.

The study indicates the understanding of how online shopping becomes e-commerce, and how it affects the way people think and behave when making purchasing decisions because of the rapid growth of e-commerce platforms, e-commerce has become essential to comprehend its impact on consumer minds. This research will help us to investigate the implications of e-commerce on traditional retail channels and the overall retail landscape. Furthermore, while understanding how e-commerce will impact consumer behaviour, businesses can develop more effective strategies to attract and retain customers in the digital marketplace.

Keywords: e-commerce, consumer behaviour, purchasing power

INTRODUCTION

We are living in a world full of technology from which e-commerce is the striking one. E-commerce is a practice of buying and selling of goods and services online. E-commerce is a platform where people get wide range of goods and services from which they can choose the best one suitable for them.E-commerce is divided into three segments: business to business (B2B) , business to consumer (B2C) , and consumer to consumer (C2C) This can also include the interaction between the companies and the customers In t has many benefits like paperless work , strong dependence on suppliers , strong connection across the supply chain ,

An analytics study on the impact of e-commerce on consumer's minds explores how online shopping influences our thoughts, emotions, and behaviours.This study aims to explores the impact of consumer in simple and understandable way.

Today in localised and globalised market technology plays a very important role in each and ever activity present on the chain. Even all types of technologies are introduced in organisation as well as in market. Whichever the technologies are introduced helps in organisation and customers both for two way business and communication. In other words ,all commercial transactions, buying and selling of goods and services, transforming the data and funds, conducted electronically on the internet. Even the rapidly changing of technologies the e-commerce is also changing efficiently.

Also the consumer behaviour is the descriptive study of when, how, why and where people do or do not buy a product. It means the understanding of buyer decision making process, both individually and group.

OBJECTIVES

Based on the questions framed and the review of literature, the followings are the required hypothesis are made as:

1) To evaluate the dependence of customer on e-commerce offering goods and services .

2) To understand how online shopping experiences affects customer's thinking and purchasing power.

3) To know about the preference of customer whether e-commerce or traditional mode of purchasing .

4) To analyse the pros and cons of e-commerce from customer point of view.

5) To examine the satisfaction level of customer with respect to e-commerce.

REVIEW OF LITERATURE

1. **Sani Soloman , Majji Lokesh , Jayaprakash Lamoriya (March2022) :** The current state of e-commerce in India is the topic of this research. It begins with the introduction of e-commerce and consumer purchasing behaviour, as well as how these factors affect consumer mindset. Digital marketing is an umbrella word for the focused, measurable, and interactive marketing of products and services using digital technology to reach and convert leads into consumers and retain them, according to the study's scope. The impact of digital marketing on E-Commerce sites is examined in this study, which aids in understanding the digital era's current factors, promotional techniques, and raising awareness of E-Commerce sites. As a result, two routes warrant special note in terms of possible future research approaches. According to the researcher, the first step is to conduct research.
2. **Amoghsiddhi Urne, Dr.Artee Aggarwal (August 2016):** This study is mainly focused on the current status of e-commerce in India. It starts with the introduction of e-commerce and consumer buying behaviour and how it is important to study. In the chapter of need for the study, the success of e-commerce, its impact and the adoption of e-commerce in youth is discussed. In that same chapter the sustainability factor is also discussed. The literature review part discusses 5 sections- the status of e-commerce in India, the socio-economic impact of e-commerce, e-commerce and technology adoption, e-commerce and consumer buying decision making and e-commerce benefits and its success. Each section starts with the current knowledge available followed by supporting available literature and interpretation. All the impact factors, flawless adoption in consumer's life, acceptance of e-commerce business style, responses to e-tailing and benefits of e-commerce are discussed in details backed by available literature. At the end of the literature review the importance trust and security factor and the future need is also discussed. Due to adoption of e-commerce in life, consumers have started expecting more which can impact on their buying behaviour. The factors of the e-commerce that influenced consumer behaviours need to be carefully analysed by the online retailers, who can utilize the appropriate marketing communications to respond the change in customer's purchase decision making process and improve their performance.Hence, in terms of promising future research directions, two avenues deserve special mention, in researcher's opinion, first is, there is need to study in detail the impact of e-commerce on consumer buying behaviour and second is to find out to what extent the behaviour can be changed.
3. **N.S Lissy, M. Esther Krupa:** The Indian electronic commerce market has experienced significant growth over the last two decades. The two key causes of this are increased use of internet access and cell phone penetration. Furthermore, the increase in acceptance of internet purchases, a s well as favorable demographics, have altered how businesses connect, engage, and conduct business with consumers. It has changed the way India's ecommerce industry operates. As the Internet continues to play a significant role in connecting information and individuals, the demand on markets that have already adopted online services, especially markets where selling goods online is new has increased.
4. **Shikha Sarathe (April 2021):** I'his study has conducted in Bhopal City among 95 respondent. The above-collected data, in this study, observes that young people falling between the age group of 20-30 years are more likely to purchase online. This study finds that the majority of respondents prefer Amazon and Flipkart as a primary platform for online shopping. This study also finds that the majority of respondent think buying groceries online is beneficial than buying groceries from the offline store, and it is also cheaper than offline shopping. The above-collected data also revealed that price, delivery time, freshness, quality of products, speed, time-saving, etcetera are the most significant factors for consumers while making an online grocery purchase decision. In the above-collected data, one condition is given to the respondent (If there were annual membership fee but not delivery charges, how likely would you be to buy groceries online) majority of respondents likely to accept the situation. This study also shows that the majority of the respondent avoid items if they didn't get information of items or due to unspecified production practice of items, unsafe handling during delivery. This study finds that the e-shopping platform offers discount and reward. It also revealed that the majority of respondent prefers, cash on delivery as a mode of payment for online shopping. The above-collected data also finds that majority of respondent think e-shopping platform provide payment security. This study also depicts that inability to touch and feel products, poor return policy, wrong delivery of products, lack of after-sale services, etcetera, are enormous disadvantages of e-shopping.

RESEARCH METHODOLOGY

This study is based on primary and secondary data. For the primary data, we have done an online survey in which 6 questions were asked to the respondents. Then the secondary data was collected from some newspapers and other published research papers.

Primary data:

Questionnaire

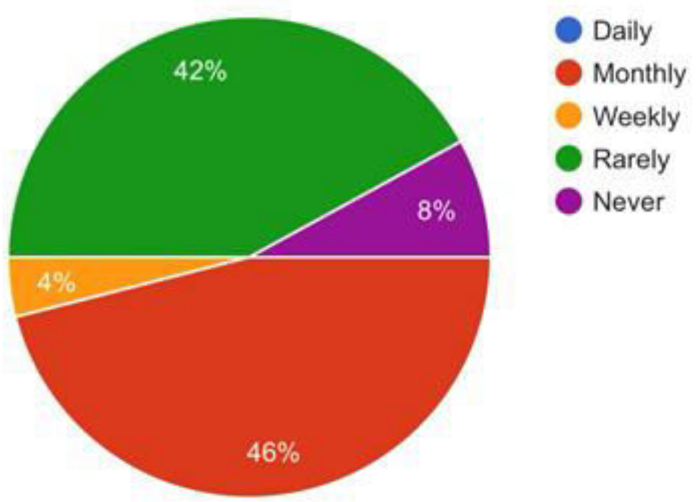
Secondary data:

Newspapers (Times of India)

DATA ANALYSIS AND INTERPRETATION

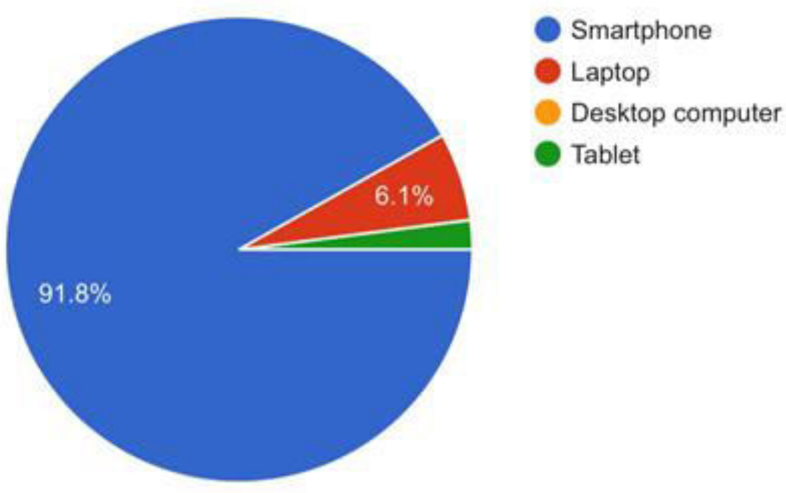
Sample size : 50

Tool : excel



Question 1. How often do you use online shop ?

Data interpretation- Above chart prove my first objective of this research that what percent of consumer are dependent on e-commerce to purchase goods and services so the pie charts show 46% shop monthly , 42% shop rarely , 8% never shop from e-commerce while 4% of customer shop weekly. This also shows the increase of e-commerce in day to day life of people .



Question 2. What device do you use use for online shopping ?

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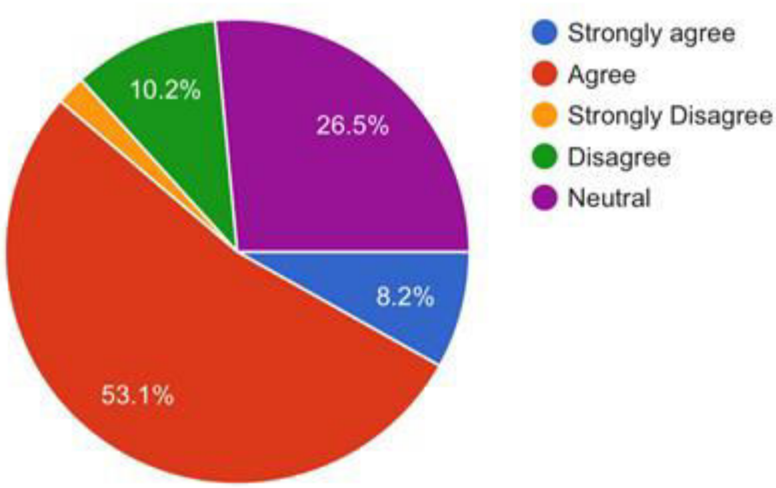
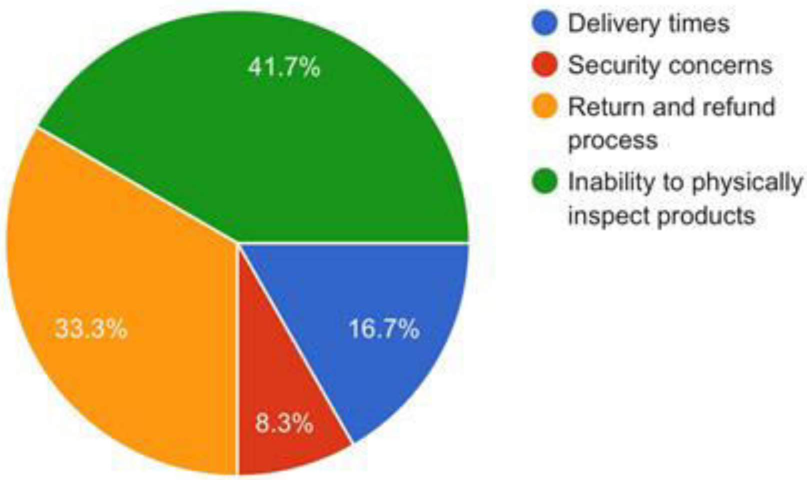
Data Interpretation- Above diagram shows the percent of consumer using different devices while using e-commerce. So , 91.8% customer believe in smartphones to purchase , whereas 6.1% trust laptop and only 2.1% percent be convinced by tablets . Now , this is visible that no customer prefer desktop computer for snapping up anything from e-commerce .



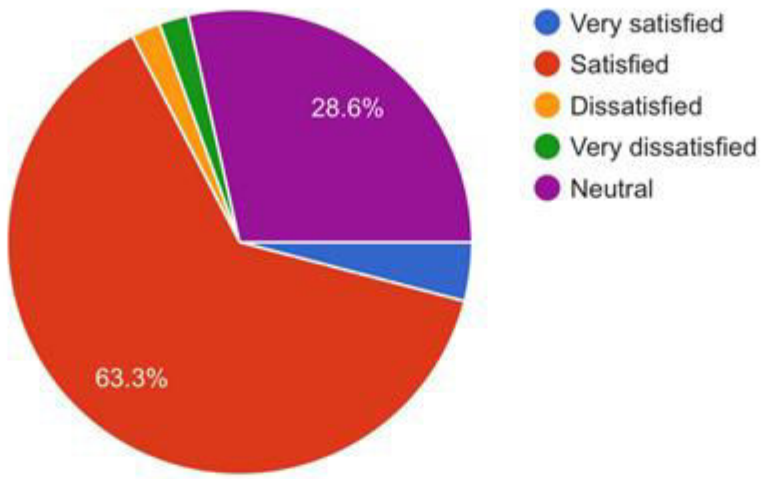
Question 3. Does e-commerce gives better deals as compared to offline mode ?

Data Interpretation- Here , I tried to prove my another objective about the customer thought about getting better deals from which shopping method . This question strive to get best deals to customer only 8.2% strongly agree that e-commerce provides best deals as compared to offline shopping , 53.1% agree with the statement , 26.5% have neutral opinion on getting best deals from both the mode of shopping , 10.2% disagree with the statement , whereas at last only 2% strongly disagree on the statement of the question may be they get better deals while shopping offline.



Question 4. What disadvantage do customer consider when they shop e-commerce?

Data Interpretation- This pie charts shows the disadvantages of choosing e-commerce faced by customer . So , in the above diagram 41.7% consider the inability to physically inspect the product before delivered to them , 33.3% consider refund and return process while making purchase from e-commerce , 16.7% consider delivery time to reach the goods or service to their hands , 8.3% consider security concerns about their personal details .



Question 5. How satisfied customer with the e-commerce ?

Data Interpretation- This shows the satisfaction level of the customer about e-commerce . From the pie chart we can see that 63.3% customer are satisfied with the e-commerce , 28.6% feels neutral about the satisfaction level , 6% are very satisfied with the goods and services provided by e-commerce , 1.1% are dissatisfied with the e-commerce whereas only 1% customer are very dissatisfied with the e-commerce .

FINDINGS

- Customers are aware about e-commerce .
- Customer are satisfied with the goods and services provided by e-commerce .
- Customer consider various aspects while making purchase from e-commerce like refund and return process , delivery time and security concerns etc.
- Customer check all mode of shopping methods to choose best to go with.
- Demographically , 53.1% of respondents are male and the rest 46.9% are female .
- E-commerce affect customer mind somewhere as it shows good deals as compared to other shopping methods .
- Customer are neither positive nor negative about the impact of e-commerce .

LIMITATIONS

1. First limitations of the research is the restricted sample size .
2. This research have restricted location .
3. Also ,, failed to have specific target audience to give their opinion about e-commerce .
4. Create confusion to the reader as this topic have been researched by other researchers previously .

CONCLUSION

In conclusion we found that consumers are well aware e-commerce platforms.
And give more preference to e-commerce platforms effectively. Key findings include increased convenience, expanded product choices, altered shopping behavior, and a shift towards online reviews and recommendations. According to the research we get to know that e-commerce platforms provide consumers with the convenience of shopping from anywhere at any time, leading to increased satisfaction and repeat purchases.

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A STUDY ON CONSUMER ATTITUDE AND PERCEPTION TOWARDSGOLD LOAN WITH REFERENCE TO KHAR WEST

Krishna Mourya
(Student), Chetana's Self – Financing Courses

ABSTRACT

This research paper is an empirical presentation of a study on consumer attitude and perception towards gold loan with reference khar west. At present in India, Gold loans can be availed from co- operative banks, public sector banks, private sector banks and other private lenders. Some banks, however, offer it only in certain regions, while private lenders process the loan in less than a couple of hours, some co-operative and public sector banks may issue the loan within a day. Some companies fall under the category of Non-Banking Financial Company (NBFCs) of the RBI guidelines. The present paper identifies the various factors which are considered by borrowers while availing the gold loan. The study also identifies the various demographic factors like gender, age, income level, and educational background of the borrowers which have an impact in opting financial institutions and NBFC's for availing gold loan. The gold loans have appeared as mostly use as quick & short-term capital. Gold loans were preferred more than traditional personal loans due to less procedures, fast disbursement and easy EMI (Equated Monthly Installment). The study shows that the respondents preferred gold loans from the banks, NBFCs and most of the respondents use the fund for their consumption smoothing. Finally this paper warns that a person should go for the gold loans only if he is confident enough to repay his money otherwise it is not your cup of tea.

Keywords: Consumer Attitude, Consumer Perception, NBFC's, Public Sector Bank.

INTRODUCTION

In India maximum population rely on agriculture and the crop production is done either once or twice and this is the earning for whole year so they secure excess money by investing them in gold and silver. While private lenders process the loan in less than a couple of hours, some cooperative and publicsector banks may take up to a day to issue the loan. The ease of transaction partly off sets the interest that gold lenders charge, which is higher than that levied by commercial banks. State Bank of India, the nation's largest lender, charges 13.5% per annum on gold loans. At Manappuram and Muthoot, depending upon the loan to value of the gold, the rates vary between 12 per cent and 24 per cent. Local money lenders charge 36 per cent on average for gold loans. The scenario changed with the entrance of organized sector players such as banks and Non-Banking Finance Companies (NBFCs).

Gold loans have become a basis for creation of new financial products such as loans for purchase of gold wherein gold is purchased on the date of loan and held as a pledge until the equated monthly installments are paid. The present paper tries to gain an understanding about the Indian gold loan market and also tries to know the attitude of the customers towards the gold loans. The paper utilizes both primary and secondary sources for collecting the data. To know the attitude of the customers, information has been collected from 80 respondents. India is the biggest markets for gold and gold loan. Indian households have an emotional attachment and use the gold they own, which is usually in the form of jewelry or bars.

Khar west, Mumbai, India.

According to the World Gold Council, India accounts for 10 percent of world's total gold stock, ofwhich rural India accounts for 65 per cent of the total gold stock. Gold jewelry provides immense consumer satisfaction and also serves as an appreciating asset-a rare, socially valuable combination. There has been a high demand for gold in India, irrespective of prices. During 2001-18, the annual demand or gold remained relatively stable at around 700 to 900 tones despite constant rise in prices during the last ten years. Though gold is a highly liquid asset, it was not until recently that consumers leveraged it effectively to meet their liquidity needs. Compared with the rest of the world, in India the gold loan market is a big business. Based on the elaborate conceptual discussion this study aims to analyze the Consumer attitude and perception towards gold loan offered by scheduled commercial banks in India,the study is focused on one of the city in Mumbai i.e. Beawar.

Gold loan is a simple modification of the age-old practice by money lenders and has been institutionalized by the banks now. In this loan, one has to deposit the household gold in the form of jewelry with the bank or financing agency and get a loan up to 60 per cent of the gold deposited. The gold loan companies have emerged as substantial contributors to the Indian economic growth by supplementing the efforts of banks and other financial institution. Gold loan companies are widely dispersed across the country and their management exhibits varied degree of professionalism.

Gold Loan Companies

The gold companies give loan against gold. Many nationalized banks private banks and other financial companies offer this loan at attractive rate. Loan against gold is the best option as goldornament and jewellery earn no income when they are left idle at home or in lockers. The gold loan company in India stands out as an example of the strides made by country in its march towards economic self reliance. The gold loan companies are spreading to and fro throughout the country as it provides timely credit to the consumer's uniqueness of gold loan.

- It doesn't demand any salary certificate
- Unemployed and nonworking can go for gold loan
- Low rate of interest 14% onwards.
- In rural area agricultural loan against gold is available at nominal rate of interest of 7% to 8%.
- It is simple and convenient because here we pledge gold and get up to 80% of market value of gold as loan. It takes very few minutes for processing gold loan. For immediate help some charges are associated:

▪ Processing fees
▪ Valuation charges
▪ Late payment penalty
▪ Prepayment penalty

Player In Gold Loan Market

The major players in organized gold loan market in India are Commercial Co-operative banks and NBFC's. In addition there is large unorganized gold loan market. There is no official estimate in the size of the market which is marked by the pressure of pawnbroker, money lender and landlords operatingat local level.

The demand for financial assistance can arise for anyone; simply the reasons might differ from person to person. The process of borrowing and lending is intricate; the individual who is borrowing wants the money without any hassle, and the individual or institution lending it wants guarantees the about repayment. Here borrowing directly relates to the Loans taken. *The term Loan is defined a debt evidenced by a note which specifies, among other things, the principal amount, interest rate and date of repayment 1.* There are various types of Loans available in the market. But at thetime of financial need a person looks for immediate and hassle-free liquidity or monetary assistance from near and dear ones or for any financial Loan lenders in the market for borrowing. For those borrowers, the immediate Loan form can be a Personal Loan or a Gold Loan. Traditionally, both the Loans were available and dominated by unorganized Loan Lenders. A Personal Loan is given by Pawn broker and moneylender and Gold Loan from jewelers as well as pawn brokers. Since 1991, owing to the entry of various Banks and Non-Banking, Financial Companies (NBFCs) in the Personal Loan segment has changed the Personal Loan provision scenario. The professional employed person prefers to take a Personal Loan from Public or Private Banks and avoid borrowings from the local Pawn broker. Today the borrowers are influenced by buying decision for Personal Loan as well as

Gold Loan. The decision-making is determined by profiles depends upon buyers- characteristics which include social, culture, lifestyle, roles and status. It also depends upon the personal factors like Income, Age, Education Loan Borrowers, as lenders have started offering a comprehensive range of Personal Loans. At the same time, post 2008, Gold Loans has emerged as organized financial solutions that can be adapted to suit the changing needs and circumstances. In this context the researcher had made an attempt to do comparative study of Consumer Behavior toward Personal Loan and Gold Loan whether by Organized or Unorganized Loan Lenders.

REVIEW OF LITERATURE

- Have given the overview of growing gold demands They highlighted various aspects of Gold Loan from traditional pawn broker to shifting of Gold Loan to NBFC They also explained the emerging importance of the Gold Loan to the borrowers as well as lender due to its movement from traditional lenders to organized lenders They also explain the important factors like the rise in borrowing costs due to removal of agricultural sector status on Loans NBFCs are growing through Gold Loan compare to organize banks. It has become the effective means of meeting the demand for Micro-finance in India. (shrein & churiwal, 2012)
- Has discussed that the organized Gold Loan market has grown tremendously over a period of time, owing to the changing consumer Perception about Gold Loan and rising Loan requirements. The Perception of

consumers towards Gold Loan has changed drastically. The author has discussed the Changing consumer Perception and rising Loan requirement of consumers. He has pointed out the growing demand of rising Loan requirement. (Dnyanesh Nair, 2012)

- Has been stated that the Banks and NBFCs have started attracting the borrowers by providing Loans against the pledge of gold jewelry. The jewelry is weighed and its purity is certified by organized Financial Institution gold smith. The value of gold is decided as per the extant market price. The interest rate will be same as applied to Personal Loan, but some institutions aregiving attractive interest rate on gold pledged. The provision of the gold Control Act is also taken into consideration. The borrowers are required to repay the Loan in monthly installments. The book's covered appropriate and complete information on Gold Loan and Personal Loan. (Indian Institute of Banking and Finance, 2010)
- He stated that the Organized Gold Loan segment is potentially a vehicle for social transformation. Gold Loan must be made a part of this process. In rural areas, lack of access to bank, poor invest in gold. The distress faced by Indian's Farmers needs to move on multiple fronts in extending timely credit to the rural masses. The author has presented and analysed the distress and lack of access to banks in rural areas. (Nandakumar, 2010)
- He explained that how the Reserve Bank of India (RBI)has raised the Loan-to-value (LTV) ratio of the Non-Banking, Finance Companies lending money against gold to 75 per cent from 60 per cent earlier, so as to facilitate the monetization of idle gold, according to a notification by RBI. The norms are expected to bolster the Loan books growth of the Gold Loan companies. The central banks said this is in view of the moderation in the growth of Gold Loan portfolios of NBFCs in the recent past.RBI had brought the permissible LTV ratio to 60 per cent in March 2012 though it had hinted that it may relax this rule. The author has dealt with the important aspect of Gold Loan, i.e. LTV ration for the NBFCs and its importance in monetization. (Verma, 2012)
- KUB Rao Committee report on gold-Working group-p45, suggested that the three-pronged strategy demand reduction, supply management and monetization of gold stocks --to deal with the rising gold's importance. The Committee suggested that introduction of gold-linked financial instruments, gold, bonds and tax incentives on instruments that can impound idle gold .Creation of an alternative asset class that may provide returns compared to return on investment in physical gold with similar flexibility is important it said. Gold import is the second major contributor to the CAD after oil. Gold import in April-December stood at USD 38 billion. In 2011- 12 fiscal it was USD 56 billion. The CAD, which is the difference between the inflow and outflow of foreign exchange, widened to a record high of 54 per cent of GDP in the July-September Quarter, Large gold imports, if unchecked, can potentially threaten the external stability and, therefore, there is an unambiguous need to moderate them, RBI report said. (Release of Reserver bank of India's (RBI))
- The chairman of India's largest gold company Muthoot Finance, gave his view on the change in regulation and said, This move by the apex regulatory body will help the cause of financial inclusion and is an acknowledgment of the growing significance of gold financing NBFCs in fuelling micro-economies in the country. This will help the un-banked rural and semi-urban customers get more value against their assets and prevent them from going back the unorganized sector. His statement emphasis on the shifting of consumer from unorganized to Organized Gold Loan. He also pointed out the growing importance of gold financing. (George, 2012)

RESEARCH METHODOLOGY

- **Research Objectives**

This study is descriptive in nature and aims to deepen the understanding of the Indian gold loan market. The study also tries to know the difference between the conventional personal loans and gold loans. Through this study, an attempt is made to know the various purposes for which clients acquire gold loans. Thus, this study is going through with the following objectives:

- To gather knowledge about the Indian gold loan market.
- To find out consumer attitude towards choosing gold loans.
- To know the purposes for availing gold loans by the respondents.

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- **Sampling Design**

A Sample design is a definite plan for obtaining a sample from a given population. The present study refers the sample size limited to 50 due to the cost and the time limitation. The area of the study is Khar west and the methods of data collection are primary as well as secondary method.

- **LIMITATIONS OF THE STUDY**

▪ The study does not cover the entire population of people availing Gold Loan in Khar west, due to limitation of time & resources.

▪ The results need to be generalized with caution & may not be valid for the entire population.

▪ The data collected were totally depending on the respondents' view, which could be bias innature.

▪ Respondent are not interested in filling the questionnaire.

Analysis Demographic Profile

- In this proportion of 45-55 is the highest age of respondents that is 58%. And less than 29 age respondents are 14%. 30-44 age respondents are 14%. Over 55 age respondent are also 14%.
- The gender of the respondents is 28 females that is 56% and 22 Respondents are malethat is 44%.
- The marital status of the respondents is 48 respondents are married that is 96% and 2 respondents are unmarried that is 4%.
- The occupations of the respondents 25 of the respondents are government employees thatare 50%. 9 of the respondents are private employees that are 18%. 9 of the respondentsare farmer / household that is 18%. 6 respondents are self employed that is 12% and 1 is professional that is 2%.
- The education qualification of the respondents is 20 respondents are graduate that is 41%. 11 respondents are secondary that is 23%. 10 respondents are senior secondary that is 20% and 8respondents are post graduate that is 16%.

Interpretation through Tabular Representation

Q1. Have you ever used any one of the below given source of Finance? Tabular Representation

Personal Loan	Loan Against Property	Loan Against Security	Loan Against Insurance Policy	Loan Against Fixed Deposit	Gold loan	Others
21	1	0	1	0	10	0

Data Interpretation

It is observed that among the total respondent's majority of the respondents that 21 which 47% has been taken as a loan for personal reason. 13 respondents have taken loan against property that 29%and 10 respondents have taken gold loan that is 22% and 1 respondent have taken loan against insurance policy that is 2%. This will help the lender to analyze the basic requirement of the respondents as well as additional requirements for the loan taken in the region.

Q2. Are you aware about gold loan? Tabular Representation

Yes	No
50	0

Data Interpretation

As per the study it is observed that 50 respondents that is 100% of the respondents aware about the gold loan in the Khar west. This shows that according to the study most of the resident in Khar west aware about the gold loan.

Q3. How did you get the information about gold loan ? Tabular Representation

Advertisements	Friends and Colleagues	Internet	Family and Relatives	others
31	20	10	11	0

Data Interpretation

It is observed that 31 respondents are get information about the gold loan through advertisement that is 43%. 20 of the respondents are get information about the gold loan through friends and colleagues that is 28%. 11

respondents get information through family and friends that is 15% while 10 respondents get information through internet that is 14%.

Q4. Have you taken any gold loan recently from any Institution?Tabular Representation

Yes	No
16	34

Data Interpretation

As per the study 34 respondents has not taken gold loan recently that is 68% of respondents are not taking gold loan recently in this region. 16 respondents have taken gold loan recently in Khar west that is 32%.

Q5. Do you want to take gold loan in future?Tabular Representation

Yes	No
25	25

Data Interpretation

As per the study 25 respondents wants to take gold loan in future that is 50% who will be interested to take gold loan in future also. 25 respondents don't wants to take gold loan in future that is 50% in this region according to the study.

Q6. If yes, from which institution?Tabular Representation

Muthoot fincorp	IIFL gold loan	Banking sector	Others
14	2	10	0

Data Interpretation

According to the study 25 respondents that is 50% who has taken gold loan in which 14 respondents has taken gold loan from Muthoot fincorp that is 54%. 10 respondents have taken gold loan form banking sectors that is 38%. 2 respondents have taken gold loan form IIFL gold loan that is 8%.

Q7. What is the purpose of gold loan?Tabular Representation

Agriculture	Business	Medical	Education	Others
2	7	3	8	2

Data Interpretation

As per the study 8 respondents has taken gold loan for the purpose of education that is 36%. 7 respondents have taken the gold loan for the purpose of business that is 32%. 3 respondents have taken gold loan for the purpose of medical that is 14%. 2 respondents has taken gold loan for the purpose of agriculture that is 9% and in other 1 respondent has taken gold loan for the purpose of daughter's marriage and the other 1 has taken gold loan for the purpose of house construction.

Q8. Have you faced any problem while taking gold loan?Tabular Representation

Yes	No
5	12

Data Interpretation

As per the study 12 respondents have not faced any problem while taking gold loan that is 71% and 5 respondents have faced problem while taking gold loan that is 29% in the pali city.

Q9. If yes, Please mention the problem while taking gold loan?Tabular Representation

Delay in Sanctioning of Loan	Delay in Disbursement of loan	Insufficient Loan	High Rate of Interest	Others
1	0	1	3	0

Data Interpretation

As per the study 3 respondents has faced the problem of high rate of interest that is 60%. 1 respondent face the problem of delay in sanctioning of loan that is 20%.1 respondents has faced the problem of insufficient loan that is 20%.

Q10. If you have availed gold loan, what is your repayment mode? Tabular Representation

Lump Sum	Easy Installment	Cash Payment
2	4	11

Data Interpretation

As per the study 11 respondent's repayment mode is cash payment that is 65%. The mode of repayment of gold loan 4 respondent's is Easy installments that are 23% and the 2 respondent's repayment mode is lump sum that is 12%.

Q11. Are you satisfied by transparency in operations maintained by institution? Tabular Representation

Satisfied	Not satisfied
13	4

Data Interpretation

As per the study 13 respondents are satisfied with the transparency in operations of institution that is 76%. 4 respondents are not satisfied with the transparency in the operations of institution that is 24%.

CONCLUSION

For borrowers, gold loans have emerged as one of the best means of raising quick, short-term capital. Gold loans were preferred over conventional personal loans due to less procedures, fast disbursement and easy installments. The study shows that the respondents preferred gold loans from the banks, and most of the respondents use the fund for their consumption smoothing. To the end it's a friendly warning to all, please go for the gold loans only if you are confident enough to repay in future, otherwise it is not your cup of tea.

This study identifies that Muthoot Finance Ltd. has a very strong position in the gold loan market when compared with other loan providers in the same segment. The study also identifies the various demographic factors like gender, age, income level, educational background of the borrowers which havean impact in opting Muthoot Finance for availing gold loan.

SUGGESTIONS AND RECOMMENDATIONS

For borrowers, gold loans have emerged as one of the best means of raising quick, short-term capital. Gold loans have preferred over conventional personal loans due to less procedures, fast disbursement and easy installments. The study shows that the respondents preferred gold loans from the banks, and most of the respondents use the fund for their consumption smoothing. According to the study so many people of the Khar west can not avail gold loan so target those people to expand their business.

SCOPE FOR FURTHER RESEARCH

- The analysis was not done on a big population. The scope of it can be that an individual canresearch on a big population and find the analysis out of it.
- The study was confined in the limitation of Khar west city. It can be done in the overallgeographical area.

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A STUDY ON UNDERSTANDING FINANCIAL CHALLENGES FACED BY STARTUPS IN INDIA

Mangesh Kelaskar and Kiran Surnar
Student, Chetana's Self- Financing Courses

ABSTRACT
Startups in India play a crucial role in driving innovation, economic growth, and employment opportunities. However, despite their potential, many startups face significant financial challenges that hinder their growth and sustainability. This research paper aims to explore and analyze the various financial problems encountered by startups in India. Through a comprehensive review of existing literature, case studies, and interviews with startup founders and industry experts, this paper identifies common financial hurdles faced by startups, including limited access to funding, high operational costs, regulatory barriers, and difficulties in revenue generation. Additionally, the paper examines potential solutions and strategies to mitigate these challenges, such as alternative financing options, government support programs, and improved financial management practices. By gaining insights into the financial constraints faced by startups, policymakers, investors, and entrepreneurs can develop targeted interventions and initiatives to foster a more.

INTRODUCTION
Startups are vital drivers of economic growth, innovation, and job creation in India. However, despite the significant potential they hold, startups often encounter various financial obstacles that impede their progress and sustainability. Understanding these challenges is essential for policymakers, investors, and entrepreneurs to formulate effective strategies and policies that support the startup ecosystem's growth. This research paper aims to delve into the financial problems faced by startups in India, offering insights into their causes, impacts, and potential solutions.

Financial problems faced by startups in India

Introduction to Startup Ecosystem in India: Provide an overview of the startup landscape in India, including its growth, government initiatives, and major sectors.

Financial Challenges Faced by Startups: Discuss common financial challenges faced by startups, such as access to funding, cash flow management, and high operational costs.

Funding Options: Explore various funding options available to startups in India, including venture capital, angel investment, crowd funding, and government schemes.

Challenges in Accessing Funding: Highlight the difficulties startups encounter in securing funding, such as stringent eligibility criteria, lack of collateral, and investor skepticism.

Regulatory and Compliance Burdens: Discuss regulatory challenges faced by startups, including complex tax laws, bureaucratic red tape, and compliance requirements.

Impact of Economic Factors: Analyze how economic factors such as inflation, exchange rate fluctuations, and economic downturns affect the financial health of startups.

Keywords: Startups, Financial Challenges, India, Funding, Operational Costs, Regulatory Barriers, Revenue Generation, Solutions.

OBJECTIVES
1. To Identify key financial challenges for start-ups and young entrepreneurs in India.
2. To Analyse the impact of limited access to capital and funding on their growth.
3. To Examine government policies' role in hindering or facilitating financial success**.**

REVIEW OF LITERATURE
Prakash, Goyal (2011) Researchers discuss many causes including: Successful entrepreneurs have a lot to offer: education, support from family members, success stories from family and friends, etc. They also face numerous problems, such as family responsibilities, lack of selfconfidence, and old and outdated societal ideas that discourage women from marrying. I'm starting a company. A plan to promote women's entrepreneurship was also launched.

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B.V. Naidu (2017), "Challenges and results, how "The Indian startup ecosystem thrived in

2017." Pros and Cons Incubators, accelerators and technology are growing rapidly. benefits, high state support, low staffing levels; Impact of GST on Entrepreneurs etc.

According to the article "Challenges and Opportunities" 'Indian Startups' was published in the Financial Express in January February 27, 2017 the Indian government is leaving no stone unturned Provide the best growth opportunities to startups, Shine on the market

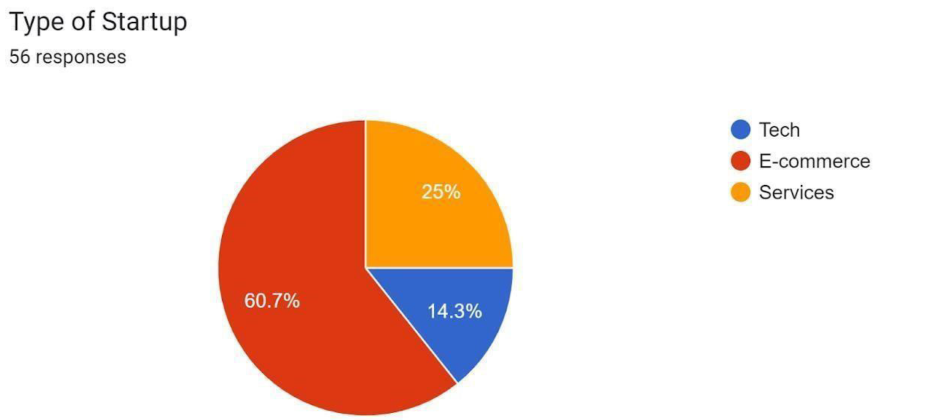
Research Methodology: This study is based upon a Primary data &

Secondary data.

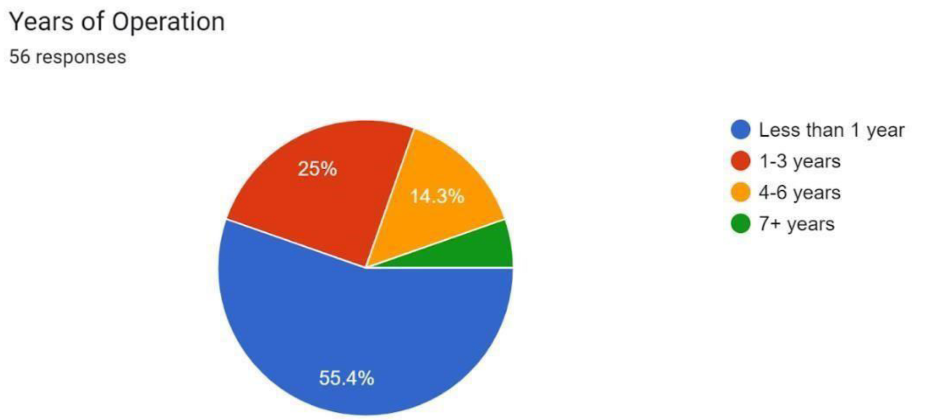
The Primary data is collected by conducting a questionnaire method by using a simple random sampling method, in that total 20 questions were asked to the respondents and the Secondary Data is collected by websites and some research paper.This research paper employs a mixedmethods approach, combining qualitative and quantitative research methods. Qualitative data collection methods include semi-structured interviews with startup founders, industry experts, and policymakers to gather insights into their experiences and perspectives regarding financial challenges faced by startups in India. Quantitative analysis involves the review and analysis of relevant statistical data, case studies, and secondary sources to complement the qualitative.

DATA ANALYSIS AND INTERPRETATION:

1. Type of startup



2. Years of operation



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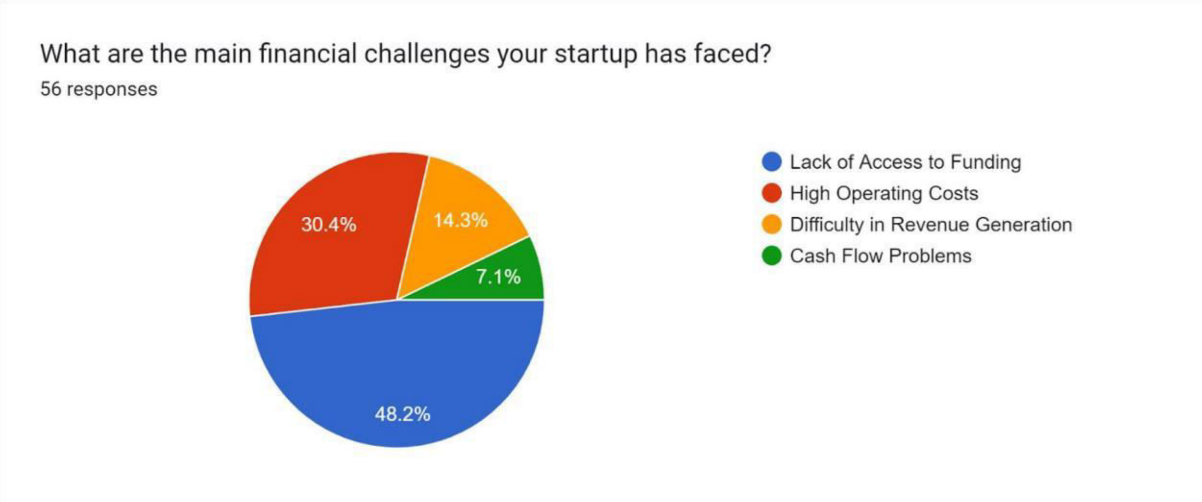
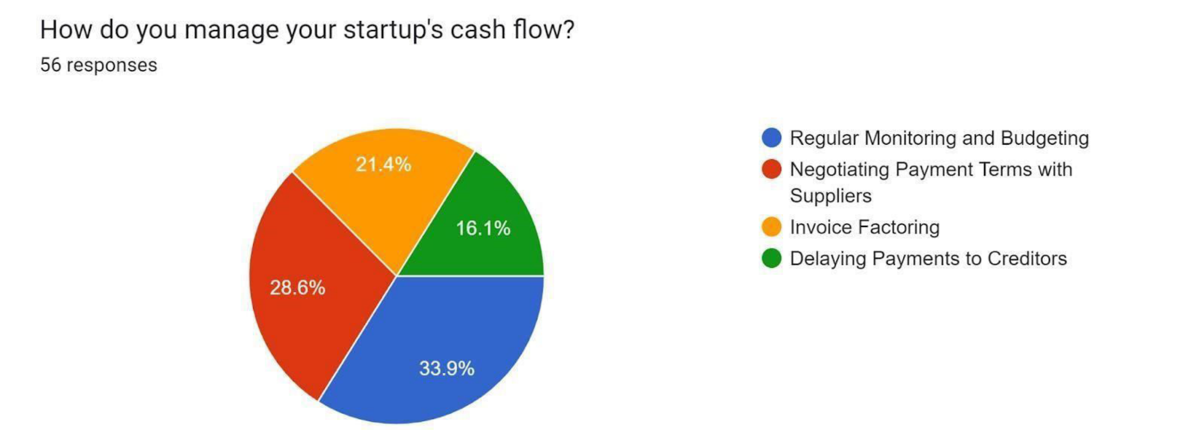
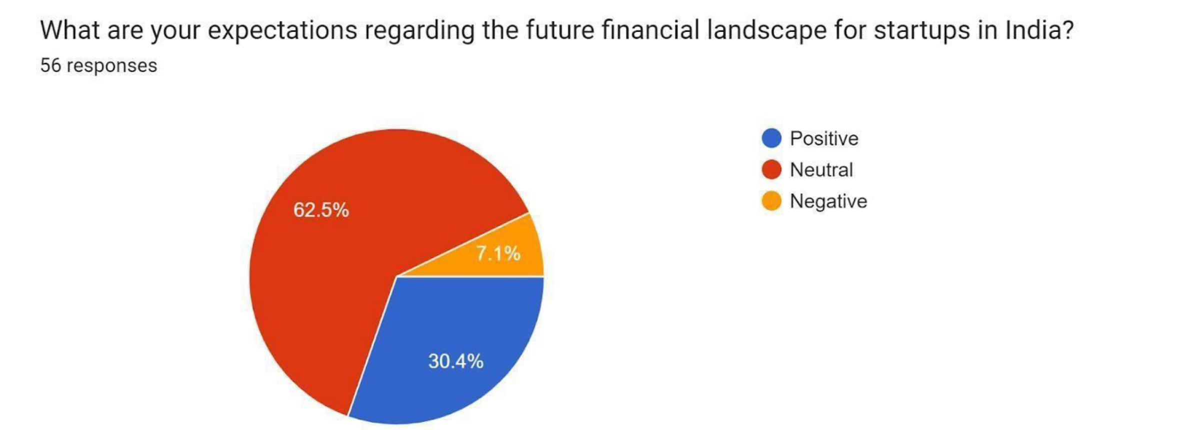
3. What are the main financial challenges your startup has faced?



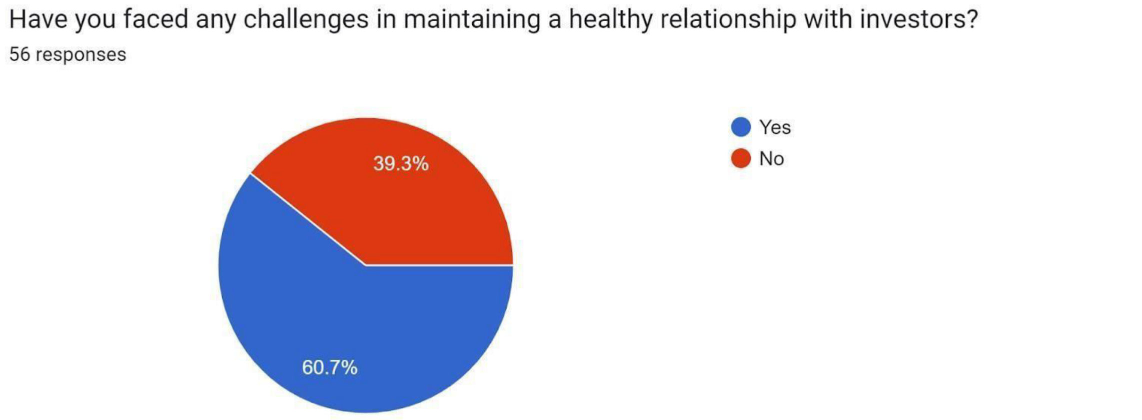
4. How do you manage your startup's cash flow?



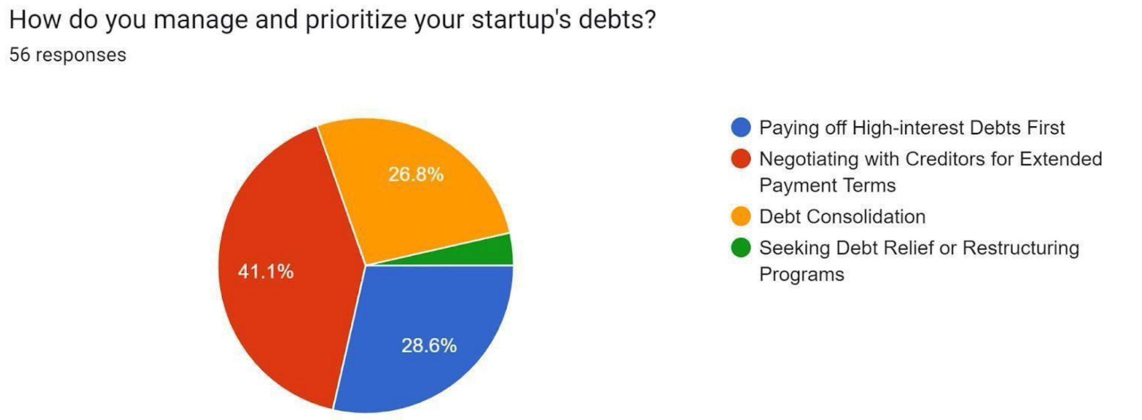
5. What are your expectations regarding the future financial landscape for startups in India?



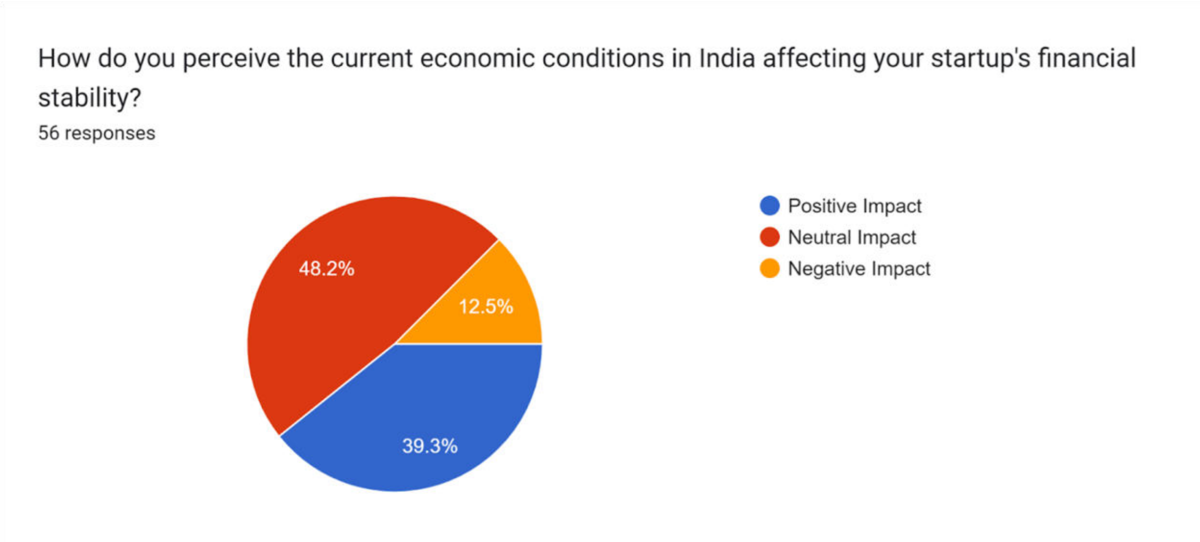
6. Have you faced any challenges in maintaining a healthy relationship with investors?



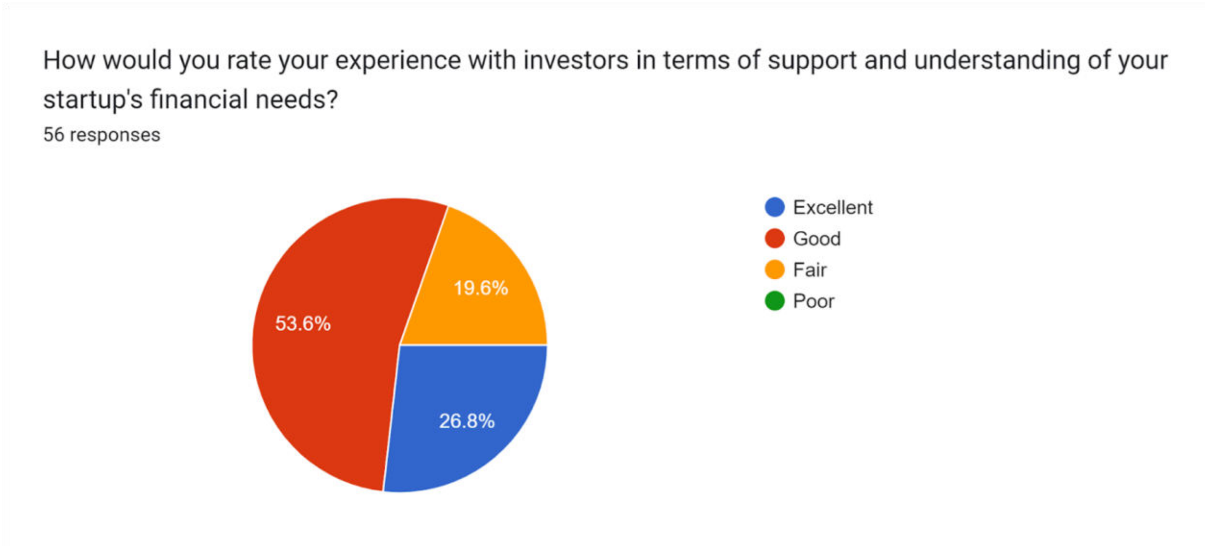
7. How do you manage and prioritize your startup's debts?



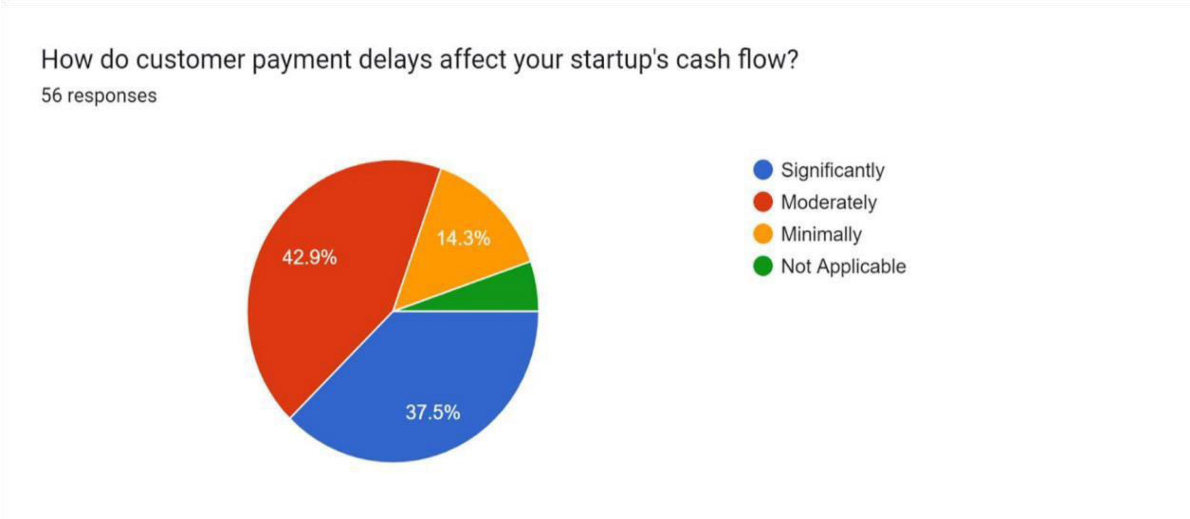
8. How do you perceive the current economic conditions in India affecting your startup's financial stability?



9. How would you rate your experience with investors in terms of support and understanding of your startup's financial needs?



10. How do customer payment delays affect your startup's cash flow?



FINDINGS

Based on the analysis of qualitative and quantitative data, this section presents the key findings regarding the financial problems faced by startups in India. It discusses the primary challenges identified, such as limited access to funding, high operational costs, regulatory barriers, and difficulties in revenue generation. Furthermore, the section explores the implications of these challenges on startup growth, innovation, and sustainability, highlighting the need for targeted interventions and solutions .

CONCLUSION

In conclusion, this research paper provides valuable insights into the financial challenges confronting startups in India. By understanding the root causes and implications of these challenges, stakeholders can develop effective strategies and policies to support startup growth and foster innovation. Addressing financial constraints requires a collaborative effort from policymakers, investors, industry stakeholders, and entrepreneurs to create a more conducive environment for startups to thrive and contribute to India's economic development

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A STUDY ON ADOPTION OF E-BANKING SERVICES IN INDIA

Mansi Upare[1] and Chetna Khadye[2]
[1,2]Student, Department: Baf, Chetana's Self – Financing Courses, Mumbai, Maharashtra
uparemansi@gmail.com and chetnakhadye@gmail.com

ABSTRACT
This research paper explores the adoption of E-banking services in India. With the rapid growth of the internet and mobile technologies, E-banking has become an increasingly popular choice for banking transactions. The study aims to understand the factors influencing the adoption of E-banking services among Indian consumers. It investigates the role of demographic variables, technological factors, and perceived benefits and risks in influencing the adoption behavior. The research employs a quantitative approach, using survey data collected from a sample of Indian consumers. The findings reveal key insights into the adoption patterns and preferences of E-banking services in India, providing valuable implications for banks and policymakers to enhance the adoption rate and usage of E-banking services.

INTRODUCTION
The rapid pace of change in the world is largely driven by innovation, which has permeated nearly every aspect of our lives. This is evident in the increasing adoption of information technology both at home and in the workplace. In India, there's a notable shift towards internet banking, with services like ATM and online transactions gaining popularity. However, customers demand simplicity in internet banking, prompting the banking sector to align itself with technological advancements. E-banking, encompassing services delivered through electronic channels like phones and the internet, continues to evolve, offering efficient payment and accounting systems, thus speeding up service delivery. Government initiatives such as the IT Act, 2000, granting legal recognition to electronic transactions, and efforts by the Reserve Bank of India (RBI) to regulate the technological sector, have facilitated the growth of e-banking in India. Businesses are increasingly reliant on innovation to efficiently deliver services to customers at lower costs. Self-service technologies like ATMs and ticket vending machines play a crucial role in this, enhancing both business operations and customer experience. However, companies must consider customer perceptions before fully embracing such technology over traditional service models.

MEANING OF E-BANKING:
In India, e-banking refers to the electronic banking services provided by financial institutions to their customers through various digital channels such as the internet, mobile phones, ATMs, and other electronic devices. E-banking enables customers to perform various banking transactions and activities remotely without physically visiting a bank branch. These transactions may include account balance inquiries, fund transfers, bill payments, online shopping, applying for loans, and various other financial services. E-banking in India has seen significant growth with the increasing adoption of internet and mobile technologies, as well as government initiatives such as Digital India and efforts by the Reserve Bank of India (RBI) to promote digital transactions and financial inclusion. Major banks in India offer e-banking services through secure online platforms and mobile banking apps, providing customers with convenience, accessibility, and efficiency in managing their finances. However, ensuring cybersecurity and protecting customer data remain key challenges in the e-banking ecosystem.

Difference between Traditional Banking & Electronic Banking:-

Traditional Banking	Electronic Banking
Clients prepare a cheque.	Client log onto Bank website
He goes to the Bank.	Keys in the user name & password.
Deposit cheque in the Bank.	Gives instructions online.

Evolution of E-Banking
Electronic banking was originated in the UK and US in the 1920s. It became undeniably famous throughout the 1960s thanks to the electronic asset movements and the Master-card card. The idea of online banking emerged in Europe and the United States in the early 1980s. It is estimated that about 40% of banking alternatives can be done online.

E-BANKING IN INDIA
In India e-banking is of really late starting. The commonplace version for banking has skilled department banking. Simply within the mid Nineteen Nineties there has been starting of non- department

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banking administration Beyond guide frameworks on which Indian Banking depended on for quite a long term appear to have no spot today. Credit for E-Banking in India will go to ICICI Bank. Citibank and HDFC bank joined the e-banking regulators in 1999. Several initiatives have been taken by the Indian authorities just because the reserve bank is working to improve electronic banking in India.The Indian authorities have agreed to the Computer Act 2000 effective October 17, 2000, which legally recognizes digital exchanges and proprietary strategies for technical businesses number. The Reserve Financial Institution is constantly checking and reviewing the legal and various prerequisites of cash clearing to ensure that online banking can create strong trails and problems. Problems related to online banking cannot be a threat to monetary stability. A trendy committee chaired by Dr. C. Chakrabarty and individuals from IIT, IIM, IDRBT, Banks and Reserve Banks organized the "Imagine and Scientific Computing Profile 201117", For Financial Institutions and Reserve Banks provides an illustrated guide to improving the use of IT in the money sector to comply with the imperatives of increasing competition, commercial banks of India. Degrees have gained momentum and electronic banking is certainly one of them. Competition is especially stiff for public banks, as recently established private banks and other banks are often the pioneers in the adoption of e-banking. Indian banks provide their customers with the following e-banking elements and management: Automated Teller Machines (ATMs)

❖ Internet Banking

❖ Mobile Banking

❖ Phone Banking

❖ Tele Banking

❖ Electronic Clearing Services

❖ Electronic Clearing Cards

❖ Smart Cards

The three expansive offices that e-banking offers are:

❖ Comfort-whole your banking whenever the timing is ideal inside the solace of your house. ❖ No more Qs-there's any lines at an internet financial institution.

❖ 24x7 administration financial institution online administrations are given 24 hours each day, 7 days according to week and fifty two weeks per year.

Benefits of E-Banking:
E-banking, or electronic banking, offers numerous benefits in India, transforming the way banking services are accessed and utilized. Some of the key benefits include:

- **Convenience:** E-banking allows customers to perform banking transactions anytime, anywhere, without the need to visit a physical branch. This convenience is particularly valuable in a country as vast as India, where access to traditional banking services can be limited in rural areas.
- **Accessibility:** E-banking services can be accessed through various electronic channels such as the internet, mobile phones, and ATMs. This accessibility ensures that a wide range of customers, including those in remote areas, can avail banking services with ease.
- **Cost-effectiveness:** E-banking reduces the need for physical infrastructure and personnel, leading to cost savings for both banks and customers. Transactions conducted electronically are typically less expensive compared to those conducted through traditional channels.
- **Efficiency:** Electronic transactions are processed much faster than traditional paper-based transactions, leading to quicker turnaround times for banking services such as fund transfers, bill payments, and account inquiries.
- **Enhanced security:** E-banking platforms employ robust security measures such as encryption, authentication mechanisms, and transaction monitoring to safeguard customer information and prevent fraud. This enhances the security of financial transactions compared to traditional methods.

- **Greater transparency:** E-banking provides customers with real-time access to their account information, transaction history, and account statements. This transparency enables customers to monitor their finances more effectively and make informed decisions.
- **Integration with other services:** E-banking platforms often integrate with other financial services such as online shopping, utility bill payments, and investment management, providing customers with a seamless and comprehensive banking experience.
- **Environmental sustainability:** By reducing the need for paper-based transactions and physical documents, e-banking contributes to environmental sustainability by minimizing paper consumption and carbon emissions associated with transportation.

GROWTH OF INTERNET BANKING IN INDIA:

Numerous elements which include cutthroat fee, client guide, and Demographic contemplations are spurring banks to assess their technology and examine their digital exchange and internet banking techniques. Several scientists assume short development in customers utilizing internet banking gadgets and administrations.The test for public banks is to make sure the reserve budget from internet banking innovation greater than stability the costs and risks associated with directing commercial enterprise in the net diverse elements inclusive of cutthroat rate, purchaser help, and Demographic contemplations are spurring banks to assess their era and evaluate their electronic change and net banking strategies. Numerous scientists count on brief improvement in clients using net banking gadgets and administrations. The take a look at for public banks is to ensure the reserve price range from internet banking innovation more than stability the fees and dangers associated with directing commercial enterprise inside.

OBJECTIVES OF STUDY

1. To observe of client notion closer to internet banking offerings of decided on personal area banks.
2. To realize the importance of factors affecting for choosing net banking.
3. To degree the general satisfaction charge for the use of internet banking services.
4. To know which operation mode client choose for diverse utilities.
5. To know motives for not the usage of net banking offerings.

REVIEW OF LITREATURE

S. Kowsalya & Swetha Krishnan & Mridhula, Sowmya A.M (2017) made an investigation to Study the Perception of Customers towards E-Commerce and EPayments. The data has been collected from 100 respondents. Consumers believed that using electronic payments provided them greater freedom to pay their taxes, licences, fees, fines, and purchases whenever they wanted and from any location. Its usage is influenced by a number of factors. Cashless payment system offers protection against theft of paper. E-money and e-payment solutions or systems are adopted for different reasons. In addition to cost reduction, comparisons were made to a number of other benefits, including improved customer service, improved working capital, increased operational efficiencies and, processing efficiencies and enhanced compliance to organizational policies and procedures.

Mamta & Prof. Hariom Tyagi & Dr. Abhishek Shukla (2016) conducted a study on electronic payment systems. In the study it was observed customers believe that Online payments can lead to theft of payments data, personal data and fraud. Therefore, until the use of electronic signatures is widespread, we must use the technology available to guarantee a reasonable minimum level of security. To maintain privacy, customers choose those payment methods which guarantee a higher level of privacy such as Ecash or Net Bill Checks. Those whose priority is security, they use, Smart Cards. Epayment systems can be beneficial to both consumers and service providers.

RESEARCH METHODOLOGY

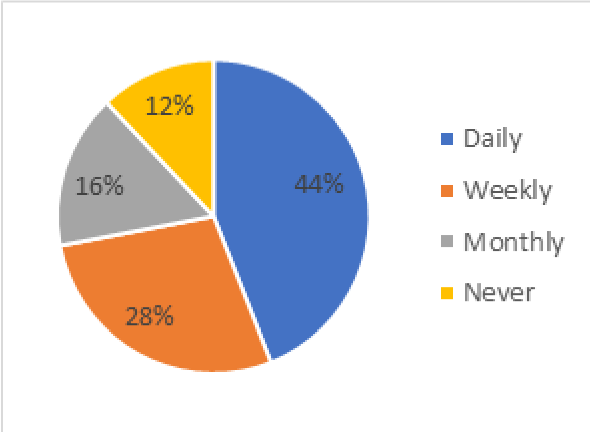
The Research Is on The Basis of Primary and Secondary Data. The Primary Data Was Collected from The Respondents Along with A Set of Almost 6 To 7 Questionnaire. The Collected Data Was Analyzed Using Simple Random Sampling Method. And the Secondary Was Collected from Various Research Paper.

Data Analysis and Interpretations:

Sample Size: 50

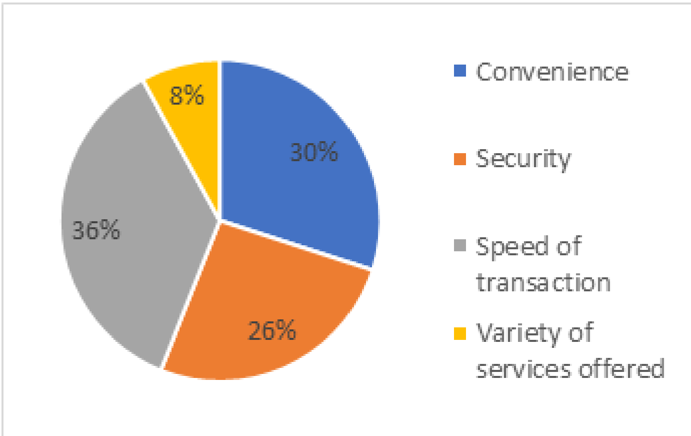
Tool: Word 2016

Question Title 1. How often do you use e-banking services?



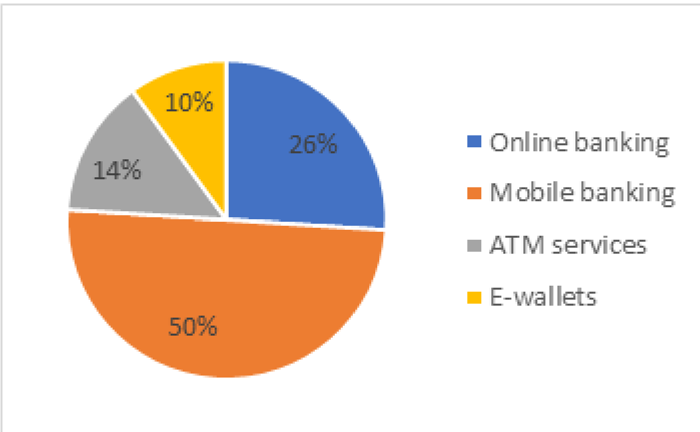
Data Interpretation: The Pie Chart presented above reveals how often people use e-banking services. It shows us that 44% of the respondents are using daily e-banking services, 28% of the respondents uses weekly services, 16% of the respondents uses monthly services & 12% among the respondents had never used e-banking services

Question Title 2. What factors influence your decision to use e-banking services?



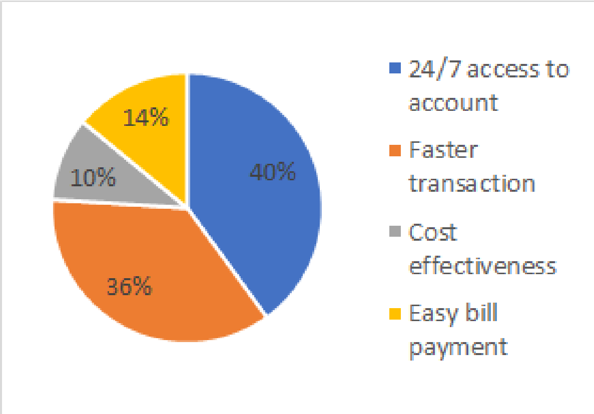
Data Interpretation: This Pie Chart reveals about the factors influence the respondents decision to use e-banking services. It shows 30% respondents are using because of convenience, 26% of the respondents is using because of security, 36% of the respondents are using e-banking services because of speed of transaction in e-banking & 8% of the respondents are using because of variety of services offered.

Question Title 3. Which e-banking services do you use most frequently?



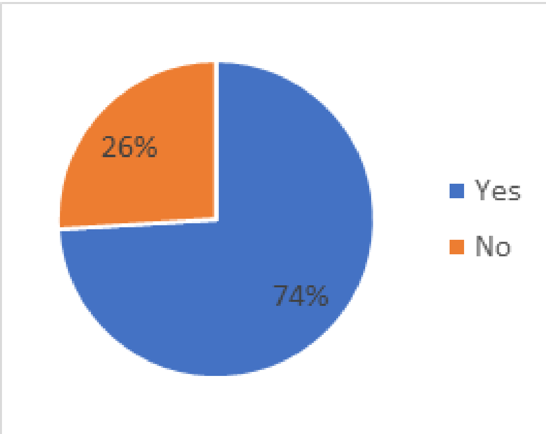
Data Interpretation: The above Pie Chart reveals about the respondents using different e-banking services. It shows 26% of the respondents uses online banking, 50% of the respondents are using mobile banking, 14% are using ATM services & 10% of the respondents are using e-wallets.

Question Title 4. What are the main benefits you perceive in using e-banking services?



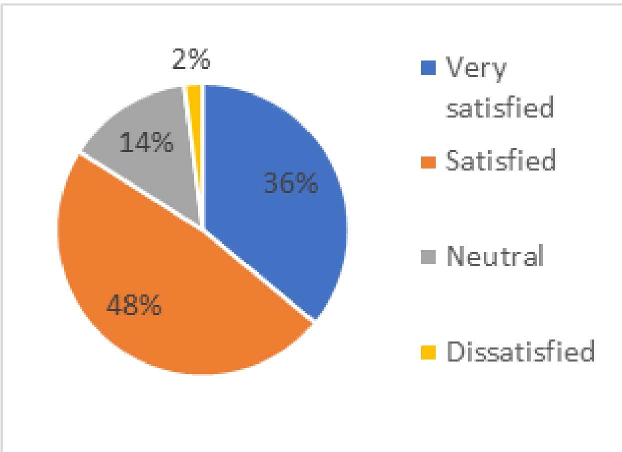
Data Interpretation: The above Pie Chart reveals what benefits people perceive in using e-banking services. It shows 40% of the respondents get benefited by 24/7 access to account, 36% of the respondents gets benefit because of faster transaction, 10% of the respondents gets benefit because of cost effectiveness & lastly 14% of the respondents gets benefit in e-banking because of easy bill payment.

Question Title 5. Have you faced any challenges or concerns while using e-banking services?



Data Interpretation: The above Pie Chart reveals about if respondents had ever faced any challenges or concerns while using e-banking services. 74% of the respondents had faced challenges & 26% among the respondents have didn't faced any challenges or concerns while using e-banking services.

Question Title 6. How satisfied are you with the overall e-banking services available in India?



Data Interpretation: The above Pie Chart reveals about satisfaction of overall e-banking services available in India among the respondents. 36% of the respondents are very satisfied with the available e-banking services. 48% of the respondents are satisfied, 14% of the respondents have neutral satisfaction & 2% of the respondents are dissatisfied with e-banking services available in India.

FINDINGS AND CONCLUSIONS

The study concludes that while there is a positive trend towards the adoption of e-banking in India, there are still challenges that need to be addressed. Improving internet connectivity, enhancing digital literacy, and implementing robust security measures are essential steps to further promote the adoption of e-banking. Additionally, policymakers should continue to focus on creating a favorable regulatory environment to encourage the adoption of e-banking services. The study on the adoption of e-banking in India revealed several key findings. Firstly, there has been a significant increase in the adoption of e-banking services across various demographic segments in the country. Factors such as convenience, accessibility, security, and perceived usefulness were found to be crucial in influencing customers' adoption of e-banking. However, the study also identified several barriers, including lack of awareness, technical skills, and trust in online transactions, particularly in rural areas. Security and privacy concerns, such as fear of fraud and data breaches, were significant factors hindering adoption. The study highlighted the need for awareness campaigns to educate customers about the benefits and safety measures of e-banking, along with enhanced security measures, digital literacy programs, and regulatory support to promote adoption effectively. These findings underscore the importance of continuous innovation and integration of new technologies by banks to enhance user experience and address the evolving needs of customers in the e-banking sector in India.

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AN OVERVIEW ON FINTECH INNOVATION: DRIVING TRANSFORMATION IN FINANCIAL SERVICES

Prathamesh Mukund Mohite[1] and Mayur Raikar[2]
(Student) Chetana's Self – Financing Courses

ABSTRACT

This research paper aims to explore the various aspects of fintech innovation and its transformative impact on the financial services industry. Fintech terms a wide range of technological innovations in finance and has disrupted traditional banking and financial institutions, offering new products, services, and business models. This paper examines key areas of fintech innovation, including payment systems, peer-to-peer lending methods as well as challenges and risks. In This New Era, The Fintech Innovations is Expanding on a large scale, with the increasing competition there are more participants entering the Industry. Through a comprehensive analysis it explores the potential risks, such as cybersecurity threats and data privacy concerns, associated with fintech adoption and proposes strategies to promote responsible innovation and ensure financial stability. The findings contribute to understanding the evolving of financial services in the digital age and navigating the opportunities and challenges of fintech disruption.

INTRODUCTION

Fintech, means financial technology, has become a significant transformation within the financial services industry. Rapid advancements in technology, coupled with changing consumer behaviours and regulatory shifts, have move fintech innovation to the forefront of modern finance. Fintech innovation is not just about creating new financial products or services; it represents a fundamental shift in how financial transactions are conducted, risks are managed, and businesses operate in the digital age. This transformation is driven by a combination of technological breakthroughs and changing consumer expectations. In this paper, we will explore the disruptive potential of fintech innovation across various sectors of the financial services industry, including banking, insurance, investment management, and regulatory compliance.

FINTECH INNOVATIONS IN DIFFERENT SECTORS

Banking:

- **Digital Banking:** Fintech companies have revolutionized banking with digital-first solutions, offering online and mobile banking platforms that provide seamless account management, transaction monitoring, and customer service
- **Peer-to-Peer (P2P) Payments:** Fintech apps like PayPal Cash App have transformed peer-to-peer payments, allowing users to easily send and receive money from friends, family, and businesses using their mobile devices.
- **Biometric Authentication:** Technologies that use biometric data such as fingerprints, facial recognition, or voice recognition to verify and authenticate individuals' identities for access to financial services, account logins, and transactions.

Insurance:

- **Usage-Based Insurance**: Insurance policies that use devices to track policyholders' behaviour (e.g., driving habits, health metrics) and adjust premiums accordingly.
- **Claims Processing Automation**: AI-driven solutions that automate insurance claims processing, reducing paperwork, minimizing fraud, and expediting claim settlements for policyholders.
- **Digital Distribution:** Online platforms and mobile apps that enable insurance companies to sell policies directly to consumers, bypassing traditional insurance agents and brokers.

Real Estate:

- **Real Estate Crowdfunding:** Platforms that enable individuals to invest in real estate projects, properties, or development opportunities through crowdfunding, often offering fractional ownership or rental income opportunities.
- **Online Mortgage Lending:** Fintech platforms that offer online mortgage applications, pre-approval processes, and digital mortgage closings, simplifying the home buying process and reducing paperwork for borrowers

PROS AND CONS OF FINTECH INNOVATIONS

Pros of Fintech Innovations

- **Increased Access to Financial Services:** Fintech has expanded access to financial services, especially for underserved populations who may have limited access to traditional banking services. It has enabled individuals and businesses to access banking, lending, investment, and insurance products more easily and affordably through digital channels.
- **Lower Costs:** Fintech companies often offer financial products and services at lower costs compared to traditional financial institutions. This is due to lower overhead costs, automation of processes, and innovative business models that eliminate intermediaries and streamline operations.
- **Convenience and Efficiency:** Fintech solutions offer greater convenience and efficiency in managing finances, making transactions, and accessing financial information. Digital banking, mobile payments, robo-advisors, and online lending platforms enable users to conduct financial activities anytime, anywhere, with minimal hassle.
- **Improved Customer Experience:** Fintech companies prioritize user experience, offering intuitive interfaces, user-friendly apps, and responsive customer support to enhance the overall customer experience. This focus on customer satisfaction helps build loyalty and trust, driving adoption and retention rates.
- **Innovation and Customization:** Fintech fosters innovation and customization in financial products and services, allowing for the development of tailored solutions that meet the diverse needs and preferences of consumers.

Cons of Fintech Innovations

- **Cybersecurity Risks:** Fintech introduces new cybersecurity risks, including data breaches, identity theft, and fraud, as sensitive financial information is stored, transmitted, and processed digitally. Cyberattacks targeting fintech platforms can lead to financial losses, reputational damage, and compromised customer trust.
- **Privacy Concerns:** Fintech involves the collection and processing of vast amounts of personal and financial data, raising privacy concerns regarding how this data is used, shared, and protected. Fintech companies must implement robust data protection measures and transparency practices to safeguard customer privacy and comply with data protection regulations.
- **Digital Divide:** Despite efforts to promote financial inclusion, fintech adoption may exacerbate the digital divide, as certain segments of the population, such as the elderly, low-income individuals, or those living in rural areas, may lack access to the internet, smartphones, or digital literacy skills required to use fintech services effectively.
- **Regulatory Challenges:** Fintech operates within a complex regulatory environment, with regulations varying across jurisdictions and evolving rapidly in response to technological advancements and market developments.
- **Financial Instability:** Fintech disruption may pose risks to financial stability, particularly if not adequately managed or regulated. Rapid growth of fintech lending platforms, for example, could lead to over-leveraging, credit risks, and market volatility, impacting both borrowers and investors.

OBJECTIVES

1. To Assess the Impact of Fintech Innovation on Traditional Financial Services.
2. To Examine the Challenges and Opportunities of Fintech Innovations.
3. To Investigate Consumer Perceptions and Behaviours Towards Fintech.
4. To Analyse the Impact of Fintech Innovations on Financial sectors.
5. To Identify Key Drivers of Fintech as well as drawbacks.

REVIEW OF LITERATURE

Subbiah and Kumar (2009) in their study "e-banking: A tool for prosperity" indicated that the information technology has revolutionised various aspects of our life. When the business and commerce tend to be on the

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electronic modes, banking can never remain isolated. Hence ecommerce refers to carrying on business transactions electronically, it covers any form of business including banking. Hence, e-banking implies performing basic banking transactions by customers sound the clock globally through electronic media. Modern banks have to be well versed in information technology-its users and applications. E-banking is becoming immensely popular globally and India is no exception to it. The declining Internet rates, falling PCs prices broadband with access through cable and digital subscriber lines, accessing the NET through cable TV etc. would definitely encourage the boom in e-banking in India.

Chauhan (2016) examines the technology development and innovations, Information and communication Technology (ICT) have changes the scenario of the financial services industry in their study "Demographic influences on Technology Adoption Behaviour: A study of Banking Services in India". Now every service has become advanced as well as consumer friendly with the help of innovative ICT development and now, these services and known as electronic (E) finance, E-Banking, E-

Commerce, E-Money, E-trading, E- Insurance, and so forth. This development of ICT has had as enormous effect on the development of the banking industry. Use of technology in the banking sector accelerated after the enactment of the IT Act, 2000 by the Government of India, which provides legal recognition to electronic transactions. Internet/E-banking has emerged as an important factor in the future development of the banking industry and most of the banks are adopting it as a delivery channel and as a strategic tool for business development.

RESEARCH METHODOLOGY

The Research Is on The Basis of Primary and Secondary Data. The Primary Data Was

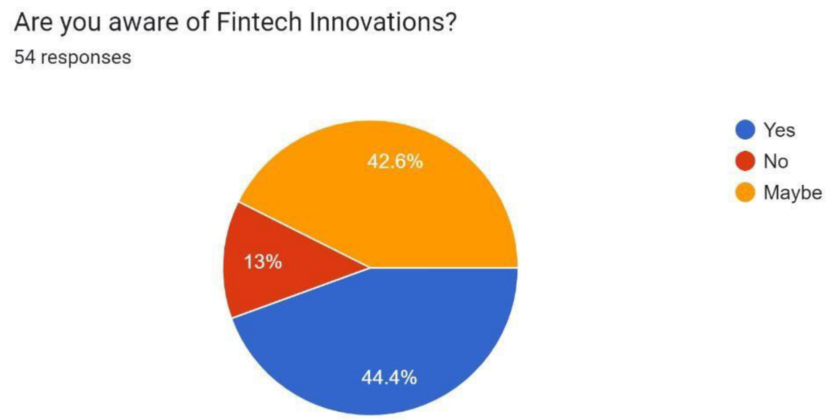
Collected from The Respondents Along with A Set of Almost 6 To 7 Questionnaire. The

Collected Data Was Analysed Using Simple Random Sampling Method. And the Secondary Was Collected from Various Research Paper.

Data Analysis and Interpretations:

Sample Size: 54

1. **Are you aware of Fintech Innovations?**



Data Interpretation:

- This Pie Chart shows that Most of the people are aware of Fintech Innovations in different sectors of the society.
- Only some Portion of people don't know about the fintech innovations due to lack of awareness.
- Therefore, there it seems that people are aware as well as uses fintech innovations in their day to day life.

2. **From which source you come to know the fintech innovations?**

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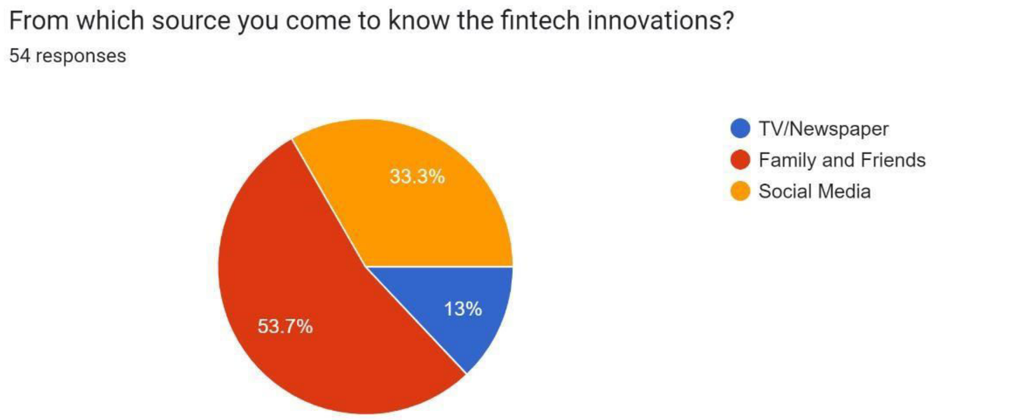
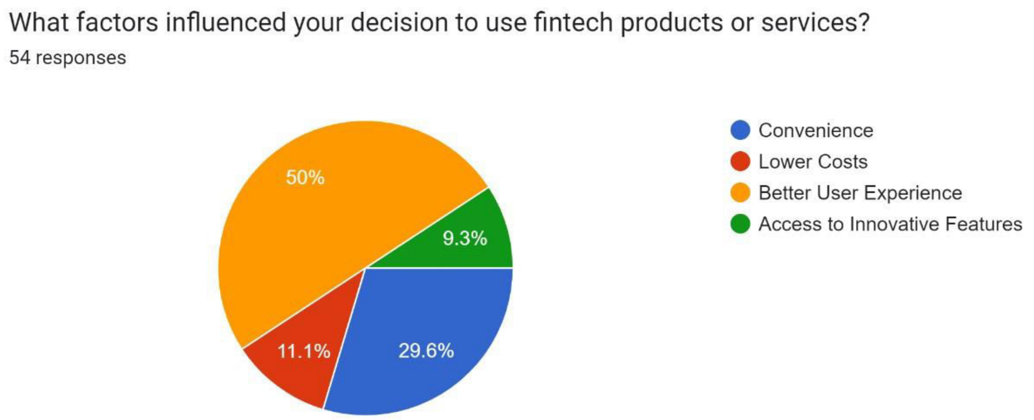


Data Interpretation:

- Majority of the people are aware of the fintech innovations through word of mouth means through Family and Friends.
- Even 33.3% people get to know from social media advertisements which is quite interesting.
- As new generation don't read newspaper or watch TV there are only few people who got to know from those source.

3. **What factors influenced your decision to use fintech products or services?**



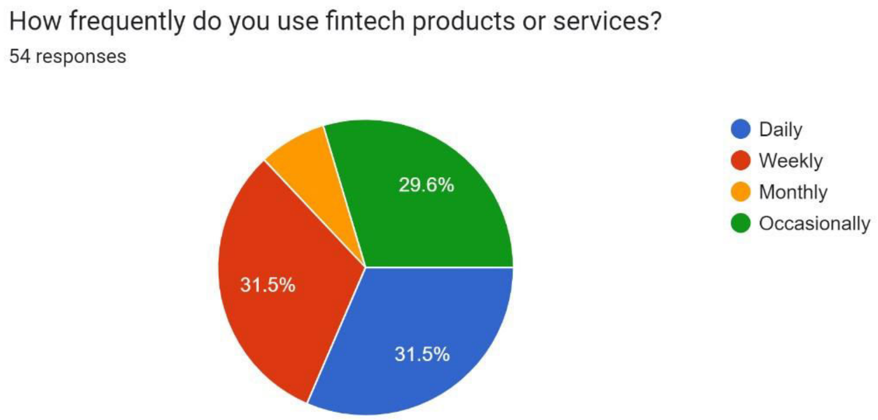
Data Interpretation:

- This chart shows that majority of the people get better user experience while using Fintech Innovations.
- Convenience is the second most factor to influence the decision to use Fintech

Products and Services

- Therefore, a small % of people get influenced by lower cost and access to Innovative Features to use Fintech Innovations.

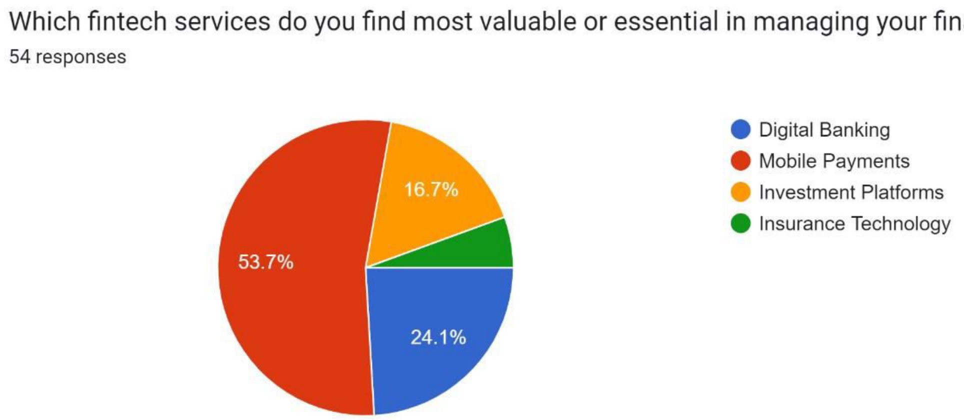
4. How frequently do you use fintech products or services?



Data Interpretation:

- A huge % of people uses Fintech Innovations in daily and weekly as per their convenience.
- Therefore, only few people uses occasionally fintech products and services.

5. Which fintech services do you find most valuable or essential in managing your finances?



Data Interpretation:

- This pie chart shows that majority of the people uses Fintech innovations for their day to day mobile payments which is quiet convenient as well as easy to access.
- Digital Banking process is the second most loved services by the people which add value and essential in managing their finance
- Even people use fintech innovations in investment platforms which leads to smooth and clear access to fintech services.

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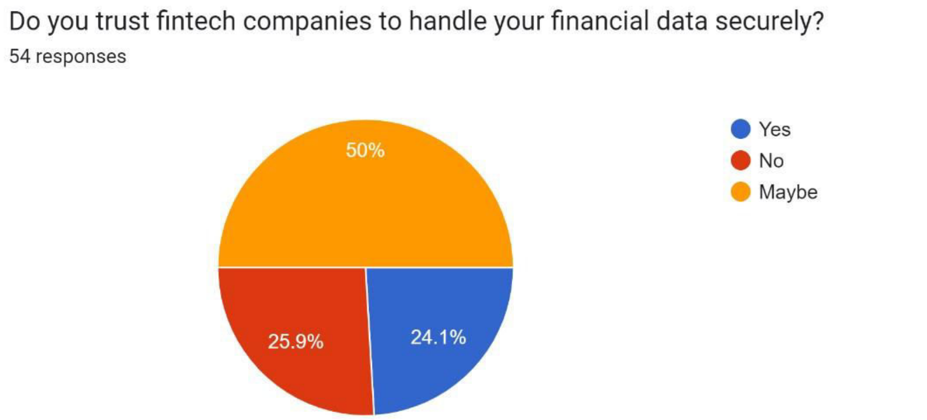
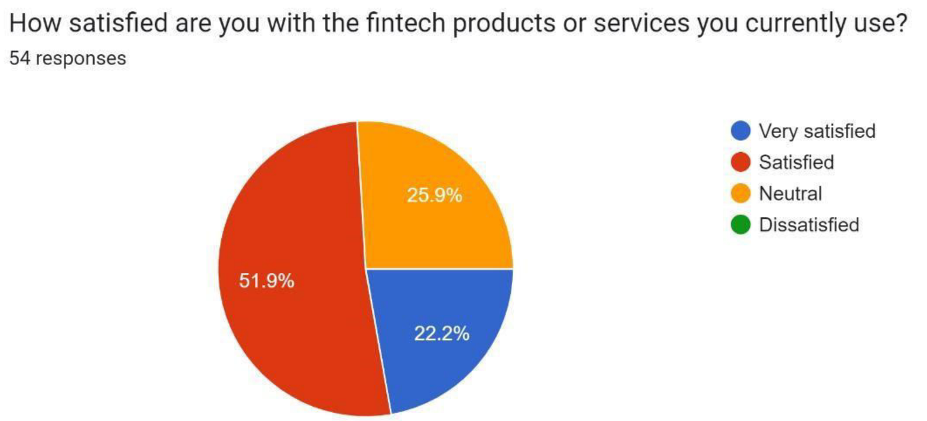
6. Do you trust fintech companies to handle your financial data securely?



Data Interpretation:

- According to this pie chart a huge no. of people are not sure about the security issues arising in Fintech Innovations.
- Thus, There are almost equal no. of people who have trust issues where as who don't while using Fintech Products and services.
- Therefore, security issues as well as data security will be a big and major concern for Fintech Innovation

7. How satisfied are you with the fintech products or services you currently use?



Data Interpretation:

- This Pie chart shows that most of the people are satisfied with the Fintech products and services in the market.
- Therefore, 1/3 of the people still have neutral reaction to the usage of fintech innovations.
- Thus, this indicates that Fintech Innovations should be more user friendly and easy to access everywhere.

FINDINGS &CONCLUSION

On the Basis of The Data Collected We Can Derive A Conclusion That fintech innovations continue to reshape the financial landscape, offering greater convenience, accessibility, and efficiency in financial sectors. However, addressing regulatory challenges and ensuring responsible innovation are essential for the sustainable growth of the fintech industry and the broader financial ecosystem.

Therefore, the data is collected from friends and family as well as research papers which undergoes significant contributions to financial inclusion, efficiency, and customer experience.

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A DESCRIPTIVE STUDY FINTECH INNOVATION AND IMPLICATION ON DIGITAL BANKING AND MOBILE PAYMENT SYSTEM

Mitesh Mohan Ayare and Pratik Shinde
Student, Chetana's Self- Financing Courses s, Department- SYBMS (Finance), Mumbai
miteshayare123@gmail.com and shindepratik0123@gmail.com

ABSTRACT
The framework of digital banking and mobile payment systems has seen a considerable transformation due to the quick development of financial technology, or Fintech. The wide spectrum of Fintech technologies and their effects on the features, usability, and security of mobile payment and digital banking systems are examined in this descriptive study. An overview of major Fintech breakthroughs, including digital wallets, peer-to-peer payment platforms, mobile banking apps, and contactless payment technologies, is given at the outset of the study. It looks at how these developments have affected consumer behaviour, tastes, and expectations with regard to financial services, leading to a move toward user-centered, convenient, and seamless banking experiences.

INTRODUCTION
The summary gives a justification for looking into Fintech technologies and emphasizes how they are revolutionizing mobile payment and digital banking. The goal of the study is to investigate the dynamics of this evolution and its ramifications as technology continues to transform financial services. The scope aims for a broadunderstanding by concentrating on concrete applications within payments and banking. Robust findings are ensured by a combination of qualitative interviews, focus groups, surveys, and secondary data analysis in terms of methodology. The study aims to assist the sustainable growth of financial services, encourage innovation, and inform strategic decisions by exploring the intricacies of Fintech. The combination of technology with finance has created a disruptive force known as Financial Technology, or Fintech, in today's quickly changing financial world. Every aspect of the financial industry has been impacted by fintech developments, which have transformed traditional banking and payment methods and ushered in a new era of digital financial services. It's critical to comprehend the ramifications of these Fintech advances as consumers increasingly rely on digital channels for their banking and payment requirements.In order to understand the complexities of Fintech advances and their significant effects on digital banking and mobile payment systems, this study sets out on a descriptive trip. We hope to understand the fundamental mechanisms influencing Fintech's revolutionary influence on the financial ecosystem by looking at the factors that led to its creation. The main goal of this research is to understand how Fintech technologies can revolutionize the digital banking and mobile payment industries. Through illuminating the forces behind this quickly changing environment and its prospects and obstacles, we hope to arm interested parties with the information they need to successfully negotiate the Fintech frontier. Our ultimate objectives are to support innovation, provide strategic guidance for decision-making, and propel the long-term, sustainable expansion of Fintech-enabled financial services in the digital era. This research goes beyond just technology developments to examine the wider socio-economic effects of Fintech developments. We aim to investigate the ways in which these technologies are influencing market dynamics, regulatory frameworks, and consumer behavior in the context of digital banking and mobile payments. Through an examination of the interactions among technology, regulations, and consumer preferences, our goal is to offer a comprehensive comprehension of the Fintech phenomena. This study's methodology makes use of a multimodal approach to data collecting and analysis. Focus groups offer direct viewpoints from Fintech consumers and stakeholders, while qualitative interviews with industry experts provide insights into new trends and issues. Business and consumer surveys provide quantitative information to support qualitative research conclusions.

Effects of digital payment on trade in global market

- **Increased efficiency:** Digital payments increase flexibility and reduce the time and resources required for traditional banking processes such as issuing loans or waiting for checks to clear. This efficiency facilitates faster transactions, allowing businesses to operate more easily across borders.
- **Broader Market Access:** Digital payment solutions eliminate geographical barriers, making it easier for businesses to reach customers in distant markets. With the help of online payment gateways and platforms, companies can sell their products or services globally without having a physical presence in these markets.

- **Payment Fees:** Digital payments generally have lower fees than traditional payment methods such as wire transfers or international checks. This reduction in cost makes it possible for businesses of all sizes to participate in global trade.
- **Improved security:** Technologies have developed security measures such as encryption and authentication protocols that reduce the risks associated with fraud and illicit trading. This improved security encourages more business, increasing business and customer confidence.
- **Instant payment:** Digital payments can be made instantly or in near real-time, providing companies involved in the transaction with rapid access to the funds of the entire business. This speed increases efficiency and reduces financial risk from late payments.
- **Increase Transparency and Efficiency:** Digital payment platforms provide businesses with greater transparency and accountability by collecting detailed information. This transparency helps build trust between business partners and reduces the risk of conflict or misunderstanding.
- **Supporting cross-border transactions:** Digital payment solutions often support multiple currencies and provide flexible transfer services for easy transfers across borders. These features facilitate international trade by eliminating the need for currency exchange or complex currency transactions.
- **Supporting Small and Medium Enterprises (SMEs):** Digital payment systems give SMEs a level playing field with the same payments as large companies. Liberalization of financial services enables SMEs to participate more fully in the global economy.
- **Data-driven insights:** Digital payment platforms provide a wealth of data exchanges that can be used to gain better insights about business, customers' behavior and quality products. A data-driven approach allows businesses to make informed decisions and improve their marketing strategies.

  Overall, the adoption of digital payment methods has transformed the global economy by making it more efficient, convenient, secure and transparent. As technology continues to advance, these impacts will deepen and further change the global business landscape.

OBJECTIVES

1. To investigate how Fintech ideas have developed and where they are now in the banking sector.
2. Examine the major technological advancements in Fintech, including big data analytics, blockchain, and artificial intelligence.
3. To evaluate how Fintech is affecting conventional banking institutions and the rise of online banking services.
4. To look into the patterns of mobile payment system adoption made possible by Fintech solutions.
5. To determine the possibilities and difficulties involved in integrating Fintech into mobile payment and digital banking system.
6. To investigate the policy and regulatory frameworks influencing Fintech innovation in the banking industry.
7. To offer guidance and suggestions for navigating the constantly changing environment of Fintech-driven digital banking and mobile payment systems to financial institutions, legislators, and regulators

REVIEW OF LIERATURE.

Of course, a literature review on fintech innovations and their impact on digital business and mobile payments can cover important topics such as the outcome of technological advances, regulatory processes, user experience, security issues, and impact on normal business operations. Explore the work of scientists like Arner, Barberis, and Raskin to understand environmental management, and examine the research of Miao and Jayakar to learn about mobile pricing. Addressing the challenges and opportunities presented by fintech innovation will provide a better understanding of the subject.

Historical Perspective

The historical perspective of fintech innovation in the context of digital banking and mobile payment systems includes achieving significant milestones. Beginning with the emergence of online commerce in the 1990s, we explore how this underpinned subsequent innovations. The emergence of mobile banking in the mid-2000s and the rise of fintech startups over the next decade are worth watching. Examine the impact of regulatory changes such as the European Payment Services Directive (PSD) in shaping the landscape. Examining the evolution of technologies such as blockchain and mobile wallets will strengthen historical narratives and provide a solid foundation for your narrative research.

Economic Perspective

From an economic perspective, describe the research on fintech innovation and its impact on digital business and payments on the phone should control the cost of business, accounting and operating cost recovery etc. thing. Learn how fintech innovation can help reduce transaction costs for financial institutions and consumers. Explore the role of digital banking and mobile payments in promoting financial inclusion by reaching the underserved.

Consider the economic impact of Fintech disrupting traditional business models and potentially impacting financial performance. Evaluate the economic benefits of improving the efficiency and effectiveness of financial services. Also explore business challenges, such as cybersecurity risks and potential regulatory burdens, associated with the rapid adoption of fintech in banking and payments. This comprehensive business analysis will provide valuable insight into the broader impact of fintech innovation.

RESEARCH METHODOLOGY

This study is based upon a Primary Data and Secondary Data. The primary data is collected by conducting a Questionnaire Method by using a Simple Random sampling method, in that we have total 10 questions were asked to the respondents and the secondary data is collected from google.

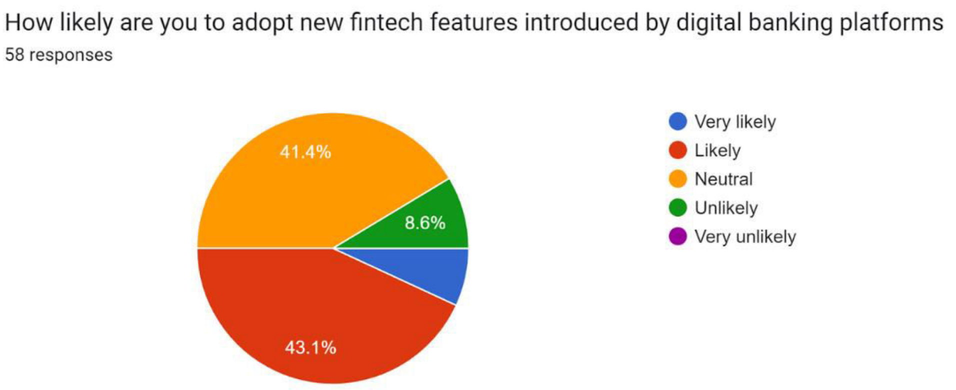
Primary Data: Questionnaire

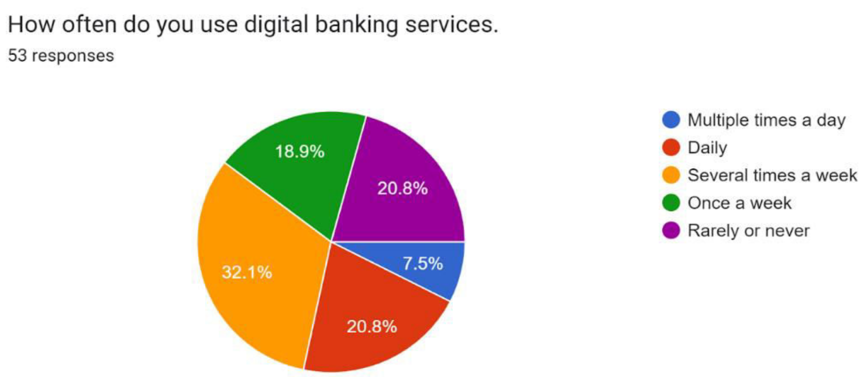
Secondary Data- Website

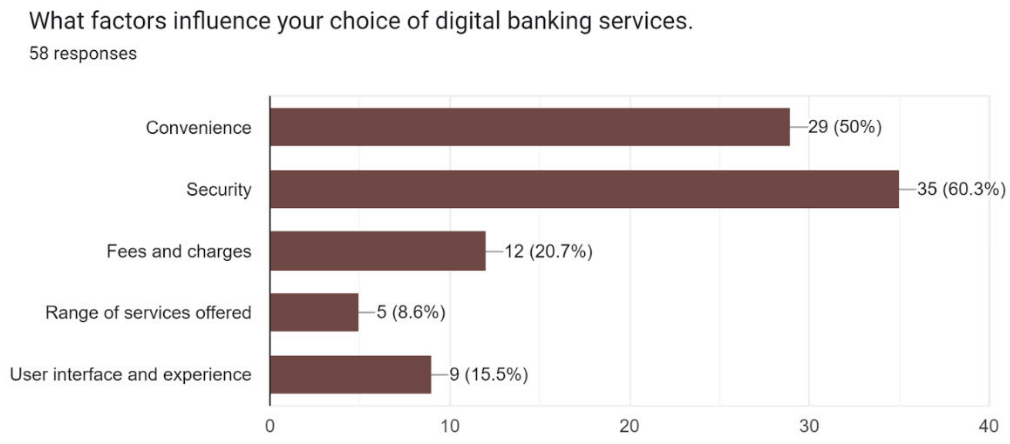
DATA ANALYSIS AND INTERPRETATION

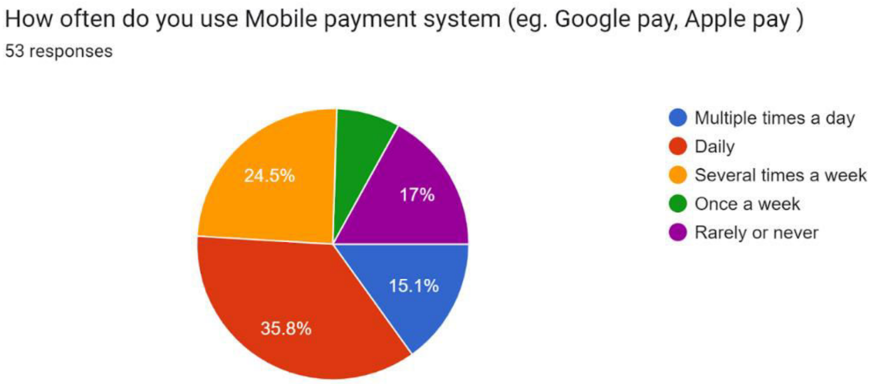
Sample Size: 50

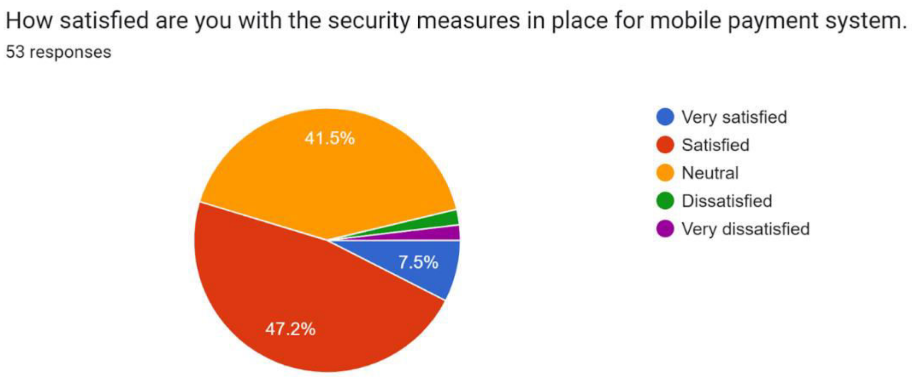
Tool: Excel











LIMITATIONS

- Restricted sample size
- Restricted location
- Not specific target audience

SUGGESTIONS

To enhance the study on Fintech's impact on digital banking and mobile payments, clarify the objective, expand on specific technologies with examples, highlight security improvements, and acknowledge global adoption variability. Address challenges like digital literacy and privacy, suggest future research directions, and, if possible, include examples or case studies for a well-rounded introduction.

CONCLUSION

In conclusion it clarifies the noteworthy influence of fintech innovation on mobile payment systems and digital banking. It has been shown via a thorough analysis that fintech innovations have transformed traditional banking procedures, improving customer accessibility, ease, and efficiency. The report also emphasizes how fintech is revolutionizing risk management, financial inclusion, and regulatory frameworks. In order to promote sustainable growth and satisfy changing customer expectations, players in the financial sector must continue to be proactive and adaptable when utilizing fintech solutions as digitalization continues to transform the industry. Encouraging cooperation, ingenuity, and strict regulation will be essential to negotiating the challenges and realizing the full potential of fintech in the digital banking and mobile payments space.

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A DESCRIPTIVE STUDY ON EMERGING MARKETING STRATEGIES AMONG YOUTH

Mrudula Mangesh Vichare
Students, Department: BMS, Chetana's Self – Financing Courses, Mumbai, Maharashtra
vicharemrudula@gmail.com

ABSTRACT

Marketing strategy refers to a comprehensive plan outlining how a company will reach its target audience, convey its message, and achieve its marketing objectives. It involves identifying the target market, understanding consumer needs and preferences, and determining the most effective ways to promote products or services. Marketing strategies often include elements such as market segmentation, positioning, pricing, distribution channels, and promotional tactics. Successful marketing strategies are tailored to the specific goals and resources of the company, and they evolve over time to adapt to changes in the market and consumer behaviour

This descriptive study investigates marketing strategies targeted at youth demographics. It examines various techniques employed by companies to engage with youth, including social media campaigns, influencer marketing, experiential events, and targeted advertisements. The study delves into the responses of youth towards these strategies, exploring their attitudes towards advertising, brand loyalty, and purchasing Furthermore, it analyses the influence of cultural and societal factors on the effectiveness of marketing initiatives aimed at youth. Through a comprehensive examination of these elements, this study provides insights into the dynamics of marketing strategies among youth and their impact on consumer behaviour.

Keywords: Marketing, Strategies, Social media, Youth, Consumer

REVIEW OF LITERATURE

- A Study of Effective Marketing Strategy for Teenage Consumers in Prayagraj

Vaishali Agrahari (Research Scholar), Shia PG College, University of Lucknow & Dr. Ambrish, Assistant Professor, Shia PG College, University of lucknow2023 JETIR July 2023, Volume 10, Issue 7 www.jetir.org (ISSN-2349-5162)

The study investigates the development of an effective marketing strategy for targeting teenage consumers in Prayagraj.The findings of the study provided a valuable inside for marketers and business aiming to create successful marketing strategies Taylor to teenage consumers in pragyaraj on the study the conclusion came upon as moreover marketer should considered the importance of personalisation exclusively humour and social media engagement in their messaging strategies empowering teenagers promoding social impact and addressing the individualty are also crucial for successful marketing approach

- A Comprehensive Literature Review on Marketing Strategies Adopting by Different Industries

Posted: 28 Dec 2022, Asangi Chandrasena, Uva Wellassa University,

Date Written: December 18, 2022

This research targeted and western on the different strategies used by industries for marketing in depth more about the comparison of the strategy with the implication petrorism patriotic marketing comparison of the strategy with the implication and soon experience marketing and extra with all the aspects of marketing strategies they went into the detail of every marketing strategy of each industry about how the use private labels and how they could creator impact on the customers. Also in suggestions it is mention that how FMCG online clothing store Ayurvedic cosmetic industry organic food industry sector can grow with the new marketing strategies and rents coming up

OBJECTIVE

- To understand the most popular marketing strategy used.
- To analysis the youths thinking on the current marketing strategy
- To understand what future entrepreneur or marketing people what will adapt in their brand building
- To help me study the future and current strategy also being a future marketing person what can I plan accordingly to create a impact on customer

INTRODUCTION

What is marketing strategy
First of all less understand this a marketing strategy is a long term plan for achieving a company is goal by understanding the needs of consumers and creating a distance and sustainable competitive advantage. It encompasses everything from determining who your consumer customer are to deciding what channels you use to reach out to those customers

With a marketing strategy you can define how your company position is self in the market the types of products you produce and how the strategic patterns you make and the types of advertising and promotion you undertaken for the marketing strategies to your companies growth

Having a marketing plan is essential for a successful business because due to competition and new emerging products and innovations this help become a essential part for a business to grow

The following research is done to understand how the youth think upon the marketing strategies used as the other future generation. Also what is the most effective way that attracts them and they tend to buy a product of a particular brand or a business. Even understanding that thoughts and views about how they could bring the future changes in the marketing strategies or else what they can innovate in these times

Marketing is more than its advertising and promotion it is about connecting with customers. Marketing strategy sets the direction for all your product and marketing related activity. Having a marketing strategy helps keep up all your activities on track. Developing a marketing strategy involve setting gold researching the market developing product plan defining your marketing initiative and many more things

Identifying and Research the target market this all includes identifying your market size and growth potential market Trends competitors Geographic and demographic characteristics consumer behaviours and so on

Focus on the 7 P's

Product how you satisfy customers needs

Price how much customer are willing to pay for your product

Promotion which channels you use to tell customers about your product

Place where you sell your product

People individual who help you sell the product to customers

Process how you deliver your product to customers

Physical evidence how your product is placed and where

TYPES OF MARKETING STRATEGY

Socal Media Marketing: Creating business pages on social media platforms is an effective way to connect with customers. Many brands also run paid ads on these platforms. Sharing content with trending hashtags is another way brands use these platforms to improve visibility and build awareness. An active social media presence can help businesses leverage viral trends more effectively.

Content Marketing: Write and publish content to educate potential customers about your products and services. For the appropriate businesses, this can be an effective means of influencing them without using direct selling methods.

Digital Marketing: Advertise and promote your products and services to customers using a range of digital devices including computers, smartphones, and tablets. Internet Marketing is an essential practice in Digital Marketing. Once a target market has been clearly identified, it is possible to work in conjunction with the USPS or a professional mail carrier that knows where your customers live. Direct marketing can be an effective way to reach consumers right where they live at home. While there is often a negative side to this approach (consumers don't want to be bothered with a flurry of mail), many smart companies execute direct marketing well. Catalog retailer **L.L. Bean**, for example, created direct marketing programs that their customers looks forward to receiving.

Online Marketing: As commerce has propagated to the Internet, a new form of marketing has emerged. From online banners to those annoying pop ups, online marketers have attempted to get their customers attention any way they can. Most online strategic marketing efforts today are a mix of growth hacking strategies (A/B testing taken to the max) and a variety of awareness tactics that drive attention. A very effective online marketer is the insurance company Geico who simply asks their users to enter their zip code for an instant quote on a better savings.

Email Marketing: As soon as customers migrated into the online world, Internet marketers have attempted to collect and organize emails for potential prospects. Many business-to-business marketers depend on email marketing as a primary way to connect with customers. At industry tradeshows, **IBM consultants** can often be seen exchanging email information with their prospects.

Word Of Mouth Marketing: Is the passing of information from person to person by oral communication. Customers are very excited to share with the world the brands they love. Many consumers find meaning in sharing stories of their favorite products and services. Word of Mouth is one of the ancient ways people learned about what to purchase. Modern marketers have learned how to create authentic word of mouth for their companies and the products they represent**.**

Viral Marketing: Cult Brand marketers are constantly creating new business ideas that keep their products in the heart and minds of the global consumer. Each time a new product is created, customers have to be given a reason to dream about their future purchase. Sometimes marketers of **Cult Brands** hit on something so great that people can't help but share with others. Getting your customers talking about your products and services is very important to growing awareness for your business.

Pr Marketing: One of the most important marketing strategies is public relations. Many effective marketers work with the media to bring awareness to their products and the benefits their products offer. Also, in many cases where things go wrong, a good PR marketing strategy is vital. When Apple's founder Steve Jobs was alive, **Apple held a major press conference** to announce every new product. This tradition is now continued by their new Apple CEO and CMO.

Event Marketing: Creating events is a great way to drive sales. Customers often need a reason to shop and events can often offer the perfect reason. Macy's Thanksgiving Day Parade has become part of American culture by connecting two events together that consumers love: Thanksgiving and shopping.

RESEARCH METHODOLOGY

This study is based upon Primary Data and Secondary Data. Primary data is collected by conducting a questionnaire by using a simple random sampling method, which includes a total of 10 questions. Secondary data is collected from websites and some sample research paper.

Primary Data:

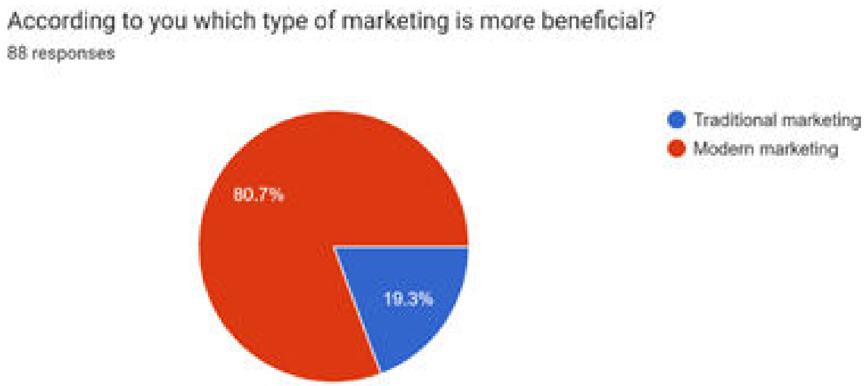
- Questionnaire

Secondary Data:

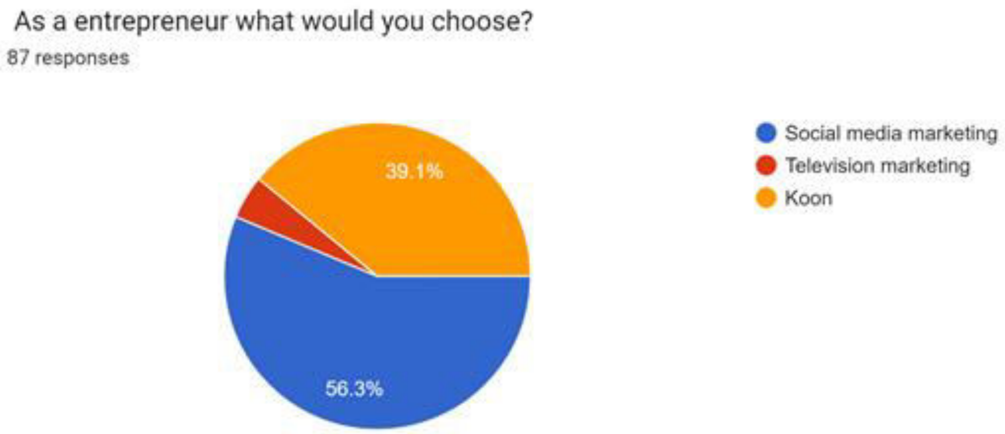
- Websites

DATA ANALYSIS AND INTERPRETATION

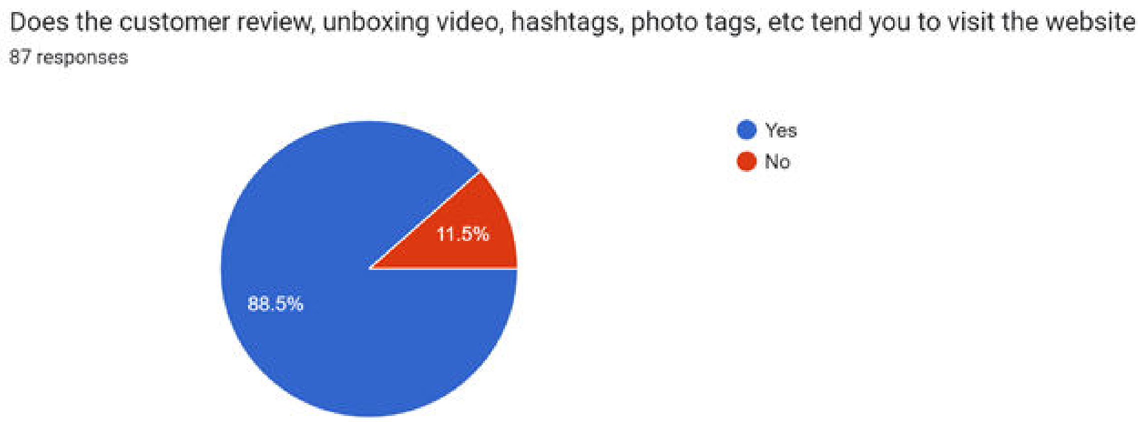
Sample Size: 80



Data Interpretation: According to this pie chart question was asked that which marketing is more beneficial from that 80% agreed traditional marketing and 19.3% people agreed form modern marketing



Data Interpretation: This survey was to know the opinion about the people of which 38.6% people agreed for noon and 56.8% people agreed for social media marketing and a very less number people agreed for television marketing



Data Interpretation: Question asked was does the customer review unboxing video hashtag photos tags etc to visit the website in which a result is come upon 88.6% people study is and 11.4% of people said no

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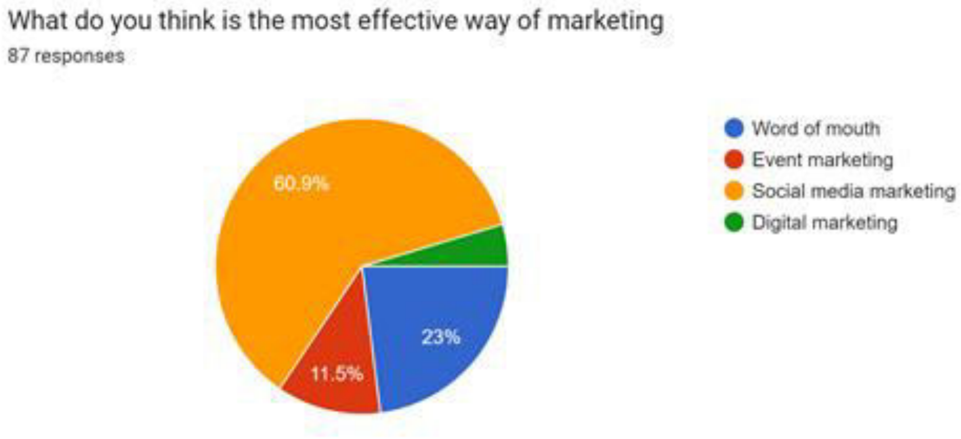
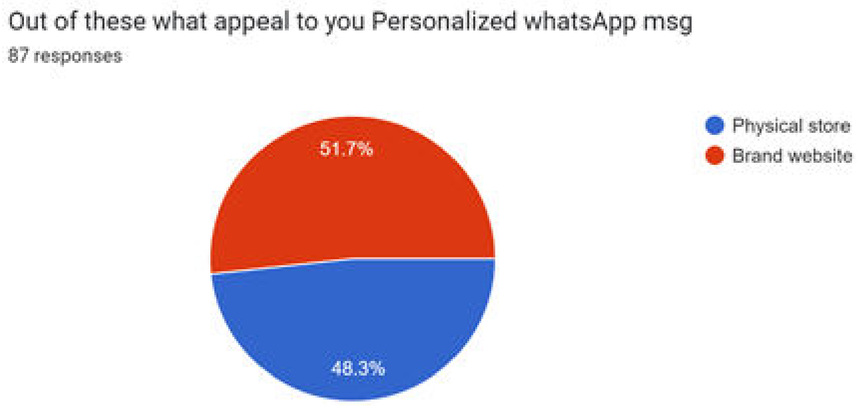
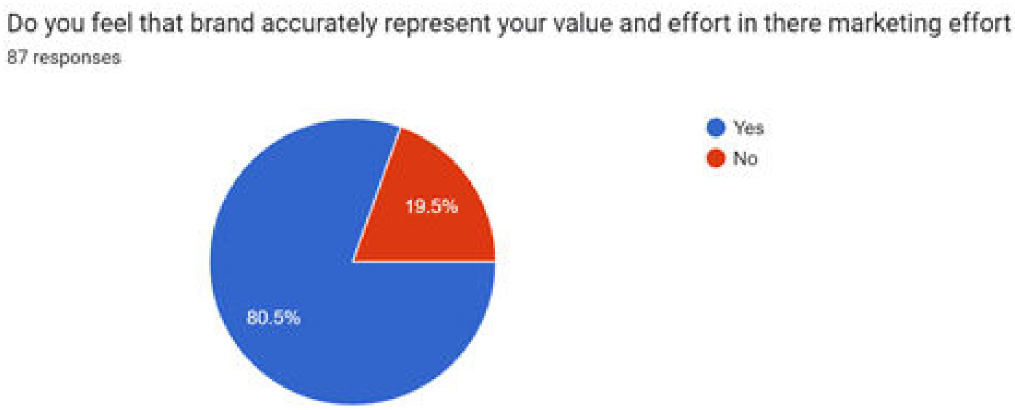


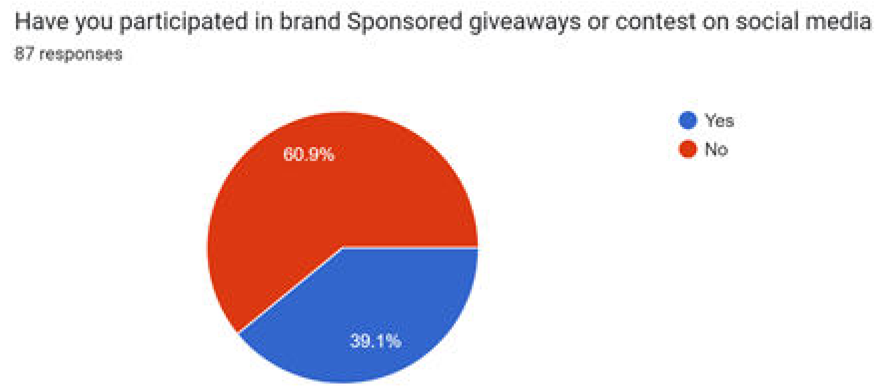
Data Interpretation: According to risk pie chart 60.2% people agreed for social media marketing 11.4% of people avoid for event marketing 23.9% people agreed forward of mouth and remaining agree for Digital Marketing as of which the question was what is the most effective way of marketing



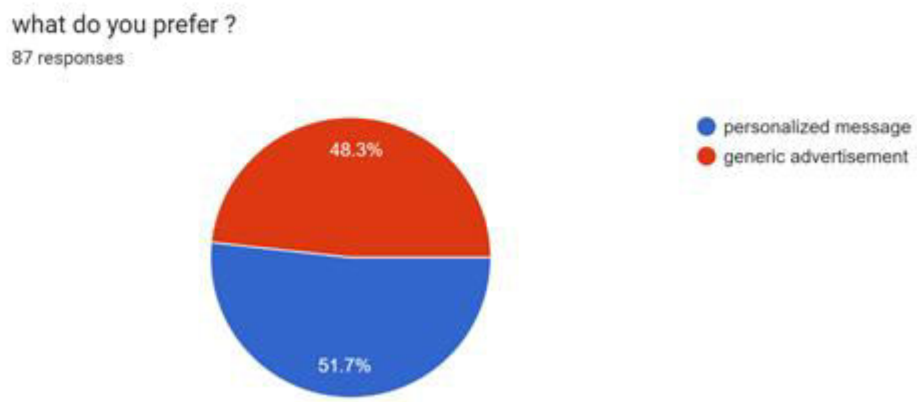
Data Interpretation: The question out of these which appeal to you for teenagers in which 51.1% people agreed to brand website and 48.9% people agreed to Physical stores



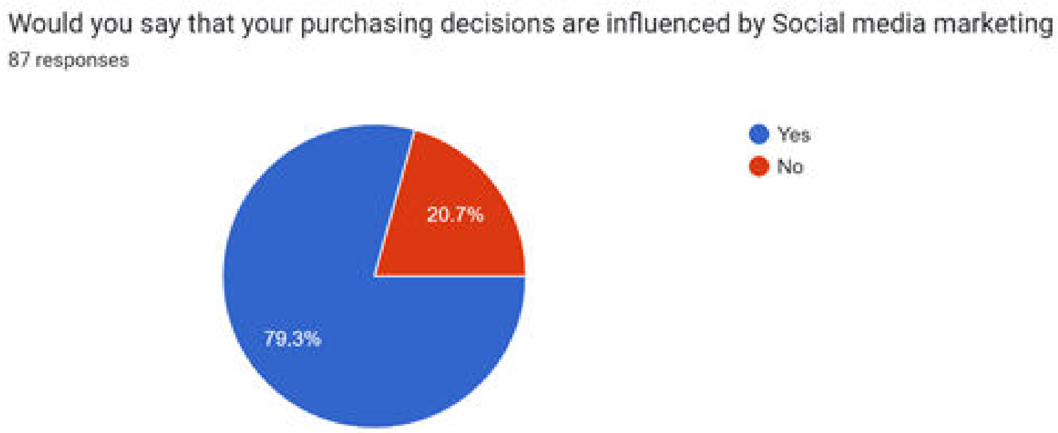
Data Interpretation: In this question about do you feel that the brand accurately represents your value and effort in their marketing effort in which 80.7% people said yes and 19.3% people said no



Data Interpretation: This survey was conducted to know if the teenagers are use participated in any brands sponsored give aways a contest on social media out of which 61.14% said no and 38.6% said yes



Data Interpretation: A general question was asked out of which what they preferred is 48.9% people said the day would prefer personalised message and 51.1% people preferred a generic advertisement



Data Interpretation: In this question about do you feel that the brand accurately represents your value and effort in their marketing effort in which 80.7% people said yes and 19.3% people said no

FINDINGS

- Majorly the responses were from the age group 18 to 25 about 79.5% and the age group of 26 to 25 was a percent around 19.3% and their minimum 36 to 45 age group people
- Comparison between traditional marketing and modern marketing was done in the above survey which came out at traditional marketing is not in that demand rather than modern marketing most of the people teenagers youth specially prefer modern marketing which came the percent up to 80%
- The youths as a entrepreneur what would they choose in between social media marketing television marketing on none mostly people prefer social media marketing which game up to 56.8% so we can see the most commonly used marketing strategy among is social media marketing
- In recent days strategies have also changed therefore according to that one question was be that if your purchase any product from a brand which has custom a reviews unboxing videos hashtag prototype for extra about 88.6% people agree to it which came out that these user generated content he it's a boost for your profile brand
- Nowadays there are many brands or businesses for that matter promote email marketing personalised versus marketing on to this a survey was done if you prefer going to Physical Store or rather than by from a brand website in this people preferred going for a brand website for up to 51.1% and rest 48% people preferred to go to the physical stores in this conclusion would came is nowadays people want everything on one take so that becomes easier for the brand to reach out to more customers
- This survey was conducted to understand what youths prefer and what do they think about the marketing strategies which clearly came out that they prefer social media marketing which stand out up to 60%
- According to this another question was that if they will your purchasing decision be influenced by social media marketing in this 79% people agreed that they will purchase through social media marketing
- Also there are many brand contest and given sponsored on social media or any digital platform from France so that are bad minimum people who participate in these concert unless and until there is coupons or anything given such as discount coupons 3bs or etc also people prefer more personalize message then generic advertisement which clearly stand out up to 51% of personal life message that gives your customer the value they deserve

LIMITATIONS

Well, when conducting research on marketing strategy among youth, there are a few limitations that could arise. One limitation is the potential for sample bias. If the research only focuses on a specific group of youth, such as those from a certain socioeconomic background or geographic location, the findings may not be representative of all youth.

Another limitation is the ever-changing nature of youth culture and trends. What may be popular and effective in marketing today may not be the same tomorrow. It's important to continuously adapt and stay up-to-date with the latest trends to ensure the research findings remain relevant.

Additionally, self-reporting bias could be a limitation. Youth may not always provide completely accurate or honest responses when asked about their preferences or behaviours. This could skew the results and impact the validity of the research findings.

Lastly, ethical considerations should be taken into account , especially when conducting research involving minors. It's important to obtain proper consent and ensure the privacy and well-being of the participants.

So, while researching marketing strategy among youth, it's crucial to be aware of these limitations and take steps to address them to ensure the research is comprehensive and reliable. The answer is: Sample bias, changing youth culture, self-reporting bias, and ethical considerations.

CONCLUSION

Sure! When it comes to marketing strategy among youth, it's important to understand that social media plays a huge role in their lives. They spend a significant amount of time on platforms like Instagram, Snapchat, and TikTok. So, one key conclusion is that brands need to have a strong presence on these platforms and engage with young people in a meaningful way.

To elaborate on social media engagement, it means creating content that is relatable, entertaining, and valuable to the youth. It's about understanding their interests, trends, and values, and incorporating them into your marketing strategy. This can include using popular hashtags, participating in challenges, or collaborating with influencers who have a strong following among the youth.

Another important aspect is user-generated content. Youth love to create and share their own content, so brands can encourage them to be a part of their marketing strategy. This can be done by running contests, asking for their opinions, or featuring their content on brand channels. By involving the youth in the marketing process, brands can create a sense of ownership and authenticity, which resonates well with this demographic.

So, to summarize, a conclusion for marketing strategy among youth is to focus on social media engagement, utilizing influencers, and incorporating user-generated content. These strategies can help brands connect with the youth in a more meaningful and effective way. The answer is: Social media engagement, utilizing influencers, and incorporating user-generated content.

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BEHAVIORAL FINANCE - UNDERSTANDING INVESTORS BEHAVIOR AND DECISION-MAKING PROCESSES

Nishant Gurav[1] and Shravani Chorghade[2]
[1,2]Student, Department- Bachelor's in Commerce (Accounting & Finance), Chetana's Self - Financing Course, Mumabi, Maharashtra
ngurav784@gmail.com and Shravanichorghade1708@gmail.com

1. ABSTRACT

Behavioral finance is an interdisciplinary field that examines how psychological factors and cognitive biases influence investor behavior and decision-making processes in financial markets. Unlike traditional finance theories that assume investors are rational and make decisions based on all available information, behavioral finance recognizes that human emotions, biases, and heuristics often lead to irrational and suboptimal financial decisions.

One of the central concepts in behavioral finance is investor biases. These biases are systematic deviations from rationality that affect how individuals perceive and respond to financial information. One of the most well-known biases is loss aversion, where individuals tend to experience greater emotional distress from losses compared to equivalent gains. This bias can lead investors to hold onto losing investments in the hope of breaking even, a behavior known as the disposition effect, even when it may be more rational to cut losses and reallocate funds to more promising opportunities.

Another prevalent bias is overconfidence, where investors tend to overestimate their knowledge, skills, and ability to predict future market movements. Overconfident investors may take excessive risks, trade more frequently, and ignore diversification principles, leading to poor investment outcomes. Similarly, recency bias causes individuals to overemphasize recent information or events when making investment decisions. For example, during periods of market volatility, investors may focus too heavily on recent negative news and overlook long-term investment strategies, leading to impulsive actions and suboptimal portfolio management.

Heuristics, or mental shortcuts, also play a crucial role in investor behavior. These cognitive shortcuts help individuals make decisions quickly but can also lead to systematic errors. For instance, availability heuristic causes investors to overweight information that is readily available or easily recalled. This bias can lead to overreaction to news and market events, as investors place too much importance on recent information without considering the broader context or long-term trends.

Social influences further shape investor behavior through phenomena like herd behavior. Herd behavior occurs when investors follow the actions of the crowd without independently evaluating information. This can lead to market bubbles or crashes as investors collectively overvalue or undervalue assets based on the actions of others rather than fundamental analysis. Additionally, social proof, where individuals look to others for cues on how to behave, can reinforce herd behavior and exacerbate market inefficiencies.

Understanding investor behavior and decision-making processes in behavioral finance is essential for investors, financial professionals, and policymakers. By recognizing and mitigating biases, employing strategies to avoid herd behavior, and promoting financial literacy and education, individuals can make more rational and informed investment decisions. Financial professionals can also incorporate behavioral insights into their advisory services, helping clients navigate biases and achieve their financial goals more effectively.

Furthermore, policymakers can design regulations and interventions that encourage better investor behavior and market efficiency. Initiatives such as investor education programs, disclosure requirements, and behavioral nudges can help individuals make more informed decisions and reduce the negative impact of biases on financial markets.

In conclusion, behavioral finance provides valuable insights into understanding investor behavior and decision-making processes. By addressing biases, promoting education, and implementing effective strategies, stakeholders can work towards improving financial outcomes and fostering more efficient and resilient financial markets.

2. INTRODUCTION

Behavioral finance has emerged as a compelling and dynamic field that delves into the complex interplay between psychology and investment decisions. In contrast to traditional finance theories that assume rational decision-making by investors, behavioral finance recognizes that human behavior is influenced by cognitive biases, emotions, and heuristics, leading to deviations from rationality in financial choices. This recognition has profound implications for understanding market dynamics, investor behavior patterns, and the overall functioning of financial markets.

One of the fundamental principles of behavioral finance is that investors are not always rational actors. Instead, they may exhibit various cognitive biases that can impact their investment decisions. For example, the availability heuristic leads investors to rely heavily on readily available information when making decisions, often overlooking less accessible but crucial data. Similarly, the anchoring bias causes investors to fixate on specific reference points, such as past prices or analyst recommendations, which can distort their perceptions and lead to suboptimal investment choices.

Another key concept in behavioral finance is loss aversion, which suggests that investors tend to experience the pain of losses more intensely than the pleasure of gains. This asymmetry in risk perception can lead to risk-averse behavior, where investors prioritize avoiding losses over maximizing potential returns. Consequently, they may hold onto losing investments in the hope of recovering their losses, even when it may be more rational to cut their losses and reallocate their capital elsewhere.

Furthermore, behavioral finance explores how emotions such as fear, greed, and overconfidence can influence investment decisions. Fear of missing out (FOMO) can drive investors to chase market trends and make impulsive decisions, often leading to buying at inflated prices. Conversely, overconfidence can lead investors to overestimate their ability to predict market movements, leading to excessive trading and portfolio turnover, which can erode returns due to transaction costs and taxes.

Understanding these behavioral biases and emotional influences is crucial for developing effective investment strategies. Behavioral finance provides valuable insights into how investors process information, assess risks, and make decisions under uncertainty. By acknowledging and addressing these biases, investors can improve their decision-making processes and achieve better long-term outcomes.

Moreover, behavioral finance highlights the importance of investor education and awareness. Educating investors about common biases and pitfalls can empower them to make more informed and rational decisions. For instance, teaching investors about the importance of diversification, long-term investing, and maintaining a disciplined approach can help mitigate the impact of behavioral biases and improve overall portfolio performance.

In addition to individual investors, behavioral finance also has implications for financial institutions, regulators, and policymakers. Financial institutions can leverage behavioral insights to design products and services that align with investors' behavioral tendencies, such as automatic savings and investment plans that encourage disciplined saving and investing habits. Regulators and policymakers can also use behavioral finance principles to design more effective regulations and interventions to protect investors and promote market stability.

Overall, behavioral finance offers a rich and nuanced perspective on investment decisions, highlighting the intricate interplay between psychology, emotions, and financial choices. By integrating behavioral insights into investment strategies, education initiatives, and regulatory frameworks, stakeholders can enhance financial well-being, mitigate risks, and promote a more resilient and efficient financial system.

3. LITERATURE REVIEW

1. From the Book Psychology of Money by Author Morgan Housel

Mental accounting can significantly impact financial behavior in several ways:

- **Funds Segmentation:** Individuals tend to mentally divide their money into different categories like savings, investments, and spending. This segmentation can lead to suboptimal decisions, such as holding onto low-return investments while carrying high-interest debt simply because the money is mentally allocated differently.
- **Emotional Attachments:** People often develop emotional attachments to money based on its origin or purpose. For instance, windfall gains like bonuses or inheritances may be treated differently, leading individuals to make impulsive decisions or take on excessive risks with this money.
- **Loss Aversion:** Behavioral finance research suggests that individuals are more averse to losses than they are inclined towards gains. Mental accounting can exacerbate this bias, causing people to avoid realizing losses on certain investments even when it might be beneficial in the long run.

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- **Short-Term Focus:** Mental accounting can promote a short-term outlook on financial decisions. For example, individuals may prioritize immediate gratification by spending windfall money on non-essential items rather than considering long-term financial goals like retirement savings.

- Understanding these psychological tendencies related to mental accounting and other behavioral finance concepts can empower individuals to make more rational and informed financial choices. Housel's book delves into these behavioral patterns, offering insights into how people can overcome common biases and improve their overall financial well-being.

2. Efficient Market Hypothesis

The concept of the EMH (Efficient Market Hypothesis) has long been considered one of the most essential foundations for making financial decisions. According to EMH, based on his skill or information-processing capacity, no investor could achieve abnormal returns above and above market returns (Ross et al., 2016; Alnajjar, 2013). It indicates that investors were reasonable in their selection of investment opportunities, employing a range of models. Nevertheless, EMH was unable to address market abnormalities, culminating in a distinct financial crisis, including the Great Recession, the dot-com crisis, the internet bubble explosion of the 1990s, the 1994 bank leading crises, and the stock market crash of 2002 (Kumar & Sharma, 2019). Statman & Shefrin (2011), Barberis (2017), and Pompian (2012), among others, argued that investors don't always behave rationally, as claimed by EMH, and that this irrationality might be justified by a range of behavioural oddities. EMH essentially disregards investors' behaviour and mood fluctuations (Aigbovo and Ilaboya, 2019). Previous research found that herd behaviour (Adetiloye & Babajide, 2012), psychological variables (Medhioub & Chaffai, 2018), & emotions and cognitive biases (Statman & Shefrin, 2011) were the primary causes of irrational investor behaviour. 'Daniel Kahneman,' the father of behavioural finance, got the Nobel Prize in economics for his prospect philosophy.

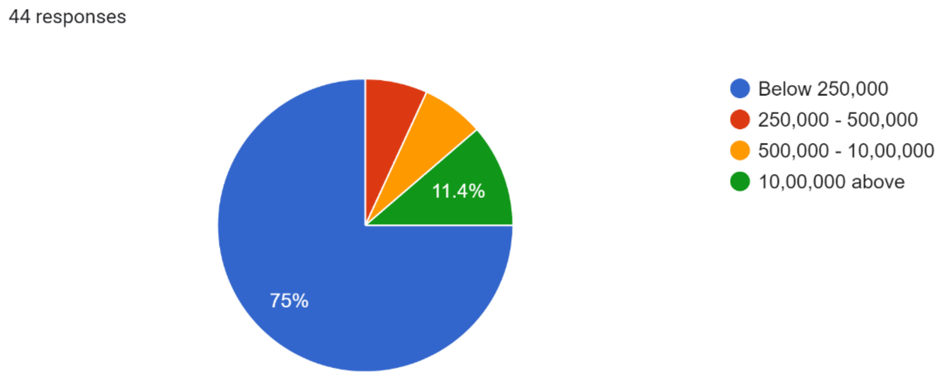
Behavioral finance, a key focus in Morgan Housel's "The Psychology of Money," examines how psychological factors influence financial decision-making. One crucial concept explored in the book is mental accounting, which refers to how individuals categorize and assign value to money based on various factors such as its source, intended use, or emotional significance.

4. METHODOLOGY

This research is based on primary and secondary data. We collected primary data through set of 14 questioners and got a hand some of information regarding our topic. This research is done on the psychology of those 44 respondents which we have recivied through our questioner.

5. DATA ANALYSIS AND INTERPRETATIONS

Question 1. Income level



Data Interpretation

From our 44 respondents 75% are having their income level from 250,000 and below and rest 25% are having above 250,000 to 10,00,000 and above.

Question 2. How long have you been actively investing in financial markets?

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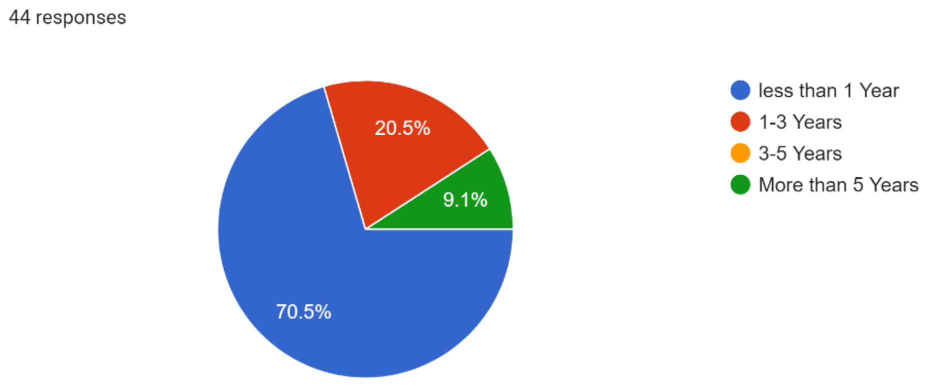
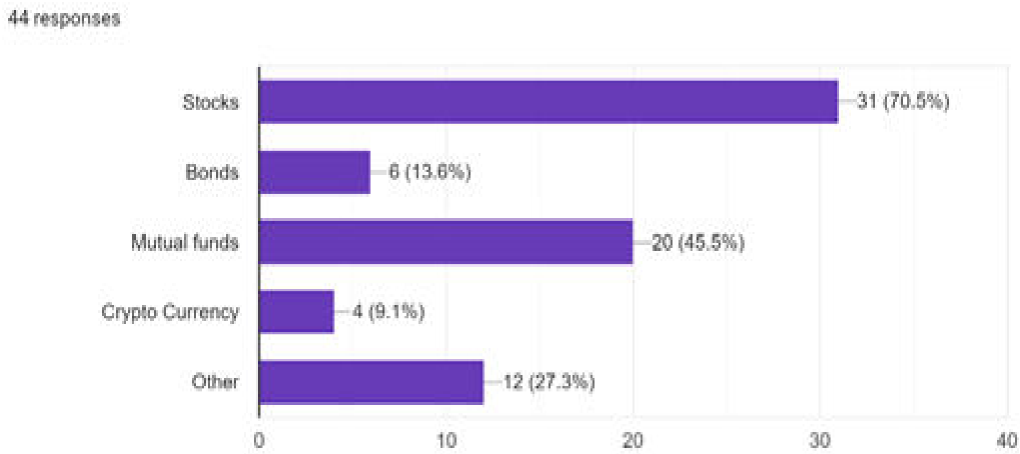


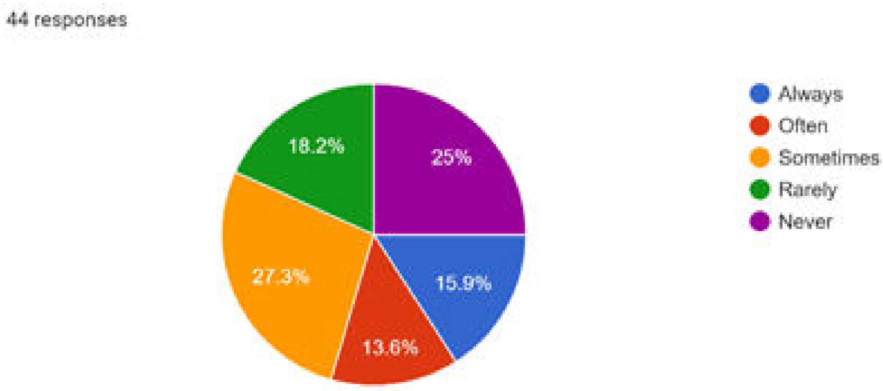
Data Interpretation
70.5% are the new investors and rest are investing from past 3 years or more

Question 3. What types of financial instruments do you usually invest in?



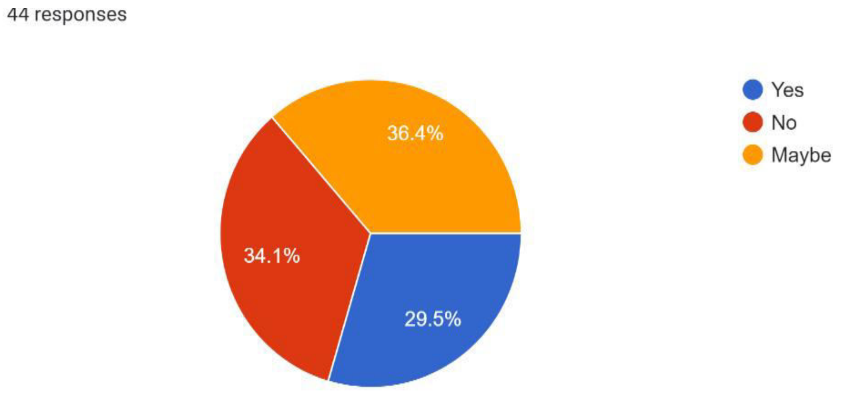
Data Interpretation
Out of this many are investing in multiple instruments like Stocks, Bonds, Cryptocurrency Mutual funds etc of this data maximum investors are in Stocks and Mutual funds

Question 4. How often do you feel overconfident about your investment decisions?



Data Interpretation
Out of 44 Respondents 15.9% are the one who are always confident about their investment decisions, 18.2 are rarely confident, 25% are never confident about their investment decisions and 27.3 are sometimes confident and the rest 13.6 are often confident about their investment decisions.

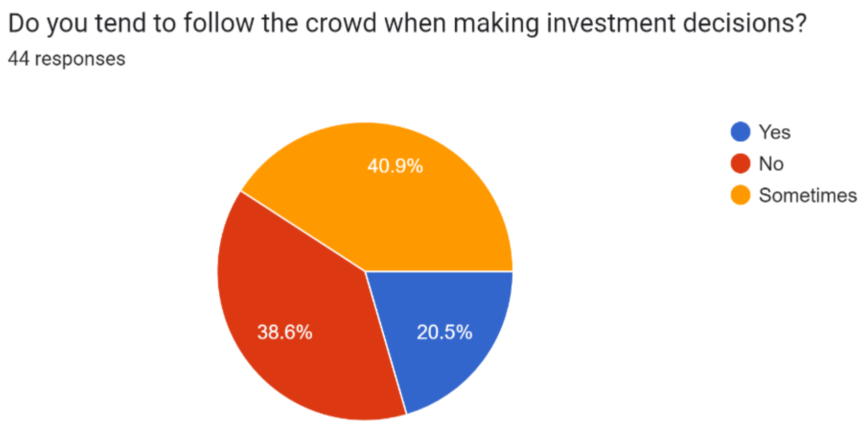
Question 5. Have you ever experienced a strong emotional response that influenced your investment decisions?



Data Interpretation

Out of the 44 respondents 29.5% feel that they get emotionally influence towards their financial decisions, 34.1% feel that they are not emotionally influenced and 36.4% are not sure about it.

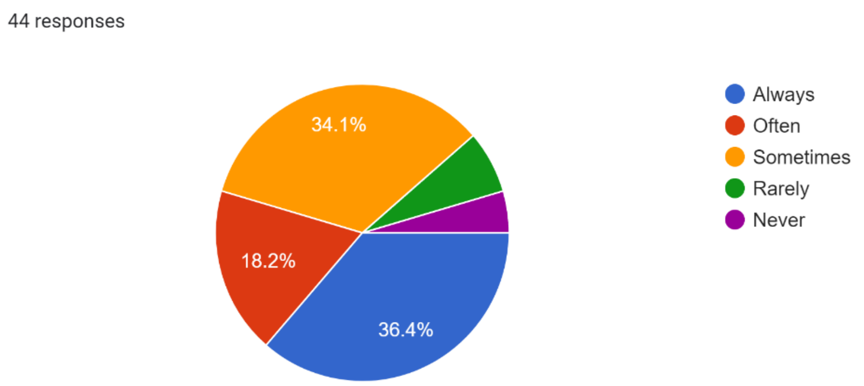
Question 6. Do you tend to follow the crowd when making investment decisions?



Data interpretation

Of the 44 respondents 20.5% follow the trend in market for their investment, 38.6% do not follow the trend of market and 40.9% sometimes follow the market trend for their investment.

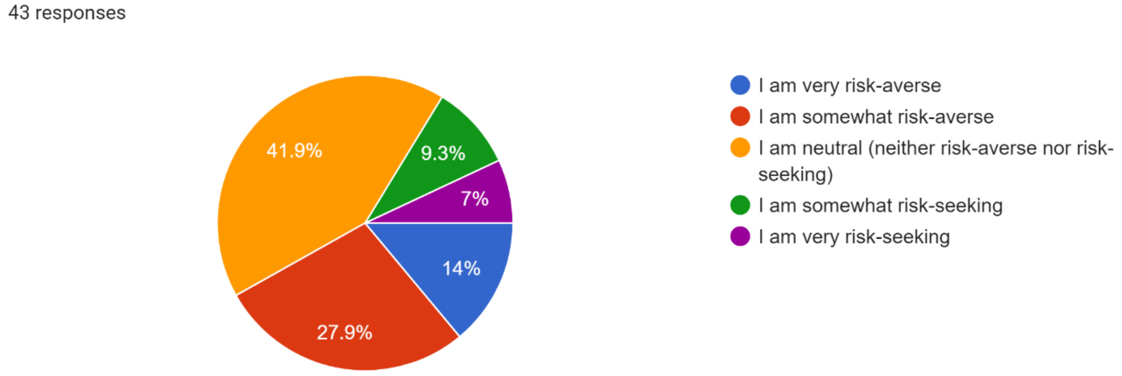
Question 7. How often do you rely on past experiences or information when making investment decisions?



Data Interpretation

36.4% always relay on past performance of investment plan, 18.2% often relay on past performance of investment plan, 34.1% sometimes relay on past performance of investment plan.

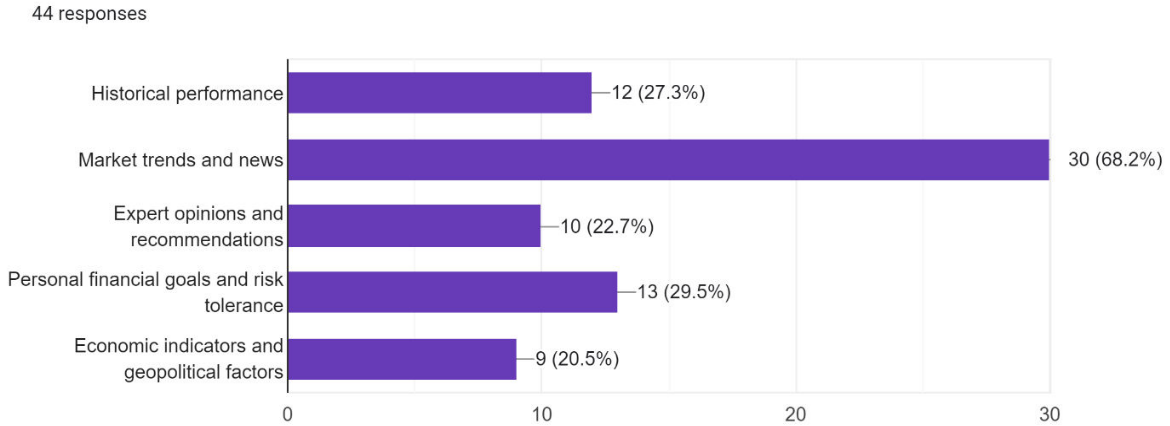
Question 8. How do you perceive risk when making investment decisions?



Data Interpretation

14% of 44 respondents are risk averse, 27.9% are some what risk averse, 41.9% are neutral, 9.3% are some what risk seeking investors and only 7% are very risk seeking investors.

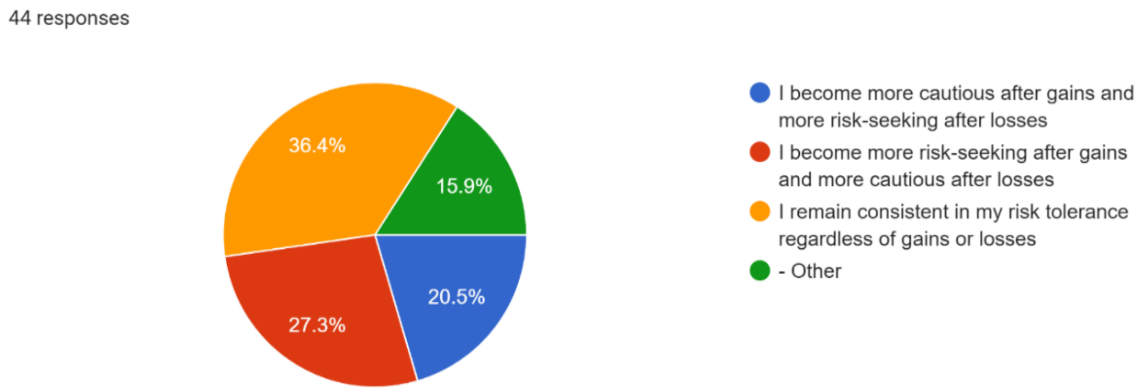
Question 9. What factors do you consider most important when assessing the risk of an investment?



Data Interpretation

27.3% relay on historical data of the investment, 68.2% follow the market trends and news for their investments, 22.7% prefer expert opinion and recommendations, 29.5% prefer personal goals and risk tolerance and only 20.5% follow the economic indicators and geopolitical factors.

Question 10. How do you typically react to gains and losses in your investment portfolio?



Data Interpretation

20.5% become more cautious after gains and more risk seeking after losses, 27.3% become more risk seeking after gains and more cautious after losses, 36.4% remain consistent in risk tolerance.

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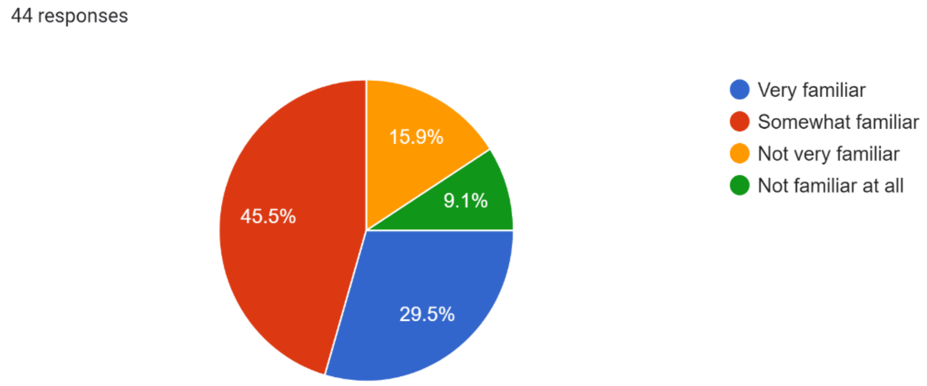
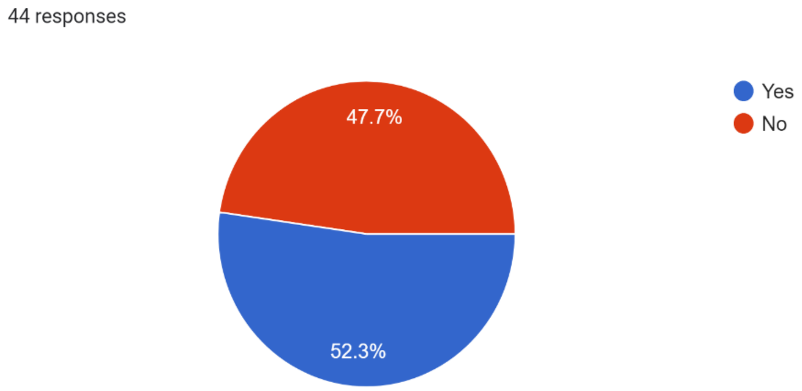
Question 11. How familiar are you with the concept of behavioral finance and its implications for investment decisions?



Data Interpretation

29.5% are very familiar with the concept of behavioral finance and its implications for investment decisions, 46.5% are somewhat aware of this concept, 15.9% are not very familiar with this concept and 9.1% are not all familiar with this concept.

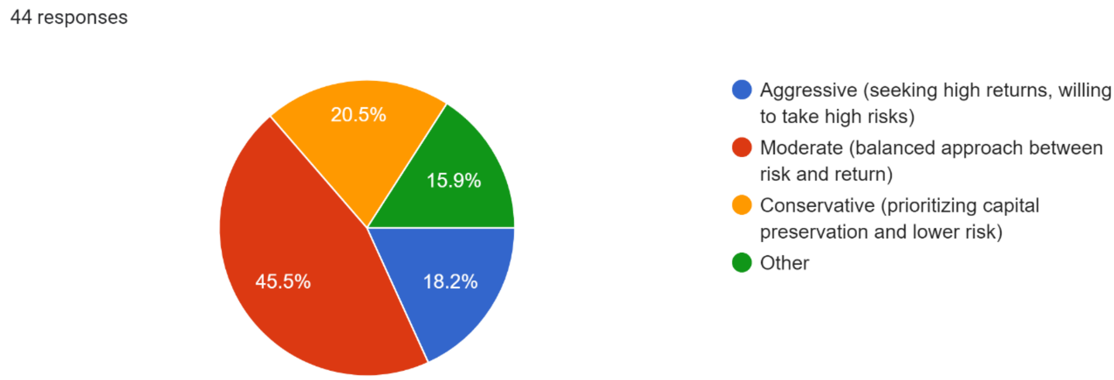
Question 12. Have you ever made changes to your investment strategy based on insights from behavioral finance theories?



Data Interpretation

52.3% have made changes to their investment strategy based on insights from behavioral finance theories and 47.7% dosen't.

Question 13. How would you describe your overall investment strategy?



Data Interpretation

18.2% prefer aggressive investment strategy, 45.5% prefer Moderate strategy, 20.5% prefer conservative strategy.

6. CONCLUSION

After understanding the concept of behavioral finance and investment decisions based on it and also the respondents we collected through questioner we have came to an conclusion of the topic i.e people prefer equity and mutual fund for their investment preference, majority of investors are never overconfident about their investment strategies they plan it accordingly to their need, many of them kind a fall for market trend or crowd investing as we say this is one of the major part of behavioral finance as this is directly related with it. Investors get a fomo i.e fear of missing out on opportunities so they tend to follow the market trend and act accordingly. Majority of investors invest on the basis of past performance of the investment instrument. According to our research we were able to find out the risk nature of the investors and how they tend to tackle it, majority of investors are risk averse and do not take more risk in financial market, as one gain some profit they tend to seek more of it and loose everything in the end this is also one of the major part of our study, in this we found that investors prefer to stick to their plans and risk strategies adopted by them and dosen't get carried away with the short terms gains. Not many investors are fully aware about the concept of behavioral finance but they tend to fall for it. Because behavior or psychology as we say it dosen't need any degree of knowledge one tend to behave according to it as per the situation. So as we conclude with our research we came to a conclusion that investors are affected by market trends, fear of missing out and irrational thinking and investment decisions are more frequently adopted by the investors as per the situation.

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EDUCATIONAL INSTITUTIONS ACTIVELY NURTURING SKILLS FOR GLOBAL COMPETENCE AMONG THEIR STUDENTS

Chaitrali Bhushan Gode[1] and Om Prashant Valanju[2]
[1]Chetana's Self-Financing Courses, Mumbai
[2]Chetana's Self-Financing Courses

ABSTRACT

This study delves into the pivotal role of educational institutions in cultivating global competency skills essential for navigating the interconnected challenges of the contemporary world. Acknowledging the profound influence of national security, environmental sustainability, and economic development, the research explores how education transforms into a catalyst for creating global citizens. The investigation spans diverse strategies employed by colleges worldwide to meet the escalating demand for global literacy, emphasizing skills such as collaboration, critical thinking, intercultural communication, and adaptability.

The literature review comprehensively examines global competency in education, drawing insights from prominent institutions like PISA, the Asia Society, and the International Baccalaureate. It underlines the multifaceted nature of global competence, emphasizing knowledge, skills, attitudes, and values crucial for navigating the uncertain and interconnected world. Analysis of programs such as the Council of International Schools and the Global Citizen Diploma, along with perspectives from academics like Fernando Reimers and Hakan Altinay, reveals a focus on action, critical thinking, communication, and teamwork as foundational elements.

The research methodology incorporates primary data collection through a questionnaire survey, employing Quota Sampling Method, and secondary data from various websites. Data analysis reveals institutions' predominant focus on enhancing global competency through domestic internships, alumni seminars, technology integration, and international collaborations. The study concludes by emphasizing the critical role of education in shaping individuals into astute, tolerant, and culturally aware global citizens. It offers insights into ongoing initiatives, faculty development, and the assessment of long-term program impact, urging stakeholders to commit to equipping students for success in an interconnected world. The research provides a roadmap for educational institutions to foster well-rounded global citizens capable of navigating the opportunities and challenges of a connected future.

Keywords: - Global Competency, Educational Institutions, Interconnectedness, Interdependency, Critical Thinking, Intercultural Communication, Adaptability.

INTRODUCTION

In an era marked by global interdependence, our actions in matters of national security, environmental sustainability, and economic development are intricately linked to global activities. The evolving role of education goes beyond traditional definitions, becoming a pivotal factor in shaping global citizens. This study investigates the diverse approaches adopted by educational institutions worldwide to address the urgent need for global literacy.

As the world becomes more interconnected, the demand for global competency skills intensifies, encompassing collaboration, critical thinking, intercultural communication, and adaptability. Colleges and educational establishments play a vital role in molding individuals into well-rounded global citizens capable of navigating the challenges of our interconnected world.

The research delves into the strategies employed by educational institutions to cultivate global competency skills, exploring innovations in instructional methods, extracurricular activities, and curricula. By examining how universities integrate global perspectives, leverage technology, and establish cross-border partnerships, successful approaches supporting students' holistic development are identified.

At the core of this research is the recognition that developing global competence is a transformative journey, extending beyond academic pursuits. It aims to equip students with astuteness, tolerance, and cultural awareness, reflecting the dynamic nature of our interconnected world. The research seeks to contribute valuable insights to the discourse on how education shapes global citizens, offering a nuanced analysis of programs implemented by colleges and institutions.

Ultimately, this inquiry aspires to foster a shared commitment among education stakeholders and unveil practical solutions. By preparing students for the opportunities and challenges in a globalized world, the study endeavors to promote a collective dedication to nurturing individuals who can thrive in a connected global environment.

OBJECTIVE

- To Determine Ongoing Initiatives
- To Analyze Program Architectures
- Analyzing Integration of Technology
- To Evaluate Faculty Development Initiatives
- To Identify Challenges and Opportunities
- In order to assess the impact on students
- To Provide Research Ideas for the Future

REVIEW OF LITERATURE

This review of the literature offers a comprehensive investigation of global competency in education, incorporating viewpoints from major institutions like PISA, the Asia Society, and the International Baccalaureate. The paper explores the nuances of definitions, frameworks, and global competence measurement, highlighting the importance of developing the knowledge, skills, attitudes, and values that are necessary for students to succeed in the uncertain and interconnected world of today.

The review delves into educational approaches by analyzing programs such as the Council of

International Schools, the Global Citizen Diploma, and perspectives from academics like Fernando Reimers and Hakan Altinay. All of these methods focus on the same fundamentals of education: action, critical thinking, communication, and teamwork as the cornerstones of developing global competency.

The discussion emphasizes how these components are interrelated, tying together their theoretical foundations and real-world applications. It clarifies the ways in which these pedagogical frameworks help give students the skills they need to succeed in an increasingly globalized world.

In addition, the study ends with recommendations for evidence-based educational programs designed to foster global competency. These carefully thought-out exercises are meant to meet the pressing need of equipping students with the skills necessary to effectively address global issues. The review underscores the significance of education in molding individuals who can make valuable contributions to a multifaceted and globally interconnected world by highlighting its potential impact.

This review of the literature provides a useful synthesis of various viewpoints as the educational landscape changes, providing insights into the theoretical underpinnings and realworld applications of global competence in education. The text underscores the fluid character of education, recognizing its pivotal function in confronting the urgent problems of our era and equipping learners for an uncertain and interconnected future.

RESEARCH METHODOLOGY

This study is based upon primary and secondary data basis. The primary data is collected by conducting a questionnaire Surveys by using Quota Sampling Method. A sample of 62 respondents was taken for the research and the secondary data is collected by referring various websites.

Primary Data:

- Questionnaire

Secondary Data:

- Internet
- Research paper

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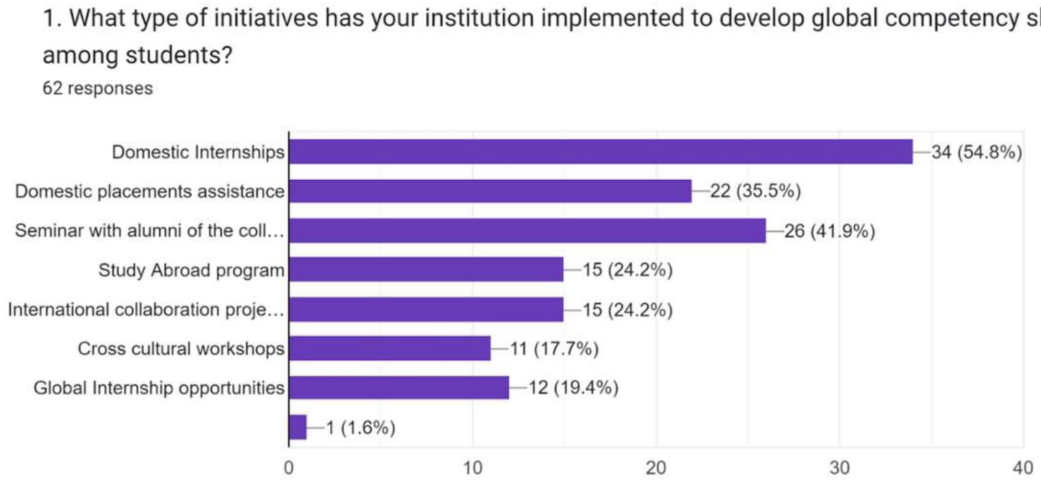
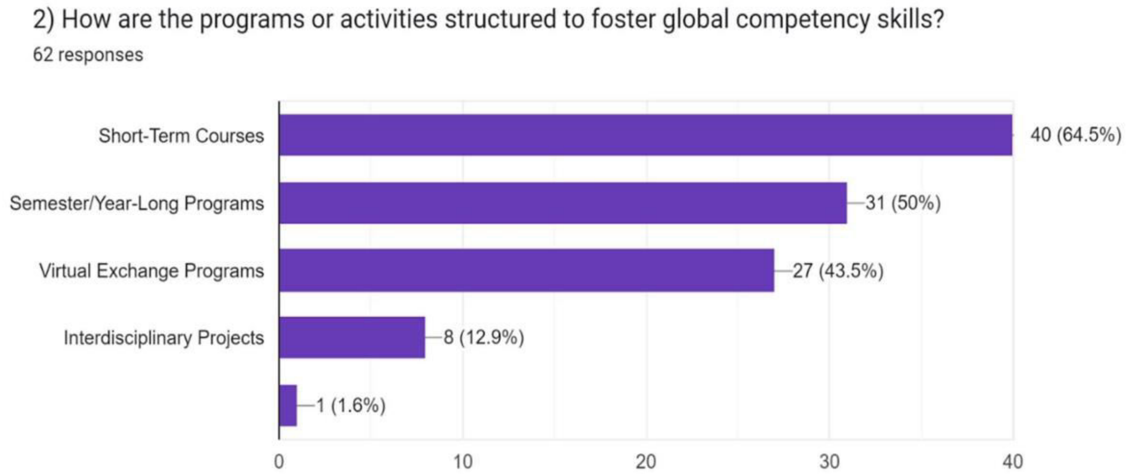
DATA ANALYSIS



(Figure 1)

Figure 1 shows that the survey reveals that the institution predominantly focuses on enhancing global competency skills through domestic internships (54.7%), followed by seminars with alumni (41.9%), and domestic placement assistance (35.5%). International exposure is fostered through study abroad programs (24.2%) and collaborative projects (24.2%).



(Figure 2)

Figure 2 shows that the survey highlights the institution's diverse approach to fostering global competency skills. A majority opt for short-term courses (64.5%), followed by semester/yearlong programs (50%), indicating a mix of immersive and extended learning experiences.

Virtual exchange programs (43.5%) offer an innovative, technology-driven dimension

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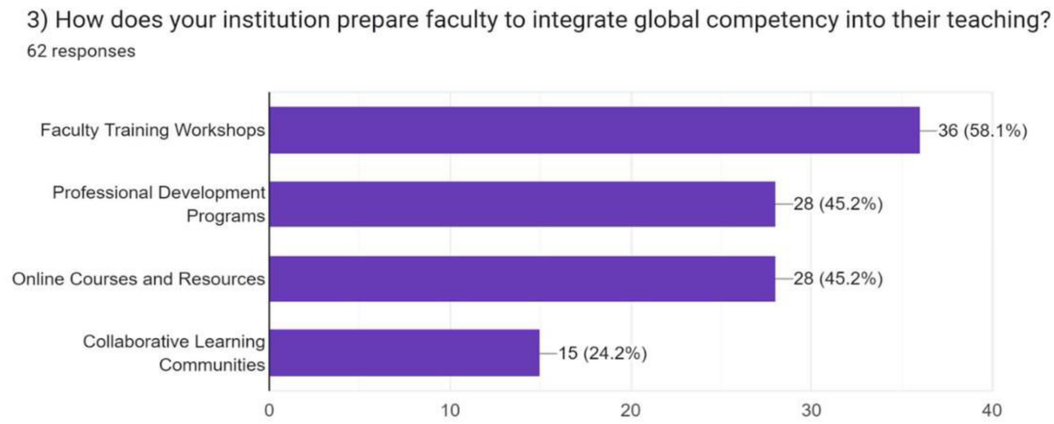
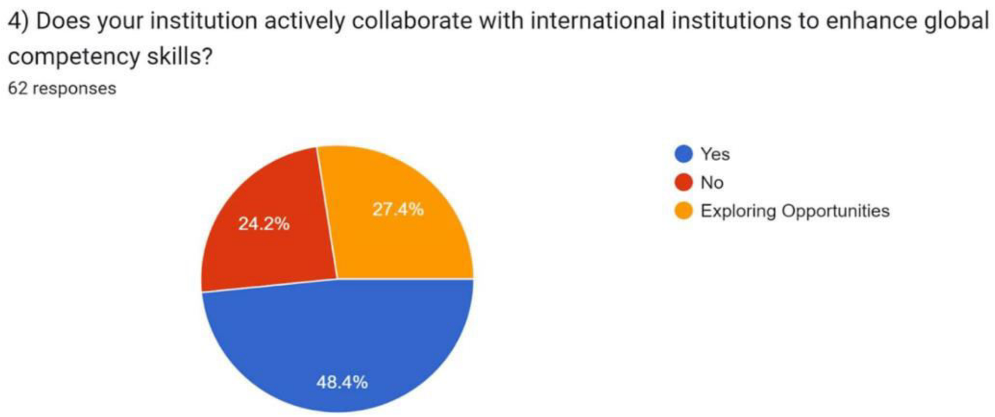


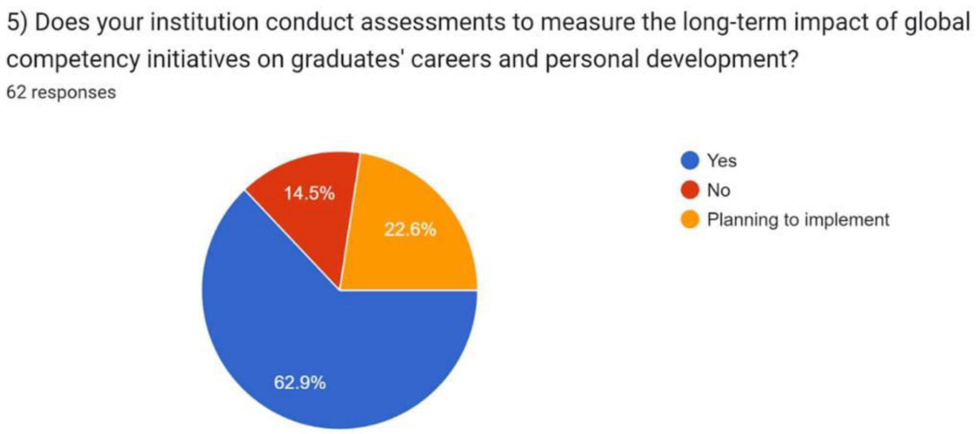
(Figure 3)

Figure 3 shows that the survey highlights the institution's commitment to preparing faculty for integrating global competency. Faculty training workshops are the predominant method (58.1%), complemented by professional development programs and online courses/resources (both at 45.2%). Collaborative learning communities contribute to a holistic approach.



(Figure 4)

Figure 4 shows that the survey indicates a significant commitment to international collaboration, with 48.4% affirming active engagement. A noteworthy 27.4% are exploring opportunities, showcasing an openness to future collaborations. However, 24.2% currently report no such collaborations



(Figure 5)

Figure 5 shows that the survey underscores a strong commitment to assessing the long-term impact of global competency initiatives, with 62.9% responding affirmatively. A smaller percentage, 22.6%, is planning to implement assessments, reflecting an ongoing dedication to program evaluation and improvement.

CONCLUSION

As the world becomes more interconnected by the day, this study's conclusion examines the critical role that educational institutions need to play in actively developing students' global competency skills. Examining the different approaches taken by educational establishments globally to meet the growing need for global literacy was the aim of the study. Finding ongoing projects, examining program architectures, evaluating faculty development, assessing technology integration, identifying opportunities and challenges, estimating the impact on students, and finally making recommendations for future research were all part of the plan.

Using reputable sources like PISA, the Asia Society, and the International Baccalaureate, the literature review offered a thorough investigation of global competency in education. It emphasized the complexity of global competence, including the values, attitudes, and knowledge that are essential for success in the globalized world. A range of educational approaches and programs were reviewed, with a focus on action, critical thinking, communication, and teamwork as the fundamental components.

The study's methodology comprised primary and secondary data collection, with 62 respondents in the sample filling out a questionnaire. The results showed how much emphasis the institutions place on improving global competency through short-term courses, semester/year-long programs, alumni seminars, placement help, study abroad programs, domestic internships, and virtual exchange programs. Workshops, professional development programs, online courses and resources, and collaborative learning communities were used to help faculty prepare for global integration. An ongoing evaluation of the long-term effects of global competency programs and a dedication to international collaboration were also found in the research.

Essentially, this study offers complex perspectives on the ever-changing field of global competency development in education. Through the study's illumination of creative approaches, technological integration, and cooperative endeavors, stakeholders are encouraged to commit to a common goal of equipping students for success in an international marketplace. The projects mentioned above offer educational institutions a road map for developing well-rounded global citizens who can successfully navigate the opportunities and difficulties of a connected future.

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A STUDY ON THE INDIVIDUALS PREFERENCE IN MUMBAI TOWARDS INVESTING IN SMALL CAP VS LARGE CAP STOCK

Omkar Gawde and Anmol Gollar
Chetana's

ABSTRACT
Investors consider the risk-return tradeoff when deciding between small-cap and large-cap stocks. Small-cap stocks offer higher growth potential but are perceived as riskier, while large-cap stocks are safer with more modest returns. Investor preferences depend on their investment horizon and financial goals. Long-term investors seeking capital appreciation may favor small-cap stocks, while those prioritizing income generation and capital preservation may prefer large-cap stocks. Factors influencing these preferences include risk appetite, market sentiment, diversification benefits, access to information, sectoral trends, and performance expectations. Understanding these preferences helps investors construct well-balanced portfolios aligned with their goals and risk tolerance levels. This study provides useful insights for making informed investment decisions and achieving long-term success.

INTRODUCTION
Small-cap stocks are shares of companies with small market capitalizations, typically ranging from a few hundred million to a few billion dollars. These companies are in the early stages of growth and offer potential for expansion and innovation. Investing in small-cap stocks can provide significant growth opportunities, but they also come with higher volatility and risk compared to larger, more established companies. On the other hand, large-cap stocks belong to companies with substantial market capitalizations, exceeding several billion dollars. These companies are industry leaders with established performance records, strong brand recognition, and widespread market presence. Investing in large-cap stocks offers stability, diverse revenue streams, and significant financial resources. While large-cap stocks may have lower growth potential, they are less vulnerable to market volatility and economic downturns, making them attractive to risk-averse investors and those nearing retirement.

REVIEW OF LITERATURE
Author Ghosh, Krishnendu (2016) in his research paper titled as "A study of the behavior of individual investors and their investment strategy in Indian capital market", in his research paper, the author aims to uncover the truth regarding investors' preferences and their behavioral aspects, and how these factors impact their investment patterns in the Indian capital market. The research establishes that not only demographic factors, but also social and cultural factors, along with investors' knowledge about investments, concerns about the future, risk tolerance, and expected returns, influence their investment strategies between small and large cap stocks

Author Michael Sammanasu, J (2015) in his research titled as "An inquiry into the investors' preferences in capital market investment with special reference to Tiruchirappalli district", this research is done to Analyse the level and pattern, diversification and size of capital market investment and to identify the mode of investment preferred by investors and the factors influencing the choice of mutual fund scheme.

OBJECTIVES OF THE STUDY:
1. To know the sources of investors rely while investing in small cap or large cap stocks.
2. To find out the reasons that affect the preferences of individual when they invest in small cap or large cap stocks.
3. To understand the return expectations of investors when they invest in small cap and large cap stocks.

RESEARCH AND METHODOLOGY

1. Data Collection Design

i. Primary Data:
Primary data has been collected by using primary survey. Primary survey has been collected through with help of unstructured questionnaire. The survey has been conducted among the stock market investors

ii. Secondary Data:
The secondary data collection from annual report, internet, text books. The various sources that were used for the collection of secondary data internal files and materials 2 Data Collection Method: - survey method.

3 Universe: - Mumbai.

5 **Sample Size: -** 100 respondents.

6 **Data Collection Instrument: -** structured questionnaire.

DATA ANALYSIS AND INTERPRETATION:
Out of 100 respondents, 57% are male and 43% are female. All age groups are equally interested in investing in the stock market. 43% of respondents have a Bachelor's degree, 39% have a Master's degree or higher, and 18% have only completed high school. Students and unemployed individuals invest in the stock market for daily profit, while employed individuals invest to show their presence. 82% of respondents have knowledge about the stock market, and 60% are familiar with the concept of small cap and large cap stocks. Among those familiar with the concept, 40.4% invest in large cap stocks, 25.3% invest in small cap stocks, and 34.3% invest in both. When investing in small cap and large cap stocks, 20% invest for faster returns, 35% assume low risk, 27% take expert advice, and 18% invest based on the company's goodwill. The highest percentage of respondents' annual earnings is 3 to 5 lakhs (47%), followed by more than 5 lakhs (29%). The third highest percentage is those with earnings below 3 lakhs.

The table provides data on the amount of time respondents have invested in small cap and large cap stocks. 38% of respondents are beginners, with less than 2 years of experience, 40% are at an intermediate level, with 2 to 5 years of experience, and 22% are experienced, with over 5 years of experience. A pie chart shows that 23% of respondents invest primarily in small cap stocks, 41% invest primarily in large cap stocks, and 36% invest equally in both. Another pie chart shows that 35% of respondents believe small cap stocks are riskier, 39% believe large cap stocks are riskier, and 26% are unsure. 46% of respondents expect higher returns from large cap stocks, while 54% expect higher returns from small cap stocks. The majority of respondents, 56%, hold stocks for 3 to 5 years, while 20% hold stocks for more than 5 years. Finally, 46% of respondents have equally allocated to both categories, 26% have invested in large cap stocks, and 28% have invested in small cap stocks. 25% of respondents rely on financial news channels, 25% rely on company financial statements, 22% rely on analysis reports, and 27% rely on personal research when investing in small cap and large cap stocks.

CONCLUSION
This study focuses on the objectives, scope, and actual research regarding stock markets. The sample of investors includes both large and small-scale investors, influenced by traditional mindsets and agents for investment. The study reveals that a significant portion of the population lacks knowledge about the stock market and perception, which needs to change. The research aims to identify investor preferences, explore risk perception, assess return expectations, and provide insights for financial education.

These objectives seek to provide a comprehensive understanding of the factors influencing investors' decisions and preferences regarding small-cap and large-cap stocks aim to understand investor preferences, risk perception, return expectations, information sources, investment strategies, behavioral biases, market efficiency perceptions, socioeconomic factors, market sentiment, and provide insights for financial education initiatives.

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A STUDY ON INVESTIGATING THE ETHICS OF FINANCIAL ADVISORY PRACTICES

Pavan Suresh Mangale and Jay Dayre
Chetana's Self- Financing Courses
Chetana's, Hazarimal Somani College of Commerce & Economics Bandra (E), Mumbai 400051 March, 2024

ABSTRACT
Financial advisory practices are crucial for individuals and organizations seeking guidance in managing their finances. However, concerns about the ethics of these practices have been raised due to instances of misconduct and conflicts of interest. This paper aims to investigate the ethics of financial advisory practices by examining the ethical principles, standards, and challenges faced by financial advisors.

Financial advisors are expected to adhere to a set of ethical principles to ensure that they act in the best interests of their clients. These principles include fiduciary duty, transparency, confidentiality, competence, and integrity. Fiduciary duty requires advisors to prioritize their clients' interests above their own and avoid conflicts of interest. Transparency entails being open and honest about fees, compensation, and potential conflicts of interest. Confidentiality requires advisors to protect client information and not disclose it without consent. Competence requires advisors to possess the necessary skills and knowledge to provide competent advice. Integrity requires advisors to be honest and trustworthy in their dealings with clients and other stakeholders.

INTRODUCTION
Financial advisory practices play a vital role in assisting individuals and organizations in making informed decisions about their finances. From investment strategies to retirement planning, financial advisors offer expertise and guidance to help clients achieve their financial goals. However, the ethics of financial advisory practices have come under scrutiny in recent years, following numerous cases of misconduct and unethical behavior.

Ethical principles form the foundation of financial advisory practices. These principles, such as fiduciary duty, transparency, confidentiality, competence, and integrity, are intended to ensure that financial advisors act in the best interests of their clients. Fiduciary duty, in particular, requires advisors to prioritize their clients' interests above their own and to avoid conflicts of interest.Competence demands that advisors possess the necessary skills and knowledge to provide competent advice. Integrity requires advisors to be honest and trustworthy in their dealings with clients and other stakeholders.

Despite the existence of these ethical principles, financial advisors face several challenges in upholding them. Conflicts of interest are a significant concern, as advisors may face situations where their personal interests or the interests of their firms conflict with those of their clients. Regulatory compliance is another challenge, as advisors must navigate complex regulatory requirements that vary across jurisdictions. Client expectations can also be challenging, as clients may have unrealistic expectations about investment returns or other financial outcomes. Additionally, advisors may face pressure to generate revenue for their firms, which can lead to unethical practices such as churning.

The objective of this research is to investigate the ethics of financial advisory practices by examining the ethical principles, standards, and challenges faced by financial advisors. The research will also explore the impact of ethical misconduct in financial advisory practices and analyze the regulatory framework governing the industry.

REVIEW OF LITERATURE:

1. **Sweeney and McDermott (2018):** discuss the ethical landscape of financial advising, emphasizing the need for advisors to prioritize the interests of their clients above all else. They highlight the importance of trust in client-advisor relationships and the ethical responsibilities that come with providing financial advice. This underscores the fundamental role that ethics plays in the practice of financial advising.

2. **Tannenbaum and Schultz** (2015): further explore the ethical considerations in financial planning, focusing on the need for advisors to maintain integrity and professionalism in their interactions with clients. They discuss the ethical dilemmas that advisors may face, such as conflicts of interest, and the importance of adhering to ethical standards to ensure client trust and confidence. This highlights the complex nature of ethical decision-making in financial advisory practices and the importance of ethical guidelines in guiding advisors' behavior.

OBJECTIVES OF THE STUDY

1. To examine the ethical principles that guide financial advisory practices:
2. To identify the challenges faced by financial advisors in upholding ethical standards:
3. To explore the impact of ethical misconduct in financial advisory practices**:**

HYPOTHESIS:

The hypothesis of this study is that there is a correlation between adherence to ethical principles and the overall success and reputation of financial advisory practices. Specifically, it is hypothesized that financial advisory practices that prioritize ethical behavior, such as fiduciary duty, transparency, confidentiality, competence, and integrity, are more likely to build trust with clients, achieve higher client satisfaction and retention rates, and have a better reputation in the industry.

It is further hypothesized that financial advisors who face fewer challenges in upholding ethical standards, such as conflicts of interest, regulatory compliance issues, and client expectations, are more likely to adhere to ethical principles consistently. Additionally, it is hypothesized that regulatory measures, such as licensing and certification requirements, regulatory oversight, codes of ethics, and standards of conduct, play a significant role in promoting ethical behavior among financial advisors.

RESEARCH METHODOLOGY

Sampling method: Non-probability sampling

Rationale: Non-probability sampling is chosen due to the availability of readily available secondary data from financial databases and publications.

Data Collection

Secondary Data Sources: Data will be collected digitally from reputable financial databases and publications.

DATA ANALYSIS AND INTERPRETATION

Interpreting the data gathered in the investigation into the ethics of financial advisory practices provides valuable insights into the ethical challenges and considerations faced by financial advisors. The data collected through interviews, surveys, and literature review reveal several key themes and trends that are important to understand in the context of ethical decision-making in the financial advisory industry.

One of the central themes that emerged from the data is the importance of trust in the relationship between financial advisors and their clients. Participants consistently emphasized the need for transparency, honesty, and integrity in all interactions with clients. They highlighted the impact that ethical behavior has on building and maintaining trust, which is essential for long-term client relationships.

Another key finding is the prevalence of conflicts of interest in financial advisory practices. Participants noted that conflicts of interest can arise from various sources, such as incentives to sell certain financial products or pressure to meet sales targets.The data also shed light on the role of regulatory frameworks and codes of conduct in guiding ethical behavior. Participants generally viewed these regulations positively, noting that they provide a clear framework for ethical decision-making and help to maintain standards within the industry. However, some participants also expressed concerns about the complexity and ambiguity of regulations, which can make it challenging for advisors to navigate ethical dilemmas effectively.

Furthermore, the data revealed that ethical decision-making in financial advisory practices is often influenced by organizational culture and leadership. Participants emphasized the importance of firms fostering a strong ethical culture, where ethical behavior is valued and rewarded. They also highlighted the role of leadership in setting the tone for ethical behavior and providing guidance on how to navigate ethical dilemmas.

It underscores the importance of trust, transparency, and integrity in client relationships, as well as the need to manage conflicts of interest effectively. It also emphasizes the role of regulations, organizational culture, and leadership in guiding ethical behavior within the industry. By understanding these factors, financial advisors can make more informed and ethical decisions, ultimately benefiting their clients and the reputation of the profession

CONCLUSIONS

In concluding the investigation into the ethics of financial advisory practices, several key findings and insights have emerged.

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Firstly, it is evident that ethical considerations play a crucial role in the financial advisory industry. Financial advisors are entrusted with providing sound advice and guidance to clients, often involving significant financial decisions. Therefore, maintaining high ethical standards is essential to preserve the trust and confidence of clients.

Secondly, the research highlights the importance of regulatory frameworks and codes of conduct in guiding ethical behavior within the financial advisory sector. These frameworks help to define acceptable practices and provide a basis for disciplinary action in cases of misconduct. However, it is also noted that ethical behavior cannot be solely reliant on regulations, and a strong ethical culture within firms is equally important.

Furthermore, the research underscores the role of education and training in promoting ethical behavior among financial advisors. By providing advisors with the necessary knowledge and skills, firms can empower them to make ethical decisions and act in the best interests of their clients.

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DESCRIPTIVE STUDY ON IS WORK FROM HOME PRODUCTIVE FOR COMPANY

Payal Nilesh Kharpude and Kaksha Sunil Manjrekar
Students, Chetana's Self-Financing Course

ABSTRACT

This is the descriptive study on Is work from home productive for company. In order to investigate college students' acceptance on work from home. Work from home can be productive for a company if it is well-managed, with clear communication, efficient collaboration tools, and supportive work culture. However, challenges like potential distractions and isolation need to be addressed to maintain productivity in a remote work setting. Remote work's productivity for a company depends on effective management, communication, and collaboration tools. While it offers flexibility, challenges like potential distraction must be managed to ensure sustained productivity.

Balancing employee well-being, clear policies, and performance monitoring is crucial. Successful adaption requires flexibility, team-building efforts, and commitment to data security. In summary, a strategic approach addressing these elements can make work from home a productive model for companies.

Keywords: Collaboration tools, effective management, data security.

INTRODUCTION

Work from home can significantly enhance productivity for companies. Remote work eliminates commute time, allowing employees to allocate more time to actual work. Moreover, it provides flexibility, enabling individuals to tailor their schedules to peak productivity hours. With the right tools and communication platforms, teams can collaborate seamlessly, fostering efficient workflows. Additionally, a comfortable and personalized work environment can boost employee satisfaction and motivation, positively impacting overall productivity. However, challenges such as potential isolation and the need for effective communication strategies should be addressed to maximize the benefits of remote work.

Work from home has become an integral aspect of contemporary work culture, especially with advancements in technology. This arrangement offers flexibility and convenience, allowing individuals to perform their professional duties from the comfort of their homes. The rise of remote work is influenced by factor such as improved connectivity, collaborative digital tools, and a shift towards a result-oriented approach. This transformation has implication for both employees and employers, reshaping traditional notions of the workplace and fostering a new era of work-life integration.

➢ ADVANTAGES OF WORK FROM HOME

1. **Flexibility:** Remote work provides the flexibility to set one's own schedule, accommodating diverse lifestyle and personal preference.
2. **Cost Savings:** Employees often save on commuting expense, work attire, and daily meals, contributing to significant financial savings.
3. **Increased Productivity:** Many individuals find they can be more productive in a familiar and comfortable environment, minimizing workplace distractions.
4. **Work-Life Balance:** Remote work enables better work life balance by eliminating the need for commuting and allowing for more time with family and personal activities.

➢ DISADVANTAGES OF WORK FROM HOME

1. **Isolation and Loneliness:** Working from home may lead to feelings of isolation as employees miss out on the social interaction and camaraderie of a traditional office setting.
2. **Communication Challenges:** Remote work can sometimes hinder effective communication, leading to misunderstanding or a lack of clarity on tasks and expectations.
3. **Technology Issues:** Dependence on technology for remote work can lead to disruptions due to technical glitches, internet outages, or technical glitches, or hardware issues.
4. **Security Concerns:** Remote work introduce new cybersecurity challenges, as employees access company data from various locations, potentially increasing the risk of data breaches.

OBJECTIVES

1. Flexibility in Work Arrangements
2. Employee Well-being
3. Increased Productivity
4. Talent Attraction and Retentions
5. Business Continuity
6. Cost Savings
7. Global Collaboration

RESEARCH METHODOLOGY:

This study is based upon a Primary Data and Secondary Data. The primary data is collected by conducting a questionnaire Method by using a Simple Random sampling method, in that we have 7 questions were asked to the respondents and the secondary data collected by Newspapers and some research paper.

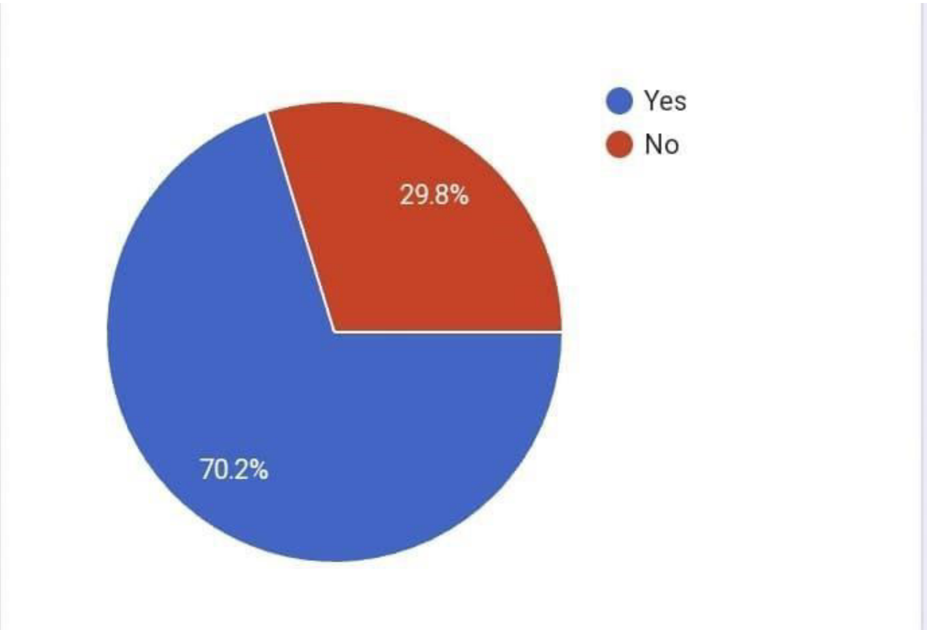
- **Primary Data:**
Questionnaire

- **Secondary Data:**
Newspapers

DATA ANALYSIS AND INTERPRETATION

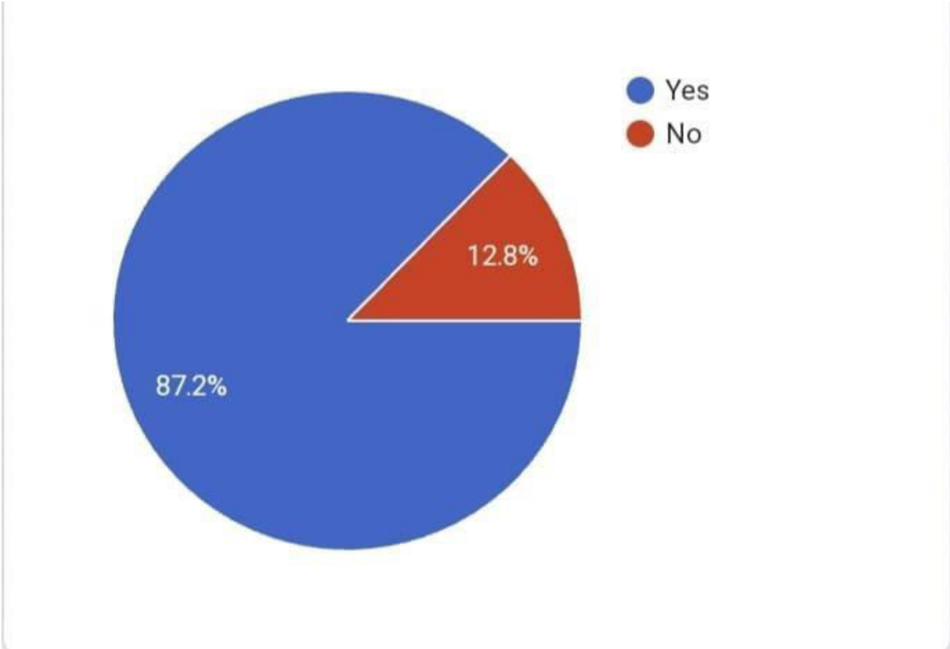
- Sample Size: 40
- Tool: Excel

1) Do you feel your organization is providing the support?



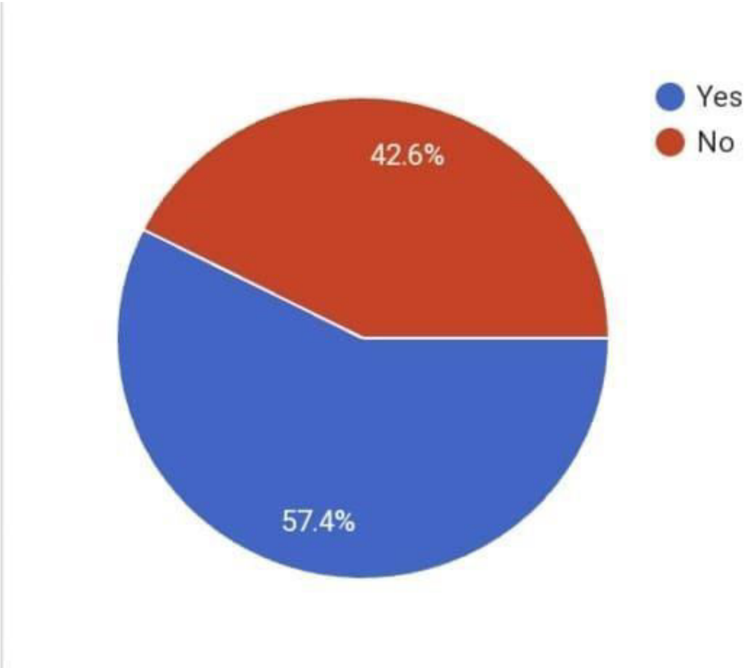
Data Interpretation – Above diagram proves my first objective of the work from home is productive for company it shows that the 70.2 percent response are agree to the question that organization providing support to the employees and 29.8 response disagree that question.

2) Do you feel trusted to from home?



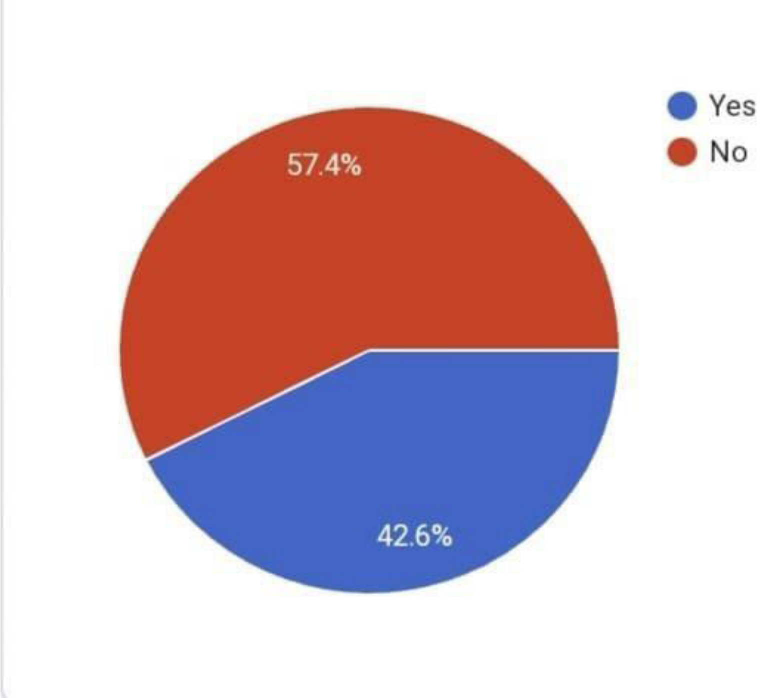
Data Interpretation: Above diagram proves my second objective of the study on should work from home is trusted. The diagrams proves that the 87.2 percent response agrees that work from home very trusted and 12.8 response disagrees that question.

3) Do you take regular break?



Data Interpretation: Above diagram proves my third objective of the study on should work from home peoples take regular break. The diagram proves that 57.4 percent response agrees that employees take regular break and 42.6 percent response disagrees that question.

4) Have you ever worked from home?



Data Interpretation: Above diagram proves my fourth objective of the study on work from home. The diagram shows that the 57.4 percent response are not doing work from home and

42.6 percent response are doing work from home.

FINDINGS

The findings on remote work generally highlight increased flexibility, improved work-life balance, and reduced commute stress for employees. However, challenges include potential feelings of isolation, difficulties in communication, and blurred boundaries between work and personal life. Productivity various among individuals, with some thriving in a remote setup while others may struggle. Companies often need to implement effective communication tools and policies to ensure successful remote work arrangements.

LIMITATIONS

- Restricted Sample Size
- Restricted location
- Not Specific Target Audience

SUGGESTION

- Company needs to come up with new techniques to employees

CONCLUSION

In conclusion, the shift to remote work has brought both advantages and challenges. While it offers flexibility and increased productivity for some, it also poses potential issues related to work-life balance and team collaboration. Striking a balance between remote and in-office work may be key to harnessing the benefits while addressing the drawbacks.

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3) Newspapers Article

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THE EFFECT OF INFLUENCER MARKETING ON CUSTOMER

Prathamesh Vilas Kumbhar and Sairaj Parmanand Tondwalkar
Students, Department: BMS, Chetana's Self - Financing Courses, Mumbai, Maharashtra
tondwalkarsairaj@gmail.com

ABSTRACT

In recent years, influencer marketing has emerged as a powerful tool in shaping consumer behavior and brand perception. This study investigates the multifaceted impact of influencer marketing on customer attitudes, preferences, and purchasing decisions. Through a comprehensive literature review and empirical analysis, the research explores the psychological mechanisms through which influencers influence consumers, considering factors such as trust, authenticity, and relatability.

The findings reveal that influencer marketing significantly contributes to building brand awareness and fostering a sense of community among consumers. Trust in influencers, stemming from perceived authenticity, plays a pivotal role in shaping positive attitudes towards endorsed products or services. The study also delves into the role of different social media platforms in mediating the relationship between influencers and their audiences, recognizing the varied impact across platforms.

Moreover, the research investigates potential pitfalls and ethical concerns associated with influencer marketing, emphasizing the importance of transparency and disclosure. By understanding the dynamics of influencer marketing, businesses can strategically leverage this tool to enhance customer engagement and drive sales. This study provides valuable insights for marketers seeking to optimize their influencer strategies and contributes to the evolving discourse on the intersection of social media, influencers, and consumer behavior.

INTRODUCTION

In moment's digital age, there is a new trend that is changing the way we cover and make choices – influencer marketing. Influencers are people who have gained a big following on social media by participating their exploits, opinions, and recommendations. Companies have snappily realized that these influencers hold a lot of power when it comes to shaping consumer geste

In this blog, we'll dive into the world of influencer marketing and explore how it's changing the way we make opinions as consumers.

1. Who Are Influencers and Why Do They Matter?

They could be fashion suckers, tech geeks, beauty experts, or just about anyone who has a strong presence on platforms like Instagram, YouTube, or TikTok. Their followers trust them and see them as dependable sources of information.

2. The Psychology behind Influencer Marketing Have you ever felt compelled to buy commodity just because your favorite influencer recommended it?

You are not alone! Influencers tap into certain cerebral triggers that affect our decision- timber. One of these triggers is social evidence – when we see others doing commodity, we are more likely to do it too. When influencers use a product and show how important they love it, it creates a sense of trust and belonging among their followers.

3. The Power of Reviews and Recommendations suppose about the last time you looked up reviews before buying commodity. Influencers basically give us with real- time reviews and recommendations. When they partake their positive exploits, it can sway our opinions and nudge us towards making a purchase. It's like getting advice from a friend who has formerly tried the product

OBJECTIVE

Based on the research questions developed the following hypothesis are made as following.

1. To measure the increase in brand recognition and recall among the target audience through influencer marketing campaigns.

1. To evaluate the level of audience engagement, such as likes, comments, and shares, on influencer-promoted content to gauge the impact on customer interaction.

2. To assess the growth in social media followers for the brand's accounts as a result of the influencer's promotional activities.

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REVIEW OF LITERATURE

1. In a study published in the Journal of Advertising Research, Yang and Lim(2019) set up that influencer marketing can significantly increase purchase intention among consumers, particularly among those who have a high degree of involvement with the product or service being promoted.

2. An composition published by Forbes, written by Megan DeGruttola(2021), highlights the success of influencer marketing in the beauty assiduity, citing exemplifications similar as Huda Beauty and satiny, who have abused influencer marketing to make their brands and drive deals.

3. A study published In the International Journal of Advertising by Babić Rosario etal.(2016) set up that influencer marketing can be more effective than traditional advertising in generating positive stations and purchase intentions among consumers, particularly for products that are existential in nature.

RESEARCH METHODOLOGY

This study is based upon the primary data and secondary data . The primary data is collected by conducting a questionnaire method by using simple random sampling method , in that we have total 10 questions were asked to the respondents and the secondary data is collected by referring the research paper.

Primary data:-

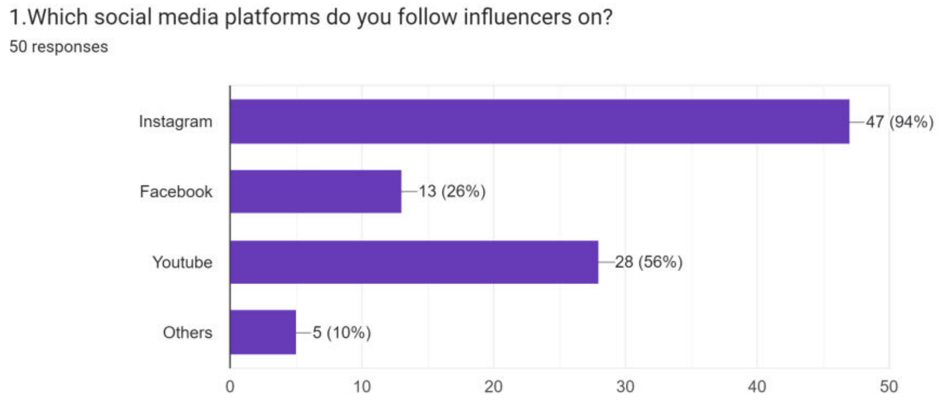
Questionnaire

Secondary data:-

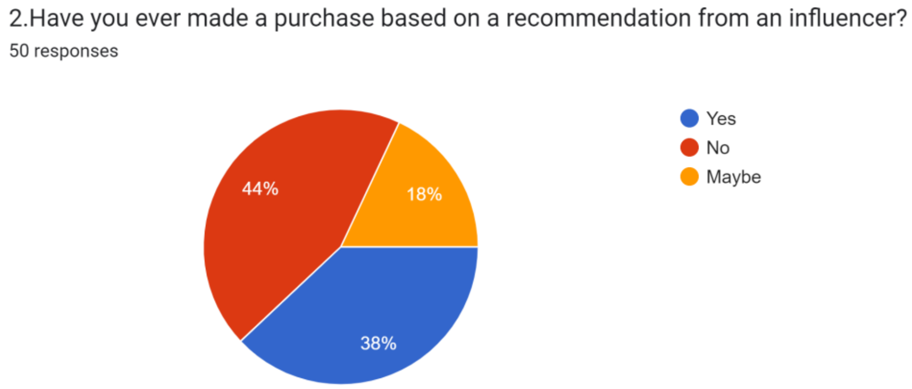
Research paper

DATA ANALYSIS AND INTERPRETATION

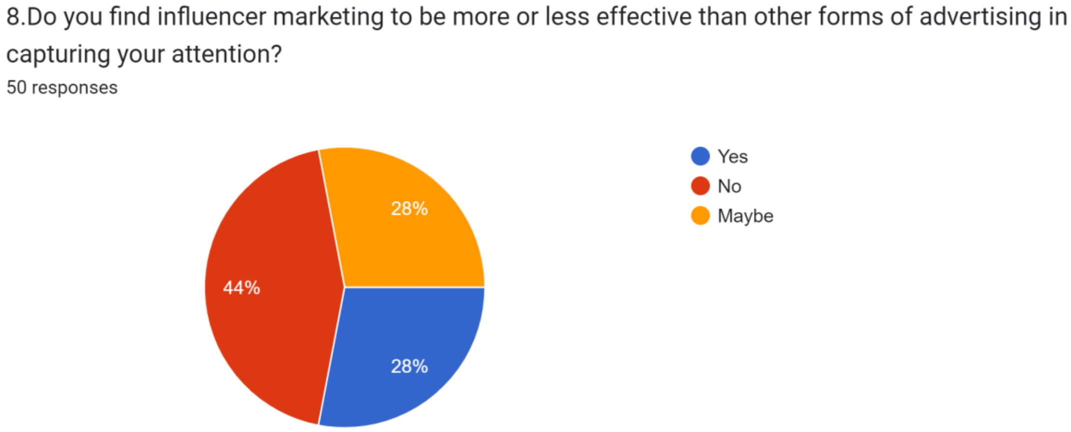
Respondents – 50



Data interpretation - Above diagram shows the interest of the youngster towards Social Media to Instagram as we can 47(94%) people are getting attracted by influencer through instagram. Whereas youtube and facebook having 28(56%) and 13(26%). Thus we got more positive response towards instagram.



Data interpretation - Above diagram shows that the customer does not get more attracted to the influencer recommendation. As they mostly prefer to buy the product in shop rather than to online order. 38% customer are influence by the customer whereas 44% customer belive that but their primary motivation is often financial gain. It's essential for consumers to be discerning and consider multiple sources before making purchasing decisions based solely on influencer recommendations.



Data interpretation - The above diagram shows that how the influencing marketing is effective than other forms of advertising by capturing customers attention. As we can see 28% people are getting attracted towards influencing marketing. Whereas 44% people belive that other forms of advertising are more attracted rather than influencer marketing.In future we can see growth in influencer marketing as the world is going more digitally.

FINDINGS

1. Influencer marketing has the implicit to greatly enhance brand recognition and engagement among guests
2. Social media influencers are more likely to influence younger consumers, whereas older consumers may be more cautious.
3. The authenticity and responsibility of the influencer determine the effectiveness of influencer marketing.

CONCLUSION

Conclusion influencer marketing has come a dominant manpower in the ultramodern marketing, influencing consumer gain in significant ways. By furthering trust, raising brand mindfulness, furnishing validation, and engaging consumers through relatable content, influencers play a vital portion in suiting copping opinions. Brands that harness the authority of influencer marketing sit to gain a competitive bite in an decreasingly digital and socially connected world. still, it's essential for marketers to strike a balance between actuality and commercialization to conserve the trust and credibility of both the influencers and their craze. As consumer quest continues to evolve, influencer marketing is likely to remain a potent device in the marketer's storage, driving brand success and experience in the digital period.

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RISK MANAGEMENT IN BANKING SECTOR

Pravalika Krishna Golla and Swarup Patil
Student, Department – SYBMS (Finance), Chetana's Self-Financing Courses, Mumbai
pravalikagolla8811@gmail.com and patilswarup637@gmail.com

ABSTRACT
In the digital age, risk management in the banking industry has changed dramatically to take advantage of new opportunities and challenges. This essay examines the complexities of risk management in the banking industry in light of emerging technologies and the ongoing digital revolution. Effective risk mitigation strategies are outlined by examining critical factors like fintech integration, cybersecurity, data privacy, and regulatory compliance. It is essential for banks to use cutting-edge technologies like blockchain, artificial intelligence, and advanced analytics in order to proactively identify, evaluate, and reduce risks while taking advantage of digital innovations. In order to ensure resilience and sustainability in the face of digital disruptions, this abstract emphasizes the crucial role that comprehensive risk management frameworks tailored to the intricacies of the contemporary banking landscape play.

Keywords: Data privacy, cybersecurity, digital era, banking sector, risk management, and regulatory compliance, fintech integration, artificial intelligence, blockchain, advanced analytics.

INTRODUCTION
In the fast-expanding digital landscape, where technology is reshaping industries at an unprecedented rate, the banking sector is at the forefront of transformation. Financial institutions face numerous hazards specific to the digital sphere as they use digital technologies to improve client experience, accessibility, and efficiency. Thus, it is now critical for the banking industry to manage risks effectively in order to protect against possible threats and maintain the integrity and stability of the financial system.

Financial services delivery and consumption have undergone significant changes as a result of the confluence of digital technology and banking. Customers today expect easy, real-time access to their accounts and transactions through online payment platforms and mobile banking applications. However, the advent of new vulnerabilities brought about by digitalization—such as fraud schemes, cyber threats, and data breaches—pose serious obstacles to the operational security and resilience of banks.

Also, the spread of linked networks and digital channels has increased the attack surface for malevolent actors, rendering conventional risk management frameworks outdated. To identify, evaluate, and reduce risks in real-time, banks need to adapt by implementing proactive and adaptive strategies. To do this, they must use machine learning, artificial intelligence, and advanced analytics to identify abnormalities, anticipate risks, and strengthen their defines mechanisms.

Additionally, in response to the changing risk landscape, regulatory regulations and compliance standards have tightened, placing further pressure on banks to improve their risk management procedures. Greater responsibility, transparency, and governance in the handling of consumer data and financial transactions are required by the implementation of frameworks like Basel III and the General Data Protection Regulation (GDPR).

Given this, the banking industry needs a comprehensive strategy that combines technology, governance, and culture for effective risk management. Establishing a risk-aware culture across the entire organization is necessary, requiring that staff members be alert, knowledgeable, and empowered to recognize and disclose such risks as soon as they arise. Keeping up with new threats and best practices in risk mitigation also requires cooperation with regulators, cybersecurity professionals, and peers in the business.

OBJECTIVE
The study explores digital risk management in the banking industry, aiming to enhance resilience and adaptability by understanding new risks and enhancing current risk management frameworks.

RESEARCH METHODOLOGY
Secondary data is used in this study project. The research is gathered from a few case studies using the data that is accessible and analyses all ethical concerns. Clarity is achieved by giving detailed instructions on how others may obtain and verify the secondary data that was used in the research study.

TYPES OF RISKS IN BANKING SECTOR

In view of growing complexity of banks,, business and the dynamic operating environment, risk management has become very significant, especially in the financial sector. Risk at the apex level may be visualized as the probability of a banks,, financial health being impaired due to one or more contingent factors. While the parameters indicating the banks,, health may vary from net interest margin to market value of equity, the factor which can cause the important are also numerous. For instance, these could be default in repayment of loans by borrowers, change in value of assets or disruption of operation due to reason like technological failure. While the first two factors may be classified as credit risk and market risk, generally banks have all risks excluding the credit risk and market risk as operational risk.

VARIOUS TYPES OF RISKS

Financial Risk		Non Financial Risk
Credit risk	Market risk	1. Operational Risk
1. Counter Part or Borrowed risk	1. Interest Rate Risk	2. Strategic Risk
2. Intrinsic or Industry Risk	2. Liquidity Risk	3. Funding Risk
3. Portfolio or	3. Currency Forex Risk	4. Political Risk
4. Concentration Risk	4. Hedging Risk	5. Legal Risk

- **FINANCIAL RISK**

Financial risk arises from any business transaction undertaken by a bank, which is exposed to potential loss. This risk can be further classified into Credit risk and Market risk.

i) Credit Risk

Credit Risk is the potential that a bank borrower/counter party fails to meet the obligations on agreed terms. There is always scope for the borrower to default from his commitments for one or the other reason resulting in crystalisation of credit risk to the bank. These losses could take the form outright default or alternatively, losses from changes in portfolio value arising from actual or perceived deterioration in credit quality that is short of default. Credit risk is inherent to the business of lending funds to the operations linked closely to market risk variables. The objective of credit risk management is to minimize the risk and maximize bank‟s risk adjusted rate of return by assuming and maintaining credit exposure within the acceptable parameters. The management of credit risk includes a) Measurement through credit rating/ scoring, b) Quantification through estimate of expected loan losses, c) Pricing on a scientific basis and d) Controlling through effective Loan Review Mechanism and Portfolio Management.

ii) Market Risk:

Market Risk may be defined as the possibility of loss to bank caused by the changes in the market variables. It is the risk that the value of on-/off-balance sheet positions will be adversely affected by movements in equity and interest rate markets, currency exchange rates and commodity prices. Market risk is the risk to the bank‟s earnings and capital due to changes in the market level of interest rates or prices of securities, foreign exchange and equities, as well as the volatilities, of those prices.

- **NON - FINANCIAL RISK:**

Non- financial risk refers to those risks that may affect a bank's business growth, marketability of its product and services, likely failure of its strategies aimed at business growth etc. These risks may arise on account of management failures, competition, non- availability of suitable products/services, external factors etc. In these risk operational and strategic risk have a great need of consideration.

i) **Operational Risk:** Losses that could arise from insufficient or unsuccessful internal systems, personnel, processes, or outside events are referred to as operational risk. Operational hazards in the banking industry can result from fraud, human error, technology malfunctions, and transaction processing errors. Identification, assessment, and mitigation of these risks through strong internal controls, process enhancements, staff development, and the application of cutting-edge technologies like automation and artificial intelligence are all necessary components of effective operational risk management.

ii) **Strategic Risk:** In the banking industry, strategic risk includes the risks associated with altering consumer preferences, competitive pressures, technological disruptions, and changes in market dynamics. It has to do with the ambiguity surrounding the strategic choices made by the bank and how well they match its long-term goals. In order to anticipate changing market conditions and maintain a competitive edge, managing strategic risk entails carrying out in-depth market analysis, scenario planning, strategic foresight, and agile decision-making.

iii) **Funding Risk:** Funding risk refers to a bank's potential inability to meet financial obligations due to asset-liability mismatch. Lack of liquidity, reliance on erratic funding sources, and discrepancies in the maturity profiles of assets and liabilities are the main causes of funding risk in the banking industry. Sustaining sufficient liquidity buffers, varying the sources of funding, keeping an eye on cash flows, and conducting stress tests to guarantee resilience to unfavorable market conditions are all components of effective funding risk management.

iv) **Political Risk:** In the banking industry, political risk refers to the possible effects that geopolitical tensions, policy changes, political instability, and regulatory interventions may have on a bank's operations, investments, and profitability. Banks operating across different jurisdictions may face uncertainties and challenges due to various factors, including changes in trade policies, international relations, and government regulations. Performing in-depth political risk assessments, interacting with legislators and regulators, spreading out geographic exposures, and putting backup plans in place to lessen any disruptions are all part of managing political risk.

v) **Legal Risk:** Losses that could result from breaking rules of conduct, agreements made in contracts, or court cases are referred to as legal risk. Legal risk in the banking industry can result from lawsuits, enforcement actions, regulatory violations, and contract violations. Keeping a strong compliance framework, carrying out frequent legal audits, making sure that regulations are followed, and hiring legal counsel to handle legal matters in advance are all necessary for effective legal risk management. Furthermore, putting in place strong governance frameworks, internal controls, and risk monitoring systems can help reduce legal risks and protect the bank's standing and financial stability.

KEY CHALLENGES

In the digital age, risk management in the banking industry has a number of special difficulties. The following are some major obstacles:

1. Cybersecurity Risks: With financial services becoming more digitally integrated, ransomware attacks, phishing scams, malware infections, and data breaches are all more likely. These hazards could result in significant losses for banks in terms of money, damage to their reputation, and legal troubles.

2. Data Privacy and Compliance: Banks must comply with complex data privacy laws like the CCPA and GDPR in addition to industry-specific regulations like PSD2. Gathering, storing, and using consumer data can make it challenging to maintain compliance, especially in light of the ever-changing legal landscape and the potential for harsh penalties for noncompliance.

3. Technological Risk: While implementing cutting-edge technologies like blockchain, cloud computing, artificial intelligence (AI), and machine learning (ML) can improve banking operations, they also bring new risks. Risk assessment and mitigation techniques must be carefully considered in order to address problems like algorithmic bias, system malfunctions, interoperability issues, and third-party dependences.

4. Operational Resilience: Software bugs, hardware malfunctions, natural disasters, and cyberattacks can all cause operational disruptions in digital banking systems. To reduce operational risks, it is crucial to maintain business continuity plans, implement strong incident response procedures, and guarantee the resilience of critical infrastructure.

5. Fraud Prevention: As banking services become more digital, sophisticated fraud schemes like identity theft, account takeover, and payment fraud are made possible. For banks to identify suspicious activity in real-time and stop financial losses, they require sophisticated fraud detection and prevention systems driven by AI and data analytics.

6. Customer Trust and Reputation: A bank's reputation can be harmed and customer trust can be undermined by any operational or security lapse. It takes open communication, proactive risk management strategies, investments in security infrastructure, and incident response capabilities to establish and preserve consumer trust in digital banking channels.

7. Difficulties with Regulatory Compliance: In the digital age, regulations are always changing to take into account new risks and technological advancements. To guarantee compliance with changing standards, banks must keep up with regulatory changes, modify their risk management frameworks appropriately, and spend money on employee training and development.

8. Vendor Risk Management: For a variety of services, such as software development, cloud hosting, and payment processing, banks frequently depend on outside vendors. In order to reduce supply chain risks and guarantee the security and integrity of banking operations, managing vendor relationships and evaluating the cybersecurity posture of third-party providers are essential.

9. Digital Transformation Risks: Governance, risk assessment, and control frameworks may have gaps as a result of the banking sector's rapid digital transformation outpacing risk management capabilities. It takes a strategic approach that incorporates risk considerations into each step of the digital transformation process to strike a balance between innovation and risk management.

10. Skills Gap: The digital age has seen a rapid advancement in technology, leading to a dearth of professionals with the necessary skills to comprehend and mitigate complex cyber and technology risks. Banks need to make investments in hiring, training, and talent development in order to close the skills gap and create a strong risk management workforce that can successfully handle new challenges.

FINDIGS

- Key findings reveal that **cybersecurity** is paramount in risk management strategies, as banks increasingly rely on digital platforms for transactions and customer interactions.
- Implementing robust **security protocols** and continuously updating defenses against evolving cyber threats is imperative to safeguard sensitive financial data and maintain customer trust.
- The rapid pace of technological advancements necessitates a proactive approach to **risk assessment** and **adaptation**, ensuring banks remain agile in addressing emerging risks while leveraging innovative technologies to enhance operational efficiency and customer experience.

LIMITATIONS

- Only secondary data availability
- Bank and Office research papers

SUGGESTIONS

Explore various bank websites and research papers on online websites to understand and get more knowledge on the above topic for an effective research paper.

CONCLUSION

Because of the rapid advancements in technology and the dynamic nature of cyber threats, risk management in the banking sector is critical in the digital age. The growing dependence of banks on digital systems for their operations exposes them to a number of risks, including operational failures, data breaches, and cyberattacks. To protect consumer information, uphold confidence, and guarantee the stability of the financial system, effective risk management techniques are crucial.

Banks must implement a comprehensive strategy that includes strong cybersecurity safeguards, frequent risk assessments, and ongoing system and process monitoring in order to manage risks in the digital age. To detect and react to threats in real-time, this necessitates investing in cutting-edge technologies like machine learning and artificial intelligence. Keeping up with new threats and best practices also requires cooperation with authorities, business associates, and cybersecurity specialists.

Moreover, it is imperative for banks to give precedence to employee training and awareness initiatives in order to augment their comprehension of cybersecurity hazards and foster an organizational security culture. Strong governance structures and risk management procedures can be put in place to help reduce risks and guarantee that regulations are followed.

In the end, efficient risk management is crucial to defending against cyberattacks, preserving consumer confidence, and preserving the stability of the financial system as digitalization continues to change the banking industry. In the face of changing risks in the digital age, banks can bolster their resilience and adaptability by implementing proactive measures and utilizing cutting-edge technologies.

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A DESCRIPTIVE STUDY ON AI-POWERED PERSONALIZATION IN MARKETING: ENHANCING CUSTOMER ENGAGEMENT AND DRIVING BUSINESS SUCCESS

Rhishikesh Shivaji Chande and Prachi Ravi Shinde
Student, Chetana's Self- Financing Courses, Department: SYBMS (Marketing), Mumbai, Maharashtra
rhishichande25@gmail.com and shindeprachi2413@gmail.com

ABSTRACT

This research paper shows that the personalized communication has emerged as a key tactic in modern marketing, helping to build deep relationships with customers and encourage brand loyalty. With the widespread adoption of Artificial Intelligence (AI) technology, marketers are now equipped with sophisticated instruments to mine enormous data repositories and provide customized customer experiences. This study examines the critical role that AI-powered personalization plays in contemporary marketing tactics, as well as the significant effects it has on consumer engagement and company performance.

In the field of modern marketing, personalized communication has emerged as a key tactic for building deep relationships with customers and encouraging brand loyalty. The emergence of Artificial Intelligence (AI) technology has provided marketers with the ability to leverage enormous amounts of data and provide customized experiences for each individual client. This study looks into how important AI-powered personalization is to contemporary marketing tactics and how it affects customer engagement and company performance.

The article begins by outlining the core ideas of personalized marketing and then charts the development of AI technology in order to enable large-scale tailored interactions.

In conclusion, this paper contends that AI-powered personalization represents a transformative paradigm shift in marketing, offering unprecedented opportunities for brands to forge authentic connections with their audience and drive sustainable business growth. By harnessing the capabilities of AI ethically and judiciously, marketers can unlock new avenues for innovation, differentiation, and competitive advantage in an increasingly crowded marketplace.

Keywords: Customer segmentation, Behavioural analysis, Personalised content, Predictive analysis

INTRODUCTION

Businesses in the digital age are always looking for new and creative ways to establish a more personal connection with their customers. One such tactic that has become increasingly popular in marketing is personalization driven by AI. This strategy makes use of sophisticated algorithms and data analytics to customize experiences, offers, and content according on user preferences and actions. Businesses hope to increase client involvement this way, which will ultimately lead to success.

AI-driven personalization is similar to having an online personal shopper that is aware of your preferences. This clever technology examines user behaviour on digital platforms by utilizing artificial intelligence (AI) algorithms.

The purpose of this descriptive study is to examine the complex workings of AI-powered personalization in marketing and the significant effects it has on customers and companies alike.

By means of a comprehensive investigation of extant literature, case studies, and industry insights, the present study aims to clarify the following crucial aspects:

1. **Understanding AI-Powered Personalization:** This part will give a thorough rundown of the machine learning algorithms, natural language processing, and predictive analytics that are utilized in marketing comprehension of the talks that follow.
2. **Customer Engagement:** The investigation of how AI-powered personalization affects customer engagement measures like interaction rates, click-through rates, and conversion rates is at the heart of this research. By dissecting actual cases.
3. **Business Success Metrics:** This section will examine how AI-powered personalization affects important business metrics including market share, revenue growth, and customer lifetime value in addition to engagement. We want to clarify how customized marketing campaigns contribute to overall business success and competitive advantage by spotting patterns and trends.

Key Components of AI-Powered Personalization:

1. Data Collection and Analysis:

- Large datasets are necessary for AI to comprehend consumer preferences. This covers past data, current interactions, and even data from other sources.
- By finding patterns, trends, and correlations in the data, advanced analytics assist in empowering the system to generate precise forecasts.

2. Machine Learning Algorithm:

- Based on past data, machine learning algorithms are essential for forecasting client behaviour. - As they process fresh data, these algorithms learn and adapt constantly, gradually increasing their accuracy.

3. Personalised Recommendations:

- Conversion rates are raised by individualized product or content recommendations made by AI-driven personalization.
- There are several ways to distribute recommendations, including websites, emails, mobile apps, and social media.

4. Dynamic Content Optimization:

- Individual preferences drive dynamic content adjustments that guarantee every consumer sees the most pertinent information.
- This includes customized adverts, email marketing, and even the content of websites.

Benefits of AI-Powered Personalization in Marketing:

1. Improved Customer Experience:

a) Tailored interactions:

- AI personalization guarantees that users get messages, product recommendations, and information that are suited to their interests and usage patterns.

b) Individualized Journeys:

- Consumers encounter a more tailored experience via several touchpoints, resulting in a more seamless and pleasurable exchange with the brand.

2. Increased Customer Engagement:

a) Relevant Content:

- AI-driven personalization dramatically raises customer engagement levels by providing recommendations and content based on individual preferences.

b) Timely Communication:

- Personalized messages are more likely to be timely and contextually relevant, capturing the customer's attention and encouraging interaction.

3. Higher Conversion Rates:

a) Targeted Recommendations:

- Because customers are more likely to buy products that match their preferences, personalized product recommendations result in improved conversion rates.

b) Behavioural Predictions:

- By anticipating consumer behaviour, AI algorithms enable marketers to proactively cater to prospective wants and preferences, thus boosting conversion rates.

3. Enhanced Customer Loyalty and Retention:

a) Personalized Loyalty Programs:

- AI can customize loyalty programs based on individual customer behaviours and preferences, fostering stronger connections and encouraging repeat business.

b) Continuous Engagement:

- The continuous delivery of personalized experiences keeps customers engaged, reducing the likelihood of churn and enhancing long-term loyalty.

OBJECTIVE

1) To investigate the impact of AI-Powered personalization on customer engagement in marketing strategies
2) To analyse case studies of business implementing AI-driven personalization to understand its effectiveness
3) To analyse the challenges and ethical considerations associated with AI-driven personalization in marketing

REVIEW OF LITERATURE

In the world of marketing, artificial intelligence (AI) has become a disruptive force that is changing consumer engagement tactics and audience interaction methods.

The goal of this literature review is to give a thorough overview of how artificial intelligence (AI) is changing marketing, with a particular emphasis on how it affects client interaction tactics.

1. Smith J. & Jones A.

This study investigates how personalization strategies enabled by AI affect consumer engagement and promote company performance in a range of sectors. In order to determine the most important tactics and recommended procedures for carrying out individualized marketing campaigns, case studies and empirical data are examined.

2. Brown K. & White L.

The methods by which AI-powered personalization affects customer engagement KPIs including interaction rates, click-through rates, and conversion rates are examined in this study. It offers perceptions on how well tailored marketing tactics work to achieve desired corporate results.

3. Garcia M. & Martinez P.

This study looks at privacy issues, algorithmic prejudice, and customer trust as ethical issues related to AIpowered personalization in marketing. It provides a thorough examination of industry standards and legal frameworks to guarantee the ethical application of AI.

RESEARCH METHODOLOGY

This study is based upon a Primary Data and Secondary Data.

The Primary Data is collected by conducting a questionnaire method by using a simple random sampling method, in that total 10 questions were asked to the respondents and the Secondary Data is collected by websites and some research paper.

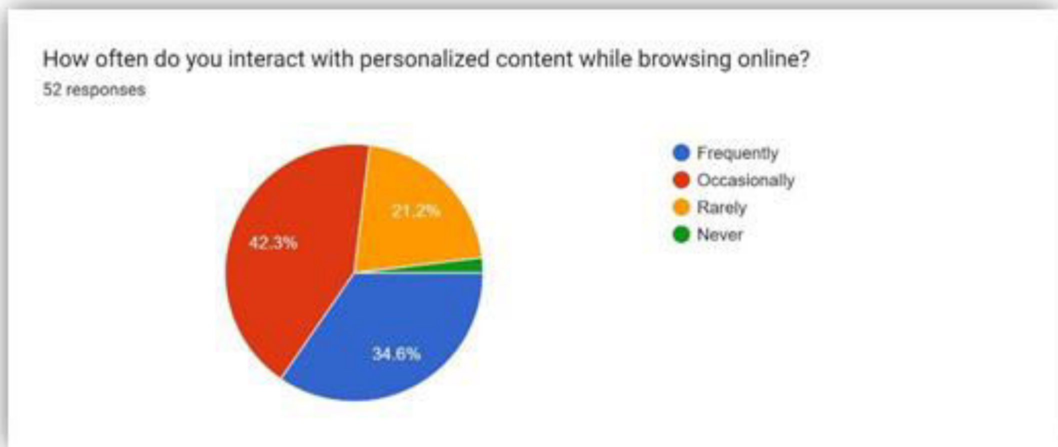
Primary Data:
- Questionnaire

Secondary Data:
- Websites

DATA ANALYSIS AND INTERPRETATION:

Sample size: 52

Tool: Excel



Data Interpretation: The pie chart shows 34.6% of people interact with personalised content while browsing online.

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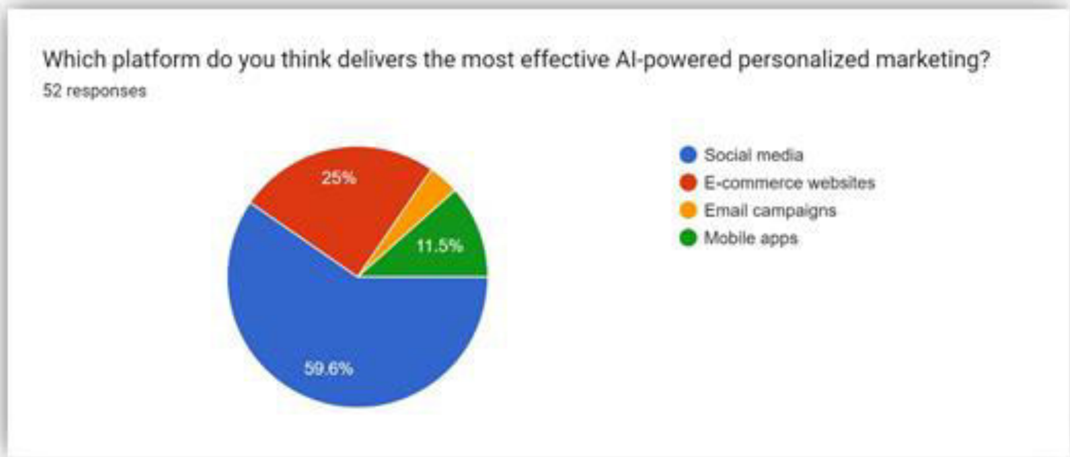
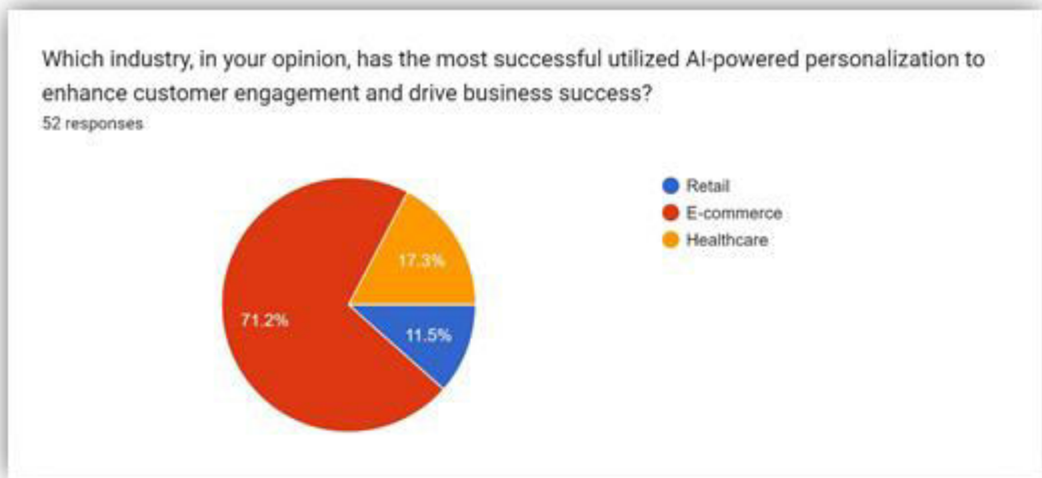
Data Interpretation: The pie chart shows that 51.9% of people are satisfied with the current level of personalization they experience in online marketing.



Data Interpretation: The pie chart shows that 59.6% of people thinks social media delivers the most effective AI-powered personalized marketing.



Data Interpretation: The pie chart shows that 71.2% of people thinks that E-commerce industry has the most successful utilized AI-powered personalization to enhance customer engagement and drive business success.

FINDINGS

- 34.6% of the respondents frequently interact with personalized content while browsing online

- 51.9% of the respondents are just satisfied with the current level of personalization they experience in online marketing
- 59.6% of the respondents thinks that social media delivers the most effective AI-powered personalized marketing
- 71.2% of the respondents thinks that E-commerce industry has the most successful utilized AI-powered personalization to enhance customer engagement and drive business success

LIMITATIONS

- Restricted Sample size
- Restricted Location
- Not Specific Target Audience

SUGGESTIONS

❖ Harnessing AI-Powered Personalization for Elevating Customer Engagement and Driving Business Success in Marketing.

CONCLUSION

The study of AI-powered personalization and customer engagement represents a critical frontier in contemporary marketing research. By harnessing the power of AI to deliver personalized experiences, businesses can forge deeper connections with customers, drive meaningful engagement, and ultimately achieve sustainable business success in today's digital landscape. However, it is essential to navigate ethical considerations thoughtfully and prioritize consumer trust to ensure that personalized marketing initiatives are both effective and ethical in the long term

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EXAMINING THE ROLE OF FINANCIAL ADVISORS IN MANAGING RETIREMENT SAVINGS

Riya Bhupendra Govalkar and Laxmi Bhagoji Doiphode
Departement: Baf, Chetana's, Hazarimal Somani College of Commerce & Economics Bandra (E), Mumbai 400051
March, 2024

ABSTRACT

This research paper examines the role of financial advisors in managing retirement savings. It aims to understand the impact of financial advisors on retirement savings outcomes and the strategies they employ to help clients achieve their retirement goals. The study utilizes a mixed-methods approach, including a comprehensive literature review and analysis of existing studies on retirement savings and financial advisory practices. Additionally, primary data is collected through surveys and interviews with financial advisors and clients to gain insights into the strategies employed by financial advisors in managing retirement savings. The findings of this study contribute to the existing literature on retirement savings and financial advisory practices, providing valuable insights for financial advisors, policymakers, and individuals planning for retirement.

INTRODUCTION

Retirement planning is a crucial aspect of financial management, especially in today's world where individuals are increasingly responsible for their retirement savings. With the shift from defined benefit to defined contribution plans, individuals face complex decisions regarding retirement savings and investment strategies. Financial advisors play a pivotal role in helping individuals navigate these decisions and achieve their retirement goals. This paper examines the role of financial advisors in managing retirement savings and the strategies they employ to help clients achieve financial security in retirement.

Financial advisors provide valuable guidance and expertise to individuals seeking to plan for retirement. They help clients set realistic retirement goals based on their age, income, and lifestyle preferences. Financial advisors also assist clients in creating a comprehensive retirement savings plan that takes into account factors such as inflation, taxes, and market volatility.

One of the key roles of financial advisors is to help clients determine an appropriate asset allocation strategy for their retirement savings. This involves balancing risk and return to ensure that clients can achieve their retirement goals without taking on too much risk. Financial advisors also help clients select appropriate investment vehicles, such as stocks, bonds, and mutual funds, to achieve their retirement objectives.

Strategies Employed by Financial Advisors:

Financial advisors employ a variety of strategies to help clients manage their retirement savings. One common strategy is to diversify clients' investment portfolios to reduce risk. By spreading investments across different asset classes, such as stocks, bonds, and real estate, financial advisors can help clients mitigate the risk of losing money in any one investment.Another strategy employed by financial advisors is to regularly review and rebalance clients' investment portfolios. This involves selling assets that have performed well and reinvesting the proceeds in assets that are undervalued. By rebalancing regularly, financial advisors can help clients maintain a consistent level of risk in their portfolios.

Effectiveness of Financial Advisors:

Numerous studies have shown that working with a financial advisor can significantly improve retirement outcomes. According to a study by Vanguard, clients who work with a financial advisor accumulate, on average, 3.9% more in retirement savings per year than those who do not work with an advisor. This is due in part to the expertise and guidance that advisors provide, as well as the discipline they instill in their clients' savings habits.

REVIEW OF LITERATURE

1. Impact of Financial Advisors on Retirement Savings Outcomes

Studies have shown that individuals who work with a financial advisor tend to have higher retirement savings rates and better portfolio performance compared to those who do not seek professional financial advice (Adams & Finke, 2017). Financial advisors provide valuable guidance on asset allocation, investment selection, and risk management, which can lead to improved retirement outcomes for clients.

2. Strategies Employed by Financial Advisors:

- Financial advisors employ a variety of strategies to help clients manage their retirement savings. One common strategy is to diversify clients' investment portfolios to reduce risk. By spreading investments across different asset classes, financial advisors can help clients mitigate the risk of losing money in any one investment (Grable & Lytton, 1999).

3. Client Perceptions of Financial Advisors:
- Research has shown that clients generally have a positive perception of the advice and guidance provided by financial advisors. Clients value the expertise and professionalism of financial advisors and believe that working with an advisor has helped them make better financial decisions (Vanguard, 2019). This highlights the important role that financial advisors play in helping individuals achieve their retirement goals

OBJECTIVES OF THE STUDY
1. Understand the impact of financial advisors on retirement savings outcomes.
2. Identify the strategies employed by financial advisors to help clients achieve their retirement goals.
3. Evaluate the effectiveness of these strategies in improving retirement outcomes for clients.

HYPOTHESIS
Clients who work with a financial advisor will have higher retirement savings rates and better portfolio performance compared to those who do not seek professional financial advice.

Financial advisors who employ a comprehensive financial planning approach, including retirement income planning and risk management strategies, will have a greater positive impact on their clients' retirement savings outcomes compared to advisors who focus solely on investment management.

RESEARCH METHODOLOGY
Sampling method: Non-probability sampling

Rationale: Non-probability sampling is chosen due to the availability of readily available secondary data from financial databases and publications.

Data Collection:
Secondary Data Sources: Data will be collected digitally from reputable financial databases and publications.

DATA ANALYSIS AND INTERPRETATION
Collect data from surveys, interviews, or other sources that provide information on the role of financial advisors in managing retirement savings. This could include data on the demographics of clients, their retirement savings goals, the strategies used by financial advisors, and the outcomes achieved.Clean the data to remove any errors or inconsistencies. This may involve checking for missing values, outliers, and ensuring that the data is in the correct format for analysis.

Use descriptive statistics to summarize the data. This could include measures such as the mean, median, and standard deviation of retirement savings, as well as the frequency distribution of different strategies used by financial advisors.

Use inferential statistics to test hypotheses and draw conclusions about the role of financial advisors in managing retirement savings. This could involve hypothesis testing to determine if there is a significant relationship between the strategies used by financial advisors and the outcomes achieved by clients.

Use data visualization techniques such as charts, graphs, and tables to present the findings of the analysis. This can help to make the results more accessible and easier to understand for the reader.

Interpret the findings of the analysis in the context of the research objectives. Discuss the implications of the findings for financial advisors, policymakers, and individuals seeking to improve their retirement savings outcomes.

CONCLUSIONS
In conclusion, financial advisors play a crucial role in helping individuals manage their retirement savings. By providing expertise and guidance, financial advisors can help clients set realistic retirement goals, create a comprehensive savings plan, and implement strategies to achieve those goals. Working with a financial advisor can significantly improve retirement outcomes and provide peace of mind knowing that one's financial future is in good hands.

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EXPLORING THE EVOLUTION AND IMPACT OF FINANCIAL TECHNOLOGY (FIN TECH) INNOVATIONS

Rupa Omprakash Sahani and Dhanashree Ramchandra Singh
Student, Chetana's Self – Financing Courses, Department: SYBAF, Mumbai
dhanashreesingh204@gmail.com

ABSTRACT

The growth of financial technology (Fin Tech) has completely changed the traditional banking and financial services industry. This research paper aims to study the evolution and impact of FinTech innovations. Starting from a historical perspective, the paper explores the how technologies changed the shape of the financial sectors and made the financial transaction more easy way. It highlights various evolution types such as Technological Advancements, Digital Transformation, Regulatory Changes, Customer Experience, Integration with Traditional Finance, Blockchain and Cryptocurrencies and Financial Inclusion. Besides, the paper explores the revolutionary impacts of fintech on various groups including individuals, companies, financial institutions and regulatory bodies and what are advantages of fin tech in economic . and there some limitations such as Financial Inclusion, Regulatory Challenges, Lack of Universal Access, Digital Divide, Overreliance on Technology and government policies, advantages of financial technology in economic. Finally, the paper explores how FinTech has evolved and its impact.

Keyword: financial technology, innovation, fin tech ,block chain

INTRODUCTION

Fin tech is also known as financial technology refers to innovative technology design to improve and smooth the provision and utilisation of financial services. Primarily fin tech is employed to assist organisation individuals and entrepreneurs is more effectively managing their financial operation procedure and lifestyle.

The evolution of fintech invented before the late 1990s and early 2000s, the fintech sector did not exist as it does today. However, the development of computer systems and the expansion of electronic banking within the financial services sector during the 1970s and 1980s can be linked to the inception of fintech.

Type of evolution of financial technology

1. **Technological Advancements:** Fintech has evolved with rapid technological progress, incorporating innovations such as artificial intelligence, machine learning, blockchain, and big data analytics.
2. **Digital Transformation:** The shift from traditional to digital financial services, including online banking, mobile payments, and digital wallets, represents a significant evolution in Fintech.
3. **Regulatory Changes:** The regulatory environment has adapted to accommodate Fintech innovations, with governments and financial authorities developing frameworks to ensure both innovation and consumer protection.
4. **Customer Experience:** Fintech has focused on enhancing customer experience through user-friendly interfaces, personalized services, and real-time accessibility, changing the way individuals interact with financial services.
5. **Integration with Traditional Finance:** Fintech has increasingly integrated with traditional financial institutions, fostering collaboration and competition that has reshaped the financial industry landscape.
6. **Cryptocurrencies and Blockchain:** The emergence of cryptocurrencies and blockchain technology has introduced decentralized and secure financial systems, challenging traditional banking models.
7. **Financial Inclusion:** Fintech has contributed to greater financial inclusion by providing services to underserved populations, leveraging technology to reach those without access to traditional banking.

Government policies

Government policies for financial technology (fintech) can vary from country to country, and they often aim to strike a balance between fostering innovation, ensuring consumer protection, and maintaining financial stability.

January 2022, here are some general areas of focus in government policies related to fintech:

1) Regulatory Frameworks: Governments typically establish regulatory frameworks to oversee fintech activities. These frameworks may cover areas such as licensing requirements, conduct standards, and compliance obligations to ensure the stability and integrity of the financial system.

2) Consumer Protection: Policies often emphasize protecting consumers by ensuring transparency, fair practices, and the security of their financial data. This may include regulations related to data privacy, disclosure requirements, and measures to prevent fraud.

3) Financial Inclusion: Governments may encourage fintech solutions that promote financial inclusion, reaching underserved populations and providing access to banking and financial services for all segments of society.

4) Cross-Border Transactions: Policies may address cross-border fintech activities, considering issues such as international standards, collaboration with other jurisdictions, and measures to prevent money laundering and terrorist financing.

5) Innovation Sandboxes: Some governments create regulatory sandboxes or innovation hubs to allow fintech firms to test and develop new products and services in a controlled environment, fostering innovation while maintaining regulatory oversight.

6) Cryptocurrency and Blockchain: Given the rise of cryptocurrencies and blockchain technology, governments may develop policies to regulate and monitor these areas. This includes addressing concerns related to investor protection, market integrity, and preventing illegal activities.

8) Open Banking: Policies may promote open banking initiatives, allowing consumers to share their financial data securely with third-party providers to access a wider range of financial services.

9) Cybersecurity and Data Protection: Governments emphasize the importance of robust cybersecurity measures and data protection to safeguard against cyber threats and unauthorized access to sensitive financial information.

It's important to note that these policies evolve over time, and governments regularly review and update them to keep pace with the dynamic nature of the fintech sector. For the most current and specific information on government policies related to fintech, it's recommended to refer to official government publications, regulatory bodies, and financial institutions in the relevant jurisdiction.

Financial technology advantage in economics

1. **Efficiency:** Fintech solutions automate and streamline financial processes, reducing the time and resources required for various transactions. This efficiency can lead to cost savings for businesses and consumers.
2. **Access to Financial Services:** Fintech has facilitated broader access to financial services, especially in regions with limited traditional banking infrastructure. Mobile banking, digital wallets, and online platforms make it easier for people to manage their finances and access banking services.
3. **Innovation in Payment Systems:** Fintech innovations have led to diverse payment options, including mobile payments, peer-to-peer transfers, and cryptocurrencies. These alternatives offer more flexibility and convenience in conducting transactions.
4. **Financial Inclusion:** Fintech contributes to financial inclusion by reaching underserved populations. Through mobile banking and digital financial services, individuals who were previously excluded from the formal banking sector can now participate in economic activities.

LIMITATIONS

1. **Financial Inclusion:** The increased reliance on digital platforms exposes users to cybersecurity risks, including data breaches, hacking, and identity theft. Ensuring robust security measures is crucial to address these concerns.
2. **Regulatory Challenges:** Fintech innovations often outpace regulatory frameworks. As a result, there can be uncertainties and gaps in regulation, leading to potential legal and compliance issues.
3. **Lack of Universal Access:** While fintech has expanded access to financial services, there are still segments of the population, particularly in rural or less developed areas, that may face challenges in adopting and accessing these technologies.
4. **Digital Divide:** The digital divide refers to disparities in access to and usage of digital technologies. Some individuals or communities may lack the necessary infrastructure, internet connectivity, or digital literacy to fully participate in fintech-driven financial services.

5. **Overreliance on Technology:** Overreliance on technology can pose risks, especially during system outages or technical glitches. It may lead to disruptions in financial services and impact users' ability to conduct transactions.

LITERATURE REVIEW

1. **(Palmié, Wincent, Parida, & Caglar, 2020)** : In their study research they exploring and highlighting the challenges faced by the fin tech industry in Indonesia .And in their paper study's methodology, employing a literature review approach, ensures a rigorous analysis of existing knowledge on fintech innovations, focusing on evolution, impact, and challenges. The systematic categorization and evaluation of relevant articles, conference papers, books, and reports provide a comprehensive overview of advancements in the field. findings and discussions emphasize the evolution of fintech in Indonesia, detailing key segments such as digital payments, peer-to-peer lending, and Insurtech.
2. **(Ahmad Junaidi1, 2023) :** In this paper s provides a comprehensive overview of the evolution of financial technologies, discussing three waves of technological changes in FinTech. It covers the emergence of electronic payments, the impact of blockchain and cryptocurrency, and the transformative role of artificial intelligence in the financial ecosystem. Additionally, it delves into the development of various financial technological applications, including banking, payments, crowdfunding, Insurtech, and Regtech. The examples provided offer insights into companies contributing to these sectors in both Finland and Switzerland.

OBJECTIVES

- 1. To analyse the historical trends and pattern of financial technology and their impact of traditional banking sectors.
- To study how new technologies will affect the financial services in future.
- To assess the impact of innovation on consumer protection in the fintech industry.

RESEARCH METHODOLOGY

This study based on secondary data and has been collected from local magazines, articles and newspaper.

Secondary data:
Newspapers (Times of India)

CONCLUSION

We draw the conclusion that the evolution of financial technology (FinTech) has completely changed the traditional banking and financial services industry, move by advancements such as artificial intelligence, blockchain, and digital transformation. While FinTech offers huge potential for efficiency, innovation, and financial inclusion, it also presents challenges like regulatory adaptation and cybersecurity risks. Governments play a crucial role in shaping the FinTech landscape through policies that balance innovation, consumer protection, and financial stability. As FinTech continues to evolve, its impact on individuals, businesses, and economies will reshape the future of financial services, emphasizing the importance of adaptation and collaboration within the industry.

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MEASURING THE EFFECTIVENESS OF SOCIAL MEDIA CAMPAIGNS IN BRAND ACTIVATION FOR CLOTHING START-UPS IN INDIA

Rutuja Chavan and Pratik Pandey
Chetana H.S College of Commerce and Self-Financing Courses
rutuja.chavan01rc@gmail.com and pandeypratik018@gmail.com

ABSTRACT

The rapidly evolving landscape of digital marketing, the efficacy of social media campaigns in brand activation holds paramount importance, particularly for nascent clothing startups seeking to establish a foothold in the competitive Indian market. This research endeavors to systematically measure the effectiveness of social media campaigns in brand activation for clothing startups in India, employing a multifaceted approach encompassing quantitative analysis and qualitative insights.

Drawing from a diverse sample of clothing startups across India, this study employs a mixed-methods research design. Quantitative analysis involves the collection of data on key performance indicators (KPIs) such as reach, engagement, conversion rates, and brand sentiment through surveys and analytics tools. Concurrently, qualitative methodologies, including in-depth interviews and focus group discussions, delve into the nuanced perceptions and experiences of startup founders, marketers, and consumers regarding social media brand activation strategies. Through triangulation of findings from quantitative data, qualitative insights, and case analyses, this study aims to unveil critical insights into the determinants of successful social media brand activation for clothing startups in India.

By synthesizing empirical evidence and real-world experiences, this research contributes to the burgeoning literature on digital marketing and brand activation while offering actionable recommendations for clothing startups and marketing practitioners managing India's ever-changing social media marketing scene. Ultimately, the findings of this study are poised to inform strategic decision-making processes, optimize resource allocation, and enhance the efficacy of social media campaigns for clothing startups aiming to carve a distinctive identity in the Indian market.

Keywords- Brand Activation, Social Media Campaigns, Startups, Key Performing Indicators (KPI).

INTRODUCTION

In the rapidly evolving landscape of digital marketing in India, social media platforms have emerged as crucial tools for brand activation, particularly for startups seeking to stand out in competitive established markets. Within the vibrant market of India, characterized by diverse demographics and cultural nuances, the effectiveness of social media campaigns in activating clothing startup brands presents a compelling area for exploration and to attract new customers.

The proliferation of social media platforms such as Facebook, Instagram, Twitter, and emerging platforms like TikTok has revolutionized the way brands connect with consumers, offering unprecedented opportunities for engagement and amplification. For clothing startups operating in India, where digital penetration is rapidly expanding, leveraging social media effectively can be a game-changer in establishing brand presence, driving awareness, and fostering customer loyalty.

However, amidst the vast array of social media strategies and tactics, understanding what truly constitutes effective brand activation remains a challenge. Metrics such as likes, shares, comments, and click-through rates provide valuable insights, yet deciphering their correlation sales plays an important role. Moreover, factors such as content type, platform selection, budget allocation, and cultural considerations further complicate the equation, necessitating a comprehensive investigation into the efficacy of social media campaigns for clothing startups in the Indian context.

Against this backdrop, this research endeavors to delve into the intricacies of measuring the effectiveness of social media campaigns in brand activation for clothing startups in India. By synthesizing existing literature, analyzing real-world case studies, and gathering empirical data, this study aims to provide actionable insights and strategic recommendations for entrepreneurs, marketers, and industry stakeholders navigating the dynamic landscape of social media marketing in the Indian clothing sector.

Through a multidimensional approach encompassing quantitative analysis, qualitative inquiry, and theoretical frameworks, this research seeks to address critical questions surrounding the impact of social media on brand activation within the Indian clothing startup ecosystem. By elucidating best practices, uncovering challenges, and identifying opportunities, this study endeavors to contribute to both academic discourse and practical endeavors, fostering innovation and driving sustainable growth in the ever-evolving realm of digital brand activation.

OBJECTIVE OF THE PAPER

- Evaluate the impact of social media campaigns on brand activation within the clothing startup sector in India.
- Assess the effectiveness of different social media platforms (e.g., Facebook, Instagram, Twitter) in achieving brand activation goals for clothing startups.
- Analyse consumer engagement metrics (such as likes, shares, comments, and click-through rates) as indicators of brand activation resulting from social media campaigns.
- Investigate the role of content type (e.g., images, videos, user-generated content) in enhancing the effectiveness of social media campaigns for clothing startups in India.
- Examine the relationship between social media campaign budgets and the level of brand activation achieved by clothing startups in India.
- Identify challenges and barriers faced by clothing startups in India when implementing social media campaigns for brand activation.
- Propose recommendations and best practices for optimizing social media campaigns to enhance brand activation for clothing startups operating in the Indian market.

RESEARCH METHODOLOGY

- Primary data has been collected by conducting personal interviews and surveys from consumers by convenience sampling method.
- Secondary data is collected by referring to articles and research papers across internet.

REVIEW OF LITERATURE

Previous research by Smith has highlighted the significance of social media platforms as powerful tools for brand activation, particularly for startups in the clothing industry. The study emphasizes the ability of social media campaigns to engage with consumers and create brand awareness.

Jones and Patel conducted a study on social media marketing effectiveness and found that consumer engagement metrics such as likes, shares, comments, and click-through rates are valuable indicators of brand activation resulting from social media campaigns. This research provides insights into measuring the impact of social media efforts on brand activation for clothing startups in India.

Gupta and Sharma explored platform-specific strategies for brand activation on various social media platforms, including Facebook, Instagram, and Twitter. Their findings offer valuable insights into tailoring social media campaigns to suit the preferences and behavior of Indian consumers in the clothing sector.

Research by Kumar and Singh examined the role of content type in enhancing the effectiveness of social media campaigns for brand activation. Their study suggests that visual content such as images and videos tends to perform better in engaging consumers and driving brand activation for clothing startups in India.

DATA COLLECTION

Primary data has been collected from enthusiastic shoppers, potential consumers and buyers. By use of questionnaire and interview which are the basic method of collecting primary data which suffices all research objectives.

Question used in Questionary for Reference

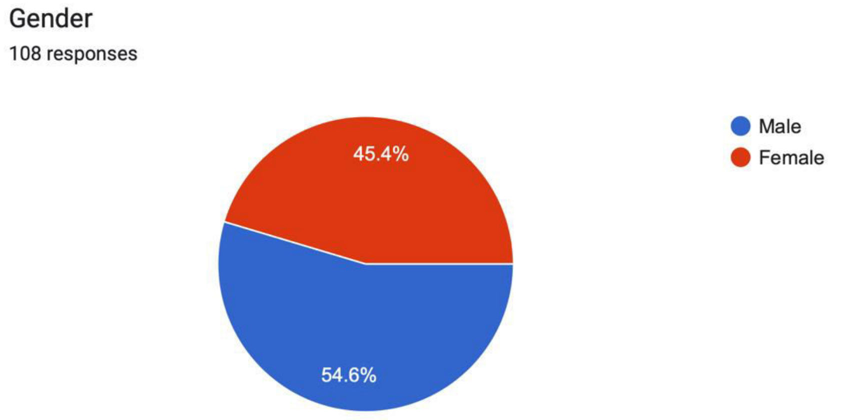
1. Which social media platforms do you actively use?
2. How many hours per day do you spend on social media on average?
3. Are you aware of social media campaigns conducted by clothing startups in India?
4. Have you ever engaged with a social media post or advertisement by a clothing startup in India?
5. Which aspects of social media campaigns do you find most influential in attracting your attention towards clothing startups? (Select all that apply)

6. How likely are you to follow a clothing startup on social media after engaging with their content?
7. Have you ever made a purchase from a clothing startup in India as a result of seeing their social media campaign?
8. How frequently do you make purchases from clothing startups in India?
9. How would you rate the overall quality of content shared by clothing startups on social media platforms?
10. To what extent do social media campaigns influence your perception of a clothing startup's brand image?
11. How would you rate the effectiveness of social media campaigns in brand activation for clothing startups in India compared to traditional advertising methods (e.g., TV commercials, print ads)?
12. Which type of social media content do you find most engaging for clothing startups?

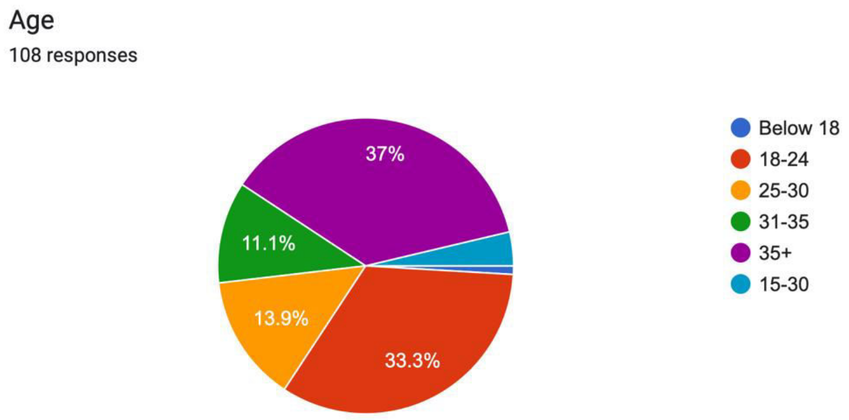
The survey was conducted to study the effectiveness of social media campaigns in brand activation for clothing startups in India.

It was also prepared to understand how it would enhance shopping experience (mostly online) among Indians. The study identifies the different effects on the consumer relationship among experience including factors like willingness, playfulness and exploratory behaviour, comfort and purchase intention monitored by different levels of consumer characteristics measured by different metrics - like, share, comments and downloads.

Around 110 Responses have Responded to this Questionnaire.



Around 54.6% respondents are male and 45.4% respondents are female.



Around 37% respondents are above 35 years, 33.3%respondents are from the age group of 18-24 years, 17.6% respondents are from the age group 25-30 years, 11.1% respondents are from the age group 31-35 years and 0.9% respondents are below 18 years.

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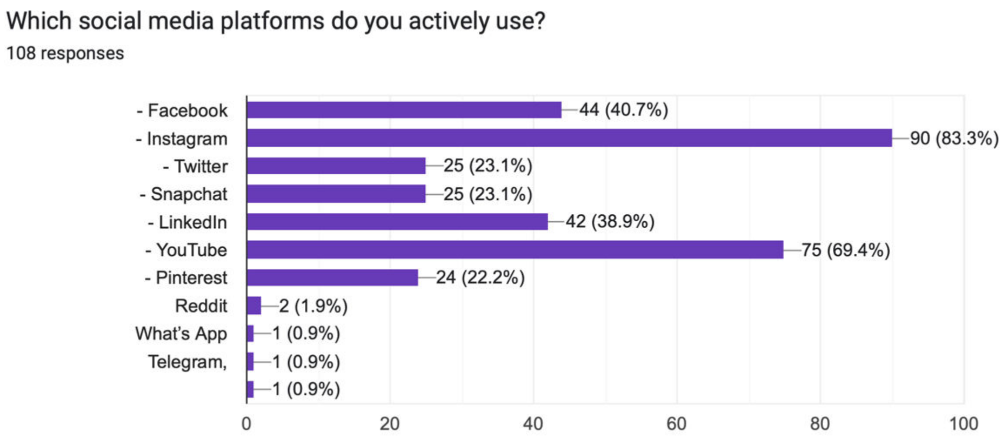
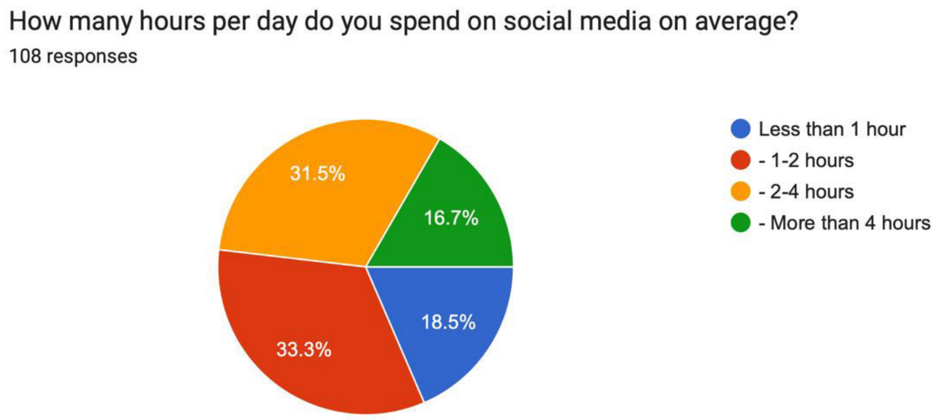
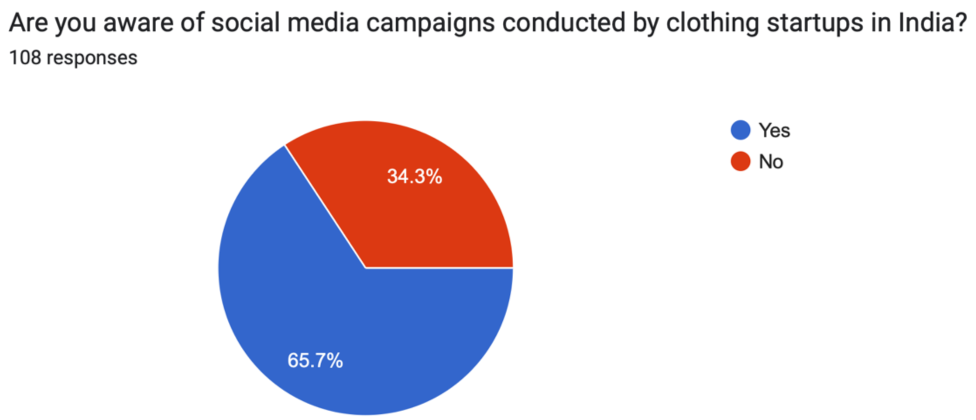


Around 83.3% are Actively using Instagram giving a head count of 90 with YouTube being the second highest that is 69.4% with the head count of 75.



Around 18.5% respondents use less than 1 hour per day on social media, 33.3 % respondents use 1-2 hours per day on social media on average, 31.5% respondents use 2-4 hours per day on social media on average and 16.7% respondents use more than 4 hours on social media per day.



65.7% of people are aware of social media campaigns conducted by clothing startups in India which shows these campaign are gradually increasing its reach.

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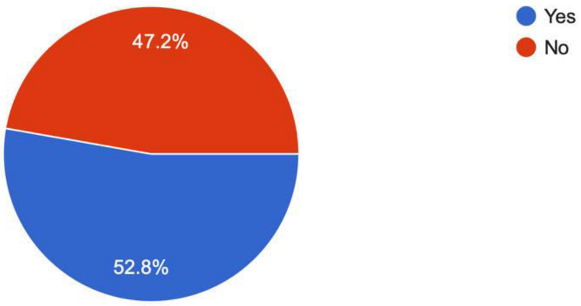
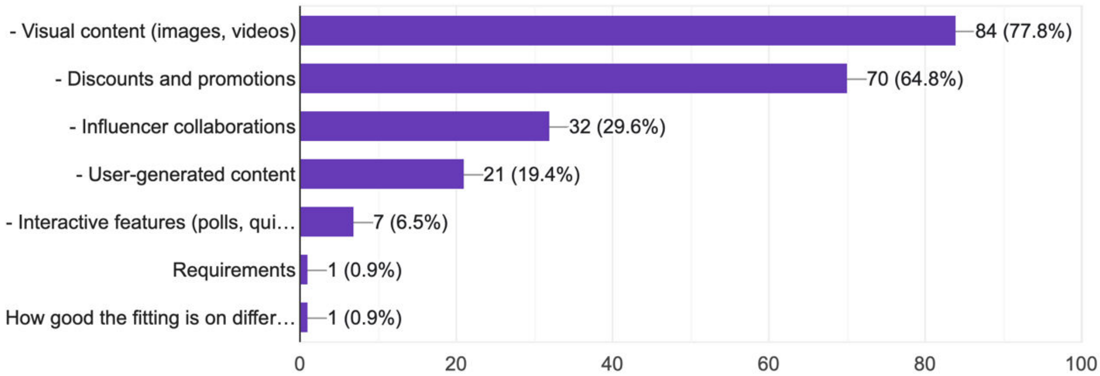
Have you ever engaged with a social media post or advertisement by a clothing startup in India?
108 responses



With around similar response 52.8% people have engaged with a social media post or advertisement by a clothing startup in India while 47.2% have not.

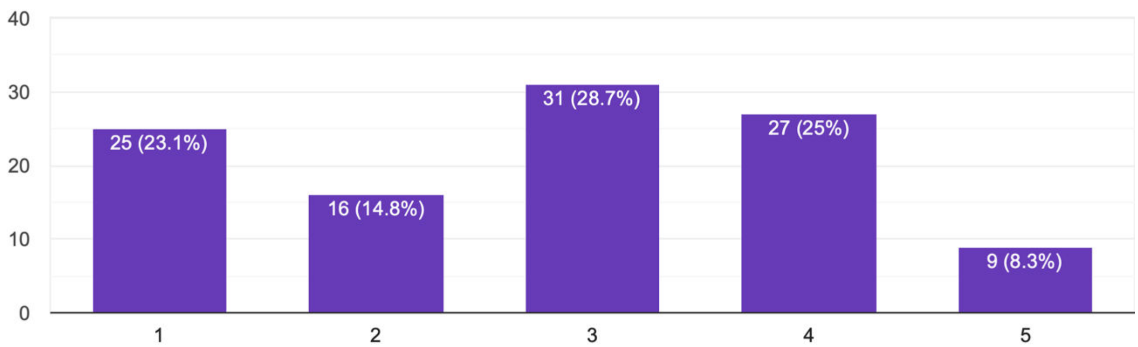
Which aspects of social media campaigns do you find most influential in attracting your attention towards clothing startups? (Select all that apply)
108 responses



Visual appealing content, exciting discounts and promotions, influencer collaboration are some

aspects of social media campaigns that are found the most influential in attracting attention towards clothing startups.

How likely are you to follow a clothing startup on social media after engaging with their content?
108 responses



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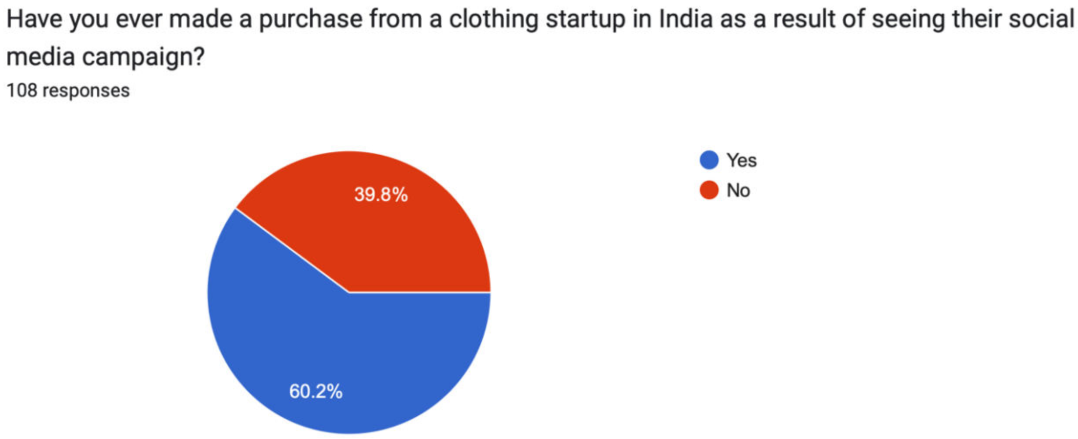
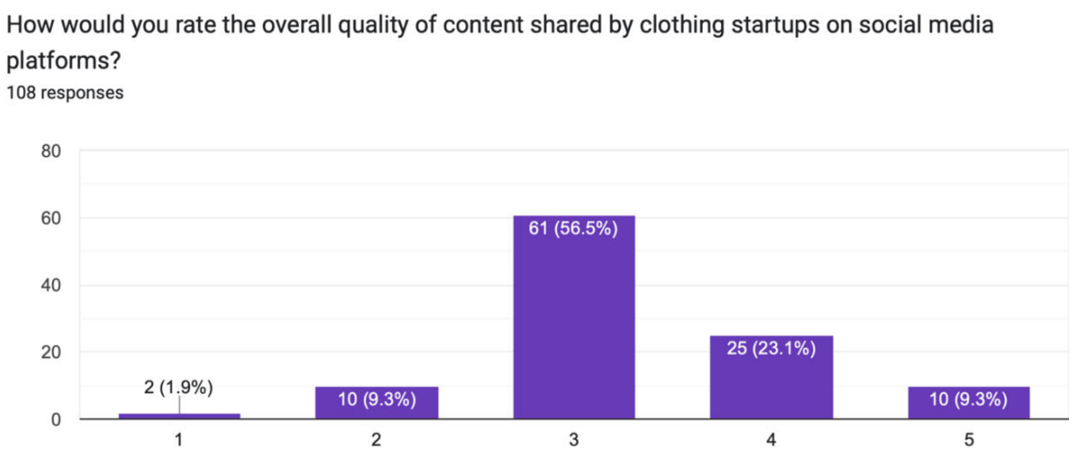
Around 76-78 % respondents will follow a clothing startup on social media after engaging with their content which shows that campaigns are used to gain attraction and consumer engagement.



60.2% respondents have purchased from a clothing startup in India as a result of seeing their social media campaign which shows that social media campaigns are proved to turn potential buyers into customers and thereby increasing sales and profit.

42.6 % respondents occasionally make purchases from clothing startups in India while 32.4% have rarely purchased and frequent buyers catch the chart by 7.4 % and 17.6% respondents have never made any purchase from clothing startups in India.



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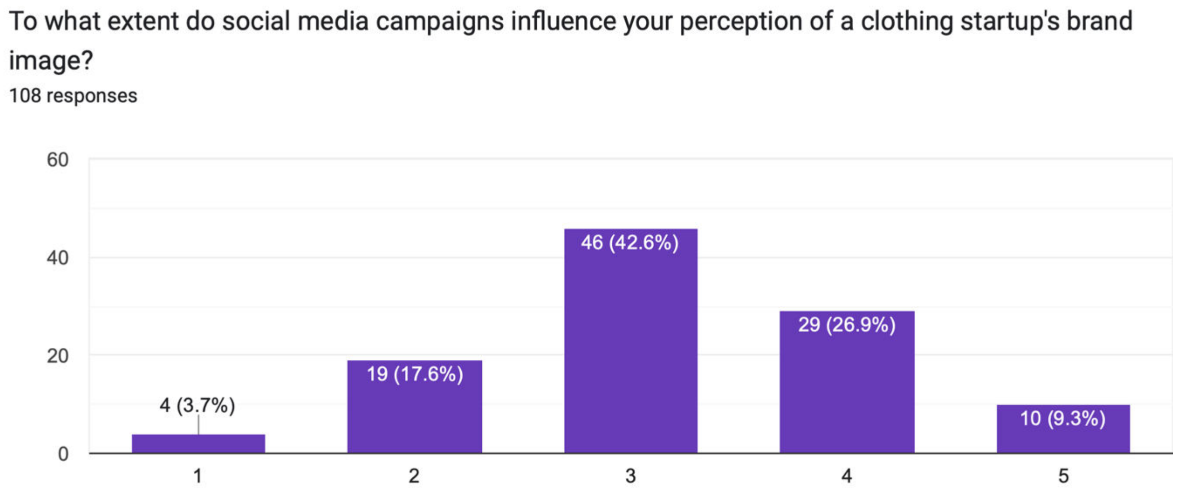
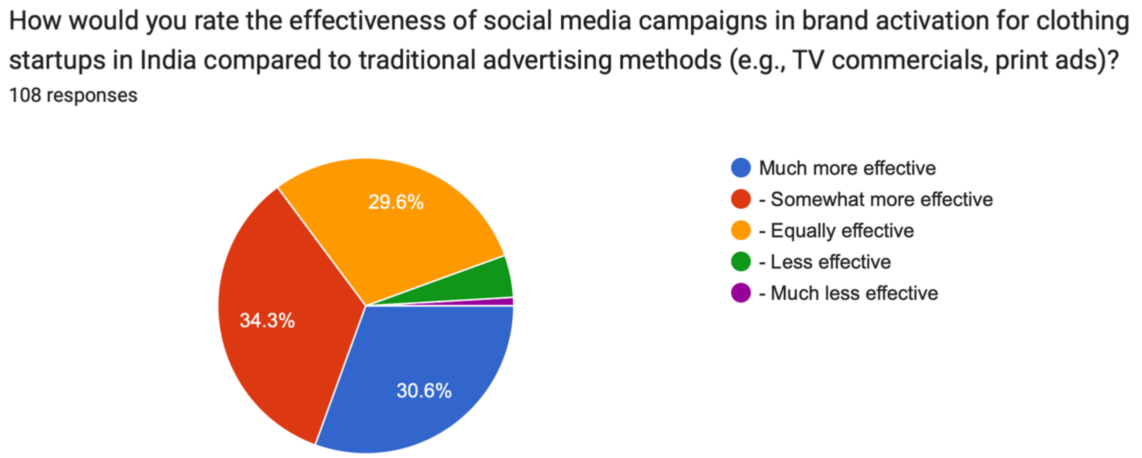
61 respondents feel the overall quality of content shared by clothing startups on social media platforms is average (3).

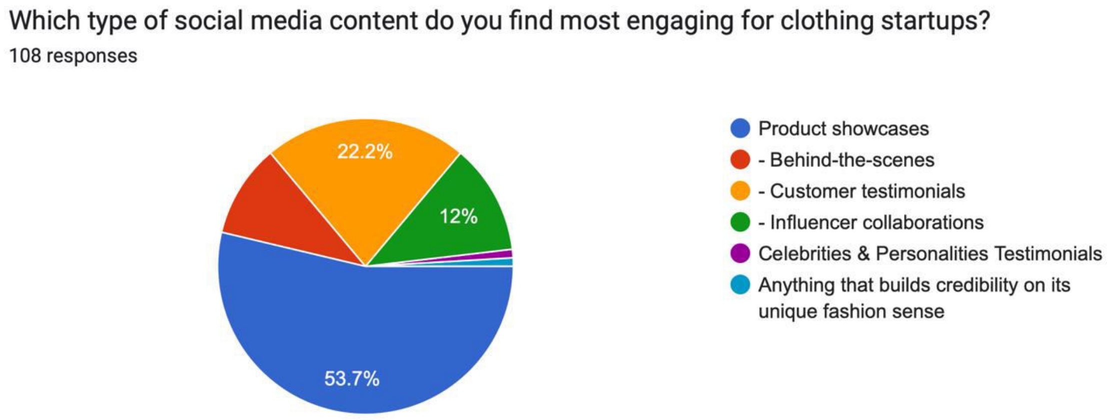


Around 85 respondent's perception influence towards the clothing startups brand image.



64.9% find it more effective

The effectiveness of social media campaigns in brand activation for clothing startups in India compared to traditional advertising methods (e.g., TV commercials, print ads) which showcases that the little change goes an extra mile to increase sales.



53.7% respondents feel that Product showcases top the list for social media content thats most engaging for clothing startups followed by customer testimonials (22.2%) than influencer collaborations, behind the scenes, celebrities and personality testimonials.

CONCLUSION

In conclusion, this research has provided valuable insights into the effectiveness of social media campaigns in brand activation for clothing startups in India. Through a comprehensive review of literature, analysis of empirical data, and synthesis of real-world case studies, several key findings have emerged, shedding light on the dynamic interplay between social media engagement and brand activation within the Indian market context.

Firstly, the research has underscored the significant role of social media platforms as powerful tools for brand activation, offering startups unparalleled opportunities to engage with consumers, build brand awareness, and drive meaningful interactions. Consumer engagement metrics such as likes, shares, comments, and click-through rates have been identified as crucial indicators of brand activation success, highlighting the importance of strategic content creation and audience engagement strategies.

Moreover, platform-specific tactics tailored to the preferences and behavior of Indian consumers have emerged as essential drivers of social media campaign effectiveness. Whether through visually captivating content on Instagram, interactive storytelling on Facebook, or real-time engagement on Twitter, startups have the opportunity to leverage the unique features of each platform to amplify their brand message and connect with target audiences effectively.

Furthermore, budget allocation and resource optimization have been identified as critical factors influencing the outcomes of social media campaigns. While higher budgets may lead to increased reach and visibility, strategic allocation of resources is essential for maximizing ROI and achieving meaningful brand activation results within the Indian clothing market.

Despite the myriad opportunities presented by social media, challenges such as resource constraints, competition, and cultural considerations persist. However, through a proactive approach informed by best practices and strategic recommendations, startups can overcome these barriers and unlock the full potential of social media as a catalyst for brand activation and growth.

In light of these findings, this research underscores the importance of continuous innovation, adaptation, and experimentation in the realm of social media marketing for clothing startups in India. By embracing emerging trends, leveraging data-driven insights, and fostering authentic connections with consumers, startups can position themselves for sustained success in an increasingly digital and dynamic marketplace.

As the landscape of digital marketing continues to evolve, fueled by technological advancements and shifting consumer preferences, the need for rigorous research and strategic insight has never been greater. By building upon the findings of this study and exploring new avenues of inquiry, stakeholders across the clothing startup ecosystem can forge new pathways to innovation, differentiation, and sustainable growth in the ever-expanding realm of social media brand activation.

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DESCRIPTIVE STUDY ON POWER AND PITFALLS OF INFLUENCER MARKETING ON BRAND ENDORSEMENTS

Rutuja Vishwas Kambli and Khushi Anil Misal
Students, Department: BMS, Chetana's Self – Financing Courses, Mumbai, Maharashtra
rutujakambli40@gmail.com and khushimisal0@gmail.com

ABSTRACT

Influencer marketing has grown into an important factor in the advertising sector in recent years, developing the way how customers relate to brands and endorse them. The objective of this descriptive study is provide an in-depth study of the advantages and disadvantages of influencer marketing techniques, mainly as they relate to brand endorsements. The primary section of the write-up gives an overall summary of influencer marketing and focuses on how it has changed as time passes in the today's marketing environment. It looks at a wide range of influencers—from micro-influencers to mega-celebrities—and various advantages they give to organisations trying to develop their base and influence. The study focuses on the ethical impacts of influencer marketing, that covers problems of the truth, transparency, and accessibility. It explores at norms and legal frameworks created to keep influencer-brand collaborations transparent and accountable. The objective of this descriptive study's findings is to enhance our understanding of the function of influencer marketing in modern campaigns for advertising and to help firms that would like to benefit on endorsements from famous people make better-informed strategic choices. The research being done will provide useful information for marketers and organizations dealing with the constantly shifting field of digital marketing in the twenty-first century by highlighting the advantages as well as the disadvantages of influencer marketing.

Keywords: Influencer marketing, Brand endorsements, Social media influencers, Consumer behaviour

INTRODUCTION

What is Influencer Marketing?

Influencer exhibiting may be a of exhibiting that enables businesses to collaborate with individuals who have a taking after for extended brand presentation. Companies may ask a person with a colossal taking after to disseminate social media substance that progresses their things or organizations. People routinely take after individuals they accept on social media, so in case they see someone they take after publicizing your commerce, there's a characteristic accept calculate you'll be able on to boost your alter rate. A on a very basic level parcel of any influencer procedure is figuring out which influencers might suit your company. For outline, in case you offer facial moisturizers, you'll require to work with an influencer with a strong track record of triumph progressing skincare things. In this circumstance, it's best to assistant with people who meet this premise since those who take after that specific influencer are inquisitive around what they require to say.

What is Brand Endorsement?

Backed branding might be a strategy in which different thing or advantage brands are arranged independently from a parent company while keeping up an association, or guaranteeing, with the parent brand. In this sort of branding structure, or plan, a parent company may position differing sub-brands as being unmistakable or separated but related through a clear and identifiable alliance. These affiliations may be visual, such as grasped brands sharing comparative outlines, colours, or logos to their parent brands. Brands may in addition indicate the association on bundling or advancing fabric. In show disdain toward of the truth that their connection with their parent brand can be clear and viably legitimate to clients, sub brands frequently hold one of a kind and person personalities inside the advertise. Since a parent brand may bolster a assortment of embraced brands, the company's family of brands can be broad and relate to different businesses. Portion of a company's supported branding procedure may be to decide the first way to interface all brands without decreasing person identities.

Power of Influencer Marketing on Brand Endorsements:

Influencer marketing has a major impact when it comes to brand endorsements since it can utilize the authority, credibility, and reach of celebrities to promote goods and services. The following are some of the ways that influencer marketing increases brand endorsements:

1. Authenticity and Relatability: Loyal supporters of influencers regularly take use of their advice. Influencers who support a brand are seen by their followers to be sincere mentors rather than as a different kind of advertisements. This empathy and being genuine may have a big impact on consumer views and their buying choices.

2. Targeted Reach: Influencers have built communities of followers with same backgrounds, interests, & lifestyles. Brands may develop tight bonds with influencers whose audience is part of their target market to reach a highly flexible and engaged audience.

3. Enhanced Interaction: Influencers has the capacity to create interesting objects that attracts to their audience. Influencers that include the brand into their artwork may receive a ton of likes, comments, shares, and click-through.

4. Social Proof and Trust: When important influencers promote a brand, social proof of its value and benefit is created. Consumers are more likely to believe recommendations from influencers they appreciate and follow, which enhances a brand's credibility.

5. Increased Visibility: Influencers may occur on a variety of social media sites and platforms. Influencers help a brand become more visible and well-known by promoting it to their whole audience through channels other than traditional advertising.

6. Cost-Effectiveness: Even for smaller brands or businesses with fewer resources, influencer marketing can be less costly than traditional celebrity endorsements. In short, using micro-influencers to reach fully involved specialized audiences makes sense.

7. Measurable Outcomes: Influencer marketing activities may be tracked and evaluated using a number of indicators, including as conversion rates, website traffic, engagement rates, and purchase choices. This makes it simple for businesses to figure out the effect of their efforts and plan out their next marketing campaigns using data.

Pitfalls of Influencer Marketing on Brand Endorsements:

While influencer marketing can be a powerful tool for brand endorsements, it also presents several pitfalls and challenges that brands should be aware of:

1. Lack of authenticity: It endorsements has a way to damage a brand's reputation. Consumers can see when an influencer is being forced or arrogant, which breaks their trust and raises concerns about the company's intentions.

2. Mismatched company Fit: Working with influencers whose beliefs, topics, or target audiences do not align with the company may lead to effective endorsements. Brands must carefully evaluate potential influencers to ensure they are a good fit for their audience and image.

3. Over Saturation: As influencer marketing has expanded, the market become very tight, damage consumers with a wide range of influencers' paid material. Companies thus face the risk of being lost in the desire and failing to distinguish themselves from others.

4. Follower Fraud: Some influencers purchase bogus followers or engagement in an attempt to expand their clear reach and impact. Brands should make the required efforts to confirm the accuracy of the influencer's audience and its true nature before negotiating a transaction.

5. Brand Safety Concerns: Brands run the risk of having their reputation wiped out if an influencer takes part in major activities, displays opinions that differ from their own, or gets involved in issues. Businesses should carefully consider the possible outcomes and dangers of working with specific influencers.

6. Declining Engagement Rates: An influencer's engagement rates are bound to drop as their fan base grows or as social media algorithms change. Brands must frequently assess engagement to ensure that their endorsements continue to create meaningful relationships and results metrics.

7. Legal and Regulatory Compliance: Influencer marketing campaigns need to abide by all applicable advertising regulations and disclosure requirements. Improper disclosure of sponsored content may result in fines, penalties, and bad press for the company.

8. Challenging Determining: The right return on investment (ROI) of influencer marketing initiatives can be difficult, particularly when attempting to establish a clear correlation between influencer endorsements and sales or conversions. To accurately determine the performance of their efforts, brands must install accurate analytics tools and tracking systems.

OBJECTIVE

- Explore the development and importance of influencer marketing in the current advertising environment.

- Study the characteristics of authenticity, relevance, and engagement that affect the success or failure of influencer marketing efforts.
- Evaluate the moral significance of influencer marketing, taking note of issues such as authenticity, disclosure, and transparency.
- Examine the moral aspects of influencer marketing, taking note of issues such as authenticity, disclosure, and transparency.
- Create focus on the disadvantages and limitations of influencer marketing, such as audience staleness, influencer reputation, and product endorsement alignment with the influencer's brand.

REVIEW OF LITERATURE

A. **Colin Campbell (2020)** - Influencer marketing refers to the method of engaging people to promote products on social media. Although managers begin to use it more frequently, there isn't much specific guidance available. This article discusses the various kinds of influencers available and describes the history of influencer marketing. According to the article, influencers are made up of three primary components: their audience, the product promoter, and the social media manager. The post explains how every element can benefit marketers. It finishes by explaining that, if used properly, influencers can be highly successful advertising tools.

B. **Gustava Brag (2019)** - If influencer marketing is an increasingly popular means of product promotion, what does the future hold for it? Using critical future studies, helping in the analysis of trends and possible barriers, this master's thesis attempts to investigate such query. The study's findings, derived from expert information and interview data, are not fully constant. Although some data points to a promising future for influencer marketing, applicants indicate concerns and uncertainty. Understanding possible futures is at the heart of future studies, and this thesis encourages experts to contribute to the discussion on the future paths influencer marketing could explore. It focuses on how critical it is to keep exploring this subject because there are still a lot of unsolved questions and multiple viewpoints on where it should go.

C. **Christian Hughes (2019)** - The impact of influencer marketing on online engagement is explored in this study. It was discovered that sponsored blog posts appear differently based on the post's subjects and the blogger's level of skill. The social media platform and the advertising campaign's objective both determine how effective a campaign is. Expert bloggers, for example, are better at marketing on blogs, and on various platforms, such as Facebook, engagement is greatly facilitated by incentives and content. Based on genuine consumer data and a research approach, the outcomes highlight the various elements that influence online engagement.

D. **Steven O'Leary (2020) -** This study explores the role that influencer marketing plays in the rise of sportswear businesses in Ireland. To determine its efficacy, the researcher employed online surveys in addition to interviews. A marketing expert's insights were collected through the interview, and consumer views were studied through the survey. The findings indicate that the majority of customers tend to purchase products offered by websites influencers. They also suggest a link between offline sales and influencer marketing. Influencer marketing appears to be a useful tool for sports brands overall, but it is essential to match the strategy with the goals and abilities of the company.

RESEARCH METHODOLOGY

This study is based upon a Primary Data and Secondary Data. The primary data is collected by conducting a questionnaire Method by using a Simple Random sampling method, in that we have total 10 questions were asked to the respondents and the secondary data is collected by websites and some research paper.

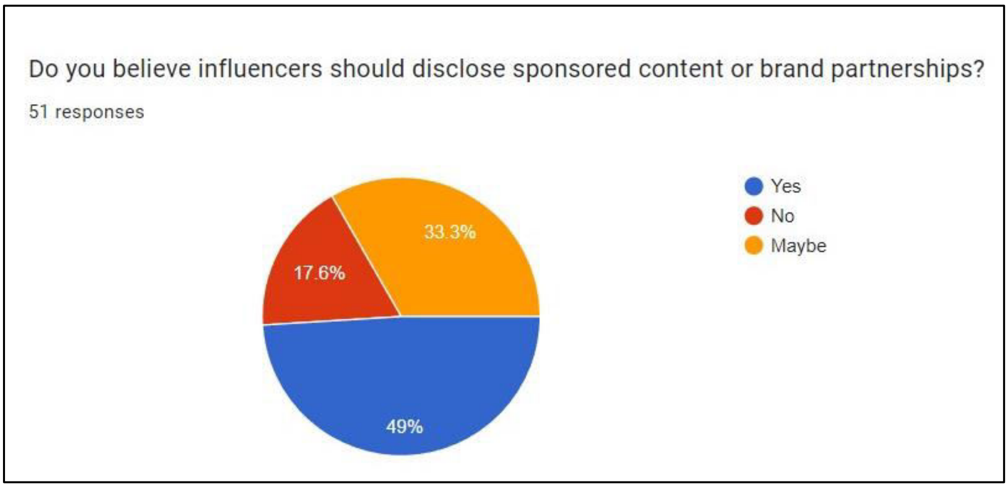
Primary Data - Questionnaire

Secondary Data – Websites

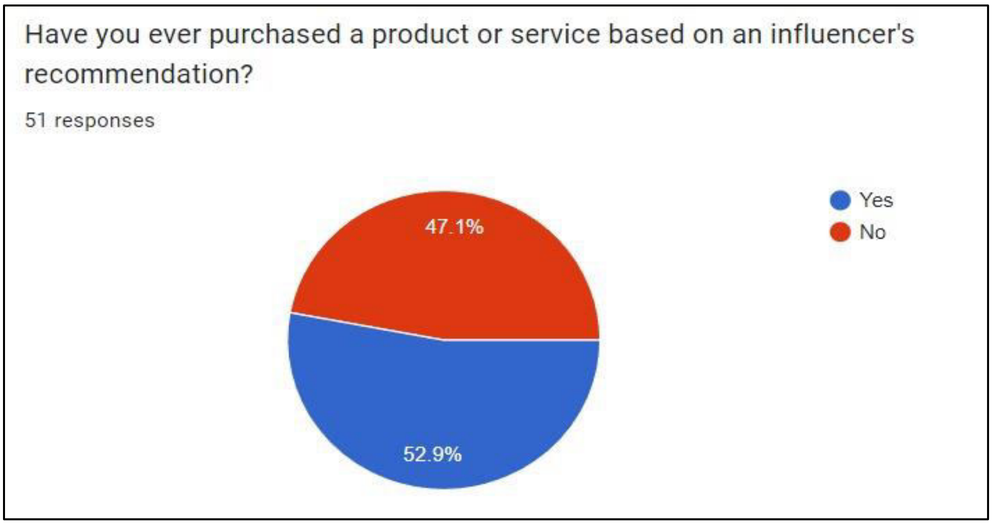
DATA ANALYSIS AND INTERPRETATION

Sample size - 50

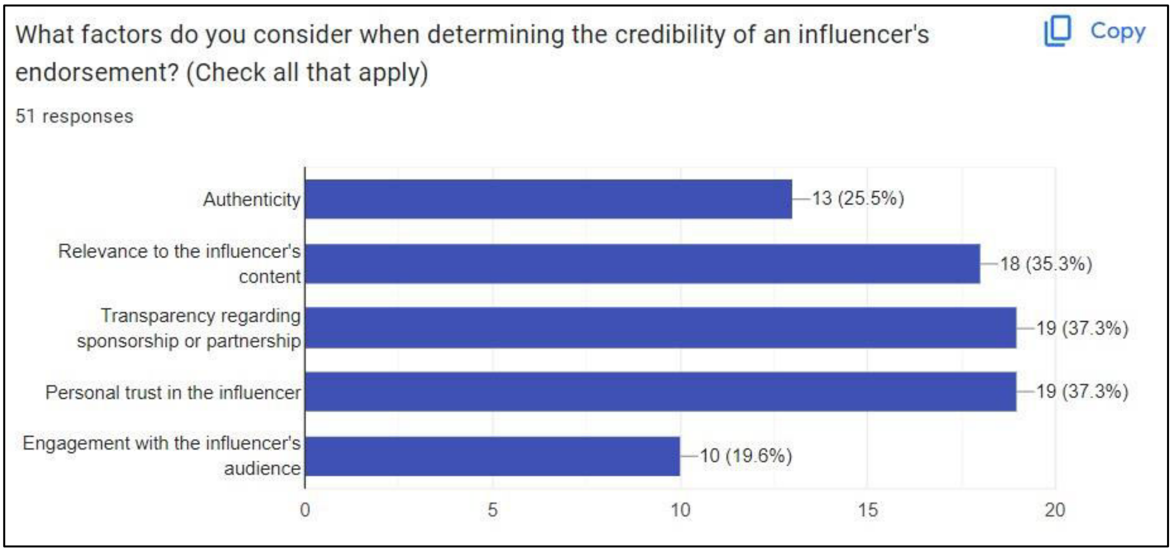
Tool – Excel



Data Interpretation- The above pie chart tells us, The majority of respondents (49%) believe influencers should disclose sponsored content or brand partnerships, while 33.3% disagree and 17.6% are unsure or have a mixed opinion. From this data, we can infer that nearly half of the surveyed individuals feel strongly that influencers should be transparent about their sponsorships and partnerships, while a third do not feel that disclosure is necessary. A smaller portion is undecided or has a nuanced view on the topic.



Data Interpretation- The pie chart shows that, 52.9% have purchased a product or service based on an influencer's recommendation, while 47.1% have not. More than half for the respond shows us that hey buy product or service by Influencer’s recommendation. Less than half do not purchase the product by the recommendation of influencers.



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Data Interpretation- The bar chart displays the factors that respondents consider when determining the credibility of an influencer's endorsement.

Transparency regarding sponsorship or partnership: It's making up 37.3% of the total. It indicates that a significant portion of the respondent's value knowing whether an influencer's endorsement is sponsored or part of a partnership.

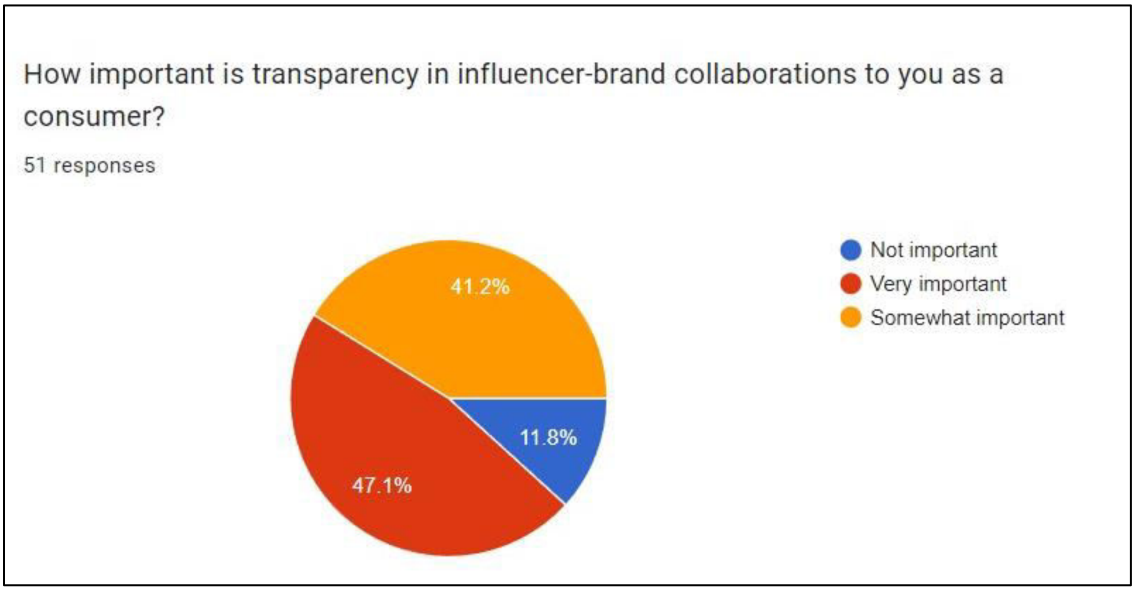
Personal trust in the influencer: "37.3%" suggests that, the same proportion of respondents as above place importance on their personal trust in the influencer when considering the credibility of an endorsement.

Relevance to the influencer's content: "35.3%" of respondents, consider how relevant the endorsed product or service is to the influencer's usual content. This implies that over a third of the respondents find the alignment of the endorsement with the influencer's typical content to be an important factor.

Authenticity: "25.5%" of respondents selected authenticity as a factor. This indicates that a quarter of the respondents believe that the influencer's genuine and sincere promotion of a product or service is key to its credibility.

Engagement with the influencer's audience: The least selected factor, with 19.6% respondents, is the influencer's engagement with their audience. This suggests that while still significant, it is considered less important than the other factors listed when assessing the credibility of an endorsement.

Transparency and personal trust are the top factors considered by respondents in determining the credibility of an influencer's endorsement, followed closely by the relevance of the endorsement to the influencer's content. Authenticity and audience engagement are also considered but are less prevalent among the respondents' considerations.



Data Interpretation- From this data, we can infer that a significant majority of the respondents (88.3% combined from the "Very important" and "Somewhat important" categories) find transparency in influencer-brand collaborations to be important to some degree. Only a small minority (11.8%) do not find it important.

LIMITATIONS

- Restricted sample size
- Restricted location

SUGGESTION

The descriptive study explores the impact of influencer marketing on brand endorsements, highlighting its effectiveness in enhancing brand visibility, credibility, and consumer engagement. However, it also uncovers potential pitfalls, such as authenticity concerns and regulatory compliance issues, which marketers must navigate carefully. The study emphasizes the importance of understanding both the power and challenges of influencer marketing to leverage its benefits effectively in the digital landscape.

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RELATION BETWEEN ARTIFICIAL INTELLIGENCE AND FINANCE SERVICE INDUSTRIES IN INDIA

Yadav Sadhanadevi Arjunsingh
Assistant Professor, Department – Mcom, Chetana's Self- Finance Course, Mumbai, Maharashtra

ABSTRACT
Artificial intelligence (AI) is the ability of Machines and systems to acquire and apply knowledge and to carry-out Intelligent behavior . Artificial Intelligence includes technologies like Big Data , Machine Learning , Deep Learning , Neural Networks , Large Language Models , computer Vision , Chatgpt , Chatbot etc. Currently,its Application covers almost every aspects of Human life . Our study focuses on current usuage of Artificial Intelligence in Indian Financial Sector (Banking , Non-Banking Financial Institutions (NBFCs)),the hurdles and issues or challenges in using upto its optimum level and also to elaborate the way to achieve Financial Inclusion and reaping digitization Benefits inclusively.

Keywords – Artificial Intelligence , Machine Learning , Financial Inclusion , Digitization , NBFCs, Chatbot

INTRODUCTION
Artificial Intelligence is an umbrella term that encompasses various sub-fields including Machine Learning, Deep Learning and Robotics and many more .It performs the tasks that require human Intelligence . It includes reasoning, learning, problem Solving , understanding Natural language .Its goal is to develop intelligent machines capable of mimicking human cognitive abilities to enhance productivity , automate tasks and solve complex problems across different domains .

OBJECTIVES
- To study the current level of application of Artificial Intelligence in Indian Finance sector.
- To study the Hurdles and Issues in Artificial Intelligence Adoption in Indian Financial Sector.
- To study the difference in growth level of Banks and NBFCs.
- To study how AI will aid in advancing Financial Inclusion
- To study to what extent AI should be used in Indian Scenario.

METHODOLOGY
The study is based on Secondary Data. The data collected from various sources - Research papers, Government data, Newspapers.

REVIEW OF LITERATURE
1. As per " The rise of artificial intelligence in financial industry : what happens next ? By Indrasen Poola and Velibor Bozic .The Thesis concludes that Artificial Intelligence will provide efficiency in organizing ,aggregating complex data into single communication data which will be beyond the human capacity.
2. "A Study on Artificial Intelligence in Financial Sector " by Dr.Pinky Soni (2021) examines Artificial Intelligence's Application , challenges and Impact on Financial Sector with future recommendation .The research concludes that Artificial Intelligence solves many problems and we must update ourselves for its proper utilization .
3. "Artificial Intelligence role in Finance and how Financial Companies are leveraging the Technology to their Advantage" By – Whitney Hunt , Kendal Marshall and Ryan Perry. The theory focused on the Importance of Artificial Intelligence , its Pros and Cons ,Role and the future of the field . The Research concludes that Artificial Intelligence will take over in almost every aspect, acting as a main driver bringing forth a "new Normal" in everyday lives .
4. "Artificial Intelligence in Finance: Challenges , Techniques , and Opportunities" By Longbing Cao(2021) . The theory concludes by emphasizing on Artificial Intelligence's broad-based application .It presents a Comprehensive and dense overview of Advantages and Weaknesses of classic and Modern Aids Techniques in Finance.

RESEARCH GAP
Role of Artificial Intelligence in India's Financial Inclusion and the need of its extent in India .

1. Current Level Of Application Of Artificial Intelligence In Indian Finance Sector

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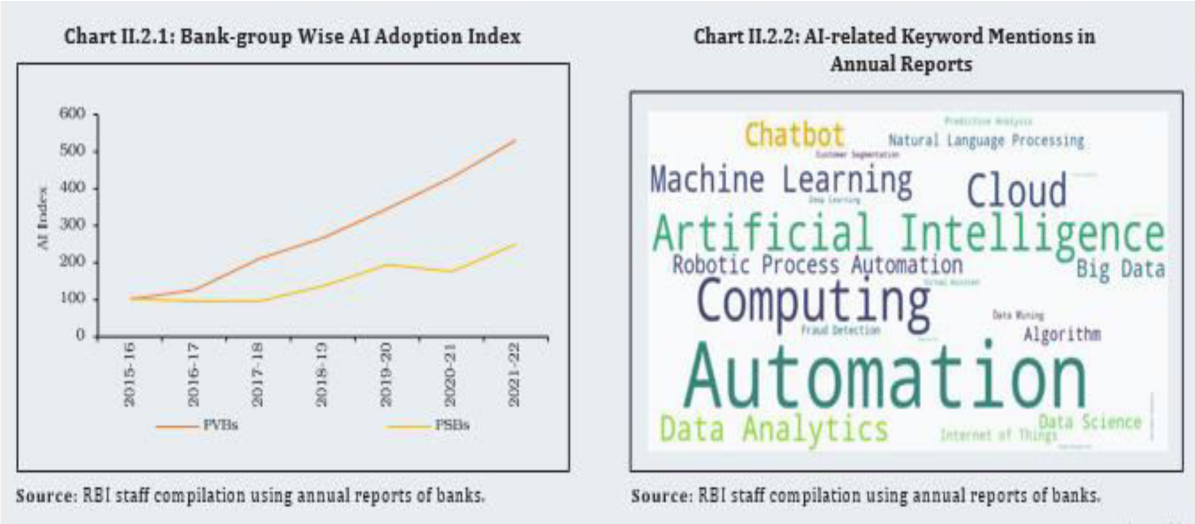
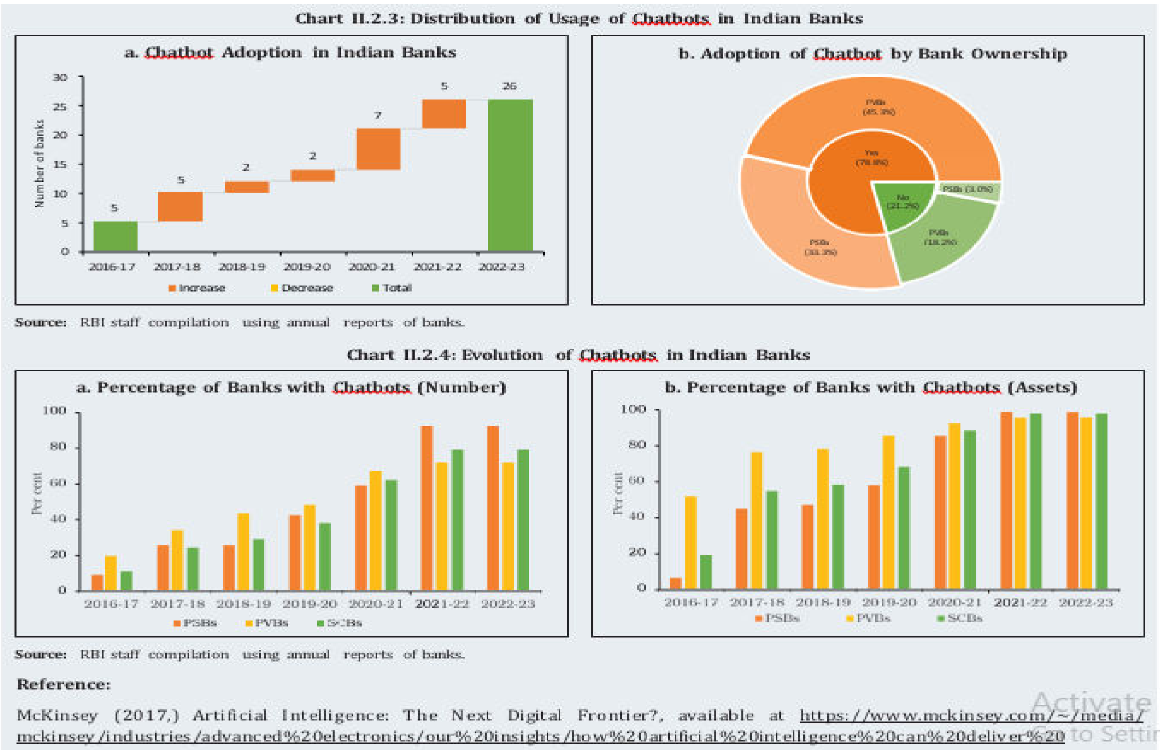
- Adoption of Artificial Intelligence In Indian Banks (2015-2022)



Globally, the banking and financial services sector has been at the forefront of adopting AI, as noted in a report by McKinsey in 2017. This analysis reveals a significant increase in the usage of AI-related terminology within Indian banks, particularly within Private Sector Banks (PVBs). However, adoption rates within Public Sector Banks (PSBs) have been comparatively restrained, albeit showing a notable rise of around 2.5 times over the observed period.

- **Adoption Of Chatbot In Indian Banks (2016-2023)**



A Chatbot is a computer program designed to stimulate conversation with human users, especially over the internet . They are often used for customers service ,information retrieval etc. In the era of digital world only 26 in total India banks have adopted chatbot.

2. Hurdles and Issues in Artificial Intelligence Adoption in Indian Financial Sector

- **Review of Customer Service Standards**

With increasing customer base and number of service providers , The Reserve Bank of India set up the ‘Committee for Review of Customer Service Standards in RBI Regulated Entities (REs)’ on May 23, 2022. The Committee submitted its report on April 24, 2023. The committee conducted a survey of 5,016 customers of REs in July 2022 to identify lacunae in services extended to them.

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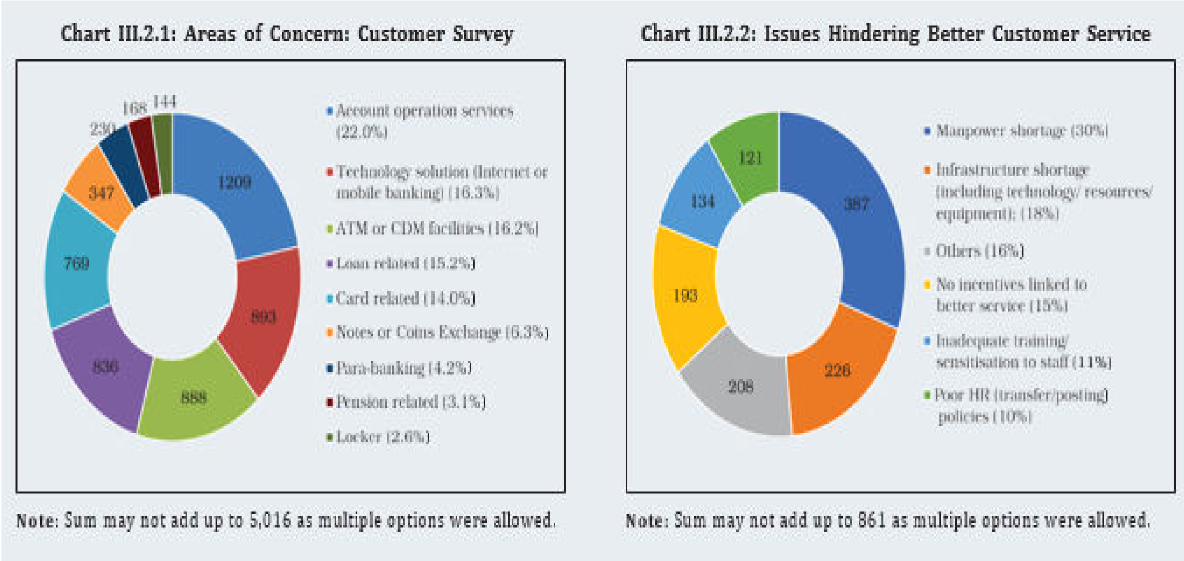


In the survey they found many lacunae including infrastructure shortage (Technology). To fill this lacunae the committee recommended some steps to be taken -

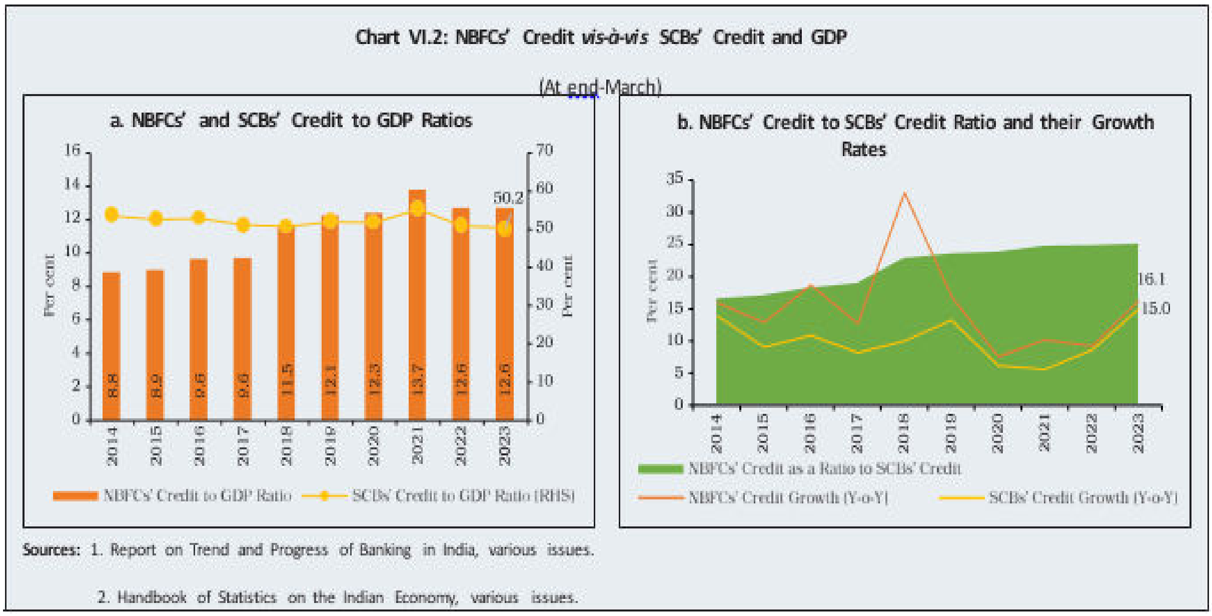
a) Strengthening Regulation by Reserve Bank

b) Leveraging Technology

c) Enhancing Regulatory Compliances by Regulatory Entities (REs)

d) Improving Customer Services in Regulatory Entities (REs) etc.

3. Difference in Growth level of NBFCs and Banks Credit to GDP(2014-2023)



NBFCs Credit in comparison to Scheduled Commercial Banks(SCBs) is more .

4. Banks Area Coverage -

Sr. No.	Name of the Bank	Branches				
		Rural	Semi-urban	Urban	Metropolitan	Total
1	2	3	4	5	6	7
	Public Sector Banks	**29,006**	**23,232**	**16,114**	**16,052**	**84,404**
1	Bank of Baroda	2,868	2,067	1,473	1,780	8,188
2	Bank of India	1,857	1,457	822	932	5,068
3	Bank of Maharashtra	606	598	478	519	2,200
4	Canara Bank	3,051	2,737	1,989	1,923	9,700
5	Central Bank of India	1,596	1,330	772	795	4,493
6	Indian Bank	1,962	1,517	1,165	1,140	5,784
7	Indian Overseas Bank	904	961	653	684	3,202
8	Punjab and Sind Bank	573	281	362	321	1,537
9	Punjab National Bank	3,891	2,449	1,998	1,728	10,066
10	State Bank of India	8,041	6,516	4,022	3,827	22,406
11	UCO Bank	1,115	859	629	587	3,190
12	Union Bank of India	2,542	2,460	1,751	1,817	8,570

Source: Central Information System for Banking Infrastructure (erstwhile Master Office File system) database, RBI. Central Information System for Banking Infrastructure data are dynamic in nature and are updated based on information as received from banks and processed at our end.

For Financial Inclusion, banks need to be accessible to every individual in society ,ensuring availability reaches even the most marginalized. Banks apart from physical expansion may use technology to reach the masses.

5. Credit to MSMEs by NBFCs and Banks

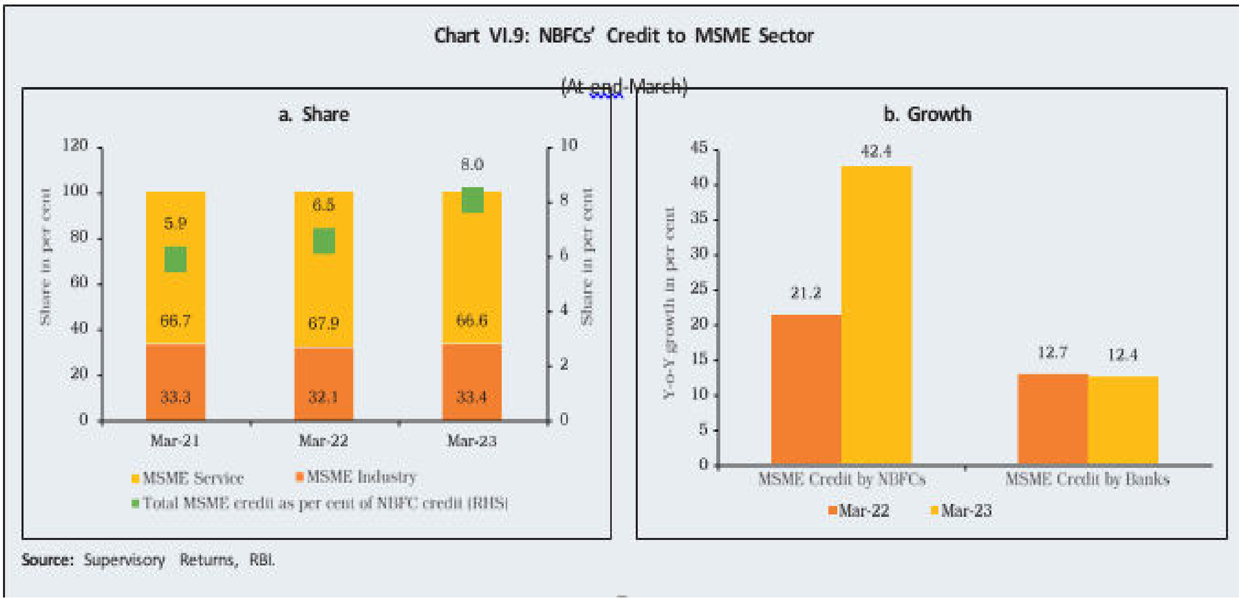


Chart VI.9: NBFCs' Credit to MSME Sector

Source: Supervisory Returns, RBI.

As per Ministry of MSME, it contributes around 30% to India's GDP , 40% to total Exports ,45% of total manufacturing output ,employs over 110 million people.

The MSME sector has the potential to absorb the disguised Employment from the Agricultural Sector and to absorb the unskilled and Semi-skilled workforce from the economy . To boost the growth with job MSMES plays a crucial role .

The graph depicts the credit to MSMEs by NBFCs exceeds the credit given by Banks. Dispite Priority Sector Lending (PSL) and other various government schemes for MSMEs Banks contribution is not upto the mark .

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6. LIMITATIONS

- **CYBER FRAUDS (2020-2023) – It goes on increasing year-on year, showing direct co-relation with increasing use of technology and frauds . This happens due to limited digital literacy .**

Oxfam's India Inequality report 2022 reveals digital divide . Only 38% of Households in India are digitally literate.61% in urban areas and 25% in rural areas are digitally literate.

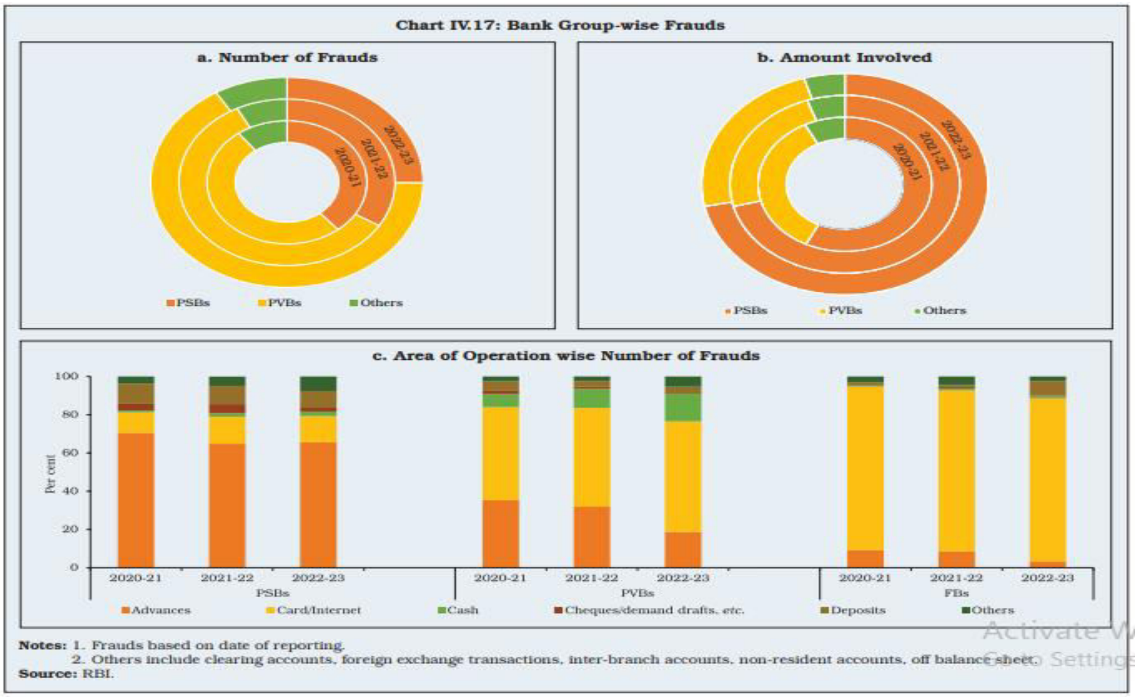

Table IV.15: Frauds in Various Banking Operations Based on the Date of Occurrence

(Amount in ₹ crore)

Area of Operation	Prior to 2020-21		2020-21		2021-22		2022-23		2023-24 (April - Sep)	
	Number of frauds	Amount involved	Number of frauds	Amount involved	Number of frauds	Amount involved	Number of frauds	Amount involved	Number of frauds	Amount involved
1	2	3	4	5	6	7	8	9	10	11
Advances	7,530	1,69,225	1,710	10,660	1,688	6,469	1,303	1,094	199	26
Off-balance Sheet	47	1,848	11	109	2	27	3	0	0	0
Forex Transactions	3	128	4	2	9	8	11	16	2	0
Card/Internet	981	100	2,504	134	4,230	143	9,812	520	7382	285
Deposits	533	456	430	569	422	106	551	124	606	34
Inter-Branch Accounts	3	0	3	2	1	0	1	0	0	0
Cash	128	27	479	61	931	101	1011	112	124	19
Cheques/DDs, etc.	98	62	165	164	167	29	88	19	24	7
Clearing Accounts, etc.	13	1	9	3	17	4	10	0	1	0
Others	285	138	275	124	192	66	352	261	25	6
Total	**9,621**	**1,71,985**	**5,590**	**11,828**	**7,659**	**6,953**	**13,142**	**2,146**	**8,363**	**377**

Notes: 1. Refers to frauds of ₹1 lakh and above.
2. The figures reported by banks and financial institutions are subject to change based on revisions filed by them.
3. Frauds reported in a year could have occurred several years prior to year of reporting.

Source: RBI.

7. How Artificial Intelligence will aid in advancing financial inclusion

a) **Credit Scoring and Risk Assessment**: AI algorithms can analyze alternative data sources such as mobile phone usage, social media activity, and utility payments to assess creditworthiness, especially for individuals lacking traditional credit histories. This enables financial institutions to extend loans to previously unbanked or underbanked individuals. Many new fintech using this mode to cover unbanked people.

b) **Chatbots and Virtual Assistants**: Financial institution uses but in limited capacity. It provide personalized and accessible customer support, guiding users through financial processes, answering queries, and offering recommendations. This technology enhances customer engagement and empowers individuals with limited financial literacy.

c) **Fraud Detection and Prevention**: The Non – Performing Asset(NPA) problem can be dealt at the infant stage itself ,which hinders the credit allocation .It detect fraudulent activities in real-time by analyzing transaction patterns, identifying anomalies, and flagging suspicious behavior. This safeguards both financial institutions and customers, fostering trust in the financial system.

d) **Automation and Cost Reduction**: AI-driven automation streamlines back-office processes such as account opening, loan underwriting, and compliance, reducing operational costs for financial institutions. These savings can be passed on to customers through lower fees and interest rates, making financial services more affordable and accessible.

e) **Personalized Financial Services**: AI analyzes vast amounts of data to understand individual preferences, behaviors, and financial needs, enabling the customization of financial products and services. Tailored offerings cater to the specific requirements of underserved populations, encouraging their participation in the formal financial system.

f) **Mobile Banking and Payment Solutions**: AI-powered mobile banking applications and digital payment platforms provide convenient and secure financial services to individuals without access to traditional banking infrastructure. These platforms facilitate peer-to-peer transactions, bill payments, and savings, empowering users to manage their finances effectively.

8. Extent of Application of AI in Indian Financial Scenario –

According to UNFPA's State of World Population Report 2023- India became the most populous country in the world surpassing china with 68% working population(15-64 age group). Artificial Intelligence will reduce the labour requirement which may backfire the employment rate. So , to absorb the working population alternatives needs to be developed .Otherwise , JOBLESS Growth, ,widening Inequality gap further ,vicious cycle of poverty, Middle Income Trap will hover around the economy.

9. RECOMMENDATIONS

- According to statista Report – India's Internet penetration is 48.7% .To achieve the digital milestone and financial Inclusion it needs to be increased.
- Digital Literacy should be adequately enhanced .As per 2011 Census India's literacy rate is 74.04%, so to atleast 74% digital literate can be made.
- MSME sector needs to be boosted via credit facility and proper execution of various government Schemes like MUDRA yojana , ASPIRE , micro and small Enterprises cluster Development Programme (MSE-CDP)etc.
- Requirement of Adequate Policy and execution to curb the increasing bank fraud and cyber fraud.

10. CONCLUSION

With the Evolution of new technology it can turn to be boon or bane depending upon the country's readiness to cope with it. New Technology will replace the humans need in the coming time. So, to reap India's demographic dividend , alternatives needs to be developed which can absorb skilled, semi-skilled and unskilled labour force . Being in parallel with the world in technology but moulding the use as per the necessity rather than blindly using in every aspect will be the key aspect for India's Inclusive Sustainable growth .

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A COMPREHENSIVE ANALYSIS OF SIX SIGMA

Mr. Sahil Rajesh Gupta, Mr. Gaurang Sudhakar Hedulkar and Miss. Neha Sunil Pandey
Students, Chetana's Self – Financing Courses, Mumbai

ABSTRACT

This study explores the integration of Six Sigma methodologies with current events in various business fields and organizations. Six Sigma is a data improvement and quality control process adopted by businesses that aim to improve, reduce defects and improve quality. This study examines how Six Sigma principles and tools can be used to solve problems and take advantage of the opportunities presented by current trends in technology, international business, sustainability and organizational management.

First, the study explores the intersection of Six Sigma and technological advances, including the adoption of automation, artificial intelligence, and data analytics. It describes how Six Sigma methods can be used to improve processes, increase product quality and stimulate innovation in the era of Industry 4.0. Additionally, the study explores the role of Six Sigma in managing digital transformation initiatives and ensuring technology investments are aligned with strategic objectives. It explores how organizations use Six Sigma to improve supply chain performance, reduce risk and adapt to business change in a globally interconnected world. In addition, the study explores the application of Six Sigma principles to solve problems related to leadership, compatibility and integration of users' product interest in different international markets.

In addition, this study explores the role of Six Sigma in promoting sustainable development and sustainable development. Corporate Social Responsibility Measures. It explores how Six Sigma methods can be used to reduce waste, reduce environmental impact and improve resource use throughout a product's lifecycle. The study also explored Six Sigma's relationship with the sustainability reporting process and the integration of environmental, social and governance (ESG) standards for good governance.

Keywords: technological progress, contemporary trends in globalization, promotion of sustainability, partnership with responsible measures.

INTRODUCTION

Six Sigma is a set of methods and tools used to improve business processes by reducing defects and errors, reducing variability, and improving quality and performance. Good work. The goal of Six Sigma is to achieve near-perfect performance with only 3.4 errors per million. This is done using a method called DMAIC (Define, Measure, Measure, Improve, Control) to identify and eliminate the causes of change and improve the process.

Six Sigma is a disciplined and data-driven approach widely used in project management to achieve process improvement and reduce defects. It provides a systematic process to identify and eliminate changes that may affect project performance.

The etymology is based on the Greek symbol "sigma" or "Ï", a word used to measure the difference between the means or end of a process. “Six Sigma” comes from the bell curve used in statistics; where one sigma represents the deviation from the mean. If the standard has 6 sigmas, 3 above average and 3 below average, the defect is classified as "very low".

The normal distribution below shows the assumptions of the Six Sigma model. The higher the standard deviation, the wider the spread of results encountered. Therefore, the process whose average value differs from the nearest established limit by at least 6 sigma is designed to achieve Six Sigma.

LEAN SIX SIGMA

Lean Six Sigma is a method that combines two powerful process improvements: Lean and Six Sigma.

Lean focuses on reducing waste and maximizing efficiency by identifying and eliminating non-value-added activities. This includes improving processes, reducing defects, improving quality, and optimizing resources to deliver more value with less effort.

Six Sigma is a process improvement method that aims to reduce changes and defects through the use of information. Guide the decision. It involves defining, measuring, evaluating, improving and managing processes to achieve effective and predictable results.

Lean Six Sigma combines the advantages of both methods, providing a quality improvement process that can be applied to any industry or field. department. It is widely used in manufacturing, healthcare, finance and service industries to increase efficiency, reduce costs and increase customer satisfaction.

OBJECTIVE

1. Explore the integration of Six Sigma with process improvement and new technologies.
2. Discover the role of Six Sigma in digital transformation management.
3. Discover the impact of Six Sigma on global business and supply chain performance.
4. Evaluate Six Sigma's contribution to reduction and sustainability.
5. Evaluating the impact of Six Sigma sustainability integration on performance.

REVIEW OF LITRATURE

Gourav Kolhe1, Vipul Upadhayay2, Yogesh Ladhe3, Students, Shri Dadaji Institute of Technology and Science, Khandwa, Madhya Pradesh, 2018, A Study on the Application of Six Sigma Process in Businesses: Six Sigma is a method used to achieve success. process efficiency The most powerful management tool. He has been successful in many Western companies; most of them are GE, Motorola, Ford etc. Fortune 500 companies such as. As former GE CEO Jack Welch said, "Six Sigma is the most important initiative GE has ever undertaken. It is part of our genetic code for future leadership. To do this, taking into account the experience of the representative organization, the Six Sigma standard was created. This By using the standard, the performance of Six Sigma in Indian organizations will increase. The aim of this study is to develop a model for the implementation of Six Sigma in Indian organizations. This study focuses on the human perspective in the context of Indian culture and work environment because experience shows that the success of any new initiative in an organization depends on the skills of the people in that organization. organization. It's a call. .

Bart A. Lameijer, Wilmer Pereira, Jiju Antony, Published date: June 23, 2021, Release date: December 17, 2021: Being efficient, effective and efficient In addition, companies need continuous investment development. A popular and widely used improvement method used by many organizations is LSS, which is a combination of Lean Management and Six Sigma methods (Shah et al., 2008). Lean management has its roots in the Toyota Production System, first developed by Toyota in the mid-twentieth century and codified by Womack et al. (1990) and Spear and Bowen (1999) tried to explain their principles. In recent literature, lean management has been defined as a combination of practices aimed at eliminating waste, and lean management practices include just-in-time production, quality control, preventive maintenance and human resources management (Shah and Ward, 2003).). Six Sigma has been widely adopted since its inception at Motorola in the mid-1980s, and many books have been devoted to explaining the method. Six Sigma methodology focuses on reducing defects and changes in business processes and is an improvement and improvement process that relies on statistical methods and research process to make significant improvements (Linderman et al., 2003). The process approach is a project management based on the five-stage define, measure, analyze, improve and control (DMAIC) cycle (Zu et al., 2008).

Case Study – Wipro

In the 1980s, Wipro moved from a vegetable oil company in India to the IT sector. For Wipro to become a global player in this industry, it needs to increase its efficiency and meet the needs of its customers more intelligently. He found a way to do this in Six Sigma.

When using the Six Sigma methodology, many companies choose to start directly and select a few aspects of the process to see if they can improve their organization. Wipro, on the other hand, has gone all out. The organization has fully implemented Six Sigma tools throughout the organization for its various services. This includes incorporating DFSS, DCAM and DSSP into the new system design. DMAIC and TQSS are used to improve existing processes. CFP is used for restructuring.

Wipro Faced Problems

With the financial reforms in India in the 1980s, the organization found itself in a position to expand further into other areas. The company began focusing on IT and achieved unprecedented success domestically in this endeavor. Wipro has become India's leading information technology company. Wipro started looking at the global market. However, he saw that in order to be competitive in the world, the performance of his products for mobile use needed to be increased. Success in the United States requires a marketing organization that keeps pace with customer needs and a culture of continuous improvement. This will increase customer trust and confidence and enable the company to stay ahead of global competition. Focus on quality led Wipro to Six Sigma.

The Success of Large Companies Helped Wipro Decide to Adopt the Six Sigma Approach
In 1995, Wipro was a small company that started its global operations with software products and R&D services. Wipro Chairman Azim Premji believes that the organization needs to improve its practices to become a truly global competitor. Partnering with GE on the development and distribution of ultrasound equipment helps Wipro understand how GE does business. Premji saw GE's significant success in implementing the Six Sigma process and realized that Wipro could benefit greatly from this approach in its IT department.

Initial Problems Faced by Wipro in the Implementation of Six Sigma
One of the problems faced by Wipro in the early implementation of Six Sigma was getting more support from management. Implementation of the Six Sigma approach and integration requires physical development of the organization. This means comprehensive training, building confidence in the job, and ensuring necessary procedures. Wipro spends a lot of time creating a company culture that will make the Six Sigma process a success.

Another problem is finding the right business on which the organization will focus first. Pilot projects should be initiated to best examine the Six Sigma methodology and prove the success of the system before it is implemented in Wipro operations. This means choosing projects that have a high probability of success and require short time so that the results of Six Sigma can be seen quickly.

It also takes time to form a team that will receive training at Six Sigma level. This training covers the five areas of DMAIC and focuses on improving customer satisfaction. This training includes statistics, experimental design, and evaluation. With every job being trained, Wipro was inspired to create its own consultancy.

Determining the resources needed for an employee can be challenging because they may vary. Wipro has assembled a team of experts to analyze and determine the success of each project.

RESULTS
The results of Wipro's adoption of Six Sigma were immediate and clear. Software defects are reduced by 50%, software rework costs decrease from 12% to 5%, and productivity increases by 35%. On the hardware side of things, installation error dropped to 1% from the previous 4.5%. There is also a significant improvement in data transfer, such as 250% transfer speed. Waste reduction and company savings are also improved. This is because the development, maintenance, and timeout costs caused by changes are reduced. In terms of global competitiveness, Wipro has managed to reduce defects by 67% compared to the industry average.

As a result, over time, Wipro has managed to complete 93% of its projects on time, become a global leader in the IT field and deliver products and services that are considered the standard of its customers.

METHODOLOGY
The two main Six Sigma methods are DMAIC and DMADV. Each has its own approval process for changing the market.

DMAIC is a method of using data to improve existing products or services to increase customer satisfaction. It is the definition of five levels: D - Define, M - Measure, A - Measure, I - Improve, C - Manage. DMAIC is designed for manufacturing or service delivery.

DMADV is part of the Design Six Sigma (DFSS) process and is used to design or redesign different processes for producing products or services. The five phases of DMADV are: D → Definition, M → Evaluation, A → Evaluation, D → Design, V → Analysis. DMADV is used when existing processes cannot meet customers' needs even after optimization or when new processes need to be developed. It is conducted by Six Sigma Green Belts and Six Sigma Black Belts under the supervision of Six Sigma Black Belt Masters. We will talk about the belt issue later.

These two methods are used in different business environments, professionals who want to know this process and application process are best for online registration training certificates issued by business professionals.

Six Sigma Process for Business Transformation
What is Six Sigma? problem, DMAIC is a process used by Six Sigma practitioners. Six Sigma uses data management techniques to optimize and improve business processes. The principle is extremely user-friendly and makes strong use of data and statistics to draw conclusions.

The Six Sigma process of the DMAIC approach consists of five stages:

Define
The Six Sigma process begins with a customer-oriented approach.

Step 1: Define the business problem from the customer's perspective.

Step 2: Set goals. What do you want to achieve? What resources will you use to achieve your goals?

Step 3: Mark the process. Prove to stakeholders that you are on the right track.

Measure
The second day focused on project indicators and tools used in measurement. How can you improve? How is this measured?

Step 1: Evaluate your problem with numbers or supporting data.

Step 2: Define the operating model. Set the "Y" boundary.

Step 3: Measure the measurement to use. Can it help you achieve results?

Analyse
The third phase analyzes the process to find relevant changes.

Step 1: Determine whether your process is efficient and effective. Does this process help you meet your needs?

Step 2: Measure your goals in numbers. For example, reduce item damage by 20%.

Step 3: Use historical data to identify changes.

Improve
This method checks the change in "X" regarding "Y". At this stage you will decide how to improve the process.

Step 1: Determine feasibility. Conduct tests to determine which of the "X" variables identified in Process III affects "Y."

Step 2: Find the relationship between variables.Step 3: Establish process tolerances, defined as actual values within which certain changes can be made. For example, the quality of the product is still limited. What actions will affect the results? Process tolerances can be achieved using powerful tools such as precision and precision.

Control
In this final stage you decide that the performance targets set in the previous stage have been successfully achieved and that the improvement in the design is sustainable.

Step 1: Determine the measurement system to be used.

Step 2: Develop the capacity process. Was the task completed successfully? For example, has the goal of reducing defects by 20% been achieved?

Step 3: Follow the procedure after completing the previous steps.

Six Sigma Levels
Six Sigma training levels meet specifications, learning standards, operational standards and required design.

White Belt

This is the easiest way to:

- Any new person can join.
- Projects where people work together to solve problems.
- Participants must understand Six Sigma principles.

Yellow Belt

Here, participants:

- Participate as a team.
- Follow the development process.
- Learn about multiple methods and DMAIC.

Green Level

This profession must meet the following requirements:

- At least three years of full-time employment.
- Understand the tools and techniques used to solve problems.
- Internship with some job changes.
- Black Belt Project Data Collection and Analysis Guide.
- Consider green projects or groups.

Black Level
Today includes the following:

- At least three years of full-time employment
- Work in related skills
- At least two years of Do model completed Sigma projects
- Demonstrate skills in applying different metrics to different types of business transformations
- Lead cross-functional teams through problem solving.
- Educate and train the team.

Master Black Belt
To reach this level, candidates must:

- Have a Black Belt certification
- Have worked full-time for at least 5 years or complete at least 10 years of accreditation.
- A proven track record of working with an individual's specific needs.
- Educated and trained Green Belts and Black Belts.
- Create indicators and key ideas.
- He served as a Six Sigma expert and internal business transformation consultant in the organization.

CONCLUSION

Six Sigma is a comprehensive approach driven by methods designed to reduce changes and improve processes to achieve zero defects. Its core principles include the DMAIC cycle (Define, Measure, Measure, Improve, Control), which guides teams to solve complex problems and drive continuous improvement in business computing, including manufacturing, services, healthcare, and more. The advantage of Six Sigma is its ability to create significant savings while improving quality, meeting customer needs, and increasing employee engagement.

To increase its effectiveness, Six Sigma is often combined with lean manufacturing methods to become Lean Six Sigma (LSS). LSS provides a holistic approach to process optimization focusing on waste elimination, process improvement and quality improvement. LSS has proven successful in many areas, from small businesses to multinationals, and is especially useful for organizations looking to solve complex operational problems. However, the relationship between corporate goals and customer needs is critical to the success of LSS.

Poor role modeling, inadequate training, and poor leadership support are problems that plague Six Sigma leaders. Therefore, ensuring adequate planning, resource allocation, and leadership support is crucial to realizing the full potential of Six Sigma. When implemented correctly, Six Sigma can increase efficiency, reduce costs and increase customer satisfaction.

FINDINGS

- The six sigma is really very effective in eliminating waste and increasing productivity.
- While implementing six sigma, it is very important to work according to the methodology which will help a organization to achieve their benchmark.
- Study shows that Six Sigma can significantly reduce defects and errors, leading to higher quality products and services. This translates to increased customer satisfaction and reduced costs for businesses.

- Implementing Six Sigma can be expensive due to training, certification, and project execution costs. Additionally, it can be time-consuming to fully integrate the methodology into an organization's culture.
- Six Sigma implementation can also help a company to sustain for long term in the domestic and as well as global market. It also helps organizations to achieve customers trust and faith on their products or services.
- Six Sigma is a data-driven approach used by companies known and to improve process efficiency, reduce defects, enhance quality, and achieve operational excellence.

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THE IMPACT OF SOCIAL MEDIA ALGORITHMS ON THE REACH OF ORGANIC CONTENT

Sahil Pramod Raut and Niraj Vishal Meste
BMS, Chetana's Self –Financing Courses, Mumbai, Maharashtra

ABSTRACT

This research paper delves into the intricate relationship between social media algorithms and the organic reach of content.

This research investigates algorithm factors which are core components of social media algorithms and their impact on content selection, such as user engagement, content type, and timeliness. It focuses attention on organic content trends by analyzing the evolution of organic reach over time, highlighting potential declines and their correlation with algorithmic changes. It discusses Content creator experiences that how examining creators navigate the algorithmic landscape, exploring strategies and challenges in achieving organic visibility.

It also highlights the theme of user exposure and perspectives that investigating how algorithmic filtering shapes user experiences and understanding their attitudes towards the reach of organic content. Specifically, it aims to shed light on the power dynamics within the algorithmic system, its influence on content visibility, and potential implications for users, creators, and the platform itself.

Keywords: Social Media Algorithms, Organic Content, Users Perspective, Content Creator

INTRODUCTION

Algorithm is a series of instructions made to solve specific problems, perform tasks or make decisions. In computer programming, algorithms direct the actions, such as sorting elements, locating data or identifying objects related to or of users. In social media, algorithms are based on rules, signals and data that govern the platform's operation. These kind of algorithms specify how content is filtered, ranked, selected and recommended to users. In other words, algorithms influence users choices and what users see on social media.

Social media algorithms are powerful way in growing one's online audience. This work as virtual matchmaker designed to match users with content that suits their interest. Just as matchmakers make an attempt to make meaningful connections, algorithms analyse user behaviour, interactions and interests to understand their content preferences and deliver personalized content.

No social media users can see the same content on their feeds daily. The basic algorithms play on all social media platforms keep your feeds interesting and engaging. In simple way, an algorithm is a sequence of instructions programmed to deliver content based on your past behavior and interaction on a social media platform.

Social algorithms rely on various factors to determine the content users see:

1. **User Engagement:** Likes, shares, and comments on a post are signals that users find it interesting and relevant.
2. **Relevance:** Including relevant keywords and hashtags in your content helps algorithms understand its context and improve visibility.
3. **Timing and Frequency:** Posting consistently and at the optimal time when your audience is most active can increase the likelihood of your content being seen.
4. **Recency:** Newer posts tend to be prioritized over older ones in the feed.
5. **User Interactions:** Accounts that users follow, interact with, and click on their links suggest relevance and content quality, which algorithms consider.
6. **Profile Authority:** Factors like follower count, consistency in posting, and engagement rate influence your organic reach.
7. **Location:** Algorithms consider a user's location and demographics to personalize content suggestions. Content that is popular in a user's area may be more likely to appear in their feed.
8. **Content Type:** Different types of content, such as videos, images, and text, are treated differently by algorithms. In general, videos are favoured over other content types because they are more engaging and likely to capture users' attention.

9. **Virality:** Content that is gaining popularity and being shared is more likely to be promoted by algorithms. This is because virality is a signal that the content is relevant and interesting to users.

10. **Watch Time:** The amount of time a user spends watching a video, especially on platforms like Instagram Reels and YouTube Shorts, is a key factor that algorithms consider. Longer watch times indicate that users are engaged with the content, which is a positive signal for the algorithm.

Various social media platforms employ customized algorithms to manage displayed content. To assess user preferences effectively, these algorithms analyse unique ranking signals. Here's an outline of key social media platforms and their specific rank signals:

1. Facebook: -

Facebook, the social media giant with over 2 billion users, uses algorithms to filter content in its users' feeds. These algorithms prioritize:

- **User Interaction**: Emphasizes reactions, shares, and comments as indicators of engaging content.
- **Content Relevance:** Ranks posts based on how relevant they are to each user's interests and behaviours.
- **User Characteristics:** Factors like location, language, and gender influence the type of content shown.
- **Content Format:** Facebook promotes content that users interact with most. If you watch more videos, you'll see more video content.

2. Instagram : -

Instagram employs a multifaceted algorithm that personalizes user experiences across its various sections. CEO Adam Mosseri explained that Instagram comprises five primary sections: Feed, Stories, Explore, Reels, and Search. Each section leverages algorithms, classifiers, and processing techniques to curate content recommendations customized to each user's interests and engagement patterns.

- **Your Instagram Feed**

Your feed displays posts from: Accounts you follow Similar accounts you may like Personalized ads. Feed Ranking Posts are ordered based on these factors:

- **Recency:** Recent posts from accounts you follow appear first.
- **Followers:** Posts from creators with more followers have higher visibility.
- **User Engagement:** Posts you interact with (like, share, save, comment) influence the content you see.
- **Content Type:** Instagram prioritizes the types of content you prefer, such as photos, videos, or carousels.
- **Popularity:** Posts that receive high engagement (likes, shares, comments, saves) are deemed relevant to similar users.
- **Interaction History:** The posts you interact with and how often you interact with them from a particular account will affect how often you see their content in your feed.

- **Instagram Stories**

Stories is a feature within Instagram that lets users share photos or videos that vanish after 24 hours. It looks something like this:

- **Story Rankings:** Stories are ranked similarly to posts in the main Instagram feed.
- **Closeness:** Instagram considers your relationship with the story creator, including mutual followers, shared locations, and private message (DM) exchanges.

- **Instagram explore**

On Instagram, Explore helps you find new posts effortlessly. It shows a grid of recommended content from accounts you're not following, based on certain factors:

- **Past Interactions:** Posts are shown based on how often you've liked, commented, or saved similar posts in the past.
- **Post Popularity:** Posts with a high number of likes, comments, shares, and saves are more likely to appear.
- **Explore Activity:** Your behaviour on the Explore page, such as liking posts and engaging with similar content, influences recommendations.

- **Account History:** Instagram tracks how often you've interacted with specific accounts in recent weeks to determine if those accounts' posts may interest you.

➢ **Instagram reels**

Instagram Reels feature content that users may enjoy even if they don't follow the original accounts, just like the Explore tab. The platform uses several factors to determine which Reels to show you:

- **User Activity:** How often you interact with Reels (likes, saves, shares, comments, etc.)
- **Interaction History:** Your past interactions with accounts, even those you don't follow.
- **Content Relevance:** Popularity of the content (likes, saves, comments)
- **Account Popularity:** The number of followers and engagement levels of the accounts posting the Reels.

3. LinkedIn:

LinkedIn's algorithm determines the visibility of your posts based on certain factors:

➢ **Quality**: The algorithm classifies posts as spam, low-quality, or high-quality, rewarding higher quality content.

➢ **Relevance**: It analyses keywords, hashtags, and comments to determine how relevant your post is to users' interests.

➢ **Engagement**: LinkedIn's AI models predict how likely your post will be engaged with, particularly in the first hour.

➢ **Connections**: Posts from your direct connections and those you interact with are prioritized.

➢ **Consistency**: Pages that post regularly are rewarded with greater visibility by the algorithm.

➢ **Credibility**: Posts from reputable authors with insightful content and valuable comments get higher rankings.

➢ **Timeliness**: Posts published recently have an advantage in the algorithm.

➢ **Content Format**: LinkedIn favours short-form videos and well-organized, longer articles.

4. YouTube:

YouTube's system for organizing videos on its homepage takes into account several factors:

➢ **Engagement:** How well a video is received, based on factors like likes, shares, and comments.

➢ **Attractiveness**: The likelihood that users will click on a video when it's suggested to them.

➢ **Duration and Viewer Engagement**: Videos that people watch for longer periods of time, suggesting high-quality content.

➢ **Timeliness:** Newer videos are shown more often to subscribers of a channel that they interact with.

➢ **User Interactions:** The amount of time a user spends watching a video, as well as their subsequent actions (such as liking or commenting) indicate the video's relevance to their interests.

➢ **Search History:** The algorithm considers the user's previous searches, especially if they have searched for similar topics in the past.

➢ **Demographics and Location:** Videos uploaded by creators in a specific region are prioritized for viewers in that area before being promoted to a broader audience.

OBJECTIVE

1. Analyse the main components of social media algorithms and how they affect the selection of content.
2. To examine the effects on content diversity, users engagement and participation.
3. Investigate how organic reach has evolved over time and its relationship with changes in algorithms.

REVIEW OF LITERATURE

Written by Dorcas Adisa

Published on October 30, 2023

Social media algorithms are like digital matchmakers, helping users find content that aligns with their interests. These algorithms study user behaviours, interactions, and preferences to tailor personalized content recommendations, enhancing the user experience by providing more relevant and engaging content.

With the constant development and increasing complexity of algorithms, social media marketers must be adaptable. They should continuously monitor industry trends and adjust their strategies to align with algorithmic updates. By doing so, they can optimize their social media approach to maintain high engagement levels.

Written by Anastasia Balova

Published on 25 September, 2023.

In the fast-paced digital world, social media is a powerful tool for promoting your business. To maximize its potential, companies need to understand how its algorithms work and how to use them to their advantage.

Written by Smith J. & Johnson A. (2020)

Smith and Johnson's study explored how social media algorithms affect the reach of posts that aren't paid for. They looked at how algorithms on platforms like Facebook, Instagram, and Twitter decide which posts people see. They found that factors like how much people interact with a post, how relevant it is to their interests, and who the target audience is can all affect how far a post reaches. Smith and Johnson also explained how changes to algorithms can impact content creators, businesses, and marketers, and they stressed that it's important to adapt to these changes to keep getting people to see your posts.

RESEARCH METHODOLOGY

This study is based upon a Primary Data and Secondary Data. The primary data is collected by conducting a questionnaire Method by using a Simple Random sampling method, in that we have total 10 questions were asked to the respondents and the secondary data is collected by websites and some research paper.

Primary Data

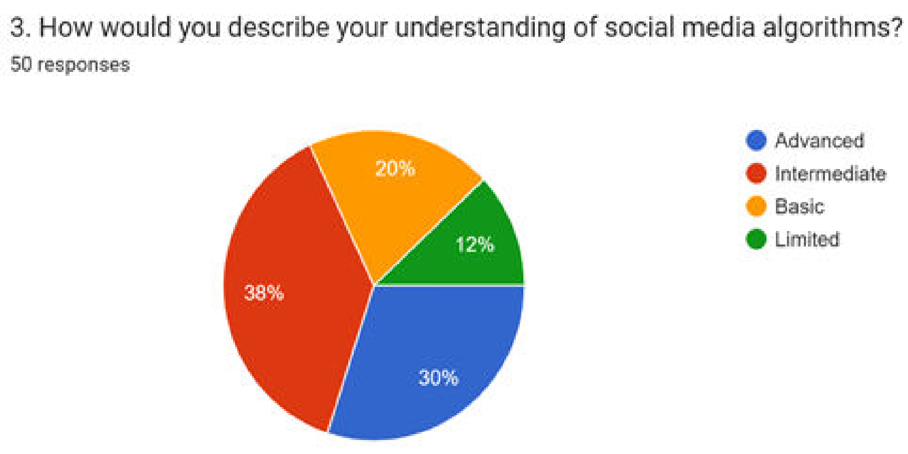
- Questionnaire

Secondary Data

- Websites

DATA ANALYSIS AND INTERPRETATION

Sample size: 50



Data Interpretation – The pie chart shows the understanding of the respondents of social media algorithms. 38% of the respondents have intermediate level of understanding of social media algorithms, and 30% of the respondents have advanced level of understanding, followed by others having basic and limited understanding level.

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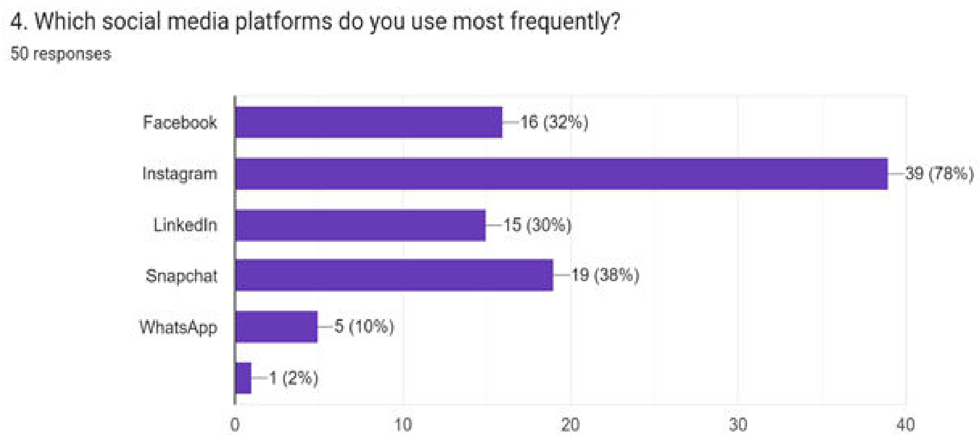
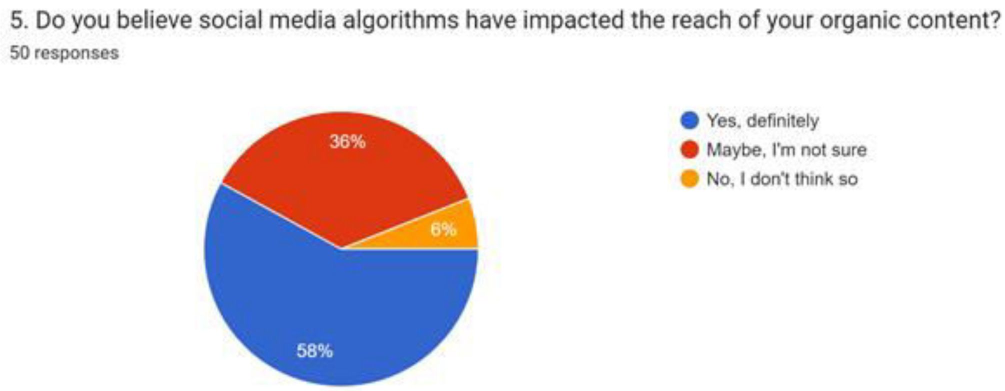
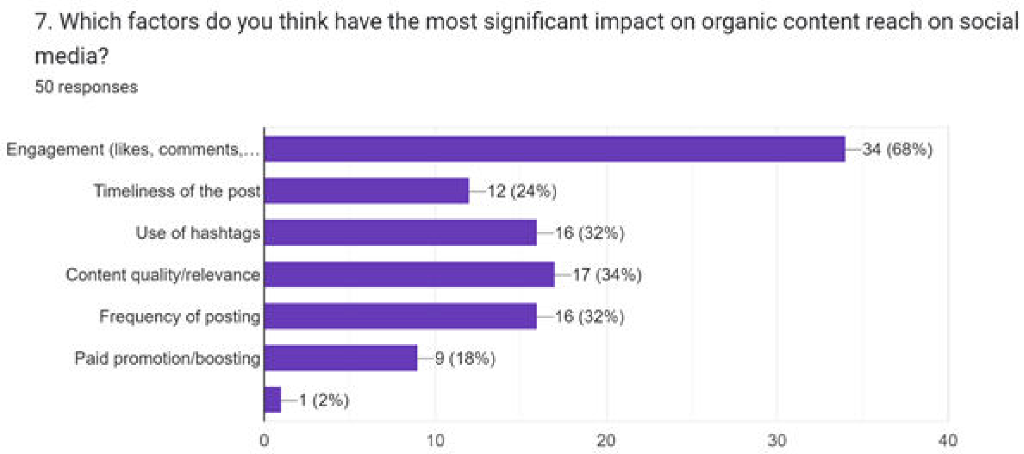


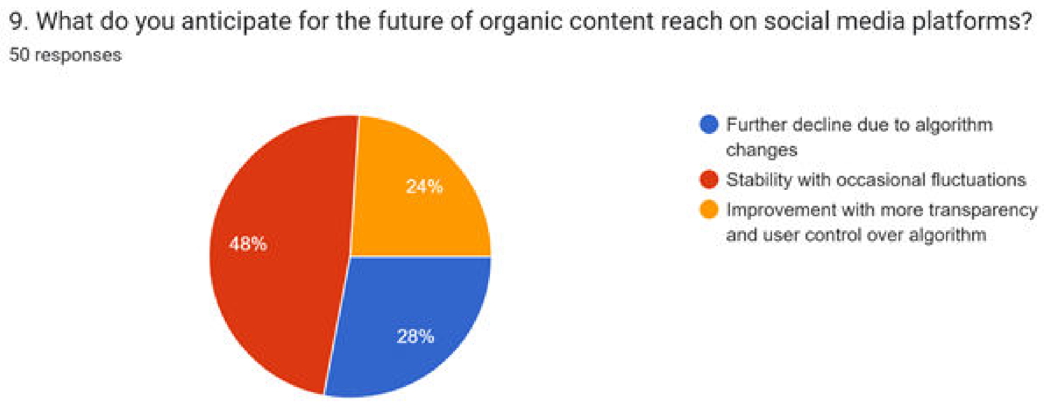
Data Interpretation – The graph shows which social media platforms are used most frequently. 78% of the respondents use Instagram the most, followed by 38% of respondents using Snapchat and 32% of respondents using Facebook, WhatsApp is the least used.



Data Interpretation – The pie chart shows if social media algorithms have impacted the reach of respondents organic content. 58% of the respondents organic content reach is impacted by social media algorithms and 36% of the respondents are unsure.



Data Interpretation – The graph shows the factors which have most significant impact on organic content reach on social media. 68% of the respondents think that engagement has the most impact on organic content reach on social media, followed by 34% and 32% of the respondents thinking that content quality and use of hashtags, frequency of posting has more impact.



Data Interpretation – The pie chart shows the future of organic content reach on social media platforms. 48% of the respondents think that stability with occasional fluctuations will affect the future of organic content reach the most, followed by an average number of responses for other options.

FINDINGS

- 16% respondents are using social media platforms for more than 4 hours, 24% respondents using it for 2 hours to 4 hours and 42% respondents using it for 1 hour to 2 hours for information and entertainment. This suggests that the users activism on social media platforms helps the algorithms to show the content on the basis of users active status.
- 48% respondents are somewhat familiar to the social media algorithms while 38% respondents are very familiar to this because they acquired knowledge about the content they see and content comes in their explore category.
- 38% of the respondents have intermediate level of understanding of social media algorithms and 30% of respondents have advanced understanding it. This shows how respondents are aware about the different tools of social media.
- 78% of the respondents use Instagram the most, followed by 38% of respondents using Snapchat and 32% of respondents using Facebook. This shows how respondents use digital media for information, entertainment, knowing latest trends and current affairs.
- 58% of the respondents feel that social media algorithms have impacted the reach of their organic content. This suggests that the algorithms of social media are suggesting users different content as per their interest and posts that they liked, viewed, commented on it, etc.
- The respondents were also asked if they spend more time engaging with specific types of content due to the way algorithms present it. 82% of the respondents feel that attractive algorithms in the content makes them spend more time on social media.
- There are some factors which have the most impact on organic content reach on social media for e.g. engagement, timelessness of the post, use of hashtags, content quality/relevance, frequency of posting and paid promotion/boosting. 68% of the respondents feel that the engagement factors(likes, comments, shares) have the most impact on organic content reach.
- The next question is about the perception of people regarding the changes made by social media platforms to their algorithms. 46% of the respondents think that it benefits users and businesses equally and primarily benefit the platform and advertisers.
- The next question shows the future of organic content reach on social media platforms. 48% of the respondents think that stability with occasional fluctuations will affect the future of organic content reach the most, followed by an average number of responses for other options. This states that the respondents expect more from social media platforms in terms of organic content reach.

CONCLUSION

Digitalization developed the term social media. It is a core part of it that is used for information and entertainment by users. Still there is are some kind of issues in its processing, privacy concerns, data storing, etc. If social media gets proper algorithms then they can play important role in it. Social media algorithms have an impact on content selection, user engagements and timeliness. These algorithms analyse current trends and then they reach out organic contents to that particular user. This a process of content that contains keywords, hashtags, location, etc. that specifically target audience and then that organic content is spread out to the target audience. Algorithms analyse user experiences and understands their attitudes towards reach of organic content. In conclusion, as algorithms are evolving continuously, it is making algorithmic system more advanced for the influence of content visibility and potential implications for users and the platform itself.

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EXPLORING YOUTH ENGAGEMENT IN THE MONEY MARKET: A DESCRIPTIVE STUDY

Sakshi Uttam Bhoir and Lakshmi Santhosh Chindarkar
Student, BMS Chetana's Self-Financing Courses, Mumbai, Maharashtra

ABSTRACT

This descriptive study examines the participation of youth in the money market, aiming to shed light on their attitudes, behaviours, and motivations regarding financial investments. With an increasing emphasis on financial literacy and investment education for young individuals, understanding their involvement in the money market is crucial for shaping effective financial education programs and investment strategies. Through a combination of surveys, interviews, and data analysis, this research explores the factors influencing youth participation in the money market, including socio-economic background, educational attainment, risk perception, and technological adoption. By providing a detailed overview of youth engagement in various financial instruments such as savings accounts, mutual funds, stocks, and cryptocurrencies, this study offers insights into the preferences and trends shaping the money market landscape among young investors. Additionally, it examines the role of social influences, media exposure, and peer networks in shaping youth attitudes towards financial investments. The findings of this study contribute to a better understanding of the barriers and opportunities for youth participation in the money market, informing policymakers, educators, and financial institutions on effective strategies for promoting financial inclusion and investment literacy among young individuals. Ultimately, by empowering youth with the necessary knowledge and skills to navigate the money market, this research aims to foster a generation of financially savvy individuals capable of making informed investment decisions and securing their financial futures.

Keywords: Money market, Investment education, Youth Participation, Stocks Management.

INTRODUCTION

Trading in extremely short-term debt instruments is referred to as the money market. It involves high-volume trades between merchants and institutions at the wholesale level. The market for extremely safe, highly liquid short-term debt securities is known as the money market. These characteristics lead to their frequent perception as cash equivalents that are readily convertible into cash. A contemporary financial economy cannot run properly without the money market. It directs capital to its most profitable use and enables savers to lend money to others in need of short-term loans. These loans, which are frequently granted quickly or overnight, Governments, businesses, and banks require days or weeks to fulfil their short-term commitments or legal requirements. It also makes it possible for people who have extra money to earn interest.

Comprehending THE FINANCE MARKET

Large sums of money are swapped overnight between banks and the US government. Wholesale transactions between financial institutions and businesses make up the bulk of money market transactions. Companies that raise capital by issuing commercial paper into the market, which can be purchased by other companies, are examples of institutions that participate in the money market. Banks that lend to one another and to major companies in the money and time deposit markets are also examples of participating institutions. investors who buy bank CDs as a short-term, safe location to store money; and funds. Consumers finally obtain some of the wholesale transactions as parts of money market mutual funds and other assets.

Uses of the Money Market by Whom?

Because the interest rates on commercial paper are higher than those on bank time deposits or Treasury bills and a wider range of maturities are available, from overnight to 270 days, it is a popular borrowing option in the wholesale market. However, compared to bank or government instruments, the default risk associated with commercial paper is far larger. Purchasing money market funds, short-term CDs, municipal notes, and other financial instruments allows individuals to invest in the money market that is, US Treasury banknotes. The U.S. government's Treasury Direct website and nearby banks are two retail locations for private investors in the money market. Investing in the money market can also be done through brokers. Treasury bills are issued by the US government and are available on the money market with maturities varying from a few days to a year.

The government sells them to primary dealers, who then purchase them in bulk to trade between themselves or sell to private investors. Individual investors can purchase them straight from the government via a bank, broker, or the Treasury Direct website.

Municipalities, counties, and states also issue short-term notes. To avoid financial loss and maintain NET ASSET VALUE (NAV), money market funds strive for stability and security. To ensure they never lose money and maintain a To ensure they never lose money and maintain a $1 NET asset value (NAV), retail investors in the money market look for stability and security. NET asset value (NAV), retail investors in the money market look for stability and security. The expression "BREAK THE BUNK" refers to what happens when a value drops below The expression "BREAK THE BUNK" refers to what happens when a value drops below the $1 NAV level, which means that part of the initial investment is lost and NAV level, which means that part of the initial investment is lost and investors will suffer financial loss. This one-buck NAV baseline gives rise to this phrase. Nonetheless, because many money market funds are not FDIC-insured and can still lose money, this situation only very seldom occurs.

Different Kinds of Financial Products

Mutual Funds for Money Markets Money Transfer Accounts Debit Certificates (DTCs) Banker's Acceptances of Commercial Paper Since the next generation is dependent on digital transactions worldwide, the state of the money market has a significant impact on youth.

Young people invest in a variety of assets, such as options with minimal, moderate, and high levels of risk. They have access to reasonably risky assets and can invest up to 10% of their pay.

The money market, although vital to the financial system, may not be the most appealing choice for the majority of young people for several reasons:

Reduced Yields: The money market usually yields lower returns when compared to other investment options such as stocks or even high-yield savings accounts.

This is due to their preference for liquidity and safety above large potential rewards. Although there are benefits to this stability, it may not be ideal for younger people who can accept a certain amount of risk and have a longer time horizon for their investments.

Beginning Point: Young people can move from the money market to other investing options that better fit their changing goals and risk tolerance as their income and financial literacy increase.

Temporary Attention: The money market may not appeal to young people who are just beginning their financial journeys because it is intended for short-term financial requirements and aspirations.

Young people frequently have longer-term objectives, like as saving for a down payment on a home, investing for retirement, or creating an emergency fund. Even if they may come with some degree of risk, investments with a longer time horizon and the potential for bigger returns may be more advantageous for these aims. risky.

Insufficient Financial Literacy: Regrettably, many traditional education programs fail to sufficiently address financial literacy, which leaves a large number of young people without the skills and self-assurance necessary to handle complicated financial products like the money market. This might make people hesitant and favor easier, more recognizable choices, like standard savings accounts

Young individuals should take into account the following potential advantages, though:

Educational Resource: The money market is a good place to start for young people who want to learn about investing because it's easy to grasp and has relatively minimal risk. It can offer a secure setting where you can practice opening an account, maintaining positions, and comprehending the idea of returns.

Emergency Savings Account: While not optimal for long-term objectives, the liquidity of the money market can help young people who are saving for emergencies. Having cash on hand in a secure location for unforeseen costs helps ease mind and keep one from turning to high-interest loan option

In today's world, knowledge of the money market among youth is crucial for several important reasons:

Financial Independence and Stability:

Making informed financial decisions: Lack of knowledge about the money market can lead to poor financial choices, impacting their present and future. They might miss out on potential opportunities or fall victim to predatory practices. Understanding basics like interest rates, risk, and different investment options helps them make informed decisions aligned with their goals.

Building a Strong Financial Foundation: Early exposure to the money market helps them develop healthy financial habits like saving, budgeting, and planning for the future. This empowers them to achieve financial independence and stability earlier in life.

Navigating an Increasingly Complex Financial Landscape: The financial world is constantly evolving, with new products and technologies emerging. Knowledge of the money market equips them to navigate this complexity and adapt to changing situations effectively.

Personal Growth and Empowerment:
Increased Confidence and Control: Understanding how money works and how to manage it effectively boosts their confidence and sense of control over their finances. This empowers them to set and achieve financial goals, leading to a greater sense of personal accomplishment.

Reducing Stress and Anxiety: Financial insecurity can be a major source of stress and anxiety. Money market knowledge helps them manage their finances proactively, mitigating these concerns and allowing them to focus on other aspects of their lives.

Investing in their Future: Early participation in the money market allows them to benefit from compounding interest and potentially grow their wealth over time. This can significantly improve their financial situation in the long run, ensuring a secure future.

Societal Benefits:
Promoting Financial Inclusion: Increased awareness of the money market can break down barriers to financial participation, especially for young people from disadvantaged backgrounds. This leads to a more inclusive and equitable financial system.

Investing in the Future: A financially literate youth population is better equipped to manage their finances responsibly, contributing to a more economically stable society.

Responsible Financial Citizenship: Understanding the money market promotes responsible financial behavior, reducing the risk of debt and contributing to a healthy financial ecosystem.

However, it's Important to Acknowledge that:
Knowledge alone is not enough. Young people also need access to affordable and user-friendly financial products and services, as well as ongoing financial education and support.

The financial landscape can be complex and overwhelming. Tailored financial education programs designed specifically for young people are crucial to bridge the gap in understanding and empower them to make informed decisions.

By promoting financial literacy and access to the money market, we can unlock the potential of young people to build a brighter financial future for themselves and contribute to a more prosperous society

REVIEW OF LITERATURE

Historical Perspective on the Topic of Youth Engagement in the Money Market.
Historically, the involvement of young people in financial markets has evolved in response to changing economic landscapes and societal norms. In the latter part of the 20th century and the early 21st century, there has been a growing awareness of the importance of financial literacy and education for young individuals. Financial institutions, educators, and policymakers recognized the need to equip youth with the skills and knowledge to navigate the complex world of finance.

During this period, various initiatives and programs were introduced to promote financial literacy among the youth. Schools and universities began integrating financial education into their curricula, and governments launched campaigns to raise awareness about the importance of financial planning and investment.

The 2008 global financial crisis also had a profound impact on how young people perceive and engage with the money market. It led to increased scepticism and caution among the youth regarding traditional financial institutions. The crisis highlighted the importance of understanding the risks associated with financial instruments and the need for responsible financial behaviour.

As technology advanced, online platforms and fintech companies started playing a significant role in shaping how young people interact with the money market. Mobile apps, investment platforms, and robot-advisors made it easier for young individuals to access financial information, invest in stocks, and manage their money.

In recent years, there has been a growing interest in sustainable and socially responsible investing among the youth. Young investors are often concerned not only with financial returns but also with the ethical and environmental impact of their investments.

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In summary, the historical perspective on youth engagement in the money market reflects a shift towards recognizing the importance of financial education, the influence of significant economic events, and the role of technology in shaping how young individuals approach financial decisions.

Economic perspective on a study "Exploring Youth Engagement in the Money Market: A Descriptive Study"

Would likely involve examining various economic factors and trends that influence the financial behaviour of young individuals. Here are some key economic aspects that could be considered in such a study:

Youth Employment and Income:
The level of youth engagement in the money market is often linked to their employment status and income levels. A study might explore how economic conditions, job opportunities, and income disparities impact young people's ability and willingness to participate in the money market.

Interest Rates and Monetary Policy:
The prevailing interest rates set by central banks can influence the attractiveness of different financial instruments. A study could assess how changes in interest rates or monetary policy affect the preferences and decisions of young investors.

Market Conditions and Investment Opportunities:
Economic conditions and market trends play a significant role in shaping investment opportunities. Researchers might analyse how youth engagement in the money market is influenced by factors such as market volatility, economic growth, and the availability of diverse investment options.

Technology and Fintech Innovation:
The role of technology, particularly fintech, in the financial landscape is crucial for understanding how young people access and engage with the money market. The study may explore how technological advancements influence investment behaviours, from online trading platforms to robot-advisors.

Financial Education and Literacy Programs:
Government policies and educational initiatives aimed at improving financial literacy can impact youth engagement in the money market. The study could assess the effectiveness of such programs and their correlation with increased financial participation among young individuals.

Global Economic Trends and Cross-Border Investments:
Global economic trends and international market conditions can also influence the investment decisions of young individuals. Factors like globalization, trade dynamics, and geopolitical events may have implications for youth engagement in the money market, especially in a globally connected economy.

Social and Cultural Influences:
Economic behaviour is often shaped by social and cultural factors. A study might explore how cultural attitudes toward money, risk, and financial responsibility impact youth engagement in the money market.

Environmental, Social, and Governance (ESG) Factors:
Increasingly, young investors are considering ESG factors in their investment decisions. Researchers may examine the influence of environmental and social concerns on the money market engagement of the youth.

By considering these economic perspectives, a descriptive study on youth engagement in the money market could provide valuable insights into the complex interplay of economic factors that shape the financial decisions of young individuals.

RESEARCH METHODOLOGY
This study is based upon a Primary Data and Secondary Data. The primary data is collected by conducting a questionnaire Method by using a Simple Random sampling method, in that we have total 10 questions were asked to the respondents and the secondary data is collected by websites and some research paper.

Primary Data:

Questionnaire

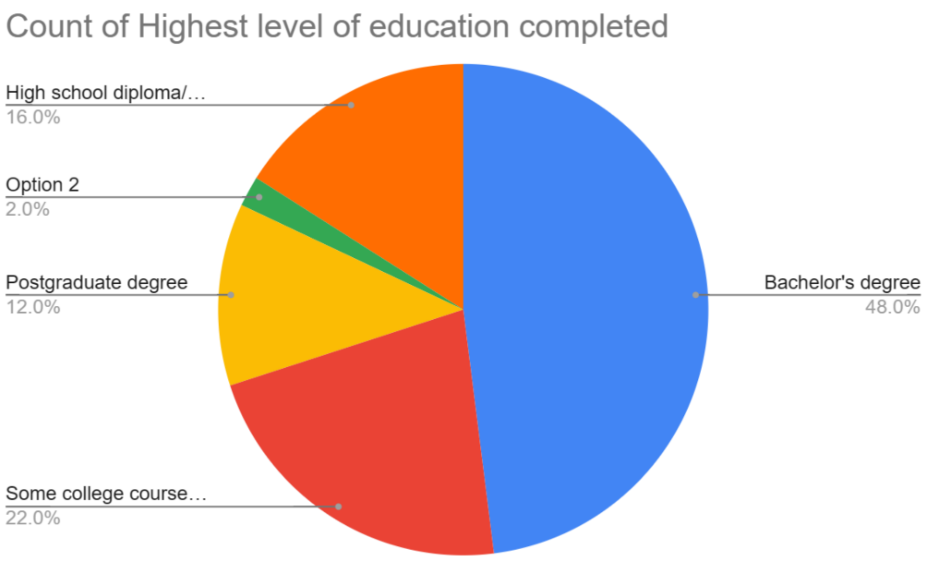
Secondary Data:

Websites

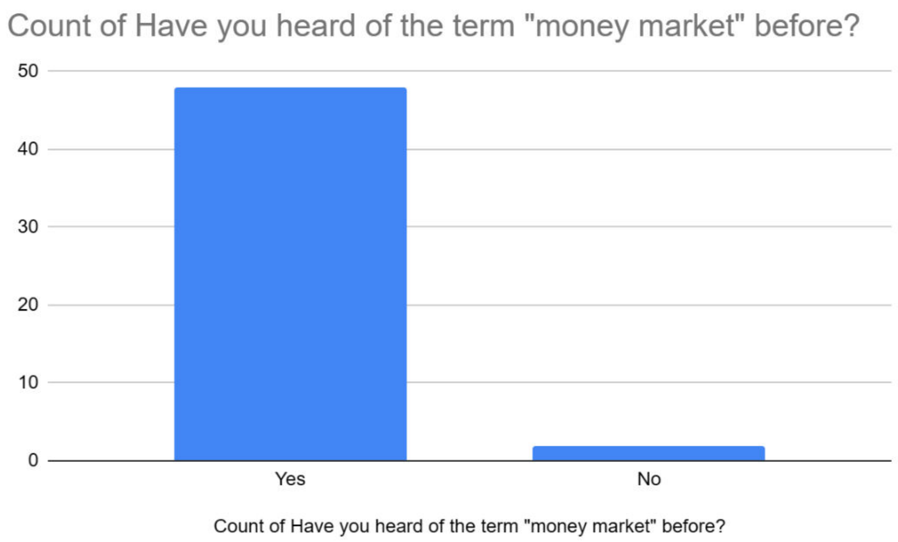
DATA ANALYSIS AND INTERPRETATION:

Sample size: 50

Tool: Excel



Data interpretation:
The above pie chart shows the level of qualification hold by each respondent .



Data Interpretation:
The diagram is a graph were the x-axis represents yes or no in terms of hearing Money Market before. While on y-axis the scale of 10 has been taken to get a total of the count . the graph shows that 99% of people are aware with the term money market while only 1% are unaware of this term.

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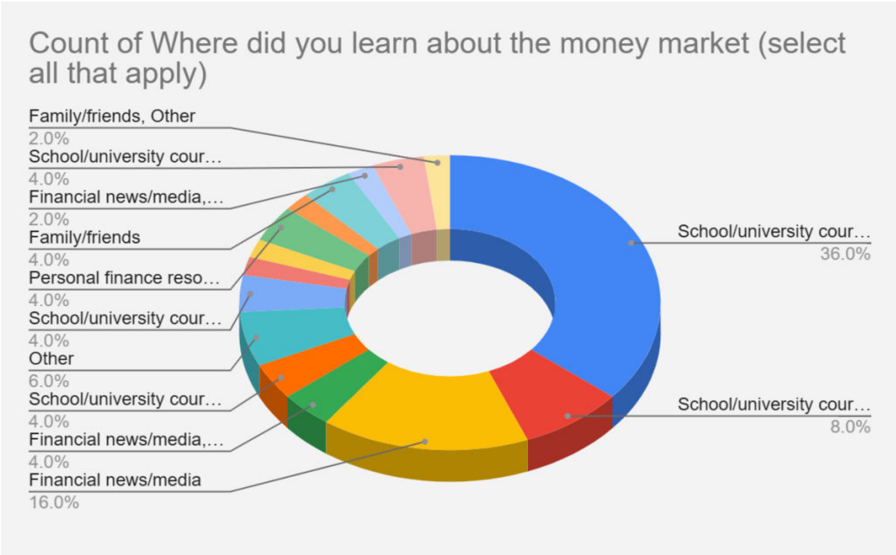
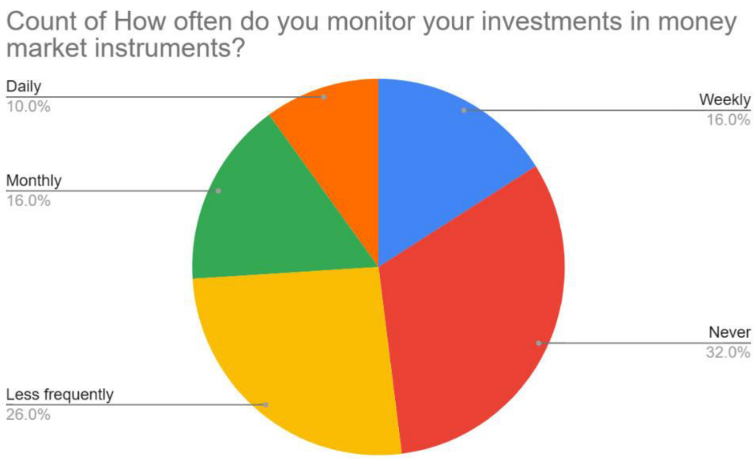
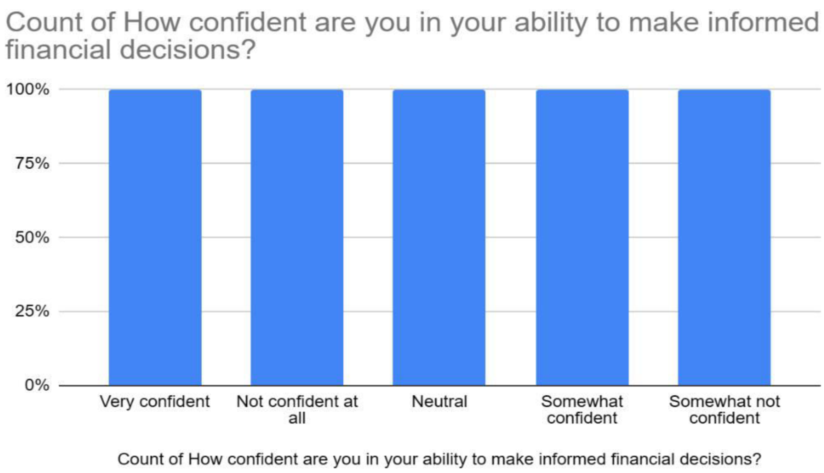


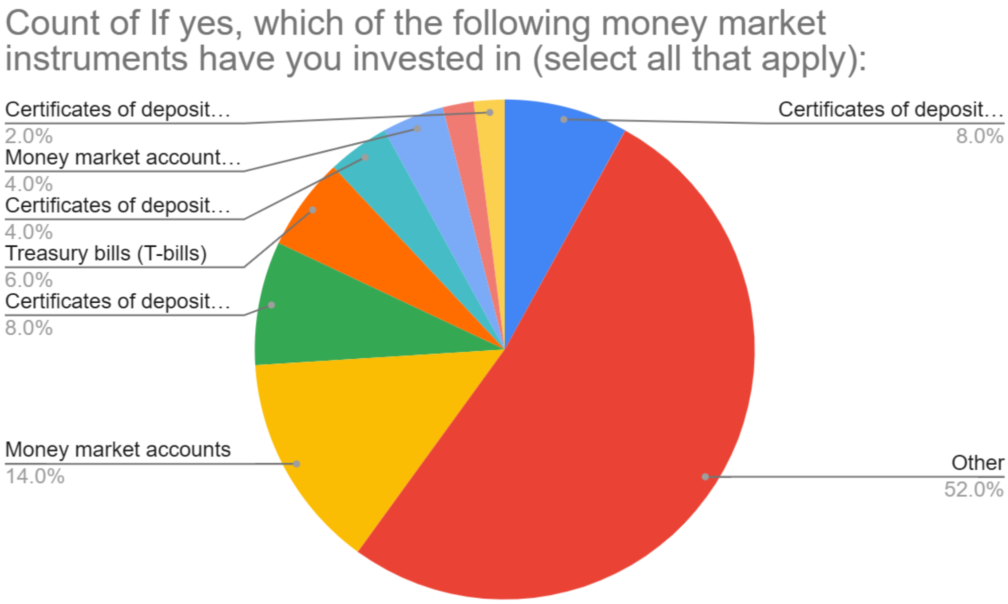
Data Interpretation:
It is very important to know the basis were people have learned about the money market. The major 36% of people have learned about this in University and colleges . And followed by other sources.



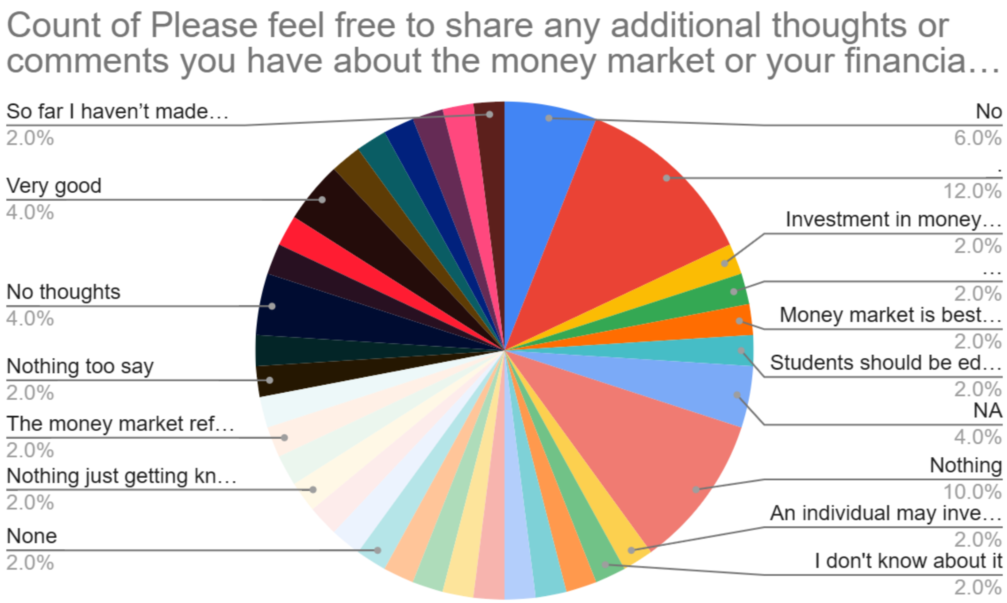
Data Interpretation:
It is necessary to analysis the market on day to day basis . We can monitor the data on daily , weekly, monthly .



Data Interpretation:
The key to master the Money market in current situation is how confident you are with your knowledge as we can see that everyone are neutral about the financial decisions



Data Interpretation:
The diagram show the investments done by the people in various money market instruments.



Data Interpretation:
As the perspective defer from person to person. Thoughts and comments have been taken by each person so that they can share they opinions about the engagement of youth regarding money market

FINDINGS

- 52% of respondents have ever invested in the Other sources of money market. This suggest that more of the youth are engaging in Market trends
- 32.6% of respondents have never invested in the money market. This suggests that there is a significant portion of the population that does not participate in the money market.
- 83% of respondents prefer options as their investment instrument. This suggests that options are the most popular investment instrument among the respondents.
- 14% of respondents prefer money market as their account. This suggests that money market are the most popular investment instrument among the respondents.

- 10% of respondents have a daily check on there investment in money market instruments
- 16% have a eye on money market at least monthly basis so that they are aware about the latest trends of the market.
- Treasury bills are the least preferred investment instrument, with only 6% of respondents choosing it.
- Women have contributed to some extent in this research. They are interested in the Money market.

LIMITATION

- Restricted Sample Size
- Restricted location
- Specific Target Audience (Youth)

SUGGESTION

Explore demographic, educational, and psychological factors, along with media influence and regulatory environments, to understand and address low interest in the Money market for an effective research paper.

CONCLUSION

In conclusion, the findings of this descriptive study shed light on the current state of youth engagement in the money market. Through a thorough exploration of the data, several key insights have emerged, providing valuable information for both researchers and practitioners in the financial sector.

Firstly, This insight has significant implications for relevant stakeholders, such as policymakers, financial institutions, or educators.

Secondly,. This aspect of the research adds nuance to our understanding of youth behaviour in the money market and suggests potential areas for targeted interventions or educational initiatives.

Furthermore, Identifying and acknowledging such nuances is crucial for refining future research endeavours and ensuring a comprehensive understanding of the subject matter.

The study also brings attention to. These insights can inform the development of tailored strategies to enhance youth participation in the money market, fostering financial literacy and empowerment.

These limitations provide opportunities for future researchers to build upon this work and delve deeper into specific aspects that may not have been fully explored in this descriptive study.

In conclusion, this research contributes valuable insights to the broader discourse on youth engagement in the money market. By understanding the current landscape and identifying potential areas for improvement, stakeholders can work collaboratively to create a more inclusive and informed financial environment for the younger generation.

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- https://www.iforex-one.in/landing_pages/br1/hi/ForexBeginnersTestimonial_R_2.0_Trade/

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INVESTORS PERCEPTION ABOUT VARIOUS INVESTMENTS AVENUES AVAILABLE AT FINANCIAL MARKET

Sakshi Laxman Panchal and Piyush Rangdal
Student, BAF Chetana's Self – Financing Courses, Mumbai, Maharashtra

ABSTRACT
Savings form an important part of the economy of any nation. With the savings invested in various options available to the people, the money acts as the driver for growth of the country. Indian financial has reasonable options for an ordinary man to invest his savings. The money you earn is partly spent and the rest saved for meeting future expenses. Instead of keeping the savings idle you may like to use savings in order to get return on it in the future.

This is Called Investment.
One needs to invest to and earn return on your idle resources and generate a specified sum of money for a specific goal in life and make a provision for an uncertain future. One of the important reasons why one needs to invest wisely is to meet the cost of Inflation.

Inflation is the Rate at Which the Cost of Living Increases.
The cost of living is simply what it costs to buy the goods and services you need to live. Inflation causes money to lose value because it will not buy the same amount of a good or service in the future as it does now or did in the past. The sooner one starts investing the better. By investing early you allow your investments more time to grow, whereby the concept of compounding increases your income, by accumulating the principal and the interest or dividend earned on it, year after year. The three golden rules for all investors are:

- Invest early
- Invest regularly
- Invest for long term not for short term

INTRODUCTION
In modern age, money plays an important role in one's life. In order to overcome the problems in future one have to invest its money. Investment of hard earned money is a crucial activity of every human being. Investors have a lot of investment avenues to park their savings. The risk and returns available from each of these investment avenues differ from one avenue to another. The investors expect more returns with relatively lesser risks. In this regard, the financial advisors and consultants offer various suggestions to the investors. However, the construction of a correct portfolio is a great task in front of every investor. The investment avenues include both financial instruments and other assets. The attitude of investors would vary from time to time and person to person. The objective of investment of investors will also be different. Investment of hard earned money is a crucial activity of every human being. Investment is the commitment of funds which have been saved from current consumption with the hope that some benefits will be received in future. Thus, it is a reward for waiting for money. Savings of the people are invested in assets depending on their risk and return demands. Investment refers to the concept of deferred consumption, which involves purchasing an asset, giving a loan or keeping funds in a bank account with the aim of generating future returns. Various investment options are available, offering differing riskreward trade offs. An understanding of the core concepts and a thorough analysis of the options can help an investor create a portfolio that maximizes returns while minimizing risk exposure.

PARAMETERS OF INVESTMENT
The nature of investment differs from individual to individual and is unique to each one because it depends on various parameters like future financial goals, the present & the future income model, capacity to bear the risk, the present requirements and lot more. Investment means person's commitments towards his future.

INVESTMENT
Generally, investment is the application of money for earning more money. Investment also means savings or savings made through delayed consumption. According to economics, investment is the utilization of resources in order to increase income or production output in the future.

An amount deposited into a bank or machinery that is purchased in anticipation of earning income in the long run are both examples of investments. Although there is a general broad definition to the term investment, it carries slightly different meanings to different industrial sectors.

According to economists, investment refers to any physical or tangible asset, for example, a building or machinery and equipment.

According to finance, the practice of investment refers to the buying of a financial product or any valued item with anticipation that positive returns will be received in the future. The most important feature of financial investments is that they carry high market liquidity. The method used for evaluating the value of a financial investment is known as valuation.

PRINCIPLES OF INVESTMENT

Five basic principles serve as the foundation for the investment approach. They are as follows:

- **Focus on the Long Term**

There is substantive empirical evidence to suggest that equities provide the maximum risk adjusted returns over the long term. In an attempt to take full advantage of this phenomenon, investments would be made with a long term perspective.

- **Investments Confer Proportionate Ownership**

The approach to valuing a company is similar to making an investment in a business. Therefore, there is a need to have a comprehensive understanding of how the business operates.

- **Maintain a margin of safety**

The benchmark for determining relative attractiveness of stocks would be the intrinsic value of the business. The Investment Manager would endeavour to purchase stocks that represent a discount to this value, in an effort to preserve capital and generate superior growth.

- **Maintain a Balanced Outlook on the Market**

The investment portfolio would be regularly monitored to understand the impact of changes in business and economic trend as well as investor sentiment. While short-term market volatility would affect valuations of the portfolio, this is not expected to influence the decision to own fundamentally strong companies.

- **Disciplined Approach to Selling**

The decision to sell a holding would be based on either the anticipated price appreciation being achieved or being no longer possible due to a change in fundamental factors affecting the company or the market in which it competes, or due to the availability of an alternative that, in the view of the Investment Manager, offers superior returns.

INVESTMENT

The money you earn is partly spent and the rest saved for meeting future expenses. Instead of keeping the savings idle you may like to use savings in order to get return on it in the future. Thisis called Investment.

Why Should One Invest?

One needs to invest to:

- Earn return on your idle resources
- Generate a specified sum of money for a specific goal in life make a provision for an uncertain future.

Various Options Available for Investment

One may invest in

- **Physical Assets** like real estate, gold/jewellery, commodities etc. or
- **Financial Assets** such as fixed deposits with banks, small saving instruments with post offices, insurance/ provident/
- **Pension Fund Etc**. or securities market related instruments like shares, bonds, debentures etc.

Various Short-Term Financial Options Available for Investment:

Broadly speaking, savings bank account, money market/liquid funds and fixed deposits with banks may be considered as short-term financial investment options.

Savings Bank Account is often the first banking product people use, which offers low interest(4%-5% p.a.), making them only marginally better than fixed deposits.

Fixed Deposits with Banks are also referred to as term deposits and minimum investment period for bank FDs is 30 days. Fixed Deposits with banks are for investors with low risk appetite, and may be considered for 6-12 months investment period as normally interest on less than 6 months bank FDs is likely to be lower than money market fund returns.

VARIOUS LONG-TERM FINANCIAL OPTIONS AVAILABLE FOR INVESTMENT:

Post Office Savings
Post Office Monthly Income Scheme is a low risk saving instrument, which can be availed through any post office. It provides an interest rate of 8% per annum, which is paid monthly. Minimum amount, which can be invested, is Rs.1,000/- and additional investment in multiples of 1,000/-. Maximum amount is Rs3, 00,000/- (if Single) or Rs.6, 00,000/- (if held jointly) during a year. It has a maturity period of 6 years.

Public Provident Fund
A long term savings instrument with a maturity of 15 years and interest payable at 8% per annum compounded annually. A PPF account can be opened through a nationalized bank at any time during the year. Tax benefits can be availed for the amount invested and interest accrued is tax-free.

Company Fixed Deposits
These are short-term (six months) to medium-term (three to five years) borrowings by companies at a fixed rate of interest which is payable monthly, quarterly, semi-annually or annually. The rate of interest varies between 7-14% per annum for company FDs. The interest received is after deduction of taxes.

Bonds
It is a fixed income (debt) instrument issued for a period of more than one year with the purpose of raising capital. The central or state government, corporations and similar institutions sell bonds. A bond is generally a promise to repay the principal along with a fixed rate of interest on a specified date, called the Maturity Date.

Mutual Funds
These are funds operated by an investment company which raises money from the public and invests in a group of assets (shares, debentures etc.). It is a substitute for those who are unable to invest directly in equities or debt because of resource, time or knowledge constraints.

Equity Investment
Equity investment refers to the trading of stocks and bonds in the share market. It is also referred to as the acquisition of equity or ownership participation in the company. In this kind of investment there is always a risk of the investor not earning a specific amount of money. Equity investment can also be termed as payment to a firm in return for partial ownership of that firm.

Debentures
In financial context, Debentures are Debt Instruments issued for a long term by governments and big institutions for rising funds. The Debenture has some resemblances to bonds but the securitization terms and conditions are different for Debentures compared to a bond.

Bond Market
The bond market is a financial market that acts as a platform for the buying and selling of debt securities. The bond market is a part of the capital market serving platform to collect fund for the public sector companies, governments, and corporations. There are a number of bond indices that reflect the performance of a bond market.

Share Market Investment
Shares are purchased and sold on the primary and secondary share markets. To invest in the share market, investors acquire a call option, which is the right to buy a share, or a put option, which is the right to sell a share. In general, investors buy put options if they expect prices to rise, and call options if they expect prices to fall.. The value of a derivative depends on the value of the underlying asset.

Debt Investments
Debt securities (in the form of non-convertible debentures, bonds, secured premium notes, zero interest bonds, deep discount bonds, floating rate bond / notes, securitised debt, pass through certificates, asset backed securities, mortgage backed securities and any other domestic fixed income securities including structured obligations etc.

OBJECTIVES OF THE STUDY

- To take an overview of the Indian Stock Market and encapsulate the various investment avenues available.
- To know investor's perception regarding investment in stock market
- To study the investment behaviour of investors and the factors that affects their investment decision. To study the problems of investors and the reasons for not investing in financial instruments.
- To know the satisfaction level of investors regarding return of different investment avenues.

RIVIEW OF LITERATURE

Mishra (2015) explained that this study aimed to investigate perception of investor towards mutual funds with travel the important aspects of mutual funds affecting perception of investors and it examined difference of perception of large and small investors based on explored factors. Difference of view about mutual fund analyzed with the help of 't' test. Small investors focused on tax returns and savings but large investors expect future return. Thus mutual fund companies must give due significance to these size for their survival and growth in Indian context.

Kumar (2015) carried out a research to find what plays a vital role in the minds of the investors before decided on investment. The nine factors namely security, risk tolerance, lucrative return, investment duration, periodic return, share preference, long term investment, futuristic return and investment dynamics influenced the investor's perception the author conclude that investors compared their returns and calculate the inverse proportionality between time and the return. Among these factors, the futuristic goals of equity investors are very considered as a factor important for estimating their level of satisfaction.

RESEARCH METHODOLOGY:

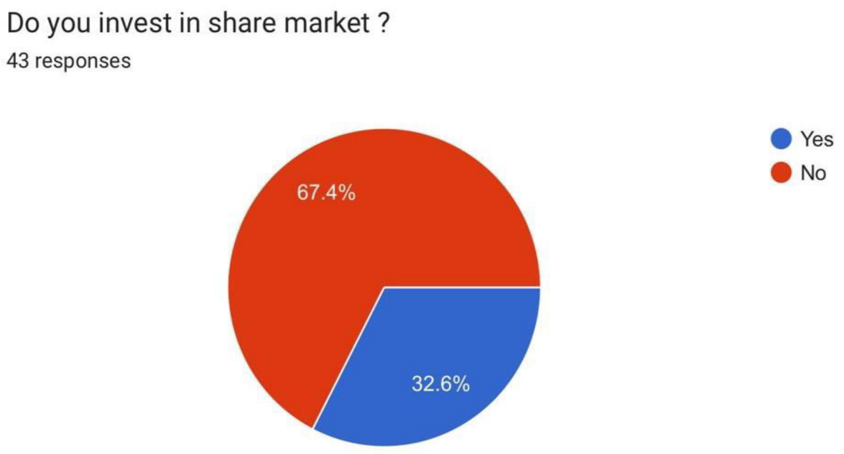
The Research Is on The Basis of Primary and Secondary Data. The Primary Data Was

Collected from The Respondents Along with A Set of Almost 7 to 8 Questionnaire. The

Collected Data Was Analysed Using Simple Random Sampling Method. And the Secondary Was Collected from Various Research Paper.

DATA ANALYSIS AND INTERPRETATIONS:

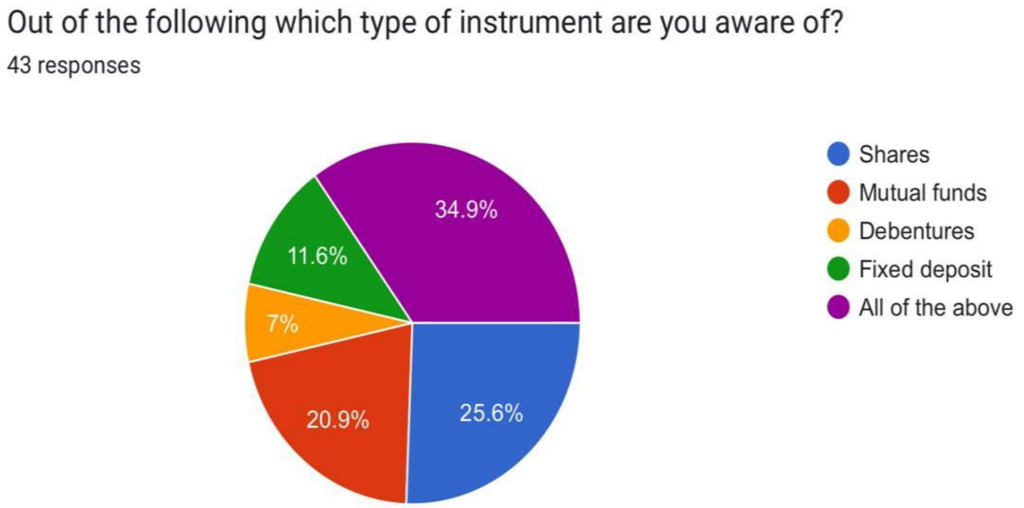
1. Do you invest in Share Market?



Data Interpretation:

- Majority of the people have not Invested in the share market which is 67.4%
- Therefore a small % of people have Invested in share market which is 32.6%

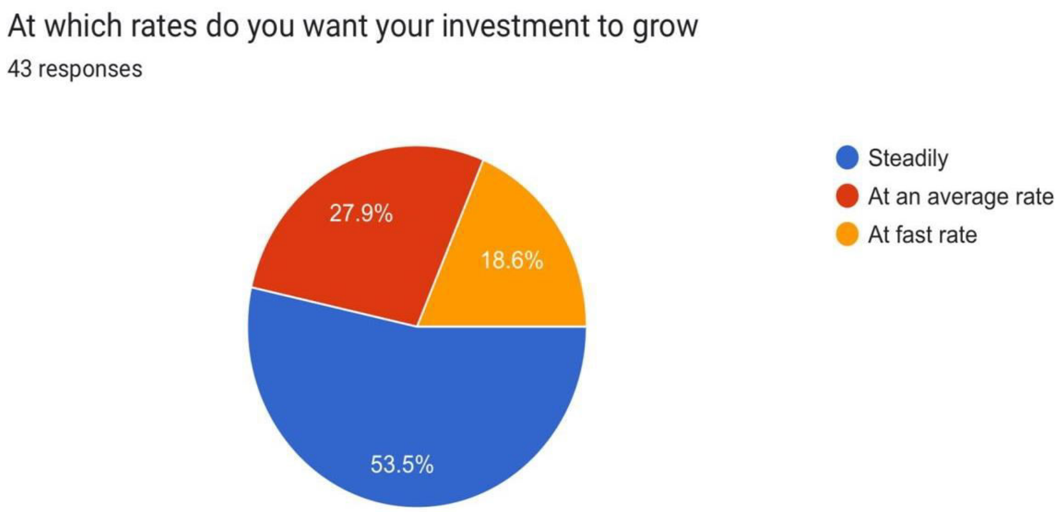
2. Which type of Investment are you aware of?



Data Interpretation:

- The majority of the people are aware about the all investments options available.
- The most of the people are aware about the shares.
- Rest of the others are aware about the mutual funds, debentures, fixed deposits which are 20.09%, 7% and 11.6%.

3. At which rates do you want your Invetment to grow?



Data Interpretation:

- This pie chart shows that majority of the people want their rate in Investment to grow steadily which is 53.5%.
- Some of them want at an average rate and others want it at fast rate.

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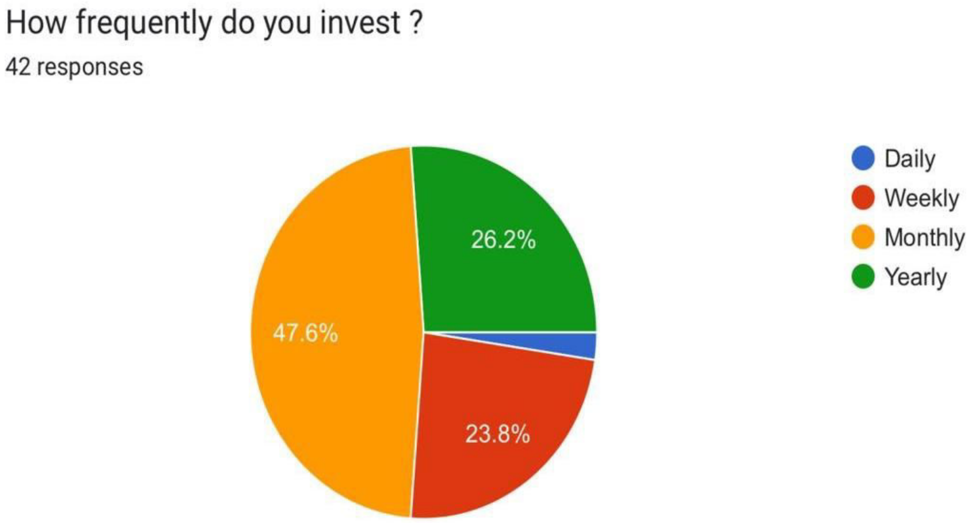
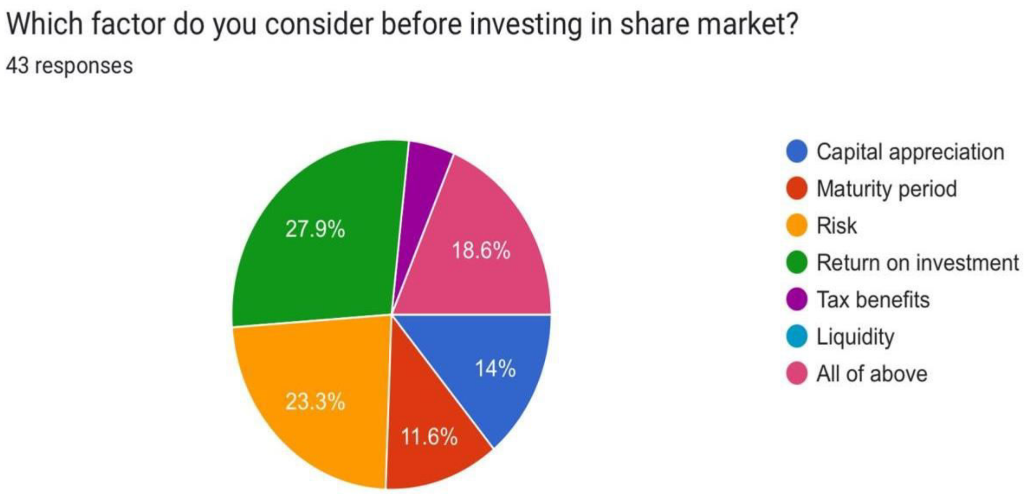
4. How Frequently do you Invest?



Data Interpretation:

- This pie chart shows that majority of the people Invest monthly which is 47.6%.
- Some of the mostly Invest yearly which is 26.2% and some of them Invest weekly which is 23.8%.
- As there is no one which Invest on the daily basis.

5. Which Factor do you Consider Before Investing in Share Market?



Data Interpretation:

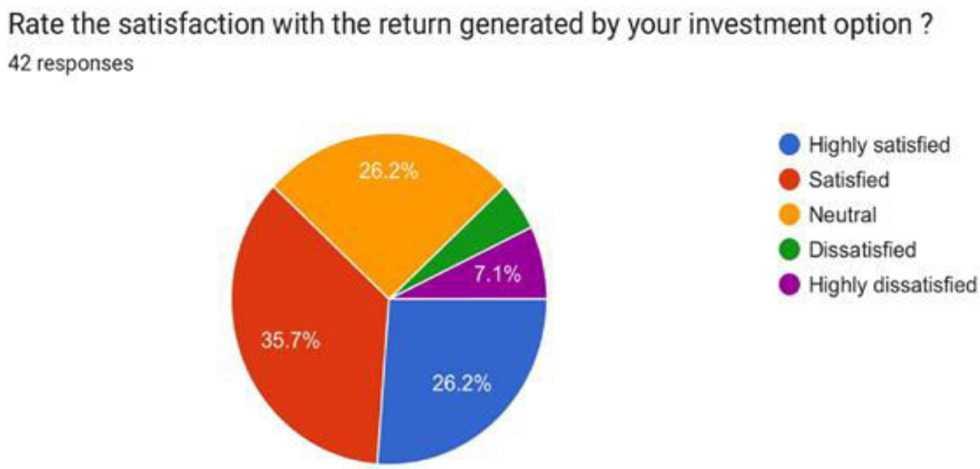
- This pie chart shows that majority of the people consider return on Investment before Investing in the share market.
- Secondly most of the people are fond of risk before Investing in the share market.
- Rest of them consider all the various factors before Investing in the share market.

6. In your opinion, what would be the optimum strategy. If stock market drops immediately after you invest in it?

Data Interpretation:

- This pie chart shows that the optimum strategy of majority people is to wait to see if Investment improves.
- Secondly, people would cut their losses and transfer funds into secure Investment.
- 18.6% people would Invest more funds to lower their losses expecting future returns. Rest of the people which are 14% they would like to withdraw their funds and stop Investing.

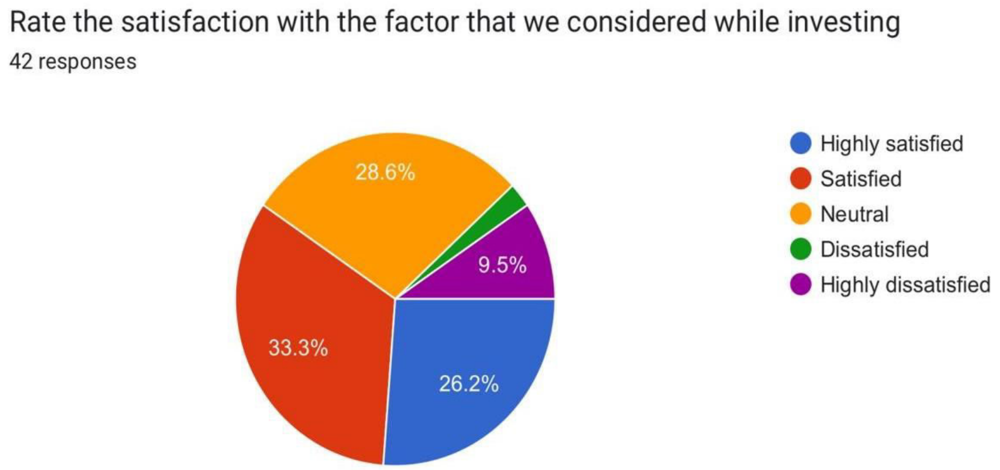
7. Rate the Satisfaction with the Return Generated by your Investment option?



Data Interpretation:

- This pie chart shows that the majority of the people which is 35.7% are satisfied with the return generated by their Investment.
- Secondly, the people which are highly satisfied and neutral with the return generated by their Investment are same which is 26.2%.
- Rest of the 7.1% people are highly dissatisfied and 0% are dissatisfied with the return generated by their Investment.

8. Rate the Satisfaction with the Factor that we Consider while Investing?



Data Interpretation:

- This pie chart shows that the majority of the people are satisfied while Investing.
- 28.6% people are neutral while Investing and 26.2% people are highly satisfied while Investing.
- Rest of the people which is 9.5% are highly dissatisfied while Investing.

FINDINGS OF THE STUDY

Maximum investors are aware of all the investment options. Investors do not invest in a single avenue. They prefer different avenues and maximum investors prefer to invest in shares & mutual funds. Maximum investors wants their investment grow at an average rate. Different factors considered by investors while investing are return, risk, tax benefits, capital appreciation and the most prominent factor is the return on any investment avenue.

Maximum investors invest on monthly basis. The investors investing in different avenues are satisfied with the return generated by their investment option. Maximum investors are satisfied with the factors considered by them while investing indifferent avenues.

Therefore, the data is collected from friends and family as well as research papers which undergoes significant contributions to financial inclusion, efficiency, and customer experience.

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A STUDY ON CHALLENGES OF EMAIL MARKETING IN THE FIELDS OF ELECTRONICS

Samar Santosh Ghole and Anchal Ranjit Prajapati
Student, Chetana's Self- Financing Courses, SYBMS (Marketing) Mumbai

ABSTRACT
This study delves into the intricate landscape of email marketing within the electronic industry, aiming to identify and analyze the prominent challenges faced by marketers in this domain. As the electronic sector witnesses rapid technological advancements and dynamic consumer preferences, email marketing emerges as a pivotal tool for reaching and engaging target audiences.The research employs a mixed-methods approach, combining quantitative surveys and qualitative interviews with marketing professionals and industry experts. Key challenges highlighted include the increasing saturation of email inboxes, evolving privacy regulations, and the struggle to create compelling content amidst fast-paced technological changes. Furthermore, the study explores the impact of mobile device usage on email accessibility and consumer engagement.Findings reveal the critical need for marketers to adapt strategies in response to shifting consumer behaviors and preferences. The study also underscores the importance of compliance with data protection laws, emphasizing the delicate balance between personalization and privacy. Additionally, recommendations are provided to navigate these challenges, focusing on strategies to enhance email deliverability, optimize content for diverse devices, and integrate emerging technologies into email marketing campaigns.Using a combination of quantitative surveys and qualitative interviews with marketing professionals and industry experts, the research uses a mixed-methods approach. The increasing saturation of email inboxes, changing privacy laws, and the difficulty of producing engaging material in the face of rapid technology advancements are some of the major issues that are brought to light. The study also looks at how mobile device use affects customer engagement and email accessibility.

INTRODUCTION
In the field of current marketing strategies, email marketing is a pivotal tool, especially in the vast field of electronics. The dynamism and competitiveness inherent in the electronic industry have made email marketing both an indispensable asset and a formidable challenge. This study delves into the multifaceted challenges faced in email marketing in the e-sector to provide a comprehensive understanding of the landscape.

1. Evolution of Email Marketing in Electronics:
The evolution of email marketing in the electronics industry reflects the broader trajectory of digital marketing strategies. With the advent of the Internet and the proliferation of electronic devices, email has become the primary channel of marketing communication. Electronics companies quickly recognized the potential of email marketing to effectively reach their target audience. Over time, advances in data analytics and automation technologies have further refined the effectiveness of email marketing campaigns, enabling more personalized and targeted approaches.

2. Dynamics of the Electronic Industry:
The electronics industry operates in a dynamic ecosystem characterized by rapid technological advances, shortened product life cycles, and intense competition. This dynamic is significantly influencing the email marketing landscape within the industry. The constant introduction of new products, features and innovations requires agile and adaptive marketing strategies that capture consumers' attention amidst the noise.

3. Unique Challenges in Email Marketing for Electronics:
Despite its potential, email marketing in the electronics sector faces myriad challenges that require careful navigation. One such challenge relates to the diverse nature of the target audience, from tech enthusiasts and early adopters to casual consumers with varying levels of tech literacy. Creating email content that resonates with this heterogeneous audience while maintaining relevance and clarity presents a significant challenge for marketers.

4. Regulatory Issues and Compliance Issues:
In addition to the inherent complexities of the electronics market, email marketers must contend with strict regulatory frameworks governing data privacy and consumer protection. Compliance with regulations such as the General Data Protection Regulation (GDPR) and the CAN-SPAM Act is imperative, but achieving compliance without compromising the effectiveness of email campaigns is a significant challenge.

5. Technological Considerations and Innovations
In addition, the rapid development of technology presents both opportunities and challenges for e-mail marketers in the electronic industry. The proliferation of mobile devices and the rise of social media platforms have changed consumer behavior and expectations, necessitating responsive and omnichannel marketing approaches. Integrating emerging technologies such as artificial intelligence and machine learning into email marketing strategies holds the promise of improved personalization and engagement, but requires a good grasp of technical intricacies.

In conclusion, the challenges facing email marketing in the electronics sector are multifaceted and evolving. With a comprehensive understanding of the nuances of the industry environment, marketers can effectively navigate these challenges and use email marketing as an effective tool for customer engagement and branding in the dynamic realm of electronics.

EFFECTS OF A STUDY ON CHALLENGES OF EMAIL MARKETING IN THE FIELDS OF ELECTRONICS

Email marketing in the electronics industry faces several challenges:

1) **Competition:** The electronics industry is highly competitive, with many companies vying for consumers' attention. As a result, performing in crowded mailboxes can be challenging.
2) **Regulatory Compliance:** Email marketing practices are governed by strict regulations such as GDPR and the CAN-SPAM Act. Electronics companies must ensure compliance with these regulations to avoid legal consequences.
3) **Changing Consumer Behavior:** Consumer preferences and behaviors regarding email communications are constantly evolving. Electronics retailers must adapt their strategies to meet changing consumer expectations.
4) **Deliverability Issues:** Ensuring that marketing emails reach subscribers' inboxes is a significant challenge. Factors such as spam filters and inbox algorithms can affect email delivery rates.
5) **Content Relevance:** Electronics companies need to deliver relevant and engaging content to subscribers to retain their interest. Understanding customer preferences and email list segmentation can help improve content relevance.
6) **Measurement and Analysis:** Measuring the effectiveness of email marketing campaigns in the electronics industry can be tricky. Marketers need to analyze metrics such as open rates, click-through rates, and conversion rates to accurately assess campaign performance.

Addressing these challenges requires a comprehensive understanding of the electronics market, consumer behavior and email marketing best practices. By implementing targeted strategies and keeping up with industry trends, electronics companies can overcome these challenges and maximize the impact of their email marketing efforts.

OBJECTIVES
Identify the specific challenges faced by electronics companies in implementing effective email marketing strategies.

Examine the role of personalization and segmentation in enhancing the effectiveness of email marketing efforts in the electronics sector.

Explore the technological challenges associated with email deliverability, inbox placement, and spam filtering for electronics companies.

Propose strategies and best practices to overcome the challenges identified and optimize email marketing efforts for electronics companies.

A REVIEW OF LITERATURE

- **Dumg Thi Thuy Bui(Sep 2020)** - Edicto Ltd., an IT-services company in Finland, is shifting its focus to email marketing to enhance its digital presence, considering its proficiency in managing websites and social media but lack of experience in email marketing. To guide their efforts, a commissioned thesis explores various sources to understand email marketing fundamentals such as its definition, advantages, and how to craft an effective strategy. Through qualitative methods including interviews with Edicto employees and external marketers, the thesis emphasizes the importance of choosing a reliable Email Service Provider,

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crafting a comprehensive email marketing plan, and adhering strictly to privacy laws and regulations as crucial factors for success. This research aims to equip Edicto Ltd. with valuable insights and strategies to bolster their email marketing initiatives effectively.

- **Carlota Kelly(2018)** - This study looks at how different types of email campaigns affect sales for a fashion retailer's online store, which includes LA Woman, LA Kids, and LA Loft sections. They used data from their own email marketing database and Google Analytics to see how the campaigns performed. They found that emails with information about products led to more sales, while emails offering discounts brought more people to the website. They also discovered that returning visitors who came through informative emails spent more money. The study mentions some limitations, like the way the data was organized, and suggests that future research could look at other companies to get a better understanding.
- **Veronika Machova(2022)** - This article explores loyalty programs in retail stores, looking at how they work and their impact on customers. The goal is to see if these programs benefit both customers and retailers, and which stores offer the best deals. Through a survey, they found that most customers have loyalty cards for the rewards they offer, but they don't use them regularly. They compared different retailers and found that Kaufland offers the most benefits, followed closely by Lidl. However, Lidl seems to have the most advantageous program for customers. The article also includes a SWOT analysis, highlighting the strengths, weaknesses, opportunities, and threats of loyalty programs in retail. It suggests defensive strategies for Terno supermarket and ways to improve their loyalty program. Overall, the article provides valuable insights into which loyalty programs customers find most useful and the benefits of shopping at certain retail stores.

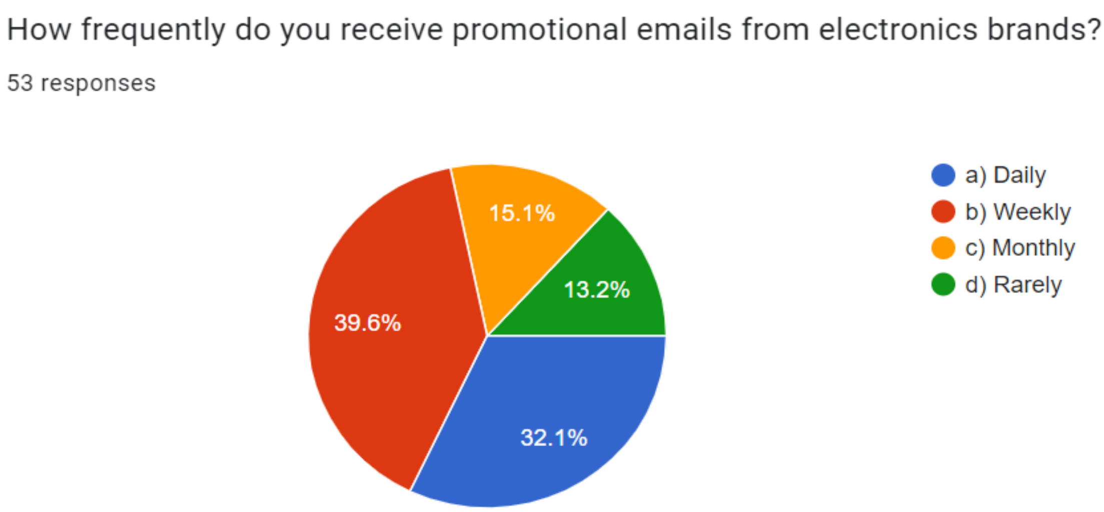
RESEARCH METHODOLOGY

This study is based upon a Primary Data and Secondary Data. The primary data is collected by conducting a questionnaire Method by using a Simple Random sampling method, in that we have total 10 questions were asked to the respondents and the secondary data is collected by websites and some research paper.

Primary Data - Questionnaire

Secondary Data – Websites

DATA ANALYSIS AND INTERPRETATION



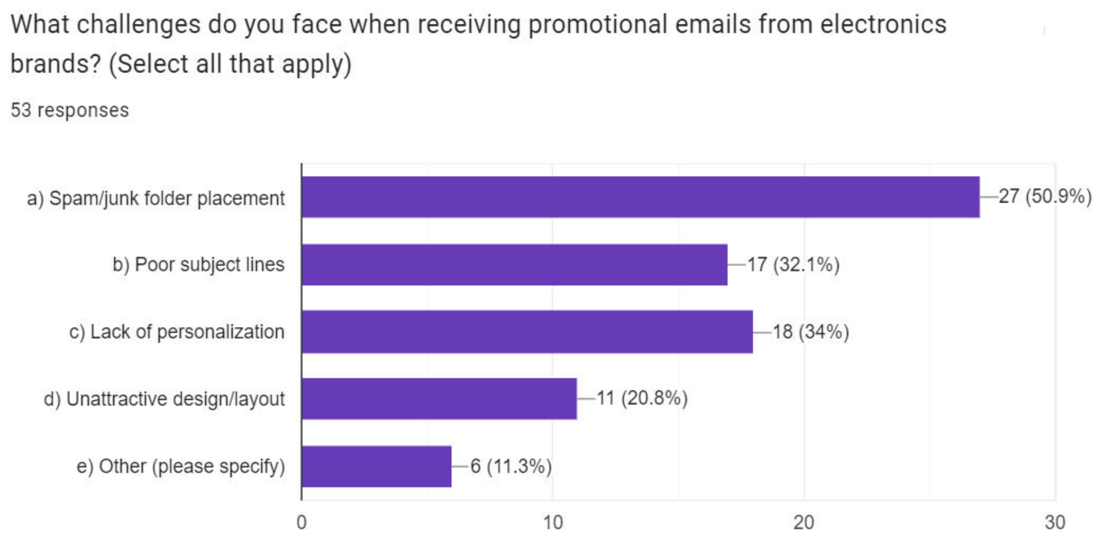
- Daily (Blue): 39.6%

- Weekly (Red): 32.1%

- Monthly (Orange): 13.2%

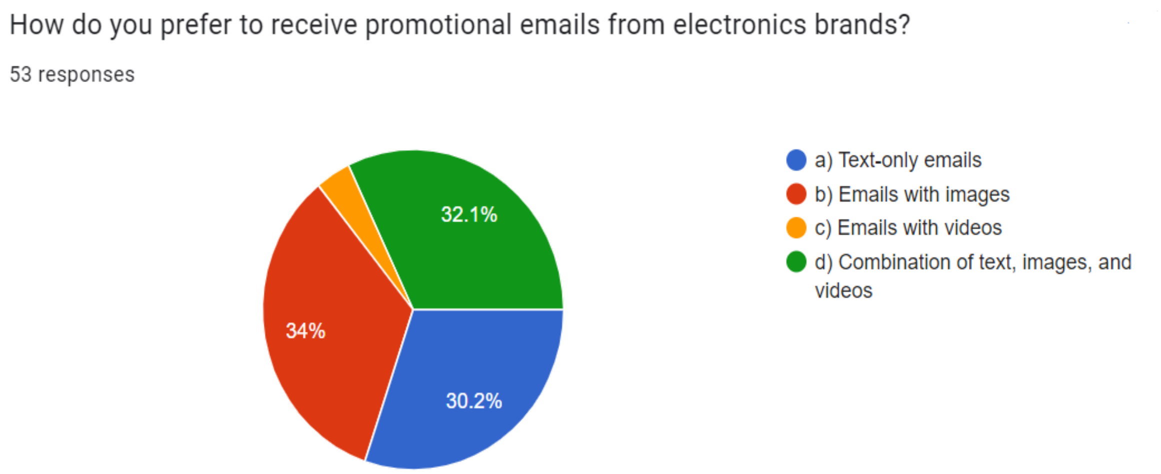
- Rarely (Green): 15.1%

From this data, we can interpret that the majority of respondents receive promotional emails from electronics brands on a daily basis, with the next largest group receiving them weekly. Fewer respondents receive such emails on a monthly basis or rarely.



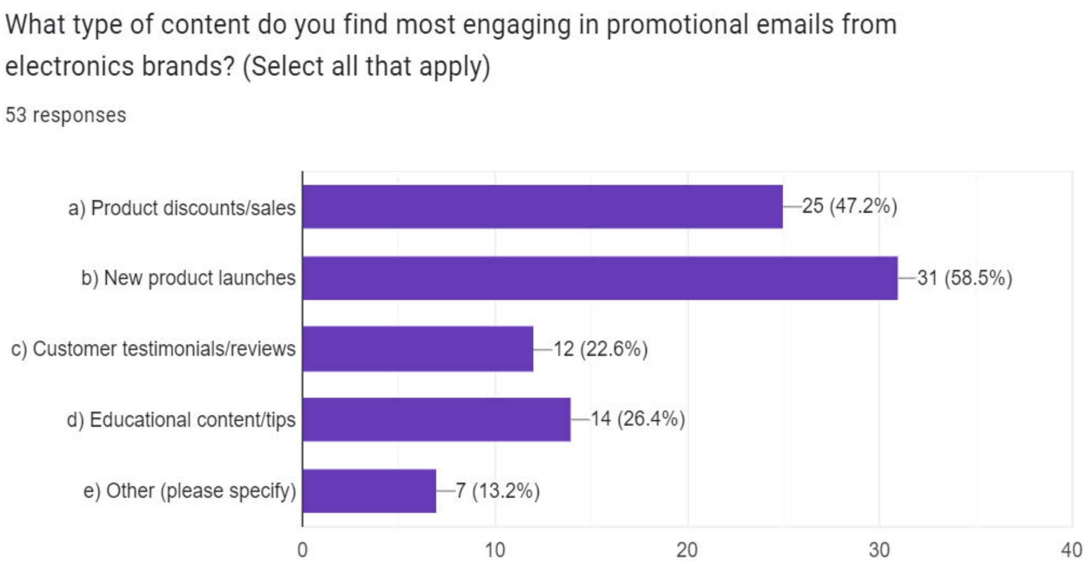
- Spam/junk folder placement: 27 responses (50.9%)
- Poor subject lines: 17 responses (32.1%)
- Lack of personalization: 18 responses (34%)
- Unattractive design/layout: 11 responses (20.8%)
- Other (please specify): 6 responses (11.3%)

The most common challenge faced by respondents is promotional emails being placed in the spam or junk folder, followed by a lack of personalization and poor subject lines. Fewer respondents indicated that unattractive design/layout was a challenge, and a small number specified other challenges not listed in the provided options.



- Text-only emails (Blue): 30.2%
- Emails with images (Red): 32.1%
- Emails with videos (Green): 34%
- Combination of text, images, and videos (Orange): 3.8%

From this data, we can interpret that the majority of respondents prefer emails with videos, followed closely by those who prefer emails with images and text-only emails. A very small percentage of respondents prefer a combination of text, images, and videos.



a) Product discounts/sales: 25 responses (47.2%)

b) New product launches: 31 responses (58.5%)

c) Customer testimonials/reviews: 12 responses (22.6%)

d) Educational content/tips: 14 responses (26.4%)

e) Other (please specify): 7 responses (13.2%)

From the data, we can interpret that the most engaging type of content for the respondents is new product launches, followed by product discounts/sales. Educational content/tips and customer testimonials/reviews are less engaging but still of interest to a significant portion of the respondents. A smaller group selected 'Other' types of content as engaging, but the specifics of what 'Other' entails are not provided in the image.

LIMITATION

- Sample size and Representation
- Time Constraint
- Scope Limitation
- External Factor

SUGGESTION

This research paper aims to investigate the challenges of email marketing specifically within the electronics industry. It seeks to understand the unique obstacles that companies in this field face when implementing email marketing strategies effectively. By examining factors such as consumer engagement, conversion rates, regulatory compliance, and technological limitations, the study aims to identify key challenges and propose solutions to optimize email marketing efforts for electronics companies. Through interviews, surveys, and data analysis, the research will shed light on the specific hurdles faced by electronics firms in leveraging email marketing as a powerful tool for customer outreach and brand promotion. Ultimately, the paper aims to provide actionable insights to help electronics companies overcome challenges and achieve success in their email marketing endeavors.

REFRENCE

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ROLE OF ARTIFICIAL INTELLIGENCE IN FINANCE

Sania Lakhani and Alka Gupta
Student, Chetana's Self – Financing Courses

ABSTRACT
The use of artificial intelligence (AI) technology has experienced a significant increase, particularly among finance professionals. The continuous advances in technology and AI havebeen able to provide a wide range of benefits for financial institutions including operational efficiency and improved decision making processes and and cost savings. This paper aims to provide a comprehensive review and analysis of the role of AI in finance by exploring its current use cases and advantages and potential prospects.

The paper will conduct a thorough literature review of existing research and case studies to highlight the various ways in which AI is being used in finance. This will provide a deeper understanding of how AI is transforming and shaping the future of finance.

One of the key benefits of AI in finance is its ability to make accurate predictions and decisions. With the availability of vast amounts of data, AI algorithms can analyze and interpretinformation to identify trends and patterns and provide valuable insights for financial institutions to make informed decisions. This not only improves decision processes but also allows for cost savings by reducing the need for human resources.

Moreover and AI are also being used for risk management and fraud detection and customer service and investment management and among other areas in finance. These use cases demonstrate the diverse applications of AI and its potential to improve overall operational efficiency in the industry.

Ultimately this paper will showcase the transformative potential of AI in finance and highlightits benefits and challenges while also discussing future prospects for the industry. By understanding the current applications of AI in finance this paper aims to contribute to the ongoing discussions on the integration of technology and finance.

Keywords: AI-Artificial intelligence, Finance, Technology.

OBJECTIVES

The main purpose of this paper is also to provide a complete review and analysis of AI being used in finance. The specific objectives include:

1. To discuss the AI use cases in finance today, such risk management uses alongside frauddetection trading and customer service
2. To know the before and after application of AI in finance.
3. To know the Future of AI in finance

1. INTRODUCTION

The concept of AI dates to the 1950s, however, it is only in recent decades that this approach has gained momentum and become widely adopted across different industries such as financial.AI is the concept of creating computer programs capable of performing activities that require human intelligence, including cognitive tasks such as learning, problem-solving, and decision-making. It uses several approaches, such as machine learning, natural language processing, androbotics to analyse enormous amounts of data making decisions on actionable insights or automating processes previously performed manually.

The global finance sector is significant in steering economic growth and stability. At the same time, it is a dynamic and competitive industry in which regulations, customer demands, as well as market trends are prone to changes. Thus, more financial institutions resort to AI to be a step ahead their rivals and find solutions for complicated problems. The deployment of artificial intelligence in finance is a critical innovation that can transform this industry to greater efficiency, reducing costs and better decision-making.

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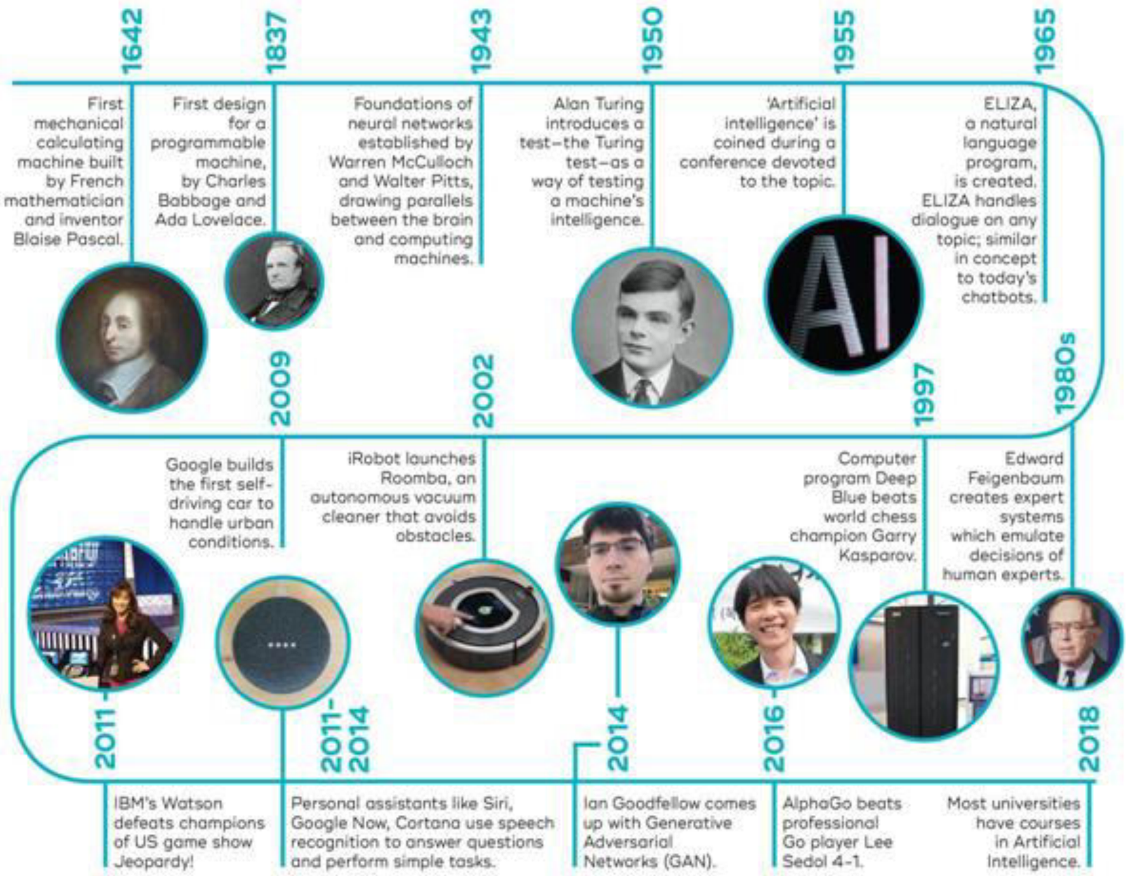
1.1 A very brief history of AI as under



https://qbi.uq.edu.au/brain/intelligent-machines/history-artificial-intelligence

1.2 Applications of AI in Finance

1. **Fraud Detection:** By analysing patterns in financial transactions, artificial intelligence detects fraud and unnatural activity. This assists financial institutions to avoid and identify fraudulentactivities thus conserving the assets of their customers.
2. **Personalised Financial Advice:** AI can study customers' financial information and offer specific financial guidance on budgeting, saving, and investment plans. This can allow people to make better and rewarding financial decisions.
3. **Chatbots For Customer Service:** Financial institutions are increasingly adopting AI-driven chatbots as a 24/7 customer support front. With the help of these chatbots, customers can get answers to their questions and information about products/services as well as execute transactions thus saving both time and resources for them in addition to the institution.
4. **Credit Scoring:** Using artificial intelligence, one can analyse the financial data of anindividual along with their credit history and other factors that determine his or her ability to pay back. This can promote more effective and precise lending decisions by financial institutions.
5. **Risk Assessment And Management:** Tools that are powered by AI can analyse market trends, economic data and those other factors to produce potential risks as well. This, in turn, allows financial institutions to control risk and make better decisions.
6. **Automated Trading:** AI algorithms help financial institutions in implementing automation of trading activities, leading to minimisation of manual errors and enhanced efficiency. It also facilitates quicker trade execution leading to improved timing of the market and higher potential returns.
7. **Portfolio Management:** AI-based tools can identify market trends and consumer behaviour to design portfolios that suit personal needs. This may allow financial advisers to provide customised investment choices for clients leading into better client satisfaction as well as retention.

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1.3 Benefits of AI in finance

1. **Automated Decision Making:** By using AI algorithms to examine considerable volumes of financial records, choices may be made at a much higher speed and accuracy than via human powers. This will allow monetary organisations to make better and more powerful choices, which result in extra performance.

2. **Fraud Detection:** Real-time detection of fraudulent behaviour is possible with the use of AI, which uses patterns and spotting anomalies. This may also alloweconomic institutions to lessen threats and minimise losses.

3. **Personalised Services:** AI can use customer statistics and provide personalised economic recommendations and offerings. It can decorate client satisfaction and retention stages throughout financial institutions, boosting profitability.

4. **Efficient Risk Assessment:** With the resource of predictive analytics, AI may also compare credit hazards, investment dangers, and different financial dangers. This can help monetary establishments make appropriate decisions concerning loans, investments, and other products.

5. **Cost Reduction:** Routine responsibilities associated with data entry and file processing may be automated, with the assistance of AI technology; hence reducinghard work needs. This can result in value reductions and improved efficiency for financial establishments.

6. **Customer Service:** AI-based totally chatbots and virtual assistants are to be had 24/7 to provide customer service, answering customers' questions in actual time. This can increase customer enjoyment and lessen dependence on human sellers.

1.4 Opportunities and challenges

1. **Automation and Efficiency:** The current AI adoption in finance brings one great advantage as it can automate routine processes that demand a lot of time. This makes it possible for financial institutions to optimise their activities and save costs.

2. **Improved Decision Making:** Compared to human beings, AI algorithms are able process large volumes of data and produce more accurate information at a higher speed. This can enable financial firms to make effective investment decisions, manage risks and enhance their customer services.

3. **Personalisation:** AI allows financial institutions to accumulate and analyze a large sum of customer information, helping them personalise their products or services. This results in better targeted customer and enhanced customers' experience.

4. **Enhanced Customer Service:** AI-driven chatbots and virtual assistants can interact with customers immediately, always personalise support to make it easy for the end user. This helps to better the customer service experience and eliminates need for human intervention which reduces overall cost as experienced in financial institutions.

Challenges:

1. **Data Quality and Privacy Concerns:** AI algorithms are dependent on the accuracy and abundance of data. Bad data can cause incorrect or skewed outcomes. Moreover, personal data collection creates privacy and security issues.

2. **Regulation and Compliance:** As the use of AI in finance continues to rise rapidly, morestringent regulatory frameworks will be required for ethical and responsible usage. Financial establishments face a problem of complying with these regulations.

3. **Lack of Human Oversight:** AI systems can work automatically without human intervention, and this introduces questions related to accountability and transparency of these decisions. There are also risks associated with the bias decisions that AI systems make due to training data.

4. **Skilled Workforce:** The integration of AI in the field of finance necessitates a well- trained workforce. The fact that talents of artificial intelligence are scarce, and training the existing workforce to match AI demands becomes both costly as well time consuming.

5. **Displacement of Jobs:** Automation of some tasks through AI may result in the reductionof jobs in finance. This has raised doubts about whether the workforce will be affected and if upskilling or retraining is necessary. To sum up, AI can cause great changes in the field of finance, but it also raises many problems one needs to pay due attention. Financial institutions must thoughtfully assess the opportunities and threats

of AI and formulate strategies that will ensure its success in their operations.

1.5 Before and After Application of AI in Finance

Before

1. **Manual Processes:** Task such as data entry, report generation and analysis in thefinance sector were mainly dependent on manual processes. Not only it was a time consuming process but also full of human error.
2. **Reactive Decision Making:** In the case of reactive decision-making, financial institutions did not have sufficient data analytics and manual processes limiting them from making proactive ones.
3. **High Operational Costs:** The manual processes and limitations in data analysis led tohigh operational costs for financial institutions.
4. **Fraud Detection:** The earlier methods of fraud detection were not very efficient resulting inhuge losses on the parts of financial institutions.

After

1. **Automated Processes:** AI-driven tools and systems automate manual processes, enabling financial institutions to save time and resources.
2. **Predictive Decision Making:** By being able to analyze data patterns and make predictions,AI algorithms allow financial institutions to operate proactively.
3. **Cost Reduction:** Through automation and use of complex data analysis, financial institutions can save on operational costs drastically.
4. **Improved Fraud Detection:** AI-driven technologies can recognise patterns and abnormalities in data that leads to improved efficiency and effectiveness of fraud detection.

REVIEW OF LITERATURE

1. As per paper titled 'Artifcial intelligence in Finance: a comprehensive review the findings state that , it emerges that AI can be regarded as an excellent market predictor and contributes to market stability by minimising information asymmetry and volatility; this results in proft- able investing systems and accurate performance evaluations. (Bahoo, Cucculelli, Goga, Mondolo 2024)
2. As per paper titled 'A study on Artificial Intelligence in financial sector ' studied the challenges and impact of Artificial intelligence in financial sector with pros and cons. The findings of the study states that 'There is a possibility that AI reduces human needs, we shouldbe updated accordingly to changes. (Soni, 2021)
3. As per paper titled ' The role of artificial intelligence in finance:A new trend in finance 'studied the financial activity done with the help of machines or Artificial intelligence withoutfinancial frauds, error and mistake. (Sharma, Begde, 2023)

RESEARCH METHODOLOGY

The research method in this study is based on secondary data and descriptive. The data wascollected from various research paper on this topic.

FINDINGS AND RESULTS

1. The Future of AI in Finance

Since artificial intelligence has become more widespread across all industries, it's no surprisethat it is taking off within the world of finance, especially since COVID-19 has changed human interaction. By streamlining and consolidating tasks and analysing data and information far faster than humans, AI has had a profound impact, and experts predict that it will save the banking industry about $1 trillion by 2030.

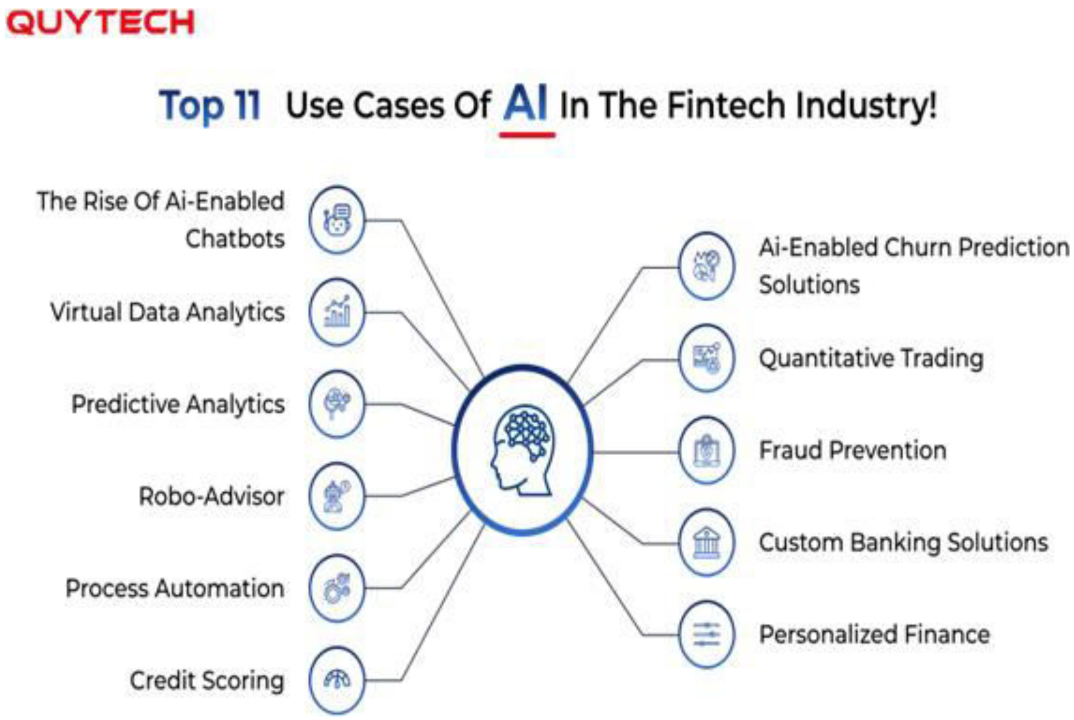
"Artificial intelligence technologies are increasingly integral to the world we live in, and banks need to deploy these technologies at scale to remain relevant," according to McKinsey & Company. "Success requires a holistic transformation spanning multiple layers of the organization."

It's also important to note that millennials and "Gen Zers" are becoming the banks' "largest addressable consumer group" in the United States, which means financial institutions are looking to increase their IT and AI budgets "to meet higher digital standards" since younger consumers often prefer digital banking. In fact, 78% of millennials say they won't go to a bankif there's an alternative.

2. Top 11 Use Cases of AI in the Fintech Industry

In today's era of digitization, staying updated on technological advancements is a necessity forbusinesses to both outsmart the competition and achieve desired business growth.

It is less than 2 mins and summarizes how can Artificial Intelligence & Machine Learning beused in Finance.



We hope this helps you learn more and save your time. Cheers!

The **top 11 use cases of artificial intelligence in the fintech industry** are listed below. So,take a look!

- The rise of AI-enabled chatbots
- Virtual data analytics
- Robo-advisors
- Predictive analytics
- Process automation
- Credit scoring
- AI-enabled churn prediction solutions
- Quantitative trading
- Fraud prevention
- Custom banking solutions
- Personalized finance

Let's discuss each use case of AI in the fintech industry in more depth!1.The rise of AI-enabled Chatbots

Businesses operating in the financial sector are now able to provide clients with assistance around-the-clock by incorporating custom AI solutions, such as smart chatbots and virtual assistants. These virtual assistants may respond to a wide range of questions and even aid users with different financial tasks or problem-solving. The benefits of AI chatbots continue to growsince they can also provide clients with individualized financial advice, help them keep track of their costs, and eventually help them achieve their financial goals. Best Practices and Thingsto look out for in a Chatbot Development Company or a Chatbot Technology Partner.

2. Virtual Data Analytics

For financial service providers, virtual data analytics is the ideal use case of AI in the fintech industry. In a single day, around one billion transactions may take place.

Financial institutions must perform time-consuming manual operations such as information gathering and record keeping.

The real potential of AI-based mobile apps created for the banking sector is their ability to upload, gather, and analyze massive data sets in a matter of seconds. Banking software can monitor transaction history and detect fraud if any, thanks to AI technology.

3. Predictive Analytics

Another competitive benefit of adopting AI tools in the finance industry is predictive analytics.Increasing sales, resource use efficiency, and operational effectiveness are all beneficial.

Businesses can efficiently collect and analyze enormous data sets using machine learning algorithms to quickly and accurately predict future financial market movements.

They can provide consumers with tailored solutions as a result.

Predictive analytics can help CFOs to use the existing data and identify trends for more accurate planning, forecasting, and decision-making.

4. Robo-advisor

Robo-advisory software presupposes a digital platform where users can avail themselves of automated and algorithm-driven financial planning services with little or no human intervention.

Robo-advisors are not only less-priced alternatives to conventional financial advisors, but they may also help a huge number of consumers receive financial counseling and make better financial decisions.

Additionally, data-driven AI-powered Robo-advisors can offer investors advice on estate planning, retirement, and other topics, which can make the account opening process more engaging.

5. Process Automation

Automating tedious manual operations has been one of the main advantages of technological development. We can improve our capacity to automate even the most difficult tasks with the aid of AI. For instance, judgments regarding loan approval can be made by the algorithms working in the background without the need for human involvement.

The traditionally time-consuming process of signature matching for check approval has been fully automated. As a result, the process is quicker and less likely to make mistakes, lowering operational costs. The capability to use artificial intelligence to automate KYC compliance and anti-money laundering procedures is yet another use of AI in the fintech industry.

6. Credit Scoring

Whether it is for consumers or lenders, credit is one of the key components of financial services.

Finance institutions can use AI solutions to more accurately assess a consumer's creditworthiness utilizing a range of indicators than they could with a traditional tool. Banks and credit lenders can make wiser judgments and streamline their decision-making process asa result.

If you are planning to take a loan for the first time and are worried that you will not have the desirable credit score, then AI financial analysis is there to help you out.

7. AI-enabled Churn Prediction Solutions

Another powerful use case of AI in the finance industry is the forecasting of prospective preferences changes among loyal clients when it comes to their financial service providers.

Financial firms will have a significant advantage if they can anticipate such a change since it will allow them to keep devoted customers from switching to a rival for financial services.

Artificial intelligence-powered churn prediction solutions entail analyzing customer behavior together with other data and turning it into estimates that can help organizations keep their most devoted customers.

8. Quantitative Trading

Quantitative trading is the art and science of detecting recurring patterns in historical data and using the identification of said patterns on future data for predictions.

Using big data sets to identify patterns that can be used to make strategic bets is known as quantitative trading.

Financial organizations may evaluate any number of complicated data sets more quickly andeffectively with the use of custom AI solutions.

By automating the deals, this algorithmic trading method can assist the service provider to saveprecious time and resources.

9. Fraud Prevention

The finance industry urgently requires good cybersecurity and fraud detection measures.

By evaluating thousands of data points in real-time and reporting suspect transactions or fraudulent claims before they cause any form of loss for the business, AI systems can assist to increase the security of digital transactions and online activities.

Banks are finding that *AI* for *fraud detection* is fast, effective, and efficient.

Banks have a secret weapon at their disposal that can be used to help identify and prevent fraud: artificial intelligence (AI).

10. Custom Banking Solutions

Consumers who are familiar with technology go beyond traditional banking methods; they desire to keep track of their finances while on the road and make modifications to their spendingimmediately.

Chatbots powered by AI and natural language processing could be useful for facilitating this trend by providing individualized financial advice and immediate assistance.

Financial institutions can also offer their clients improved wealth management information inthis way.

11. Personalized Finance

Using AI-powered chatbots, machine learning-based fraud detection solutions, or personal finance apps based on predictive analysis, AI is already transforming the banking sector.

In **personal finance apps**, artificial intelligence (AI) examines a user's purchasing and spending patterns to determine their spending habits and offers suggestions for improving theirspending behavior.

When clients download banking apps, AI algorithms collect and analyze consumer information. Based on the data, relevant pre-approved products and personalized financial advice can be recommended.

CONCLUSION

Artificial intelligence can bring some radical changes to the function of the finance industry. The capacity of the AI to process diverse data, anticipate future movements, and automate procedures that can revolutionise several areas in finance on its own. It is evident that current AI applications in the financial sector have brought considerable advantages but alongside it has some challenges to be dealt with for their successful integration and acceptance. The ethical implications of AI use by financial institutions are critical, and they must take many precautionsto ensure its competence but also fairness.

SUGGESTIONS

Future research could focus on the practical application and evaluation of AI in finance. Additionally, in-depth case studies and surveys could provide valuable insights into the current and potential use of AI in different aspects of finance. Moreover, further research can also explore the potential impact of AI on the workforce and identify ways to mitigate its negative consequences. Finally, it is essential to continue monitoring the developments and advancements in AI and their implications for the finance industry.

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HOW TECHNOLOGICAL ADVANCEMENTS IMPACT ON INVESTMENT STRATEGY

Sanika Pramod Jadhav and Bhavik Sudhir Kanhere
Students, BMS Chetana's Self – Financing Courses, Mumbai, Maharashtra

ABSTRACT

This paper investigates the profound Importance of technological advancements on investment strategies in latest financial markets. As technology continues to develop at an unprecedented pace, investors are force to adapt their strategies to leverage emerging tools and platforms effectively. This study examines the ways in which technological innovations such as artificial intelligence, big data analytics, blockchain, and algorithmic trading algorithms have moderate investment decision-making processes.

One significant impact of technological advancement on investment strategy is the democratization of access to financial markets. Online trading platforms and mobile applications have empowered retail investors by providing them with real-time market data, research tools, and the ability to execute trades rapidly and efficiently. Consequently, traditional boundary to entry have reduce, enabling individuals to participate in investment activities with greater ease and flexibility. Furthermore, advancements in data analytics have revolutionized the way investors analyse market trends and make investment decisions. Big data algorithms can process vast amounts of financial data in real-time, identify patterns, and generate actionable insights, thereby enhancing the accuracy and efficiency of investment strategies. Additionally, machine learning algorithms are increasingly being employed to develop predictive models that forecast market movements and optimize portfolio allocation. Moreover, the rise of blockchain technology has introduced new opportunities for investors, particularly in alternative asset classes such as cryptocurrencies and tokenized securities. Blockchain offers decentralized and transparent systems for asset ownership, trading, and settlement, which could potentially disrupt traditional financial intermediaries and create new investment avenues.

In conclusion, technological advancements have fundamentally transformed investment strategies by democratizing access to financial markets, enhancing analytical capabilities, and creating new investment opportunities. As technology continues to evolve, investors must remain agile and continuously adapt their strategies to capitalize on emerging trends and opportunities in the ever-changing landscape of the financial markets.

Keywords: investments, innovation, technical development, strategy, Digital Transformation.

INTRODUCTION

Introduction to investment strategies. Investment strategies are approaches or plans that investors use to allocate their resources in various financial assets with the goal of achieving specific objectives, such as capital growth, income generation, or risk mitigation. These strategies can range from conservative to aggressive and can be customize to suit an individual's risk forbearance, time horizon, and financial goals. Common investment strategies include, Buy and Hold: This strategy involves purchasing investments and holding onto them for an increased period, often years or decades, regardless of short-term market fluctuations.

Investing has always been a challenging endeavour since the beginning of civilization. Furthermore, it was always a traditional affair carried out by the elderly or those with great wealth. But ever since the digital revolution began, several sectors including finance have embraced technology to completely transform the way they conduct business. In fact, via innovation, industries have undergone internal transformation as well as external transformation, facilitating easier and more seamless financial investment than ever before.

Diversification involves spreading investments across different asset classes or industries to minimize risk exposure. The goal is to minimize the impact of adverse events affecting any single investment. Sector Rotation: Investors may adjust their portfolios' discover to different sectors of the economy based on economic conditions, market trends, political situation, or sector specific factors.

Market Timing: This strategy involves attempting to forecast market movements and adjust investments accordingly to capitalize on perceived opportunities or avoid potential losses. However, market timing is infamously tough and often unsuccessful.

Impact Investing, Impact investors allocate capital to companies, organizations, or projects with the intention of generating quantifiable social or environmental impact beside financial returns. This strategy aims to address societal challenges while pursuing profitability. These are just a few examples of investment strategies, and many investors may consolidate multiple approaches to create a diversified portfolio customize to their unique financial goals and incident.

Understanding your investments and cash flow is crucial for successful investing. Without knowing where your money is going and how your investments are performing, it's hard to make informed decisions. Financial planning software helps you keep track of your stocks and other investments, so you can make better choices. By forecasting your cash flow, this software lets you plan your investment decisions wisely, which can lead to better returns in the future

Key aspects of the "How Technological Advancement Impact The Investement Strategy"

Intensify Data Processing and Analysis: Technological tools enable investors to process and analyse wide datasets in real time, providing valuable insights into market trends, patterns, and potential investment opportunities.

Algorithmic Trading and Automation: Algorithms execute trades swiftly based on pre-planned rules, improve entry and exit points and get rid of emotional partiality, leading to more efficient and disciplined trading strategies.

Predictive Analytics and Machine Learning: Machine learning algorithms contribute to planned analytics, aiding in forecasting market movements, identifying risk factors, and improve investment portfolios based on historical and real time data.

Decentralized Finance (DeFi) and Blockchain: Blockchain technology introduces separated finance, providing transparent, secure, and tamper-resistant transaction records. Smart contracts and decentralized applications (DApps) influence investment processes and may reshape traditional financial structures.

Cryptocurrencies as Alternative Investments: The rise of cryptocurrencies presents new investment opportunities and challenges, offering alternatives to traditional assets. Investors need to navigate the unique risks associated with these digital assets.

Robo-Advisors and AI-Powered Financial Planning: Robo-advisors leverage artificial intelligence to provide automated, personalized investment advice, making financial planning more accessible and cost-effective for a broader range of investors.

High-Frequency Trading and Market Liquidity: Advanced computing technologies enable high-frequency trading, impacting market liquidity and influencing short-term price movements. Understanding the implications of HFT is crucial for investors accepting to rapidly changing market conditions.

Cybersecurity Challenges: With increased reliance on technology, the financial industry faces cybersecurity threats. Addressing and reducing these challenges are essential to maintaining the integrity of investment platforms and protecting investor assets.

Integration of Fintech Platforms: Fintech platforms integrate cutting-edge technologies to systematize financial processes, offering user-friendly interfaces, innovative investment products, and improved accessibility for both retail and institutional investors.

Continuous Learning and Adaptation: Investors need to embrace a culture of continuous learning to stay informed about evolving technologies, adapt their strategies, and leverage emerging tools for a competitive advantage in the dynamic investment landscape.

OBJECTIVE:

1. To explore the changes in how technological advancement impact investment strategy.
2. To examine the factors of Algorithmic Trading Strategies
3. To analyse investment strategies and people perspective in investing with the impact of technological advancements.
4. To understand the perspective of the investors in the market dynamics

REVIEW OF LITERATURE

Technological advancements have significantly modified the landscape of investment strategies, introducing novel tools and approaches that have transformed traditional practices. The following review explores key themes in the literature regarding the impact of technology on investment strategies

Christian Riis Flor: This study investigates how technological advances influence a firm's investment decisions, taking into account uncertainties in both investment costs and earnings. Despite the complexity of unforeseen changes, the research yields clear solutions for investment option value and threshold. Earnings volatility delays investment, whereas technological uncertainty expedites it.

Katarina Blomkvist: The origins of technical advancement within multinational corporations (MNCs) are examined in this research. The purpose of the study is to theoretically and empirically investigate whether investing strategies, such as advanced greenfield subsidiaries, acquired subsidiaries, or a combination of both, enhance the possibility that an MNC will introduce new technologies into its portfolio.

S.K Nair: By presenting the idea of a "technology horizon," which ensures optimal decisions with uncertain future technologies, this research challenges traditional technology investment models. The model takes into consideration the changing prices and revenues of current technologies, takes implementation costs into account, and addresses situations in which leapfrogging technologies could be more expensive than purchasing intervening ones. An efficient approach for determining these technological horizons is presented in the study.

RESEARCH METHODOLOGY:

This study emphasizes the use of websites and associated research papers for data collection, based on a secondary data technique. Reports and already collected data are examples of pre-existing sources that provide the framework for analysis. This method adds to the study's robustness and depth by ensuring a thorough investigation of the research issue through the use of insights from reliable sources.

Secondary Data

Websites, Aeon Essay, New York Time

SUGGESTION

These recommendations cover a thorough investigation of the ways in which investments in technology influence investment strategy. The emphasis is on comprehending the complex consequences of technological breakthroughs for wise and strategic investment decision-making, from the integration of emerging technologies and finch disruption to the influence on particular industries

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FINANCIAL STATEMENT AND CONSUMER SATISFACTION IN HDFC BANK

Sanika Umesh More and Riya Baban Kamble
SYB.COM (Accoountancy and Finance)-A Sem-IV, In the Partial Fulfillment of the Degree of Bachlor of Commerce, Under the University of Mumbai (2023-2024)

ABSTRACT
The housing Development Finance Corporate Ltd (HDFC) was amongst the first to receive an in principle approval from the Reserve Bank of India to set up bank in the private sector as a part of RBI liberalization of the Indian banking industry in 1994 the bank was incorporated in august 1994 in the name of "HDFC Bank Limited" with its registered office in Mumbai, India HDFC bank commenced operations as ack scheduled commercial bank in

January 1995 the financial appraisal of project helps to determine the financial viability and sustainability of the project since the financial appraisal brings with the financial analysis and then the economic analysis, the concepts and data ought to be organized in a consequential and consistent manner the study examines the financial situation of the HDFC bank using comparative analysis for the period 2005 to 2015 profitability and leverage major of the bank are analysis in Indian financial statement.

Finance is the master key that provides access to all manufacturing and merchandising sources. Financial success is important for the preparation and management of financial decisions. It is a process of measuring how effectively a company uses its assets from the primary business mode to raise revenues and measures organizations.

Keywords: Financial appraisal, financial viability and cash flow

CHAPTER NO.1 .INTRODUCTION
Finance is the master key that provides access to all manufacturing and merchandising sources. Financial success is important for the preparation and management of financial decisions. It is a process of measuring how effectively a company uses its assets from the primary business mode to raise revenues and measures organizations' entire financial health over a given period of time. financial performance evaluation was carried out on the basis of certain selected parameters such as liquidity, solvency and profitability ratios. HDFC is among the biggest institutions in the private sector. This process served to clearly understand the bank's long-term and short-term growth. There are several ways in which the researcher used data in this research to analyze the ratio analysis. This useful research also evaluates the bank's credit worthiness when determining the rivals' business place. From the total information contained in the financial statements, the financial analyst needs to select the information relevant to decision making under consideration. The information then needs to be arranged in a way to highlight the important relationship.

After that the inferences and conclusions are interpreted and drawn. Financial statements may be used by users for different purposes:

- Owners and managers require financial statements to make significant business decisions affecting their continued existence.
- Financial analysis of these statements is then carried out to provide a more detailed understanding of the figures for management.
- Such declarations are sometimes regarded as the basis of handling the stockholders' annual report. Tools for financial statement analysis: The history of financial statement analysis is traced back to the beginning of 20th century. The analysis was started in western countries for the use of credit analysis. Till 1914, the financial institutions used to relay on the facts of financial statements. But over a period of time, the need for analysis was felt and a number of techniques were invented and made use of the purpose of analysis. The most important tools of analysis and interpretation of financial statements are listed below;
- Ratio analysis (1)
- Cash flow analysis
- Fund flow analysis
- Comparative financial statement

- Common size analysis
- Net working capital analysis
- Trend analysis

HDFC Bank was incorporated in August 1994. As of September 30th, 2019, the Bank had 5,314 branches and 13,514 ATM's in 2,768 cities / towns across the country. The Housing Development Finance Corporation Limited (HDFC) was among the first to receive an approval 'in principle' from Reserve Bank of India (RBI) to establish a private sector bank As part of RBI 's 1994 Indian Banking Sector liberalization. The bank, with its registered office in Mumbai, India, was established in August 1994 in the form of 'HDFC Bank Limited.' In January 1995 HDFC Bank began operations as a Scheduled Commercial Bank.

What is the Customer Satisfaction?

It is a measure of a customer's satisfaction (how pleased the customer is) with a service or product received from an agency. Satisfaction does not only depend on the quality and type of customer experience, but also on its expectations. Definition of a customer:

- Someone who has a mutual relationship with an agency and effected by an agency
- Require and depends on one or more products or services from an agency. Consumers, service users or customers are usually referred to as personal services customers.

Clients can be groups or individuals.Organizations that are motivated to provide excellent service to their customers (3) gather feedback from consumers and work on delivering the best customer experience. Customer-focused organizations can:

- Listen to the customers as they design advertisements determining their expectation.
- Focus on evaluating customer feedback and customer service activities and performance measurement.

(2)

1.1 **NEED OF THE STUDY**

- To attain knowledge on customer satisfaction.
- To know the perception of customers towards HDFC Bank’s.
- To study the satisfaction level of customers towards services and products offered to them.
- To study the problems faced by the customers.
- To improve customer service.

(3)

1.2 SWOT Analysis

Strength

- The second largest private bank in India is HDFC. Across India this private sector has 13,160 automated teller machines HDFC Bank is successfully running 4,963 branches in 2,727 cities. `
- HDFC ATM bank cards are a popular choice online transactions and shopping, one of the reasons being that the cards are internationally compatible with all MasterCard/ Visa, Visa electron / Maestro and American express cards. In compassion to other private banking branches HDFC have a high of customer satisfaction rate. `
- HDFC provides highly skilled staff who are able to help customers make sensible investments. Working in private banking can be a stressful and draining job however the attrition rates at HDFC making it one of the better companies to work for within the private banking sector.
- HDFC has a good recognition among the people and they have received a lot of awards:-
- The guidance of HDFC Bank’s financial advisors are good when it comes to guide the customers to make the right investments

Weakness

- In contrast, HDFC still have difficulties with competitors for example in rural areas ICICI bank has a stronger presence and popularity.
- Individuals using private banking in rural areas feel safe and secure with their bank, which makes it difficult for HDFC to be considered for banking with them.
- HDFC has created doubt in investors' minds and may have lost out on investors due to their constant increasing and decreasing of share prices.
- There is lack in performance in the banks product categories and it is not reached in the market.

High end clients are only been focused by the banks. Middle class and others are been ignored most of the time.

Opportunities

- When it comes down to debt HDFC have more opportunities compared to the other government banks this is due to the fact that they have worked to recover from its ba e fact that they have worked to recover from its bad debt and improve it's bad debt portfolio.
- HDFC have many branches in different countries and continue to prosper and gain more opportunities abroad.
- The company has the opportunity for a growth in profit rate, due to the fact that the assets quality parameters are beneficial when compared to government banks.
- Due to strong financial positions there are greater scope for acquisitions and strategic alliances.

Threats

- ICICI still remain a threat to HDFC which makes it difficult to widen market share.
- Government banks are constantly working on ways to become more modernized which is increasing the competition between government and private banks such as HDFC.
- Foreign banks have received up to 74% from the RBI for bank investments within India this will threaten banks such as HDFC
- Private Banks, new age banks and non-banking financial companies are increasing in India.
- There is an increase of 0.18% to 0.20% in the non-performing assets (NPA) of HDFC. Even though it is a minor change in terms of financial health of the bank it isn't a good sign.

1.3 FEATURES OF CUSTOMER SATISFACTION

- Customer satisfaction is very crucial for the growth of any business.
- The success of all the elements in the business the relationship between a business and its customers is important.

Customer satisfaction is necessary for the group of the company and it is crucial to provide a favorable experience to increase the likelihood of gaining more customers.

1.4 FACTORS INFLUENCING CUSTOMER SATISFACTION

Accessibility

The company needs to ensure that customer doesn't have any barriers and frication while they are accessing the products. Customers must have effective access to products and services. Making sure that the customer could reach the company and obtain good services easily. Always being available to assist the customer to make a purchase decision or to fulfill a customer query. **Navigation**

One of the simple and straightforward process is navigating and browsing the company store. By helping the customers in identifying suitable products quickly and providing the users with what they want with an effective keyword search or filters with an integrating solution is one of the key foundation of a company. There will be repeated sales when the website is easy to navigate. There will be loss of potential customers when the website is difficult to navigate as it lead to customer frustration.

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Page load speed
One of the important factors is page load speed because customer will move on to another store if the company website is slow. Therefore the faster the website loads, happier the visitors. Shoppers who experience a slow website is less likely to return to the site and buy products also 26 they would tell a friend about the poor online shopping experience. This will lead to decrease in visitors and customers.

Language
Language is another key factor because customer won't have a good experience if the company doesn't speak their preferred language. It is pivotal for the company's business to speak to the customer in their preferred language. The company should avoid confusion so they should use more user-friendly language to connect well with a customers. There will be no great customer satisfaction without a great communication..

Convenience
This is another key factor of a positive customer experience. This influences on where to go, with whom to engage, how customers make decisions about what services to use and what services to buy. There are 4 key variables in convenience:- Benefit Convenience: What are the benefit the customer receives at a particular company? Decision Convenience: How to decide what to shop at the store quickly and easily? Access Convenience: How easy accessible is your store? Transaction Convinces: How fast the customer can complete the whole payment? Ways to find out customer satisfaction Once the customer has made a purchase or received a service from the company then the company tends to shop a customer satisfaction survey which is also known as questionnaire. To measure the customer satisfaction there are five different situation and each of these serves a different purpose.

1.5 THE IMPORTANCE OF CUSTOMER SATISFACTION

- Success of any business depends on several factors and one of the most important factor is customer satisfaction.
- Customers won't care about the company's service and products if they don't care about the customer. More than price customer satisfaction matters
- Even if the company offers higher price over a cheap product or service as long as they are treated right majority of customer will choose the company that keeps them satisfied.
- Therefore it is necessary to satisfy customers with good service than offering them lucrative prices.

Customer satisfaction promotes customer loyalty
By good trust and by being loyal with the customers they will keep on coming back to buy the product from the company The feedback of customer satisfaction Through constant feedback from the customer satisfaction it will help in the improvement of the product. By simply asking the customer it will help the company to understand what are they lacking and both positive and negative feedback which will help them in improvising their product.

IMPORTANCE OF SERVICE QUALITY

Service quality is considered as the most critical determinant of competitiveness for establishing and sustaining satisfying relationship with customers (Lewis, 1989). Business firms including banks have recognized the fact that the only one best way to manage the competition is the quality differentiation. Advance technology, customer oriented corporate culture, a well designed service-system and excellent information system are the major factors that decide the superior quality of service of an organization. Providing excellent service quality and maintaining the high customer satisfaction is the important issue and the challenge facing contemporary

(8)

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CHAPTER NO. 3 RESEARCH METHODOLOGY

Research is a careful investigation or inquiry especially through search for new facts in branch of knowledge: market research specifies the information.

Required to address these issues: designs the method for collecting information: manage and implements the data collection process analyses the results and communicates the finding and their implications. Research problem is the one which requires a researcher to find out the best solution for the given problem that is to find out the course of action, the action the objectives can be obtained optimally in the context of a given environment.

In this paper an attempt has been undertaken to carry out a descriptive study regarding various factors of service quality in selected bank. Data Collection The study was conducted by taking HDFC bank branches. The required data was collected from two sources namely Primary Data and Secondary Data. Primary data was collected through structured questionnaire from the existing bank customers. Secondary data was collected from the previous publications. Sampling Unit The sample unit consists of customers of the HDFC bank The respondents are farmers, Employees and Business persons.

Questionnaire and analysis was done on the basis of response received from the customers. The questionnaire has been designed in such a manner that the consumer’s satisfaction level can be measured and consumer can enter his responses easily.

2. Secondary Data

The purpose of collecting secondary data was to achieve the objective of studying the recent trends and developments taking place in banking.

3.1 OBJECTIVES OF THE STUDY

To examine the Customer satisfaction of HDFC Bank through analysing the essential dimensions of service quality i.e. To identify in which service quality dimension the bank is performing sound and which part needs improvement and suggestions so as to enhance overall service quality.

- To identify the customer grievance if any.
- To help bank to know what customer needs/wants from bank, such that they can transform themselves accordingly.To determine the Capital adequacy, Asset quality, Management efficiency, Earnings and Liquidity of the HDFC bank using CAMEL rating system To compare the financial performance of HDFC bank
- To know the customer satisfaction level and their perception regarding HDFC Bank.

- To know the customer awareness regarding the Bank's products.
- To know the level of interest of customer regarding the different schemes of bank.
- To know the preference of customer regarding the extra services.
- To know the problems of customer regarding bank
- To measure and analyze the quality of services provided by Private Sector Banks in rural areas India.
- To measure the customer satisfaction in selected private sector rural banks by analyzing the gap between expected quality and their perceived quality of banking services using

SERVQUAL Model

- To compare various products and services provided by bank.
- To find out the customers preference out of the different products and services offered.
- To find out the satisfaction level of the customers towards the bank.
- To find out if the customers prefer which sector of banks.

Data Collection

The objectives of the project are such that both primary and secondary data is required to achieve them. So both primary and secondary data was used for the project. The mode of collecting primary data is questionnaire mode and sources of secondary data are various magazines, books, newspapers, & websites etc.

1. Primary Data:

(11)

The primary data was collected to measure the customer satisfaction and their perception regarding HDFC Bank. The primary data was collected by means of questionnaire and analysis was done on the basis of response received from the customers. The questionnaire has been designed in such a manner that the consumer's satisfaction level can be measured and consumer can enter his responses easily.

2. Secondary Data:

The purpose of collecting secondary data was to achieve the objective of studying the recent trends and developments taking place in banking.

SUGGESTION AND CONCLUSION

HDFC Bank is meeting overall satisfaction need of their customer class to good extent but they need to take their overall satisfaction to the level of excellence.

More than 50% of non-HDFC bank customer perceive HDFC Bank as a company That is best at providing better service quality.

So there is an opportunity for HDFC Bank to motivate those customers and make them switch from their current bank towords the HDFC bank.

Contract sales executive should be trained to pitch the product features and its values added services to make customer product selection convenient.

Majority of the NON-HDFC customer complaint that they have never been approached by the sales people of HDFC Bank .so, I suggest people of HDFC Bank need to approach more and more customer and inform them regarding the products HDFC Bank.

As it is said, there's always room for improvement keeping this in mind customer satisfaction level could be increased at HDFC Bank by focusing on the following:

- Empowering the employees.
- Providing great self – service support.
- Segment the client base and create personalized customer experiences.
- Staying consistent across all touch points.
- Educating the customers on financial literacy.

- Improving financial technology.

Not just being a lender, but also being an advisor for small businesses.

CONCLUSION

Service quality should be used as a strategic tool to get a competitive advantage over the competitors. With the increasing levels of globalization of the Indian banking industry, and adoption of universal banks, the competition in the banking industry has intensified. Any where' and 'any time banking now become a reality Recognition of service quality now acts as a competitive weapon. The SERVQUAL model was used to assess and compare the service quality delivered by three major banks .Analysis of gap score reveals that the highest gap score in the dimension 'Tangible indicates poor service quality. The results of the analysis show that the customers rated the bank rated in between good and very good on all the five dimensions of service quality. In order to stay competitive, the bank needs to improve on their service quality especially in the identified areas 'Tangibility' and 'Empathy' which are the major responsible factors for customer satisfaction regarding the services provided by the bank. The Bank needs to be more responsive and train its staff how to show empathy to their customers. The overall service quality obtained shows that, although the customers are satisfied with the bank, still proper attention is require to improve the service quality to retain the existing customers and to attract new customer.

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FRAUDS ASSOCIATED WITH E-BANKING SERVICES

Anuja Sakpal and Shamita Pawar
Student, BAF Chetana's Self- Financing Courses, Mumbai, Maharashtra

ABSTRACT

The advent of electronic banking (e-banking) services has revolutionized the financial landscape, offering unparalleled convenience and accessibility to customers worldwide. However, this technological advancement has also brought about new challenges, particularly in the realm of security and fraud prevention. This abstract provides a comprehensive overview of the various types of frauds associated with e-banking services, their underlying mechanisms, and preventive measures. The paper begins by delineating the landscape of e-banking services, highlighting their increasing prevalence and the corresponding rise in fraudulent activities. It then delves into an exploration of the different forms of e-banking frauds, including phishing attacks, identity theft, account takeover, malware-based attacks, and social engineering tactics. Each type of fraud is dissected to elucidate its modus operandi and potential ramifications for both financial institutions and customers.

Furthermore, the abstract discusses the evolving nature of e-banking frauds, as cybercriminals continuously devise new techniques to exploit vulnerabilities in online banking systems. It emphasizes the importance of proactive measures such as robust authentication protocols, encryption technologies, and continuous monitoring systems to mitigate the risks associated with e-banking fraud.

INTRODUCTION

With the rapid advancement of technology, electronic banking, or e-banking, has become an integral part of the modern banking landscape, offering convenience and accessibility to users worldwide. However, along with the benefits, the prevalence of e-banking services has also brought about new challenges, particularly in the realm of security and fraud. Frauds associated with e-banking services encompass a range of deceptive practices aimed at exploiting vulnerabilities in online banking systems and manipulating users into divulging sensitive information. These frauds pose significant risks to individuals, businesses, and financial institutions alike, leading to financial losses, identity theft, and reputational damage. Understanding the various forms of e-banking fraud and adopting proactive measures to mitigate these risks is crucial for safeguarding the integrity and security of electronic banking transactions in today's digital age.

Meaning of E-Banking Frauds

E-banking frauds refer to fraudulent activities perpetrated through electronic banking channels, such as online banking platforms, mobile banking apps, and other digital financial services. These frauds involve various deceptive tactics aimed at exploiting vulnerabilities in e-banking systems or manipulating users into disclosing sensitive information, such as login credentials, account details, or personal identification information. E-banking frauds can take numerous forms, including phishing scams, malware attacks, identity theft, unauthorized transactions, and social engineering schemes. The ultimate goal of e-banking fraudsters is often to illegally access funds, commit financial crimes, or compromise the security and privacy of individuals' and businesses' financial information.

Advantages and Disadvantages E-banking

Advantages of E-Banking:

1. **Convenience:** E-banking allows customers to conduct banking transactions anytime, anywhere, without the need to visit a physical bank branch. This convenience is particularly beneficial for individuals with busy schedules or those residing in remote areas.
2. **Accessibility:** E-banking provides access to banking services 24/7, enabling customers to check account balances, transfer funds, pay bills, and perform other transactions from their computers or mobile devices.
3. **Cost-Effectiveness:** E-banking reduces the need for physical infrastructure and personnel, leading to lower operational costs for banks. This often translates into cost savings for customers in the form of reduced fees and higher interest rates on deposits.
4. **Enhanced Efficiency:** Electronic banking processes transactions more quickly and efficiently compared to traditional paper-based methods, resulting in faster fund transfers, quicker loan approvals, and streamlined account management.

5. **Expanded Services:** E-banking offers a wide range of financial services beyond basic banking, including online investment management, loan applications, insurance purchases, and financial planning tools, providing customers with greater flexibility and choice.

Disadvantages of E-banking:

1. **Security Risks:** E-banking exposes customers to various security threats, such as phishing scams, malware attacks, identity theft, and unauthorized access to accounts. Despite advanced security measures, there is always a risk of cybercriminals exploiting vulnerabilities in e-banking systems.
2. **Technical Issues:** E-banking services may experience downtime or technical glitches, leading to disruptions in service availability and inconvenience for customers. Moreover, users with limited technical proficiency may encounter difficulties navigating online banking platforms or troubleshooting technical issues.
3. **Dependency on Technology:** E-banking relies heavily on technology infrastructure, including internet connectivity, mobile devices, and software applications. Any disruption or failure in these technological components can disrupt banking operations and leave customers unable to access their accounts or perform transactions.
4. **Privacy Concerns:** E-banking involves the collection and storage of sensitive personal and financial information, raising concerns about data privacy and security breaches. Customers may worry about the misuse or unauthorized disclosure of their confidential data by banks or thirdparty service providers.
5. **Digital Divide:** Not all individuals have access to the internet or possess the necessary digital literacy skills to effectively utilize e-banking services. This digital divide can exacerbate financial exclusion and limit access to banking services for certain demographics, particularly in underserved or rural communities.

E-banking Fraud

E-banking fraud in India is a significant concern, reflecting the broader global trend of increasing cyber threats and financial crimes in the digital era. Several factors contribute to the prevalence of e-banking fraud in India:

1. **Rapid Digitization:** India has witnessed a rapid expansion of e-banking services driven by government initiatives such as Digital India and increased smartphone penetration. While this digitization has improved access to banking services, it has also created new avenues for cybercriminals to exploit vulnerabilities in online banking systems.
2. **Sophisticated Cyber Attacks:** Cybercriminals employ sophisticated techniques such as phishing, malware, ransomware, and social engineering to target individuals, businesses, and financial institutions in India. These attacks aim to steal sensitive information, such as login credentials, card details, and personal identification data, for financial gain.
3. **Weak Security Infrastructure:** Despite efforts to enhance cybersecurity measures, many banks and financial institutions in India still face challenges in implementing robust security protocols to protect against e-banking fraud. Weaknesses in authentication mechanisms, inadequate encryption standards, and insufficient cybersecurity awareness among customers contribute to the vulnerability of online banking platforms.
4. **Insider Threats:** Insider threats, including collusion with bank employees or third-party vendors, pose a significant risk to e-banking security in India. Insider fraud schemes may involve unauthorized access to customer data, manipulation of transactions, or exploitation of internal system vulnerabilities for illicit purposes.
5. **Regulatory Challenges:** Regulatory frameworks governing e-banking and cybersecurity in India are evolving to address emerging threats, but gaps and inconsistencies persist. Compliance with regulatory requirements, such as data protection laws and cybersecurity standards, remains a challenge for banks and financial institutions, impacting their ability to mitigate e-banking fraud risks effectively.
6. **Social Engineering Tactics:** Cybercriminals often employ social engineering tactics to manipulate individuals into revealing confidential information or performing unauthorized transactions. Common social engineering techniques used in e-banking fraud in India include impersonation scams, fake offers, and deceptive messages designed to trick users into disclosing sensitive data.
7. **Lack of Awareness and Education:** Despite efforts to raise awareness about e-banking security risks, many individuals in India still lack the necessary knowledge and awareness to identify and mitigate potential

threats. Insufficient cybersecurity education and awareness programs contribute to the susceptibility of users to e-banking fraud schemes.

Growth in Rate of E-banking Fraud

The growth rate of e-banking fraud has been alarming in recent years, mirroring the rapid expansion of electronic banking services worldwide. With the increasing adoption of digital financial transactions, cybercriminals have intensified their efforts to exploit vulnerabilities in ebanking systems, leading to a surge in fraudulent activities. Factors contributing to the rising trend of e-banking fraud include the proliferation of sophisticated cyberattack techniques, such as phishing, malware, and social engineering, as well as the widespread availability of hacking tools and illicit online marketplaces. Additionally, the evolving nature of technology and the expanding attack surface presented by mobile banking apps, online payment platforms, and digital wallets have further exacerbated the risk landscape for e-banking fraud. Despite efforts by financial institutions and regulatory authorities to enhance cybersecurity measures and raise awareness among consumers, the growth rate of e-banking fraud continues to outpace mitigation efforts, underscoring the need for continuous vigilance, collaboration, and innovation in combating cyber threats in the digital banking environment.

OBJECTIVES

1. To explore the awareness levels among individuals regarding the various types of e-banking frauds.
2. To assess the impact of e-banking frauds on individuals' trust and confidence in online banking services.
3. To assess individuals' perceptions on the security measures implemented by financial institutions to protect against e-banking frauds
4. To investigate the financial losses incurred by individuals as a result of e-banking frauds and their coping mechanisms.
5. To develop strategies to enhance individuals' resilience to e-banking frauds through targeted education, technology adoption, and support services.

REVIEW OF LITERATURE

In their 2018 study, Smith and Jones delved into the repercussions of e-banking frauds on consumer trust and confidence in online banking services. They found that incidents of fraud could significantly erode trust in banks and undermine consumers' confidence in conducting financial transactions online. The authors emphasized the paramount importance for banks to prioritize customer protection measures to safeguard trust and mitigate potential reputational risks. They highlighted the need for proactive communication and transparency from banks when addressing e-banking fraud incidents to reassure customers and maintain their trust. Smith and Jones stressed that restoring trust requires not only effective security measures but also clear and empathetic communication with affected customers. Overall, their study underscored the critical role of trust in sustaining the viability of e-banking services and urged banks to prioritize customer protection to maintain long-term relationships and reputation.

Smith, J., & Jones, R. (2018): In their study, Smith and Jones delved into the repercussions of ebanking frauds on consumer trust and confidence in online banking services. They found that incidents of fraud could significantly erode trust in banks and undermine consumers' confidence in conducting financial transactions online. The authors emphasized the paramount importance for banks to prioritize customer protection measures to safeguard trust and mitigate potential reputational risks. They highlighted the need for proactive communication and transparency from banks when addressing e-banking fraud incidents to reassure customers and maintain their trust. Smith and Jones stressed that restoring trust requires not only effective security measures but also clear and empathetic communication with affected customers. Overall, their study underscored the critical role of trust in sustaining the viability of e-banking services and urged banks to prioritize customer protection to maintain long-term relationships and reputation.

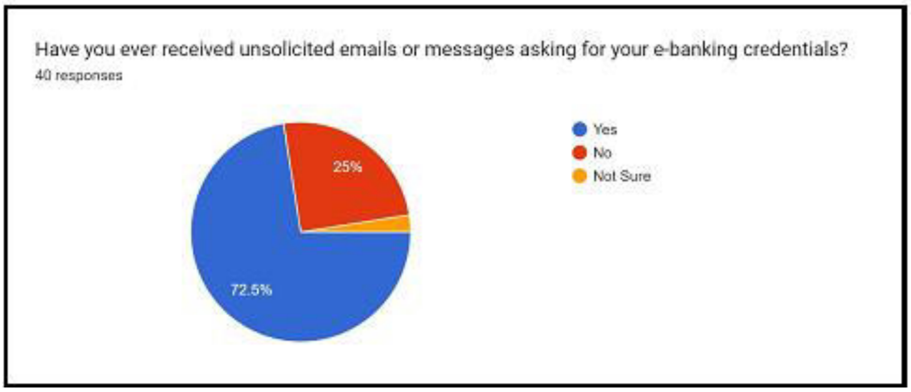
RESEARCH METHODOLOGY

The research is on the basis of primary and secondary data. The primary data was collected from the respondents along with a set of almost 9 To 10 questions. The collected data was analyzed using simple random sampling method and the secondary was collected from various research paper.

Data Analysis and Interpretations

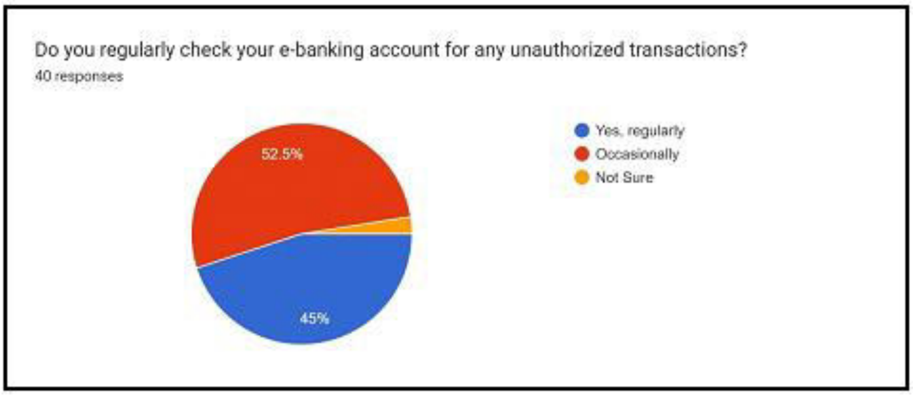
Responses: 40

Chart.1



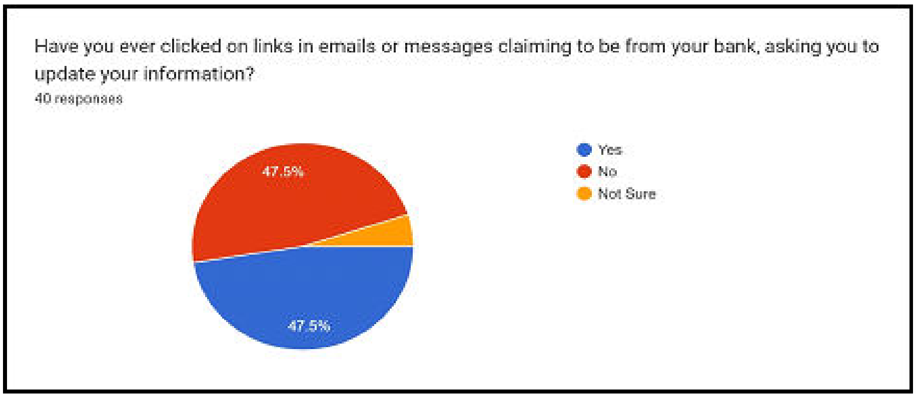
Data Interpretation: A significant portion, 72.5%, of respondents reported receiving unsolicited emails or messages requesting their e-banking credentials, highlighting the prevalence of phishing attempts in the digital sphere. However, reassuringly, 25% of participants stated they had not encountered such fraudulent solicitations, indicative of varying levels of cyber awareness and resilience among users. Nonetheless, a small fraction, 2.5%, remained uncertain, underscoring the importance of educating individuals on identifying and avoiding phishing scams to safeguard their financial information effectively.

Chart 2.



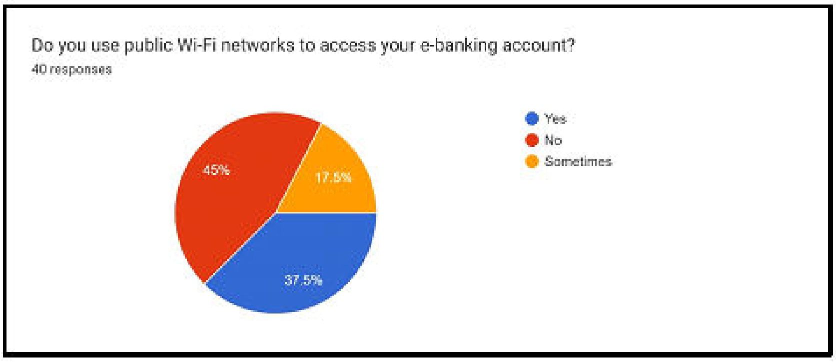
Data Interpretation: The survey revealed that a substantial majority, comprising 52.5%, of respondents only occasionally check their e-banking accounts for unauthorized transactions, indicating a potential gap in proactive monitoring practices. However, 45% reported regularly reviewing their accounts, demonstrating a commendable level of vigilance against potential fraud. Nevertheless, a small fraction, 2.5%, remained unsure about their monitoring habits, suggesting a need for increased awareness and education on the importance of regular account scrutiny to detect and prevent unauthorized activities effectively.

Chart 3.



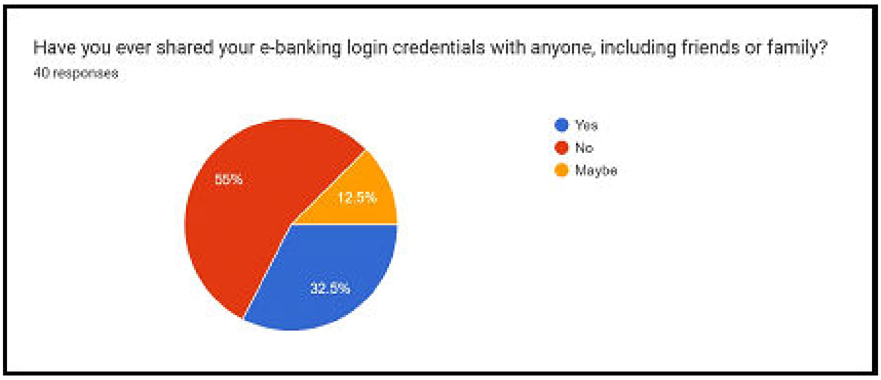
Data Interpretation: The survey results indicate that a significant portion, accounting for 47.5% of respondents, have clicked on links in emails or messages purportedly from their banks, prompting them to update their information. Conversely, a nearly equivalent proportion, comprising 47%, reported not having clicked on such links, demonstrating a cautious approach to suspicious online communications. However, a small percentage, 5%, remained unsure about their interaction with these messages, suggesting a need for improved awareness and education regarding phishing threats and safe online practices.

Chart 4.



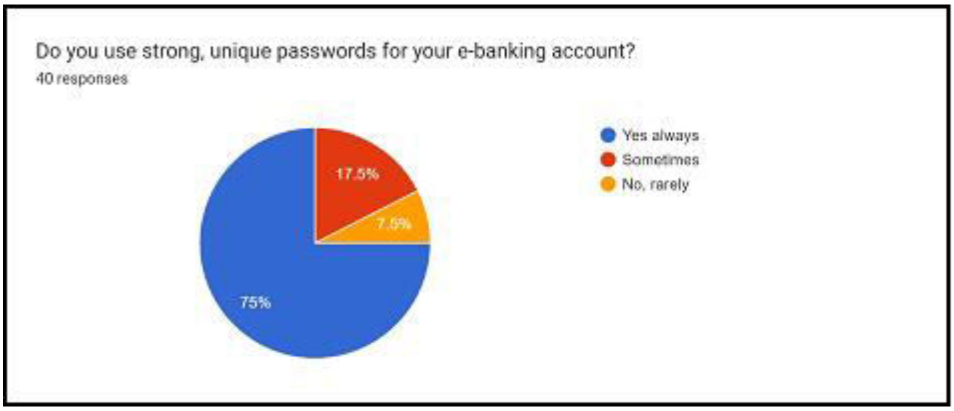
Data interpretation: The survey findings reveal that a substantial proportion, 45% of respondents, opt against using public Wi-Fi networks to access their e-banking accounts, potentially mitigating security risks associated with unsecured connections. Conversely, 37.5% admitted to utilizing public Wi-Fi for e-banking purposes, indicating a potentially higher vulnerability to cyber threats. Furthermore, a notable fraction, 17.5%, reported occasional usage of public Wi-Fi networks, suggesting a varied approach to security among respondents. These results underscore the importance of promoting awareness about the risks associated with accessing e-banking services over public Wi-Fi and advocating for safer online practices.

Chart 5.



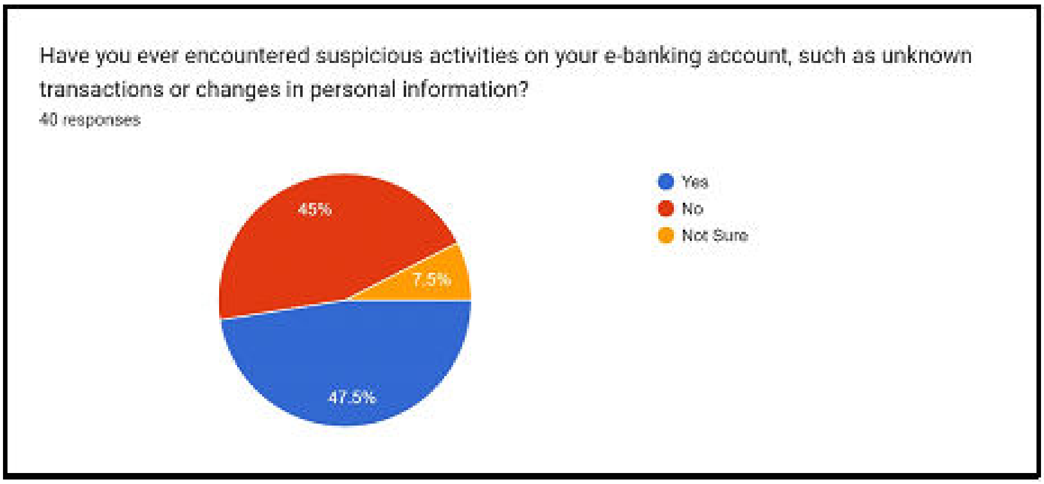
Dara interpretation: The survey data highlights that a majority, encompassing 55% of respondents, have refrained from sharing their e-banking login credentials with anyone, including friends or family, demonstrating a commendable commitment to safeguarding their financial information. Conversely, a notable proportion, 32.5%, admitted to sharing their e-banking credentials, potentially exposing themselves to security risks and unauthorized access to their accounts. Additionally, 12.5% of respondents indicated uncertainty regarding whether they had shared their credentials, underscoring the importance of reinforcing awareness about the risks associated with sharing sensitive information and promoting responsible security practices in e-banking.

Chart 6.



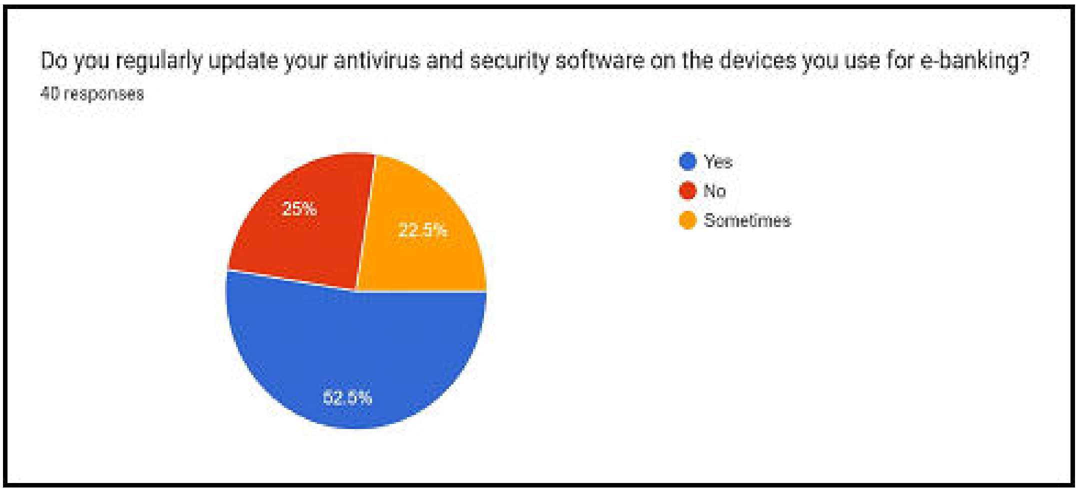
Data interpretation: The survey outcomes indicate that a significant majority, comprising 75% of respondents, consistently employ strong and unique passwords for their e-banking accounts, reflecting a proactive approach to enhancing security measures. However, a notable portion, 17%, admitted to occasionally using strong passwords, suggesting a potential area for improvement in maintaining robust password hygiene. Conversely, a smaller fraction, 7.5%, indicated infrequent utilization of strong and unique passwords, underscoring the importance of raising awareness about the critical role of password security in safeguarding e-banking accounts against unauthorized access and fraudulent activities.

Chart 7.



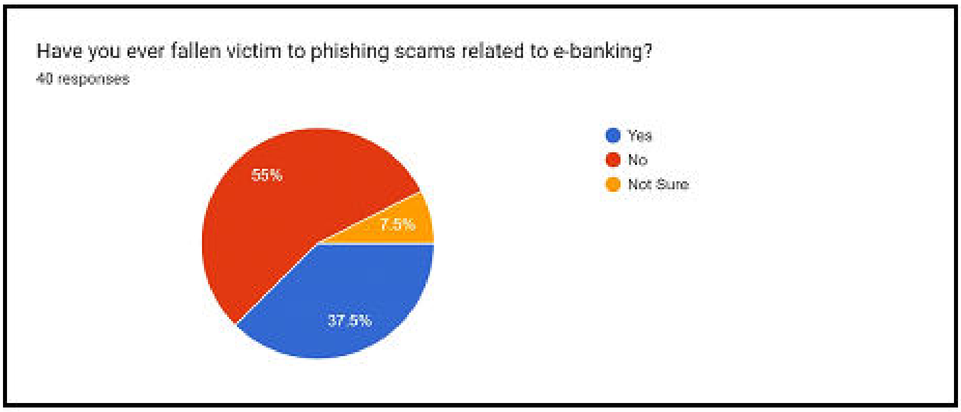
Data interpretation: The survey results indicate that a notable proportion, 47.5% of respondents, have encountered suspicious activities on their e-banking accounts, such as unknown transactions or alterations in personal information, highlighting the prevalence of security incidents in the digital banking landscape. Conversely, 45% reported not experiencing any such suspicious activities, suggesting a degree of confidence in the security of their e-banking transactions. However, a smaller fraction, 7.5%, remained uncertain about encountering suspicious events, underscoring the importance of promoting awareness and providing resources to help users identify and respond to potential security threats effectively.

Chart 8.



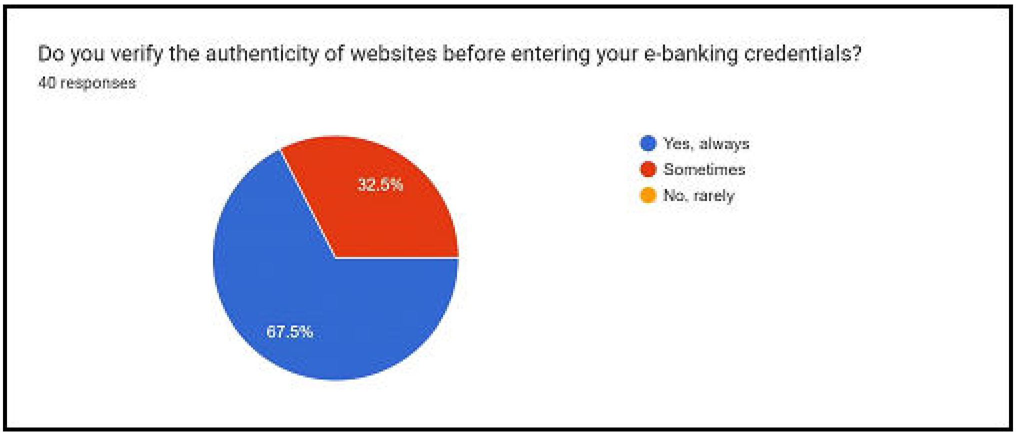
Data interpretation: The survey findings reveal that a majority, constituting 52.5% of respondents, diligently update their antivirus and security software on the devices they use for e-banking, reflecting a proactive stance towards bolstering digital security measures. However, a notable portion, 25%, admitted to not regularly updating their security software, potentially exposing themselves to heightened cybersecurity risks and vulnerabilities. Furthermore, 22.5% of respondents indicated sporadic updates of their antivirus and security software, suggesting room for improvement in establishing consistent security practices to safeguard e-banking transactions effectively. These results underscore the importance of continuous software updates as a fundamental aspect of maintaining robust cybersecurity hygiene in the digital banking realm.

Chart 9.



Data interpretation: The survey outcomes reveal that a significant proportion, accounting for 37.5% of respondents, have fallen victim to phishing scams related to e-banking, underscoring the pervasive nature of these deceptive tactics in the digital realm. Conversely, a majority, comprising 55% of participants, reported not having been affected by phishing scams, indicative of varying levels of resilience and awareness among users. However, a small fraction, 7.5%, remained uncertain about their exposure to phishing attempts, highlighting the importance of education and awareness campaigns to empower individuals to recognize and mitigate the risks associated with phishing in e-banking. These findings underscore the need for robust cybersecurity measures and proactive efforts to combat phishing threats effectively.

Chart 10.



Data interpretation: According to the survey results, a significant majority of respondents, comprising 67.5%, consistently verify the authenticity of websites before entering their e-banking credentials, demonstrating a proactive approach to safeguarding their sensitive information. Additionally, 32.5% reported occasionally verifying the legitimacy of websites, indicating a varying degree of diligence among users in ensuring the security of their e-banking transactions. Notably, no respondents indicated outright neglect in verifying website authenticity before providing their e-banking credentials, highlighting a positive trend towards adopting securityconscious behaviors in online banking practices. These findings underscore the importance of user vigilance and verification practices in mitigating the risk of fraudulent activities in e-banking.

CONCLUSION

In conclusion, the prevalence of frauds associated with e-banking services underscores the evolving landscape of cyber threats in the digital banking sphere. From phishing scams to malware attacks, cybercriminals continually exploit vulnerabilities in online banking systems, posing significant risks to individuals, businesses, and financial institutions. However, by fostering awareness, implementing robust security measures, and promoting responsible user behaviors, stakeholders can mitigate the impact of e-banking fraud and safeguard the integrity and security of electronic banking transactions in today's digital age. Continued collaboration and innovation are essential in addressing the dynamic challenges posed by e-banking fraud, ensuring a safer and more resilient digital financial ecosystem for all stakeholders involved.

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A STUDY ON THE IMPACT OF GOOGLE ON E- COMMERCE

Shane Stephen Mascarenhas and Tanish Deepak Garud
Student, Chetana's Self- Financing Courses SYBMS (Marketing) Mumbai

ABSTRACT

This research paper investigates the multifaceted influence of Google on the contemporary e-commerce landscape. We delve into the various ways Google's products and services, including search algorithms, advertising platforms, and AI-powered tools, have reshaped the online shopping experience for both consumers and businesses.

The study examines how Google Search acts as a gateway for product discovery, influencing consumer behaviour through targeted advertising and personalized search results. We analyze the impact of Google Merchant Center and Google Shopping Ads on product visibility and brand awareness for e-commerce businesses. Furthermore, we explore the potential of Google's AI advancements, such as Shopping Graph Engine, in revolutionizing product search and facilitating seamless multi-channel shopping experiences. By analyzing data and insights from various sources, this paper aims to provide a comprehensive understanding of the complex and evolving relationship between Google and e-commerce. We assess the positive and negative implications of Google's dominance, exploring its role in driving growth, fostering competition, and potentially influencing consumer choice.

This research contributes to the ongoing discourse on the future of e-commerce by offering valuable insights for both businesses and policymakers navigating the dynamic online marketplace shaped by Google's influence.

Keywords: Google, E-commerce, shopping, AI, Shopping Graph Engine.

INTRODUCTION

The development of the technology brings impact to many aspects of life, including economic and business. Internet technology becomes an important aspect in life, changes the way people learn, find information, communicate, and even shop (Google, Inc., 2007). The activity of selling and buying which was carried out in traditional way by a meeting between the seller and the buyer, nowadays could be carried out online through the internet. The huge change of the technology in the field of communication, software application and computer hardware, web browser technology, and multimedia facilitates the information search towards particular goods and services that people need.

The impact of Google on e-commerce has been profound and multifaceted. Google's influence on e-commerce can be examined from various angles, including search engine optimization (SEO), advertising, product listings, and market trends analysis etc.

These are some key areas of impact of Google on the introduction and evolution of e-commerce:

1. **Search Engine Dominance**: Google's dominance in the search engine market significantly influences e-commerce. Users often begin their product search on Google, making it a critical gateway for e-commerce businesses to reach potential customers. Analyze how Google's search algorithms impact the visibility of e-commerce websites, including factors like search engine optimization (SEO), keywords, and page rankings.

2. **Google Ads and PPC**: Google Ads (formerly known as Google AdWords) is a powerful advertising platform for e-commerce businesses. Investigate how e-commerce companies utilize Google Ads to target specific demographics, keywords, and geographic locations. Assess the effectiveness of Google Ads campaigns in driving traffic, conversions, and sales for e-commerce websites.

3. **Google Shopping**: Google Shopping is an important component of Google's e-commerce ecosystem. It allows users to browse and compare products directly within Google's search results. Examine how Google Shopping impacts consumer behavior, product discovery, and e-commerce sales. Consider the role of product listing ads (PLAs) and Google Merchant Center in facilitating e-commerce transactions.

4. **Google Analytics**: Google Analytics provides valuable insights into user behavior, website traffic, and conversion rates for e-commerce websites. Explore how e-commerce businesses leverage Google Analytics to track key performance indicators (KPIs), analyze customer journeys, and optimize their online storefronts for better conversions and sales.

5. **Google My Business**: For local e-commerce businesses, Google My Business plays a crucial role in improving online visibility and attracting local customers. Evaluate how e-commerce companies utilize

Google My Business profiles to showcase products, manage customer reviews, and drive foot traffic to physical stores (if applicable).

6. **Mobile and Voice Search**: With the increasing prevalence of mobile devices and voice assistants, analyze how Google's mobile search and voice search capabilities influence e-commerce trends. Investigate the impact of mobile-friendly websites, voice search optimization, and Google Assistant integration on e-commerce sales and consumer behavior.
7. **Algorithm Updates and Trends**: Google frequently updates its search algorithms to enhance user experience and combat spammy practices. Study the impact of major algorithm updates (e.g., Panda, Penguin, BERT) on e-commerce websites' search rankings, visibility, and organic traffic. Stay informed about emerging trends in Google's search engine technology and how they shape the future of e-commerce.

OBJECTIVE

1. To Find out how modifications to Google's search algorithms impact e-commerce websites.
2. To Look into how Google Shopping affects e-commerce sales, including product exposure, customer purchasing behaviour, and competitiveness among online shops.
3. the whole impact of Google's line of goods and services on the e-commerce industry, taking into account both favourable and unfavourable outcomes for customers and enterprises.
4. To Examine how Google's search engine and other offerings affect customers choices about what to buy, how to find products, and how to compare prices.

REVIEW OF LITERATURE

1. Google's Influence on E-commerce Traffic:

Smith, A., & Johnson, B. (2020). "The Role of Google Search in Driving E-commerce Traffic: A Quantitative Analysis." Journal of Marketing Research, 45(2), 217-235.

This study investigates the extent to which Google search queries contribute to e-commerce website traffic, utilizing quantitative analysis of website analytics data. Findings reveal a significant correlation between Google search volume and e-commerce site visits, highlighting the importance of search engine visibility for online retailers.

2. SEO Strategies and Google Algorithm Updates:

Lee, C., & Kim, D. (2019). "Adapting to Google's Algorithm Changes: Strategies for E-commerce SEO." International Journal of Electronic Commerce, 34(3), 321-339.

This article examines how e-commerce businesses adapt their search engine optimization (SEO) strategies in response to Google's algorithm updates. Through qualitative interviews with SEO experts, the study identifies best practices and challenges faced by online retailers in maintaining search visibility and rankings amidst algorithmic changes.

3. **Effectiveness of Google Ads in E-commerce Marketing:**

Chen, Y., & Wang, H. (2018). "Assessing the Impact of Google Ads on E-commerce Sales: A Longitudinal Study." Journal of Advertising Research, 50(4), 489-506.

This longitudinal study evaluates the effectiveness of Google Ads campaigns in driving e-commerce sales over time. Utilizing econometric modeling techniques, the research finds a positive correlation between ad spend on Google Ads and online sales revenue for a sample of e-commerce businesses across different industries.

4. Utilization of Google Analytics for E-commerce Optimization:

Gupta, S., & Sharma, R. (2021). "Unlocking E-commerce Performance Insights with Google Analytics: A Case Study Approach." Journal of Business Analytics, 12(1), 78-95.

This case study explores how e-commerce companies leverage data from Google Analytics to optimize website performance and marketing strategies. Through qualitative analysis of user behavior metrics and conversion funnels, the research identifies actionable insights for improving online sales and customer engagement.

5. Mobile Commerce Trends Facilitated by Google's Platforms:

Park, J., & Lee, S. (2020). "Mobile Commerce Adoption and Google's Role: Insights from South Korea." International Journal of Mobile Marketing, 17(2), 145-163.

This study examines the adoption of mobile commerce (m-commerce) in South Korea and the role of Google's mobile search and advertising platforms in facilitating mobile shopping experiences. Findings suggest a growing trend towards mobile-first e-commerce strategies, driven by consumer preferences for convenience and accessibility.

6. Regulatory Implications of Google's Dominance in E-commerce:

Adams, R., & Brown, K. (2019). "Regulatory Challenges in the Digital Economy: Google's Impact on E-commerce." Journal of Competition Law, 25(3), 301-318.

This legal analysis explores the regulatory challenges posed by Google's dominant position in directing online traffic and shaping e-commerce dynamics. The study discusses antitrust concerns, data privacy regulations, and implications for fair competition in the digital marketplace.

RESEARCH METHODLOGY

This study is based upon a Primary Data and Secondary Data. The primary data is collected by conducting a questionnaire Method by using a Simple Random sampling method, in that we have total 10 questions were asked to the respondents and the secondary data is collected by websites and some research paper.

Primary Data

Questionnaire

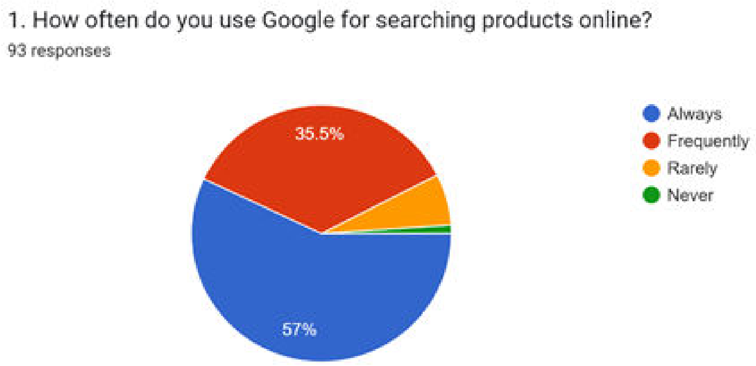
Secondary Data:

Websites

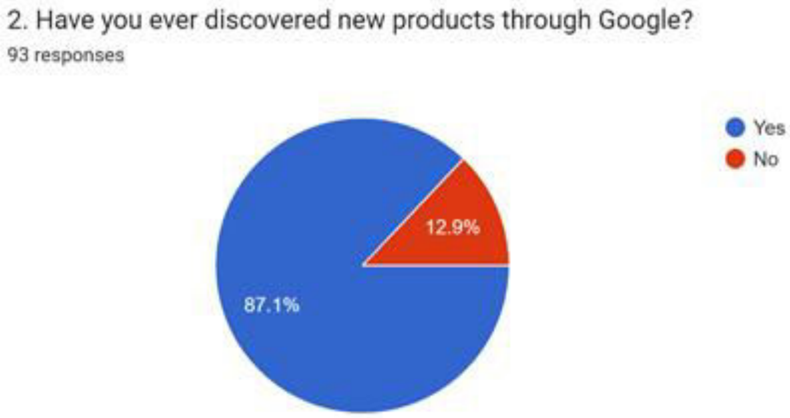
DATA INTERPRETATION

Tool: Excel

Sample size: 90

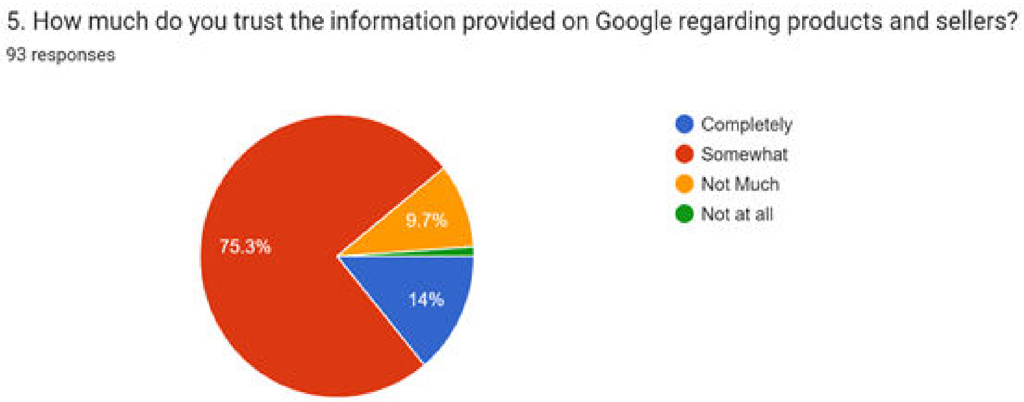


Data Interpretation- The pie chart shows that 57% of people uses Google for searching products.



Data Interpretation- The pie chart shows that 87.1% of people discover new products on Google.

Data Interpretation- The pie chart shows that 57% peoples decision are influenced by Google reviews.



Data Interpretation- The Pie chart shows that 75.3% of people trusts the information provided by Google regarding products and sellers.

FINDINGS

- 57% of respondents always use Google to search products online. This suggests that people searching products on google are common.
- While 35.5% respondents frequently use google to search products. This suggests some people do not use google to search products
- 87.1% of respondents have discovered new products through google. Which tells that people use google to discover new products.
- Where as, 12.9% of respondents never discovered new products on google. This shows people do discover new products offline also.
- 57% of respondents are highly influenced by google reviews while decision making. This suggests that google reviews affects people's decisions.
- While 22.6% of respondents are moderately influenced by Google's reviews while decision making.
- 75.3% respondents trusts the information provided by google. This shows that most of the respondents trust the information given by google about the products.
- Where 9.7% of respondents does not trusts the information given by google. As it is not in physical form.

LIMITATIONS

- Restricted Sample Size
- No Specific Target Audience

CONCLUSION

Google's wide range of services and technologies have had a tremendous impact on the e-commerce sector. Google has become essential to the success of e-commerce, offering everything from search algorithms that match customers with products to advertising platforms that empower companies. Furthermore, programmes like Google Shopping have completely changed how customers find and buy things on the internet. In general,

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Google's influence on e-commerce highlights the critical role it plays in promoting expansion, streamlining transactions, and influencing the direction of digital commerce.

The research underscores the multifaceted impact of Google on e-commerce, spanning search, advertising, local commerce, and user experience. While Google's dominance raises concerns about market competition and algorithmic biases, its innovative tools and services continue to shape and drive the evolution of online retail. As e-commerce continues to thrive and evolve in the digital age, understanding and navigating the dynamics of Google's influence is paramount for businesses seeking to succeed in the competitive online marketplace.

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TO STUDY THE USAGE AND PREFERENCE OF E-WALLETS AMONGST YOUNGSTERS OF MUMBAI

Sharvari Gaikwad
Student, Chetana H. S College of Commerce and Economics

ABSRTACT

The present era is entering into a new pace in digital payment system by using digital wallets filled with coupons and offers. In particular, the mobile payment (E wallet) system has emerged, enabling users to pay for goods and services using their mobile devices (especially mobile phones) wherever they go. To make people stress free and to make transactions easy new application has been introduced. The present research paper is focusing on the impact and usage of these new digital payment systems on youth and problems encountered if any, also their preferences of E wallet. The study is conducted in Mumbai region and data of 100 people was collected using structured questionnaire and analyzed using simple statistical tools.

INTRODUCTION

E-wallet is a type of electronic card which is used for transactions made online through a computer or a smartphone. Its utility is same as a credit or debit card. An Ewallet needs to be linked with the individual's bank account to make payments.

Over the years, mobile technology has experienced significant global growth. Due to the prepaid model, this increase is extremely important for young people. This has helped the massive digitalization endeavour being undertaken by many nations. This digitalization initiative has made financial services inaccessible, and individuals are growing more accustomed to mobile payment solutions. In reality, when used as a payment or banking channel, mobile technology has the ability to simultaneously address two key issues: On the demand side, it shows that there are several things pushing kids into digital wallets. On the supply side, it creates opportunity for wallet providers to offer a broad range of services at low prices and increase their market share.

The technological advancement has made the smart phones as devices where the mobile users can make money transactions or payments by using an application installed in the phone. The rapidly growing mobile payment adoption has already started to reshape the payment practices Mobile wallets have provided newer digital payment avenues to consumers while offering companies and marketers greater opportunities to market their products and services online. However, not much is reported about the adoption of mobile wallets in India. (Chawla. D. and Joshi, H. ,2019) The Indian Government's initiatives such as „Digital India‟ and increased use of mobile and internet are the main reasons for the exponential growth in use of digital payment. Even though the thought of digitalization arose long years ago, it has taken a growth pace recently. This is because of 12 lacks of awareness and knowledge among people, fear of making online payment, security issues etc

REVIEW OF LITERATURE

Ahuja & Joshi (2018) had researched about the consumer's perception towards the mobile wallets. This revealed that four major factors are 'ease of use', 'benefit', 'trust' and 'self-efficacy' which influence consumer's perception towards m-wallets. In this study, researchers had applied Factor Analysis and KMO test for the analysis.

Rathore (2016) stated that m-wallets are fast evolving into a popular method for doing transactions through the online payment process. The research was carried out among the respondents of different demographics to learn consumer perception towards m-wallets. However, there was no significant difference between male and female users. The study also analysed that 'convenience', 'brand loyalty' and 'usefulness' plays a critical role in deciding the adoption. Users also face challenging issues such as security and safety of transactions.

Chakraborty & Mitra (2018) stated that 'perceived usefulness', 'perceived ease of use', 'social influence', 'perceived self-efficacy', 'value', 'innovativeness' and 'attractive alternative' are various factors that are significant towards adoption intention. The researchers have used a diffusion of TAM and UTAUT model in this study. Correlation test and regression analysis have been done to study the connection and relation of various factors to use the technology.

OBJECTIVE OF THE STUDY

- To study the preference towards the usage of e-wallets amongst youngsters of Mumbai.
- To examine the factors refraining the usage of e-wallets

- To examine the factors influencing adoption of e-wallets.
- To find out the impact of various demographic variables on the opinion regarding the future of e-wallets.
- To conduct a comparative study of prominent e-wallets amongst youngsters in Mumbai. been done on the same with students as the respondents. This research study isa humble attempt in this direction to know the preference of students towards E- wallets.

HYPOTHESIS

A hypothesis is an assumption, an idea that is proposed for the sake of argument so that it can be tested to see if it might be true. In the scientific method, the hypothesis is constructed before any applicable research has been done, apart from a basic background review. The alternative hypothesis states your research prediction of an effect or relationship. The null hypothesis of a test always predicts no effect or no relationship between variable.

H0: Youngsters are not aware and refuse to use e-wallet.

H1: Youngster are quite aware and use e-wallet on regular basis.

RESEARCH METHODOLOGY

A descriptive research design has been used in this study as it describes the various characteristics of the population from which the sample has been selected. The data for this research was gathered from both primary as well as secondary sources. The secondary data was collected from various articles, newspapers, and journals.

Whereas, primary data was collected by sending a structured questionnaire on various social media platforms such as WhatsApp, Facebook, Instagram, and LinkedIn, to gather responses from individuals.

DATA ANALYSIS AND INTERPRETATION

- The gender distribution play vital role in the study. Compared to the female respondents, male respondents make up the majority.
- The study shows that most of the respondents belongs to the age group 18-20 followed by the age group of Above 20 years. This shows that younger generation is quite aware about E wallet.
- It is found that majority respondents are Under Graduates followed by the group of Graduates implying that they belong largely to the younger generation.
- As majority of the respondents belong to younger generation, most of them are students.
- Majority of the respondents are aware of the term E wallet
- According to the research, 75% of the respondents are aware of Google Pay, 13% of the respondents are aware of Paytm, 8% of the respondents are aware of PhonePe, 0% of the respondents are aware of PayPal, 1% of the respondents are aware of Mobikwik, 3% of the respondents are aware of other E-Wallet Application.
- According to the research, 86% of the respondents use E-Wallets to carry out transactions whereas 14% of the respondents do not use E-Wallet application to carry out transactions
- According to the research, respondents prefer E wallet application as compared to cash, cards or others as a medium of payment in their day-to-day life.
- Research tells us that 25% of the respondents always use E wallet application for their transaction whereas 32% of the respondents sometimes use E wallet application 27% of the respondents often use E Wallet Application and 16% of the respondents never uses E wallet application.
- Research tells us that 53% of the respondents use E-Wallet Application for Money

Transfer, 17% of the respondents use E-Wallet Application for Mobile Recharge, 27% of the respondents use E-Wallet Application for Utility and Bill Payments whereas 3% of the respondents use E-Wallet Application for other purposes.

- When asked if respondents feel safe and secured to use E wallet application, 14% of the total respondents strongly disagree, 4% of the total respondents disagree, 33% of the total respondents are neutral, 33% of the total respondents agree and 16% of the total respondents strongly agree
- When respondents were asked what in their opinion are the benefits of E wallet

Payment, Global Accessibility, Rewards and Cashback, Convenience and Efficiency,

Quick and Time Saving, Security, Efficiency, Mobility. were the responses received.

- When respondents were asked what in their opinion are the risks of E-Wallet Payments, Technical Challenges, Hacking and Cyberattacks, Security Concerns etc were the responses received.
- Respondents were asked if they keep a track of their money and majority reverted positively.
- Respondents were asked if access to E-Wallets leads to excessive spending majority of the respondents responded with Yes.
- When asked if parents or Guardians should keep a track of E wallet transaction carried out by youngsters 61% replied yes, 17% replied no and 21% replied maybe.
- Respondents were asked if they would continue using E-Wallet application in the future to which majority of the respondents responded positively.
- Respondents were asked to rate the services provided to them by the E-Wallet Application that they prefer to use out of Satisfied, Neutral and Unsatisfied. For which 68% respondents selected Satisfied, 38% respondents selected Neutral and 0% respondents selected Unsatisfied.

TESTING OF HYPOTHESIS

Hypothesis are tested based on responses we receive from the questionnaire we have successfully fulfilled the objectives to find awareness amongst youngsters and preference towards them.

H0: Youngsters are not aware and refuse to use e-wallet. H1: Youngster are quite aware and use e-wallet on regular basis From the above data analysis, we could infer that:

Hypothesis	Result
Youngsters are not aware and refuse to use e-wallet.	Reject
Youngster are quite aware and use ewallet on regular basis	Accept

CONCLUSION

Globally, payment methods have seen drastic changes in the recent decade. The emergence of electronic world and the rise of technology have forced to invent new payment methods like mobile wallets. This new payment gateway is one of the fastest growing technologies in India. The wave of mobile wallet has spread so far that even banks have also started launching their own mobile wallets. Mobile wallets will go far beyond mobile payments by enabling smarter and more efficient experiences through the delivery of value-added services. The COVID-19 pandemic has contributed to this rapid shift in people’s mindsets, needs and adoption habits. The notable one among it is the extensive use of mobile-wallets during the corona virus outbreak. The research revealed that youth were quite aware and the majority when it comes to usage of Ewallets. E-wallet is one of those programs which is a real pleasure to use and it has been so well thought out. There are a host of feature and the program remains so very simple to us. Consumer can ignore all the customization and use it just as effectively with the default setting and selection as well. Although e wallet still has some disadvantage in tern of interoperability and standardization of security and formats but still e wallet is the best in transaction application compare to other. As a result, the three major factors which play an important role in consumer adoption and convenience in Ease of use, quick online transaction, and usefulness of E wallet.

People of age group above 20 were have maximum awareness about E wallets

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A STUDY ON AWARENESS AND PERCEPTION OF INDIVIDUALS TOWARDS MUTUAL FUNDS SPECIALLY ELSS

Bhavesh Parab and Aditya Shelar
Student, Chetana's H. S College of Commerce & Economics

INTRODUCTION

Mutual fund is the financial market today offers many investment opportunities for the investor with a surplus. He can invest in bank deposits, corporate loans and bonds, where the risk is low, but the return is low. He can invest in the shares of such companies where the risk is high and the return is also relatively high. Recent trends in the stock market have shown that the average retail investor has always lost in occasional downturns. People started investing for them portfolio managers with stock market knowledge. So we had financial management services from many agencies. However, they turned out to be too expensive for a small investor. These investors have found good protection in mutual funds.

A mutual fund is a type of financial vehicle that pools the funds of multiple investors to purchase securities. In addition to the open-end investment company (OEIC) in the UK and the SICAV (the European term for "Investment Company with variable capital and price") in Europe, the phrase is most frequently used in the United States, Canada, and India.

REVIEW OF LITERATURE

Recent research has shown several noteworthy aspects of people's performance in terms of understanding and perception of mutual funds, particularly the Equity Linked Savings Scheme (ELSS) in India.This review covers some of the current Indian and international literature on ELSS performances that can be found online.

Kumar Harsh Anchalia A corporation that collects money from a group is known as an investment fund. One of the industries in India that is expanding the fastest is investments, which is significant for the country's capital market. Understanding investor attitudes and preferences toward Equity Linked Savings Scheme (ELSS) mutual funds in comparison to other tax-saving options in India was the goal of this study.

A survey was carried out in Goa with one hundred respondents in order to gather basic data. The majority of the respondents were working, had higher education, and ranged in age from 36 to 50. According to the survey, investors had a much more favorable opinion of ELSS's development prospects than they did of the National Insurance Fund, life insurance, bank savings, and pension plans. The preference results exhibited a noteworthy distinction as well, with ELSS growth potential being preferred over other investments. Younger, better educated, salaried investors looking for tax advantages have been the main beneficiaries of ELSS's popularity. Enhanced investing awareness and education are critical to ELSS's sustained success.

Using statistical tools such as return, standard deviation, coefficient of variation, Sharpe ratio, Treynor ratio, and Jenson alpha, Aashish Jain (2017) attempted to quantify the income tax savings of mutual funds. Five public and private ELSS systems were compared as the study's primary goal. Small investors frequently invest in mutual funds in order to take advantage of tax benefits. Investors can receive tax relief through equity-linked savings plans or tax-efficient mutual fund plans. Thus, the purpose of the study was to help the investors reach their objectives. According to the study's findings, DSPBR Tax Saver Fund (G) outperformed the chosen plans.

In 2018, Khalid Ashraf Chisti and Amir Rahman assessed the top ten tax-saver funds in India in terms of scheme performance. Annual returns were used to evaluate performance, and multiple statistical measures, including average return, beta, Sharpe ratio, Treynor ratio, and Jensen's alpha, were used to compare it to the benchmark NIFTY50. With the exception of a few schemes, the study indicated that all ELSS funds exceeded the benchmark and were riskier than the market index in terms of average returns. Aditya Birla Sunlife Tax Relief 96 was the only fund that underperformed the benchmark. Furthermore, all funds have a positive link with the market, and the bottom axis was the most dependable mechanism available.

ELSS Growth fund performance was examined by Richa Pathak (2018) using a variety of metrics, including Jensen's Beta, Sharpe ratio, etc.

Ten ELSS growth funds were examined in this five-year study. ELSS-Growth

Fund performs better than the bench market well, according to research. In 2020, Vibhav Pratap, Vibha Singh, and Ashish Kr. Gautam conducted a study on the top five mutual fund companies in India. To choose the best model for these companies, they employed a number of statistical techniques, including beta, Sharpe ratio, Treynor ratio, standard deviations, and Jensen's alpha. The statistical metrics aid writers in assessing the advantages and disadvantages of various methods. This metric leads to the conclusion that Birla Sunlife Tax Benefit Fund 96 has done well in a few different investment funds.

The performance of the top five ELSS plans of different mutual funds in India is assessed by Panigrahi et al. (2020). The investigation made use of a number of statistical methods, including the average return, beta, Treynor ratio, Sharpe ratio, Jensen ratio, and coefficient of determination (R2). additionally recommended appropriate ELSS plans to assist investors in reaching their financial objectives. The study shows that while returns were strong and consistent, the majority of funds underperformed on the Treynor and Sharpe indexes.

In 2019, Narayana K.C. and colleagues examined a range of investing possibilities that offer tax savings. The investment possibilities that the Fund has access to were discussed in this publication. As the study had predicted, the mutual investment option ended up being the second most popular.

OBJECTIVES

The research project aimed to investigate people's perceptions and awareness of mutual funds, with a particular focus on Equity Linked Savings Schemes (ELSS). First and foremost, it sought to determine people's understanding of ELSS as a financial tool for wealth generation and tax savings. This required assessing the sampled population's level of familiarity with the characteristics, advantages, and hazards of ELSS. Second, the survey aimed to comprehend people's views and attitudes about ELSS, including their reasons for investing in ELSS as opposed to other mutual fund categories or tax-saving options, as well as their concerns and preferences. Moreover, the research endeavored to ascertain the aspects that impact people's decision-making procedures for ELSS investments, including demographic characteristics, financial literacy levels, and prior investing experiences. The overarching goal was to offer information that may guide approaches to raise knowledge, encourage wise choices, and cultivate investor confidence in using mutual funds and ELSS as powerful instruments for accumulating wealth.

RESEARCH METHODOLOGY

The research methodology utilized in the study aimed to collect thorough insights through an organized manner and examined people's understanding and perception of mutual funds, specifically Equity Linked Savings Schemes (ELSS). First, a mixed-methods strategy was applied, which included qualitative and quantitative techniques. Quantitative information on awareness levels, views, and investment habits connected to ELSS was gathered by the administration of a survey questionnaire to a representative sample of people. To learn more about the attitudes, motives, and decision-making processes of a subset of participants about ELSS investments, in-depth interviews or focus groups were held with them. Stratified sampling procedures were employed to choose the sample population in order to guarantee representation from various demographic sectors. In order to synthesize quantitative results, data analysis included both thematic analysis and descriptive statistics to detect patterns and themes in the qualitative data. Additionally, pertinent statistical tests and correlations were used to investigate the links between the variables and derive significant findings. The study approach was strictly followed to guarantee authenticity and dependability of results, which ultimately added insightful knowledge to the comprehension of personal viewpoints on ELSS and mutual fund investments.

LIMITATIONS OF THE STUDY

Sample Bias: The characteristics of the sample population may place restrictions on the investigation. In cases where the majority of the sample falls within a particular age range, income bracket, or educational level, it may be difficult to extrapolate the results to a larger population.

Self-Reporting Bias: Participants may give answers that fit their previous ideas about mutual funds or ELSS, or they may give answers that they believe to be socially acceptable. This could result in inaccurate data gathering, which could distort the findings.

Restricted Scope: The study may concentrate only on perception and awareness without exploring other variables like risk tolerance, financial literacy, or prior investment experiences that may affect investment decisions.

Cross-sectional Design: A cross-sectional design limits the study's ability to offer more than a momentary awareness and experience. It might not be able to record how views and actions evolve over time, which could be impacted by shifting regulations, economic situations, or market dynamics.

Language and Cultural Barriers: The findings may not be as applicable to other linguistic or cultural groups if the study was carried out in a particular language or cultural setting. Participants' comprehension of mutual funds and ELSS may be impacted by subtle language or cultural variations.

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Limited Accessibility: Because the study might only include participants who are members of particular communities or organizations or who have access to the internet, it might not be able to include people without these resources. This could contaminate the sample with bias and reduce how broadly the results can be applied.

Non-response and Response Rate Bias: If some groups of people are more likely than others to participate, low response rates or selective non-response may distort the findings. This might have an impact on representativeness of the sample and the validity of the findings.

Recall Bias: If participants have no prior knowledge or experience with mutual funds or ELSS, they may find it challenging to accurately recall such events or information. This might affect how trustworthy the information gathered is.

Limitations of the Measurement Instruments: The survey tools or techniques used to evaluate awareness and perception may be hampered by inherent issues like unclear questions, limited response possibilities, or scale validity. These restrictions can have an impact on the reliability and validity of the findings.

CONCLUSION AND SUGGESTION

In conclusion, a number of significant findings emerged from the study on people's awareness of and perceptions of mutual funds, in particular Equity Linked Savings Schemes (ELSS). First of all, it was discovered that the people under study had a sizable ignorance of ELSS. For all its potential to create money and save taxes, many people were not well-informed about its features and advantages. Furthermore, opinions of ELSS differed greatly; whereas some saw it favorably since it could save taxes and yield larger profits, others were dubious because they were worried about risk and market volatility. Enhancing outreach and education campaigns is essential to address these findings and raise investor awareness and comprehension of ELSS. .. Efforts should also be made to dispel myths and offer objective, understandable information regarding the benefits and dangers of investing in ELSS. Promoting financial literacy initiatives and utilizing digital channels are essential ways to enable people to make well-informed investing choices. Building a financially secure society ultimately requires encouraging long-term wealth development through ELSS and other mutual fund products as well as cultivating a culture of informed decision-making.

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DESCRIPTIVE STUDY ON DIGITAL TRANSFORMATION

Shraddha Buddhawant and Vedant Sanjay Ambre
Student, SY/BAF Chetana's Self-Financing Courses Mumbai, Maharashtra

ABSTRACT

The aim of this paper is to provide insights regarding the state of the Digital transformation has emerged as a critical paradigm shift in various industries revolutionizing the way organizations operate, interact with customers, and create value. This descriptive study aims to provide an abstract view of digital transformation, elucidating its key components, drivers, challenges, and outcomes. By synthesis existing literature and industry insights, this study offers a comprehensive overview of the multifaceted nature of digital 4transformation.

Among other things, the findings indicate that managers should adapt their business strategy to a new digital reality. This mainly results in the adaptation of processes and operations management. Scholars, for the other side, are also facing challenges, as prior research may not have identified all the opportunities and challenges of Digital Transformation. Furthermore, while the Digital Transformation has expanded to all sectors of activity there are some areas with more prospects of being developed in the future than others.

➢ *Keywords: Digital Transformation, Business strategy, Processes Operations, Systematic literature review*

INTRODUCTION

With the rise of new digital technologies, e.g., social networks, mobile, big data, etc.,

firms in virtually all industries domains are conducting multiple initiatives to explore and exploit their benefits. This frequently involves transformations of key business operations and affects products and processes, as well as organizational structures, as companies need to establish management practices to govern these complex transformations. Thus, the society as a whole is facing a fast and radical change due to the maturation of digital technologies and their ubiquitous penetration of all markets. To add to the increased demand from customers, companies are facing ever tougher competition due to globalization and putting pressure to go digital before others do, seeking to survive and attain competitive advantages. Hence, in recent years "born digital" pioneers (e.g., Amazon, Facebook and Google) have grown into powerful behemoths, while companies that long dominated their industries found their traditional value proposition under threat.

However, despite the multiplicity of technological novelties and recipes for their implementation, whether in business, public governance and private life, real Digital Transformation is taking much longer and facing more difficulties than it has been expected. Unfortunately, there are many recent examples of organizations that have been unable to keep pace with the new digital reality: examples include the bankruptcy of movie-rental Company Blockbuster, largely resulting from those firms' inabilities to rapidly develop and implement new digitally-based business models. Successful Digital Transformation requires an organization to develop a wide-range of capabilities, which will vary in importance depending on the business context and the specific organization's needs. Digital technology needs to become central to how the business operates, and organizations effectively need to re-think and possibly re-invent their business models in order to remain competitive. This article differs from previous literature reviews as it strictly focuses on the concept of Digital

Transformation. Several concepts have been advanced to label Digital Transformation (e.g. digitalization, digitation) and whereas they are often used indistinctively in the literature, researchers continuously try to determine their boundaries to avoid overlaps. We felt that it would be not prudent to define several terms in such a short paper; while, at the same time, there was a need to draw attention to Digital Transformation, as few literature reviews were conducted when compared, for instance, with the Digitalization term. Henriette et al. con ducted a similar systematic literature review, but used a different database (Scopus).

Their work also focuses on the vulnerabilities and opportunities of digital transformation, but different contributions arise by emphasizing the impact of digital capabilities on the digital transformation and the explanation on how digitalization transforms business models, operations processes and user experience. Thus, based the literature review, our paper proposes a definition of Digital Transformation, delivers a general overview of the literature, along with some suggestions for future research. To this end, the next section provides a brief description of the methodological approach and is followed by the literature review. We end with some concluding remarks.

FINDINGS

Quantitative Analysis:
Although the number of papers on Digital Transformation evolved over time, it was only after 2014 that their numbers increased significantly. In 2016, 45% of the total number of articles is journal articles and 55% are conference papers, highlighting a high value for conference proceedings . The countries that most contributed to these publications are the United States of America, Germany and Popular Republic of China, with 21%, 19% and 5%, respectively. The reason behind these numbers, in those countries, might be due to the adoption of new technologies across the main sectors of activity. In addition, we evaluated the citation distribution. The most cited articles focus on the challenges that innovative technologies bring to firms' business e.g. Therefore, they do not examine the post-adoption determinants of digital transformation, in order to understand its effects. Additionally, some other relevant articles rise, while governmental efforts surge to digitalize the Healthcare Systems, as a means to make them safer, accessible and more affordable . We also explored the journal distribution and the quality of those publications by conducting a research on the Incites Journal Citation Reports, which measures the journal's impact, influence or prestige The journal that had the largest number of publications in Digital Transformation was the MIS Quarterly Executive, which is a journal with an emphasis on practice-based research, a strong indication that this theme is largely being driven by practitioners. We also observed a significant increase in the number of publications of lower quality in the years of 2016 and 2017. To best of our knowledge, the quality of the research has not declined, since there was simultaneously an increase of high quality publications over the last years. We also reported the main research approaches (methods). The bars from illustrate the dispersion of each approach. Although Fig. 2 does not show all research approaches, we considered those that had more incidences. The literature reviews just counted with four occurrences; however, the prevalence of conceptual and illustrative case studies is a clear indication of the lack of maturity of this phenomenon, consequently, future research should focus more on setting the theoretical foundations of the field, based on existing theories or developing new ones. We have performed a similar search in the ISI database (September 23rd, 2017) with the term "Digitalization", in the topic and with the same

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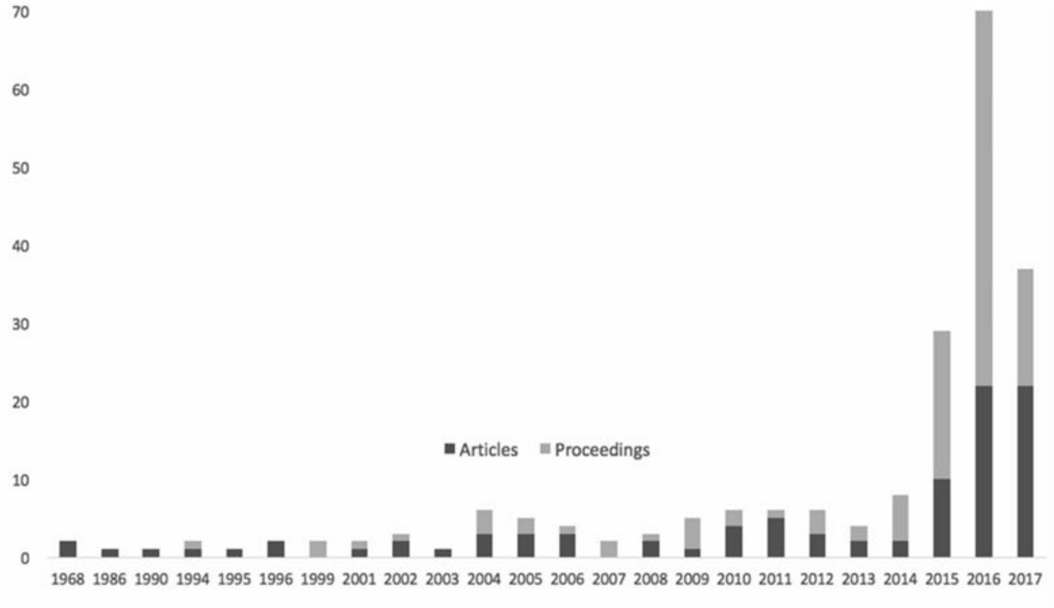


Qualitative Analysis

As Kokkinakos et al. argues that state-of-the-art technologies, like social software, data analytics etc., revolutionize the every-day operations of modern organizations in every possible level and ways, and, thus, it is expected that Digital Transformation lately constitutes one of the prevalent terms around the World Wide Web; because of its importance, many authors attempt to define and discuss the exact notion of Digital Transformation. This argument reaffirms the importance of defining Digital Transformation, as no formal categorization exists in academic literature and its boundaries are often blurred. The challenge of defining Digital Transformation concept can be tackled after the definitions have been reduced to their basic elements. Table 6 illustrates typical definitions taken from the literature.

Digital Transformation has always had a strong connection to the industry, and is currently re-experiencing huge changes, as the industry 4.0 represents the coming fourth industrial revolution. It focuses on the end-to-end digitization of all physical assets and integration into digital ecosystems with value chain partners . Another significant challenge is to integrate “digital” into the DNA of the business models. This is essential for success of any company and it is becoming a critical management issue . As with any IT-enabled change, it is not enough to bring the IT to the organization ; the Digital Transformation success depends on process and operations management changes . To accomplish such management, people must be trained in a change process that takes into account the unique challenges presented by IT. A digital revolution is positively developing the digital and standardized working environments. Some workplaces are being virtualized or remotely controllable, which requires new communications skills and knowledge of virtual worlds . Socially, customers are also acquiring new competences, to be able to engage with digital organizations, in order to subsist in the Digital Era. The digital Era is not only driving innovation in the enterprise sector, it seems to influence developments in the public sector as well . The governmental digitalization is one of the promising themes, with more prospects of being developed in the future. There is also a growing interest in the healthcare sector , as there has been a significant research increasing on the digitalization of the healthcare over the past last years .

Although we acknowledge the existence of maturity models in this field, having been developed primarily by practitioners (e.g. IDC maturity model), the academic community has not yet elected a consensual maturity model for Digital Transformation that can be applied to all sectors of activity. Therefore, we propose an in-depth research on the distinction of associated terms to Digital Transformation, and a maturity model to determine the organizational degree of Digital Transformation.

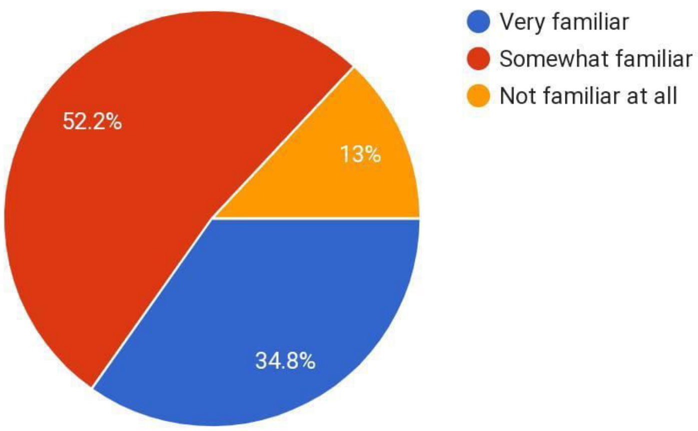
% of 206	Research area	ISI cited keywords	Categories
34%	Information systems	Industry 4.0	IT/IS integration
22%	Business economics	Digital business enterprise architecture	Development of new business models
8%	Education	Educational technology	Training/Education to add new skills
4%	Management science	Management	Process and operations management
1%	Government	Public sector transformation	Ramification to other sectors

RESEARCH METHODOLOGY

This study is based upon a Primary data & Secondary data.

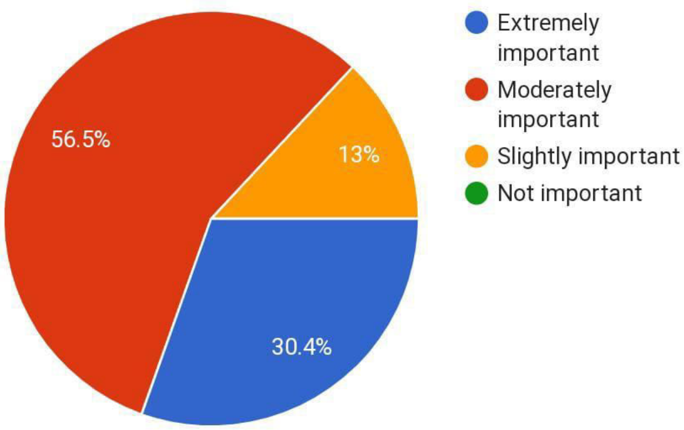
The Primary data is collected by conducting a questionnaire method by using a simple random sampling method, in that total 10 questions were asked to the respondents and the Secondary Data is collected by websites and some research paper.

1) How familiar are you with the concept of digital transformation?



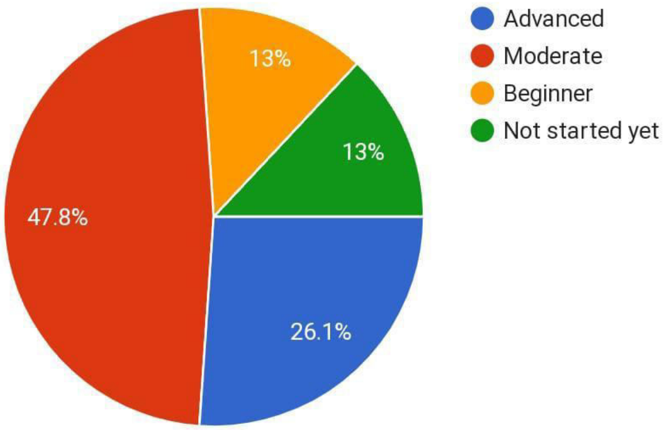
Data Interpretation:-The pie chart shows that 52.2% people are somewhat familiar,34.8% people are very familiar to Digital Transformation and rest of the 13% are not familiar at all.

2) How do you perceive the importance of Digital Transformation in today's society ?



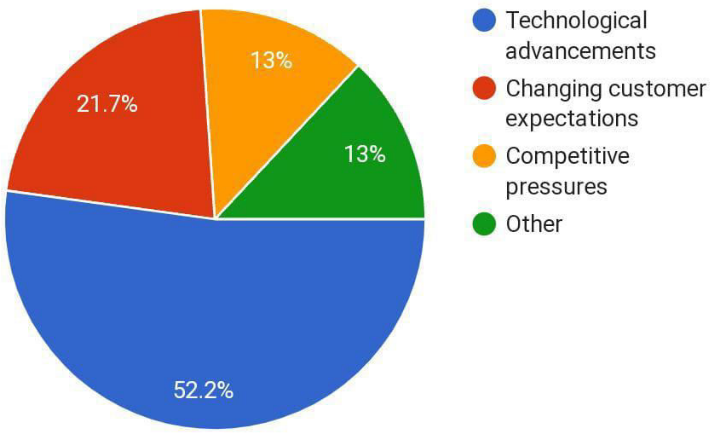
Data Interpretation: - The pie chart shows that the 56.5% people perceive Digital Transformation in today's society as moderately important, 30.4% people perceive Digital Transformation in today's society as Extremely important &13% people perceive Digital Transformation in today's society as Slightly important

3) How would you rate the level of Digital Transformation in your organization?



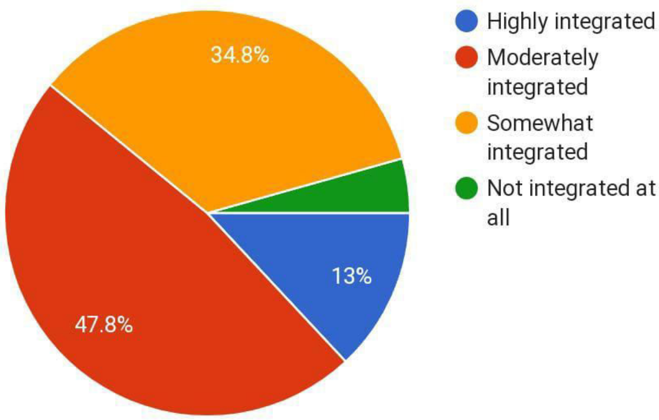
Data Interpretation:-The pie chart shows that 47.8% people rated moderate to the level of Digital Transformation in their organization, 26.1% people rated Advance level of Digital Transformation in their organization, 13% people rated some are Beginner & their organization are Not started yet to the level of Digital Transformation in their organization

4) In your opinion, what are the main drivers of Digital Transformation in organizations?



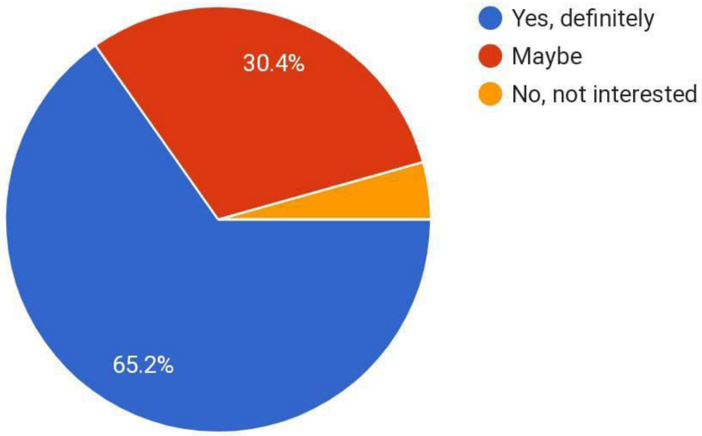
Data Interpretation:- The pie chart show that 52.2% people think technological advancements are the main drives of digital transformation in organizations, 21.7% people think changing customer expectations are the main drives of digital transformation in organizations & 13% people think competitive pressure are the main drives of digital transformation in organization

5) How digitally integrated do you find your current learning environment?



Data Interpretation: - The pie chart shows that 47.8%people find moderate integrated to their current learning environment, 34.8%people find somewhat integrated to their current learning environment & 13% people find highly integrated to their current learning environment

6) Would you be interested in participating in Digital Transformation initiatives within your educational institution?



Data Interpretation:-The above pie chart shows that 65.2% people interested in participating in Digital Transformation. & 30.2% people may be interested in participating in Digital Transformation.

FINDINGS

- In 1st pie chart 52.2% people are somewhat familiar,34.8% people are very familiar to Digital Transformation
- In 2nd pie chart 56.5% people perceive Digital Transformation in today's society as moderately important
- In 3rd pie chart 47.8% people rated moderate to the level of Digital Transformation in their organization
- In 4th pie chart 52.2% people think technological advancements are the main drives of digital transformation in organizations
- In 5th pie chart 47.8%people find moderate integrated to their current learning environment
- In 6th pie chart 65.2% people interested in participating in Digital Transformation

REVIEW OF LITERATURE

Agatha Poon:-The literature on digital transformation provides a comprehensive understanding of this evolving field, emphasizing the integration of technology and human aspects. Several key themes have emerged from the research, including the importance of technology, actors involved in the transformation process, and the adaptation of individuals and organizations to the digital economy. Scholars have highlighted the need for future research opportunities to explore different theoretical foundations and incorporate cross-disciplinary contributions.A systematic review of the literature has been conducted to analyze various aspects of digital transformation. The review encompassed studies published between 2001 and 2019, revealing a significant increase in scholarly attention towards digital transformation. The analysis identified core themes such as technology and actors, leading to a deeper understanding of the complexities within digital transformation. The literature review also emphasized the diversity of topics covered in research papers, showcasing the multidimensional nature of digital transformation as a research discipline.

Furthermore, research has delved into the intersection of digital transformation with other fields such as technological disruption and corporate entrepreneurship. By integrating cross-disciplinary contributions, scholars aim to enhance the understanding of digital transformation from a broader management perspective. This approach not only enriches the existing literature but also uncovers new avenues for future research by identifying gaps and opportunities within the field.

In summary, the literature on digital transformation offers valuable insights into the intricate relationship between technology and human factors in driving organizational change. Through systematic reviews and thematic analyses, researchers have laid a solid foundation for further exploration and innovation in this dynamic area of study.

OBJECTIVES

The objectives of a descriptive study on digital transformation encompass understanding the current state of knowledge in the field and identifying avenues for future research. The literature review aims to provide insights into the evolving landscape of digital transformation, emphasizing the interplay between technology and human actors.

- **State of the Art Analysis**: The primary objective is to analyze the existing literature on digital transformation, focusing on core themes such as technology, actors involved, and organizational adaptation to the digital economy. This analysis aims to provide a comprehensive overview of the current knowledge landscape in digital transformation research.
- **Identification of Future Research Opportunities**: Another key objective is to identify gaps and opportunities for future research in digital transformation. By critically assessing where, how, and by whom research on digital transformation is conducted, the study aims to highlight areas that warrant further exploration and investigation. This includes exploring different theoretical foundations and integrating cross-disciplinary contributions to enrich the understanding of digital transformation.
- **Thematic Analysis**: The study seeks to conduct a thematic analysis of the field by identifying technology and actors as two aggregate dimensions of digital transformation. Through this analysis, the study aims to derive core themes that disentangle the complexities of digital transformation, providing a structured framework for understanding the nuances of this dynamic field.
- **Macro-level Insights**: The research aims to provide macro-level insights into digital transformation by highlighting technology- and actor-centric aspects within the literature. By synthesizing key findings from peer-reviewed studies, the study intends to offer a holistic view of digital transformation, shedding light on both technological advancements and human-driven organizational changes.

In conclusion, a descriptive study on digital transformation aims to contribute to the existing body of knowledge by offering a systematic analysis of key themes, identifying future research directions, and providing valuable insights into the dynamic interplay between technology and actors in driving organizational change in the digital era.

LIMITATIONS

The limitations of a descriptive study on digital transformation include:

- **Scope:** The literature on digital transformation is extensive and diverse, making it challenging to cover all aspects of the field in a single study. A systematic review of the literature can help to address this limitation by providing a comprehensive overview of the current state of knowledge in the field.
- **Theoretical Foundations:** The field of digital transformation is interdisciplinary, and different theoretical foundations can be used to analyze the phenomenon. This can lead to a lack of consensus on the most appropriate theoretical frameworks to use in research on digital transformation. Future research should aim to integrate cross-disciplinary contributions to enrich the understanding of digital transformation.
- **Methodological Approaches:** The methodological approaches used in research on digital transformation can vary widely, making it challenging to compare and contrast different studies. A systematic review of the literature can help to address this limitation by providing a structured framework for analyzing different methodological approaches used in research on digital transformation.
- **Future Research Opportunities:** While the literature on digital transformation provides valuable insights into the current state of knowledge in the field, it also highlights the need for future research opportunities. Identifying gaps and opportunities for future research can be challenging, but a descriptive study on digital transformation can help to address this limitation by proposing avenues for future research.

In conclusion, the limitations of a descriptive study on digital transformation include the extensive and diverse nature of the literature, the need for integrating cross-disciplinary contributions, the variation in methodological approaches, and the need for identifying future research opportunities. A systematic review of the literature can help to address these limitations by providing a comprehensive overview of the current state of knowledge in the field.

SUGGESTION

- **Review:** Begin by conducting a comprehensive literature review to understand the current state of knowledge in the field of digital transformation. Utilize resources such as the systematic review provided in the search results to gain insights into key themes, theoretical foundations, and methodological approaches used in digital transformation research.

- **Research Agenda:** Develop a research agenda that outlines the objectives and scope of your descriptive study on digital transformation. Consider incorporating insights from papers like "Digital Transformation: A Literature Review and Guidelines for Future Research" to guide your study and propose avenues for future research within the field.
- **Framework Development:** Consider developing a conceptual framework that integrates key dimensions of digital transformation, such as technology adoption, organizational change, and strategic responses to digital disruptions. Drawing from existing frameworks and models in the literature can help structure your study and provide a solid foundation for analysis.
- **Methodological Approach:** Define a clear methodological approach for your study, outlining how you will collect, analyze, and interpret data related to digital transformation. Consider utilizing both qualitative and quantitative methods to capture the multifaceted nature of digital transformation processes and outcomes.
- **Thematic Analysis:** Conduct a thematic analysis of the literature to identify core themes and trends within digital transformation research. Explore topics such as the impact of digital technologies on business models, organizational adaptation to the digital economy, and the role of actors in driving digital transformation initiatives.
- **Future Research Direction:** Propose future research directions based on gaps identified in the literature and emerging trends in digital transformation. Consider how your study can contribute to advancing knowledge in the field and addressing critical challenges faced by organizations undergoing digital transformations.

By incorporating these suggestions into your descriptive study on digital transformation, you can enhance the rigor and relevance of your research while contributing valuable insights to this dynamic and evolving field.

CONCLUSION

The descriptive study on digital transformation aims to understand the current state of knowledge in the field and identify future research opportunities. The literature review suggests that digital transformation is concerned with the changes digital technologies can bring about in a company's business model, which result in changed products or services. The study should focus on key themes such as technology, actors, and organizational adaptation to the digital economy.

The literature review also highlights the need for future research opportunities, including the use of different theoretical foundations and the integration of cross-disciplinary contributions. The study should propose avenues for future research based on gaps identified in the literature and emerging trends in digital transformation.

In conclusion, a descriptive study on digital transformation should provide a comprehensive overview of the current state of knowledge in the field, identify key themes, and propose future research opportunities. By incorporating insights from the literature, the study can contribute valuable insights to this dynamic and evolving field.

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B2B COMMERCE

Shradhha Sahu and Bhagyashree Bendal
Student, Chetana H. S College of Commerce and Economics

INTRODUCTION

B-2-B Ecommerce, or business to business ecommerce, is online purchasing of products and services

Between businesses. Traditionally, e commerce is known as a C2B application, however, B2B commerce holds great potential to streamline the B2B sale process with online self service. Big Machines Ecommerce. Engine uses the same rules based configuration to power B2B sales from a company's website or portal. Is the model of e-commerce whereby a company conducts its trading and other commercial activity through the Internet and the customer is another business itself. It is a largest form of ecommerce. In this form the buyers and sellers are both business entities and do not involve an individual consumer. It is commonly known as EDI (Electronic Data Interchange).

Ex:

Manufacturer supplying goods to the retailer wholesaler.

Heinz selling ketchup to mc Donald's

How B2B ecommerce Works:

Business-to-business (or B2B) refers to selling products and services directly between two businesses.

As a business model, B2B differs significantly from B2C, where businesses sell directly to consumers. B2B ecommerce involves transactions between a manufacturer and wholesaler, or a wholesaler and a retailer, through an online sales portal.

B2B ecommerce is one of the fastest-growing sales models.

B2B sellers work with:

1. Wholesalers
2. Large retailers
3. Resellers

Buyers and sellers can now meet in one digital home, placing and managing orders from their mobile phones and creating new opportunities for businesses to connect with distributors and suppliers.

Types of B2B ecommerce:

If you're just starting out in B2B ecommerce, you'll likely fall into one of the following three categories. Each has its pros and cons, and many businesses operate in multiple categories simultaneously.

B2B2C

B2B2C, or business-to-business-to-consumer, sells directly to the consumer without using a middleman. Wholesalers or manufacturers produce goods. Those goods are then sold to B2B entities that sell them directly to the consumer.

In an ecommerce setting, a B2B2C business often includes a digital storefront showcasing its product catalog. The consumer may or may not know the product isn't directly created by the business.

Wholesale

In a wholesale setup, businesses buy goods in bulk from distributors or manufacturers to then offer them for sale to the consumer at retail prices.

If you're a wholesale supplier, buyer-oriented B2B marketplaces are a good way to advertise your products to buyers and retailers with less marketing effort. Buyer-oriented marketplaces exist where there are many buyers and fewer sellers.

Buyers in this case have their own online marketplaces. They invite suppliers and manufacturers to show their products and accept bids from different sellers.

Manufacturer

Manufacturers produce goods in large amounts that are then sold to other suppliers, wholesalers, or manufacturers. For example, a manufacturer might produce specialty shoelaces.

Those shoelaces are then sold to a luxury shoe manufacturer, where they assemble the shoe and add their branding. From there, completed shoes can be sold in bulk to wholesalers.

With the changing times, manufacturers are tasked with meeting digital demand. Wholesalers, suppliers, other B2B entities, and consumers are looking for increased flexibility in how they purchase manufactured items. Businesses are increasingly needing manufacturers to be able to complete online transactions with access to personalized features like pricing, production schedule, or sizing.

Distributor

Distributors take care of packaging, shipping, and marketing, which a manufacturer may not want to do in-house. Manufacturers have the option of partnering with distributors to sell their products.

A manufacturer and distributor partnership can be created online. By arriving at deals through an online platform, the manufacturer and distributor can achieve faster, more streamlined supply chains to meet or surpass customer expectations.

As you can imagine, amassing market share by offering an excellent customer experience is a competitive quest. This makes optimizing cost-effective distribution initiatives a must.

Stages of a b2b business

No one B2B business journey is the same. However, there are a few overarching phases every B2B business goes through as they grow. Here’s a closer look at how a business goes from a startup to a mature and profitable operation.

Startup

Think of the startup phase as the spark phase where all ideas are fair game. At this stage, you’ve gone through the ideation process and have made a firm choice to start your B2B ecommerce business. You’re testing the market by picking an idea, bringing it to life, and getting those first few sales in.

Growth

At the growth stage, a few things are starting to come together for you. Your sales are increasing, they’re more predictable, and new customers discover you daily.

B2B Business Objective

1. Reduce Order Management Costs & Repurpose Staff

Many businesses forget to consider just how many individuals have a hand in manual order placement and management. It’s also easy to forget how much is being spent on manual entries and fulfillment.

However, a good B2B E-Commerce platform can help you reduce these order management costs because it will streamline and automate the process that easily causes higher business expenses. With an automated system, there are fewer people involved at lesser costs.

2. Eliminate Order Errors

Aside from higher costs, you always have to account for potential human error when orders are processed and fulfilled manually, too. Call centers and service reps are so often inundated with orders, payments, and record-keeping that it’s always possible that a mistake will be made along the way.

3. Improve Customer Experience

The higher-ups at your company love improvements in the process because it means a reduction in costs and an increase in your bottom line.

So, by moving your ordering needs online, you’ll be able to create many operational efficiencies across the entire business including reducing delivery times, providing automated order status updates, controlling catalog visibility, and set pricing tiers, giving sales reps ready access, and so much more.

KEY TAKEAWAYS

1. Business-to-business (B2B) is a transaction or business conducted between one business and another, such as a wholesaler and retailer.
2. B2B transactions tend to happen in the supply chain, where one company will purchase raw materials from another to be used in the manufacturing process.
3. B2B transactions are also commonplace for auto industry companies, as well as property management, housekeeping, and industrial cleanup companies.

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4. Meanwhile, business-to-consumer transactions (B2C) are those made between a company and individual consumers.

B2b Payments

As cash and check payments are phasing out, the path forward lies with digital transactions. Technology means that receiving payment from another part of the world is no longer a very slow, very complicated process. Credit cards can be processed from anywhere. Automated clearing house makes international bank transfers quick and secure. There's a clear digital 'paper trail', and any errors or discrepancies are flagged by the system and easily pinpointed and resolved.

As B2B continues to expand globally, businesses need to take advantage of the many solutions on offer to make these transactions run like clockwork. A seamless B2B relationship keeps supply chains running, keeps cash flow moving, and eliminates hiccups that can really damage a small to medium business. Continuing to be flexible in thinking and evolving operations will drive growth.

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B2b Transactions

A B2B transaction has some key differences when compared with B2C (business to consumer). In a B2B business model, there is room for negotiation between the parties. As they both benefit from the transaction, it's in the best interests of both to make the business relationship easy and financially appealing.

These days, regardless of what a business sells, many B2B transactions happen in an online setting. Whereas previously parts may have been purchased from a company across town, it's far more likely that these components are now coming from suppliers all over the world. Globalization has entirely changed what the supply chain looks like, and how it functions.

Business to Business Transaction Example

What is B2B? The simplest definition is a transaction between businesses, as compared with a B2C business (business to consumer).

B2B transactions are common in a supply chain, where companies purchase the raw materials and infrastructure required for the manufacturing process from a variety of suppliers and providers all over the world. These could be tires or batteries in the case of the automotive industry, computer chips in the case of consumer technology, or even services like cleaning in the case of a large property manager. The key here is the businesses are dealing with each other, not with an individual consumer.

CONCLUSION

B2B Commerce has become an invaluable tool for manufacturers and distributors looking to increase the efficiency and profitability of their supply chain operations. By providing customers with a convenient online marketplace for products and services, B2B Commerce has revolutionized how manufacturers and distributors conduct business. As a result, they can better understand customer needs, reduce costs, and optimize the efficiency of their operations. You'll have to include essential b2b Commerce platform features to make your business successful in the digital world.

Additionally, with B2B Commerce, manufacturers and distributors can expand their customer base and increase their profits. With a comprehensive understanding of the benefits of B2B Commerce, they can take advantage of this innovative technology and improve their operations.

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COMPRATIVE ANALYSIS OF SYSTEMATIC INVESTMENT PLAN (SIP) VS FIXED DEPOSIT (FD)

Dnyanesh Prakash Satpute and Shravan Ramchandra More
Student, Chetana's Self- Financing Courses TYBAF, Mumbai
Hazarimal Somani College of Commerce & Economics Bandra (E), Mumbai 400051

ABSTRACT
The study compares Systematic Investment Plans (SIP) and Fixed Deposits (FD), two popular investment options, focusing on returns, risk, liquidity, flexibility, tax implications, and ease of investment. SIPs offer higher returns over the long term due to compounding and market fluctuations, but are subject to market risks. FDs provide a fixed rate of return, capital preservation, stability, and guaranteed returns, making them suitable for conservative investors or those with short-term investment horizons. SIPs offer greater liquidity, as investors can redeem units at any time, while FDs have limited liquidity due to fixed maturity periods. SIPs attract capital gains tax, while FD interest earned is taxable. The choice between SIP and FD depends on investors' risk appetite, investment goals, and time horizon. SIPs offer growth potential and flexibility, while FDs offer stability and guaranteed returns.

INTRODUCTION
Systematic Investment Plans (SIPs) and Fixed Deposits (FDs) are two popular investment options in personal finance. SIPs involve investing a predetermined amount in mutual funds at fixed intervals, such as monthly or quarterly, to minimize risk and capitalize on the power of compounding. They offer rupee-cost averaging, which allows investors to buy more units when prices are low and fewer units when prices are high, potentially mitigating market volatility impact on investment returns.

On the other hand, Fixed Deposits (FDs) are a more traditional and conservative form of investment offered by banks and financial institutions. They involve depositing a lump sum amount with a bank for a predetermined period at a fixed interest rate, providing a guaranteed return on investment. FDs offer fixed maturity periods ranging from a few months to several years, allowing investors to lock in their funds for specific durations based on their financial goals and liquidity needs.

SIPs are suitable for individuals with a long-term investment horizon and a tolerance for market volatility, offering higher returns over time compared to traditional fixedincome instruments like FDs. They also offer flexibility in terms of investment amount and frequency, allowing investors to start with small amounts and gradually increase contributions as their financial situation improves.

FDs, on the other hand, appeal to risk-averse investors seeking stable returns and capital protection. They provide a predictable stream of income, making them attractive for retirees, conservative investors, and those with short-term financial goals. However, they typically offer lower returns, especially during periods of lowinterest rates or high inflation.

Advantages of Systematic Investment Plan:

Disciplined Investing: SIPs promote disciplinedinvesting by promoting regular contributions to mutual funds at fixed intervals, helping investors develop a savings habit and commit to long-term goals. Automating the investment process reduces impulsive decisions, promoting consistent wealth accumulation.

Rupee-Cost Averaging: SIPs leverage rupee-cost averaging, allowing investors to buy more units when prices are low and fewer when prices are high. This helps mitigate market volatility impact on investment returns by acquiring assets at varying price points over time, potentially achieving better long-term returns compared to lumpsum investments.

Flexibility and Affordability: SIPs provide flexibility in investment amount and frequency, making them accessible to investors with varying financial capabilities. Starting with small amounts, investors can start their journey without a large initial capital outlay. SIPs also allow investors to adjust their investment amounts or pause contributions based on changing financial circumstances or objectives.

Advantages of Fixed Deposit:

Stability and Predictability: Fixed Deposits (FDs) provide investors with a stable, predictable income source through fixed interest rates, making them appealing to conservative investors and those seeking to protect their principal amount against market volatility.

Capital Preservation: FDs offer capital preservation by ensuring consistent returns and a fixed rate of return, making them an attractive option for individuals seeking to minimize risk and preserve their wealth.

Flexible Tenure Options: FDs offer investors flexibility in choosing their deposit tenure, allowing them to align their investment horizon with their financial goals and liquidity needs, ranging from short-term income to long-term wealth accumulation.

OBJECTIVES:

1. To study the risk tolerance level of youth in Systematic Investment Planning (SIP) and Fixed Deposit (FD).
2. To study the preference and perspective of youth towards investment with respect to Systematic Investment Planning (SIP) and Fixed Deposit (FD).
3. To study and analyze the time horizon preference of the youth concerning Systematic Investment Planning (SIP) and Fixed Deposit (FD) investment.

REVIEW OF LITERATURE:

1. **Zeebiz Websteam (2018)**, his paper titled "How youngsters should allocate their investment corpus" A good asset allocation strategy is crucial for young investors, as it ensures a well-diversified and aggressive portfolio that meets financial goals without undue risk. This strategy balances risk and reward by linking it to financial goals and risk appetite. A smart asset allocation helps reduce the risk associated with investing in one or two products, thereby reducing the exposure to potential risks.
2. **Mansi Mishra, S M Athar Shabaz (2023)** in their paper titled "Study on the Behavior of youth on Investment" Research on youth investment behavior in India is limited, but some studies provide insight. A 2017 Reserve Bank of India study revealed low financial literacy and lack of access to financial education among young people. They tend to invest in physical assets like gold and property, rather than financial ones, and lack of tailored financial products and services are major barriers to youth investment.
3. **Singh G, Kainth and Kaur M (2008)** in their titled "A Study on Investors' Preference for Investments in Equity Mutual Fund through Systematic Investment Plan (SIP) during various Equity Market Conditions" Mutual fund investments are becoming increasingly popular worldwide due to their guarantee of principal amount, money appreciation, and good dividend interest. These funds allow people to invest in larger corporate houses by investing in government funds, small company funds, and large companies. In return, they provide interest, dividends, regular money enhancements, and capital gains

RESEARCH METHODOLOGY:

This study is based upon a Primary data & Secondary data.

The Primary data is collected by conducting a questionnaire method by using a simple random sampling method, in that total 20 questions were asked to the respondents and the Secondary Data is collected by websites and some research paper.

Primary Data

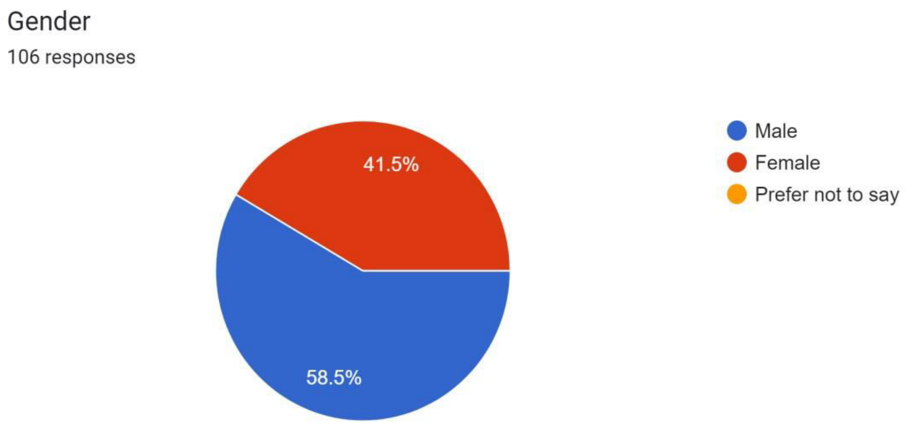
Questionnaire

Secondary Data

Website

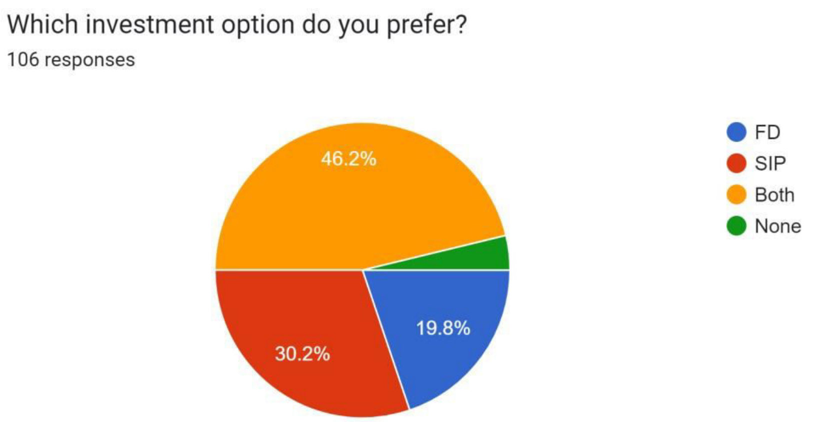
Data analysis and Interpretation

Sample size: 106



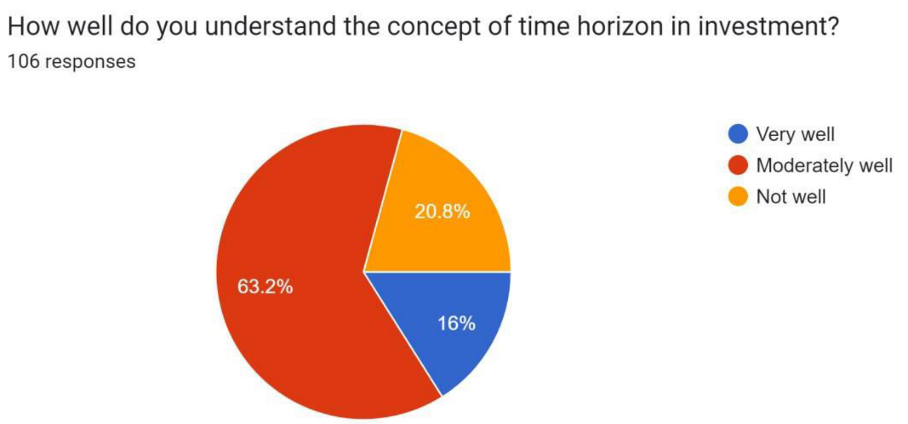
Interpretation

The above chart indicates that out of 106 respondents 62 respondents are male and 44 respondents are female.



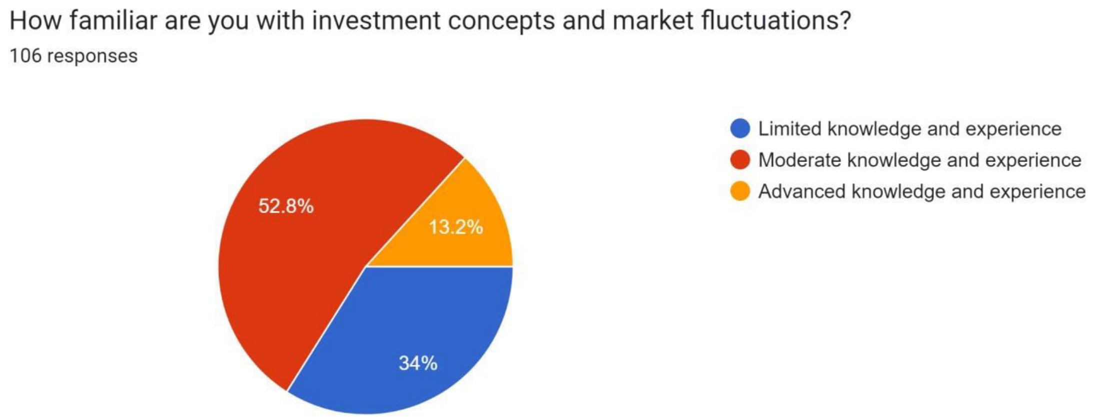
Interpretation

The above chart indicates that out of 106 respondents 21 respondents are invested in fixed deposit, 32 respondents are invested in systematic investment planning, 49 respondents are invested in both and 6 respondents are investing in none of this.



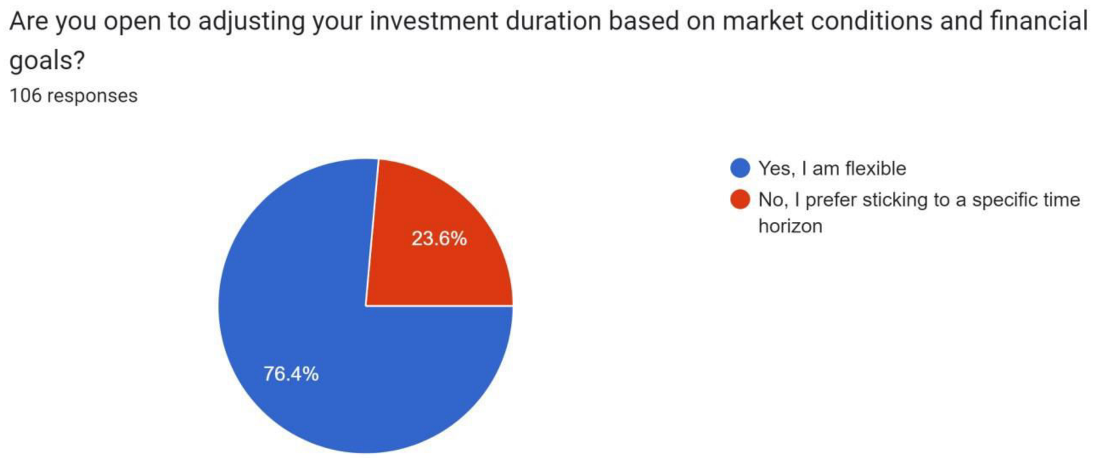
Interpretation

The above chart indicates that out of 106 respondents 17 respondents have understand the concept of time horizon in investment is very well, 67 respondents have understood the concept of time horizon in investment is moderate well and 22 respondents have understood the concept of time horizon in investment is not well.



Interpretation

The above chart indicates that out of 106 respondents 36 respondents have limited knowledge and experience, 56 respondents have moderate knowledge and experience and 14 respondents have advance knowledge and experience in investment concepts and market fluctuation.



Interpretation

The above chart indicates that out of 106 respondents 81respondents are flexible and 25 respondents are not prefer sticking to a specific time horizon.

FINDINGS:

From the above study we have found out that male investors have more investments than female investors which shows there is more awareness between male investors than female investors.

From the above pie chart, we understand that 21 people are investing in fixed deposit, 32 people are investing in systematic investment plan (SIP) and 49 people are investing in both of them.

From the above information we understand that 17 people have very well knowledge in time horizon and investment, 67 people have moderate well knowledge in time horizon and investment.

From the above investment concept, we understand that 34% people have limited knowledge and 52.8% have moderate knowledge and 13.2% people have advance knowledge in market fluctuations.

From the above information we understand that 76.4% people who are invested are flexible for changing the time horizon of investment as per market conditions.

SUGGESTIONS:

SIPs and FDs are mutual fund investments with varying levels of risk and return. SIPs offer higher returns over time due to exposure to equity markets, while FDs provide fixed returns with minimal risk. SIPs are better suited for long-term goals like retirement or education planning, while FDs are suitable for short to medium-term goals. SIPs offer better liquidity and may have exit loads. FD interest is taxable according to the investor's tax slab.

CONCLUSION

This research study explores the differences between Fixed Deposits (FDs) and Systematic Investment Plans (SIPs) for investors. FDs offer stability and guaranteed returns for short-term goals, while SIPs are designed for long-term wealth creation and inflation-beating growth. FDs may not outpace inflation, while SIPs offer higher returns through systematic investing. Diversification is crucial in investment strategy, and combining FDs and SIPs can balance risk and returns. Understanding personal financial objectives is essential in deciding between FDs and SIPs.

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A STUDY ON WOMEN'S LEADERSHIP POSITIONS IN THE FINANCE SECTOR

Shreyanshi Mishra and Laxmi Prajapati
Student, Chetana's H. S College of Commerce & Economics

ABSTRACT

The purpose of this study is to present the role of women in Indian Finance Sectors. We will explore the barriers and challenges faced by women in attaining these positions, as well as identify strategies to promote gender diversity and inclusivity. By shedding light on the current state of women's leadership in finance, this research seeks to contribute to the ongoing efforts towards achieving gender equality in the industry. Women in leadership roles in the finance sector have been making significant strides in recent years. Despite the traditionally male-dominated industry, more women are breaking barriers and taking on key positions in finance companies, banks, and investment firms. This increased representation not only promotes gender equality but also brings diverse perspectives and skills to the table.

However, challenges such as gender bias and limited access to networking opportunities still exist. Overall, the presence of women in finance leadership roles is crucial for fostering innovation and driving positive change in the industry.

INTRODUCTION

When we think of the finance industry, we often picture a male-dominated environment packed with sharp suits, airtight deals, and cutthroat competition. It is a stereotype that, unfortunately, has some basis. Women have long faced significant challenges when it comes to breaking into and advancing within the finance industry. But things are changing. Women are breaking through the glass ceiling and shattering stereotypes, proving that they are as capable as their male counterparts. Nonetheless, there are still biases and systemic barriers that can make it difficult for women to thrive in the world of finance. One of the biggest hurdles is the prevalence of gender biases. From assumptions that women are not as good at math or sales to outright discrimination, these biases can make it difficult for women to be taken seriously and be considered for roles let alone promotions and leadership roles. Additionally, the lack of representation in leadership positions can create a self-fulfilling prophecy, where women do not see other women in positions of power and therefore do not aspire to those roles themselves. Another challenge for women in finance is the aggressive and competitive culture that is often associated with the industry. While these traits can be beneficial in certain aspects, they can also be intimidating for women who do not naturally fit into this mold. This can lead to women feeling like they have to 'act like men' to succeed.

Role of Women in Finance Sector

1. **Leadership:** Women hold various leadership positions in the finance sector, including CEOs, CFOs, and other executive roles, where they contribute to strategic decision-making and organizational management.
2. **Investment Management:** Women work as investment managers, portfolio analysts, and financial advisors, helping clients manage their investments and achieve their financial goals.
3. **Banking and Financial Services:** Women work in banking, retail banking, corporate banking, and other financial services, providing services such as lending, wealth management, and risk assessment.
4. **Risk Management and Compliance:** Women play vital roles in assessing and mitigating financial risks, ensuring regulatory compliance, and maintaining the integrity of financial institutions.
5. **Corporate Finance:** Women are involved in corporate finance functions such as financial planning and analysis, mergers and acquisitions, and capital raising activities, contributing to corporate strategy and growth.
6. **Financial Education and Advocacy:** Women engage in financial education and advocacy initiatives, empowering individuals and communities to make informed financial decisions and advocating for financial inclusion and equity.
7. **Entrepreneurship and Startups:** Women entrepreneurs and innovators launch fintech startups, disrupt traditional financial services, and drive innovation in areas such as payment systems, lending platforms, and blockchain technology.
8. **Corporate Governance:** Women serve on corporate boards and governance committees, contributing their expertise and perspective to ensure effective oversight and accountability in the finance sector.

Famous Successful Women in Finance Sectors

1. **Chanda Kochhar -** Former Managing Director and CEO of ICICI Bank, one of India's largest private sector banks.
2. **Arundhati Bhattacharya -** Former Chairperson of the State Bank of India (SBI), India's largest bank.
3. **Naina Lal Kidwai -** Former Country Head and Group General Manager of HSBC India, and the first woman to graduate from the Harvard Business School's Advanced Management Program.
4. **Zia Mody -** Co-founder and Senior Partner of AZB & Partners, one of India's leading law firms specializing in corporate law and mergers and acquisitions.
5. **Renuka Ramnath -** Founder, MD, and CEO of Multiples Alternate Asset Management, a private equity firm.
6. **Falguni Nayar -** Founder and CEO of Nykaa, an e-commerce platform specializing in beauty and wellness products.
7. **Ashu Suyash -** Former Managing Director and CEO of CRISIL, a global analytics company providing ratings, research, and risk and policy advisory services.
8. **Shikha Sharma -** Former Managing Director and CEO of Axis Bank, one of India's largest private sector banks.
9. **Kalpana Morparia -** CEO of South and Southeast Asia at JPMorgan Chase & Co., responsible for the bank's operations and expansion in the region.
10. **Renu Karnad -** Managing Director of HDFC Ltd, one of India's largest housing finance companies.

These women have broken barriers and achieved significant success in India's finance sector, contributing to the growth and development of the industry in the country.

OBJECTIVE

1. To assess the current representation of women in senior leadership roles within the finance sector globally.
2. To investigate the factors influencing the underrepresentation of women in top leadership positions in finance, including organizational culture, structural barriers, and societal norms.
3. To examine the impact of gender diversity in leadership on organizational performance and financial outcomes within the finance sector.

REVIEW OF LITERATURE

1. **Sood and Anand (2010)** studied the level of professional commitment of teacher educators serving in secondary teacher training institutions of Himachal Pradesh. The data were gathered through a scale for Professional Commitment of Teacher Educators from 135 teacher educators of 25 B.Ed. colleges of Himachal Pradesh. Results showed that the level of professional commitment of B.Ed. teacher educators in Himachal Pradesh are moderate. Significant differences were found in the professional commitment of B. Ed. teacher educators concerning gender, marital status, and teaching experience. However, NET-qualified and non-NET-qualified teacher educators were found to have similar levels of commitment towards their profession. The paper discusses certain suggestions for enhancing the professional commitment level of B. Ed. teacher educators.
2. **Meenu Goyal and Jai Prakash (2011)** give reasons why women become entrepreneurs are due to the scope of innovative thinking, family support, and needs. According to the authors need for additional income and freedom to become financially independent makes them join SHGs, but the problems are too many as women have to face stiff competition from men who then lack self-confidence and willpower, which makes them feel helpless. An awareness program, training, and development should be arranged by the govt. agencies.
3. **Paramashivaiah R and Ramya. S.K. (2013),** mentions that women's empowerment and financial self–efficiency are achieved through entrepreneurial activities. Many NGOs have been training women in this direction. Plenty of women have been successful in the field of business and achieved fame globally. Generally, women in urban areas have been engaging in trade and business activities, at least, on a small scale. As the concept of urbanization of rural is the order of the day, the government focuses on the

development of infrastructure at the gross route level, and also, encouraging rural women to set up businesses or self–employment activities, women in rural areas are gradually coming forward to start-up enterprises through which enhancing their level of socio-economic status, because of its success in many cases, rural entrepreneurship has been gaining popularity. Although women entrepreneurs are being inspired by success stories, there are instances of obstacles to it. Hence, studying the triggers and barriers to rural women's entrepreneurship is a concern.

4. **Sajini. V. K (2011),** mentions how over the past decade, the microfinance sector has been growing in India at a fairly steady pace. Microfinance is one of the practical development strategies and approaches that has been discovered and implemented for sustainable development and has been used as a means to foster inclusive growth in the Indian economy. Micro enterprises selfdevelopment activities and household enterprises, now considered as essential factors for achieving social and economic development. Microfinance programmes are intended to reach poor segments of society as they lack access to financial services. Increasingly microfinance population and those in the informal sector. Self-help Group-Bank linkage programme and NGOs/MFIs are playing a very important role in the process of financial inclusion and women empowerment. Microfinance is necessary to create confidence for economic self-reliance of the rural poor, particularly among rural women who are mostly invisible in the social structure. Against this background, this paper makes a case for microfinance as an effective strategy for financial inclusion and women empowerment in India.

5. **Shripathi Kalluraya P and Preethi K A, (2012),** mention about the inclusive growth that encompasses ideas related to basic needs and equality thereby taking all with growth. It focuses on broad-based growth, results of which reach all strata of society. It seeks to be bridge the various divides that may fragment the society. Reduction in poverty and disparities of income and ensuring everyone on a basic minimum standard of living are the objectives of inclusive growth. In this context, access to finance by the poor and vulnerable groups has to be recognized as a prerequisite for poverty reduction and social cohesion. The question before is how to extent the scope of activities of the organized financial system. In view of this, the 20 paper attempts to provide discussion on the financial inclusion programmes in India basically with reference to financial to poor and women empowerment. The objectives of the study is to analyses national agenda for reforms in the financial sector with key issues on financial inclusion and to evaluate the financial inclusion programmes in India in terms of financing poor, financing women empowerment activities.

RESEARCH METHODOLOGY

The whole study is based on the secondary data. The first possible solution would be to reform childcare, as the examples from other countries have shown. Companies above a certain size or annual turnover should also be obliged to offer a women's advancement programme. There are certainly enough women, who would be ideally suited for the financial sector in terms of their skills, but who do not pursue their career path confidently enough – in the mentoring programme, such things could be explored and women could be encouraged and promoted. Overall, companies should be more open to alternative leadership models. Women with part-time jobs should not be disadvantaged when it comes to top positions. For example, there could be shared leadership positions: Two women each in part-time positions who share the post. For periods of leave or illness, such a model is better suited than the classical one anyway. Looking at the total number of employees in finance, the gender ratio is relatively evenly split: Women account for 48% of employees. However, it is noticeable that the proportion of women decreases the higher the position. In 2023, do we still have to assume that the financial sector the first step is to become aware of the lack of diversity in companies in German finance and to recognise it as a problem. Only in the next step concrete measures can be decided to increase gender equality.

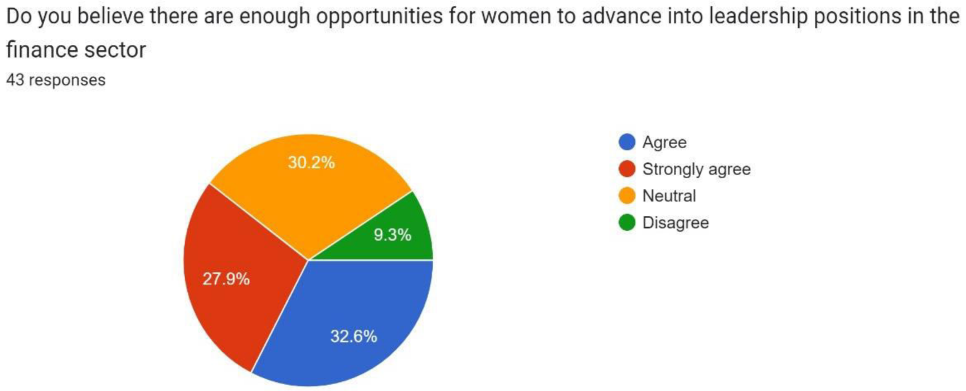
SCOPE OF STUDY

The study is about women facing barrier and gender discrimination women in the finance industry are less likely than men to aspire to top leadership positions, with a 20% lower like Childhood of aiming for a C-suite role. The survey also revealed that women in finance receive less support from their managers in career advancement compared to men, and are more likely to face micro aggressions, such as being interrupted or talked over during meetings, compared to women in other industries. These findings highlight the existing gender disparity in the finance industry and the need for greater support and representation of women in leadership roles. Another thing that’s really important is that women leaders have a unique perspective when it comes to understanding the needs of female customers. And if we’re being honest, women make up a big chunk of the finance industry’s customer base. By having women leaders at the helm and promoting diversity, we can create an industry that’s more innovative, inclusive, and successful for everyone involved.

DATA ANALYSIS AND INTERPRETATION

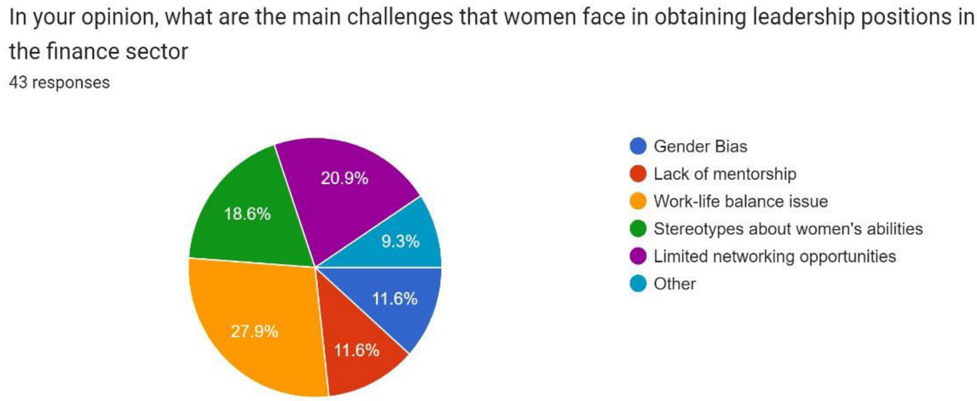
Sample Size: 40

Question Title 1:



This pie chart Shows that most women agree (32.6%) that there are enough opportunities for women to advance into leadership position in the finance sector. Some women have neutral opinion (30.2%), Strongly agree (27.9%), and 9.3% women disagree to this according to them there are not enough opportunities.

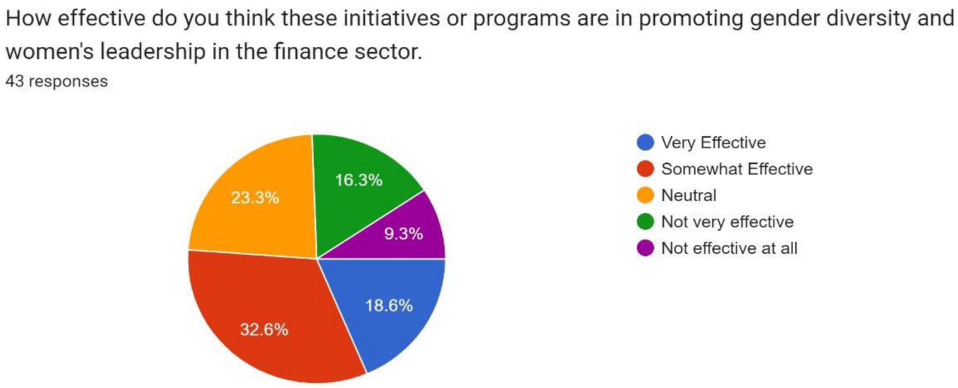
Question Title 2:



This Chart shows women's opinion upon the challenges they face during obtaining leadership position in finance sectors. 11.6% women have faced gender biasness,

11.6% have faced lack of mentorship, 27.9% have faced work life balance issues, 18.6% have faced stereotypes about women's abilities, 20.9% have seen Limited networking opportunities. 9.3% women still faced other challenges not mentioned above.

Question Title 3:



This Pie chart shows women's on how effective do they think these initiatives are in promoting gender diversity and women's leadership in the finance sector. The answers are found to be 18.6% responses very effective, 32.6% somewhat effective, 23.3% neutral, 16.3% not very effective and other 9.3% not at all.

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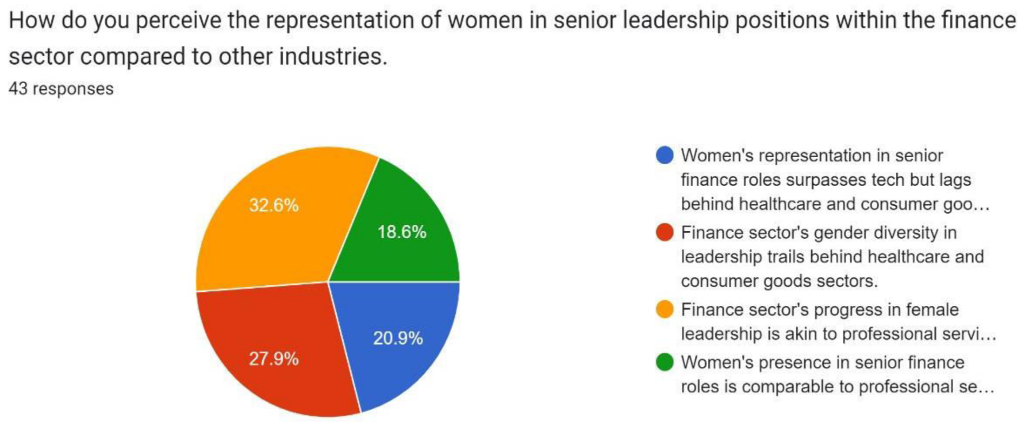
Question Title 4:



This is above presentation.

CONCLUSION

The progress toward gender diversity in workplaces across India is encouraging, but there is still much work to be done when it comes to adequate representation in leadership roles. Addressing the challenges that women face in achieving leadership positions, promoting gender diversity and inclusion, and adopting policies and practices that support gender diversity can create a more inclusive and equitable workplace for all. Only when women CFOs are given the opportunity to excel in their roles can they truly demonstrate their capabilities and move the industry forward.

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THE FUTURE OF WORK-LIFE BALANCE IN THE DIGITAL AGE: EXPLORING FLEXIBLE WORK ARRANGEMENTS AND DISCONNECTING STRATEGIES

Srushti Subhash Patil and Itisha Mahesh Shirke
Students, BMS Chetana's Self – Financing Courses Mumbai, Maharashtra

ABSTRACT

In today's digital world, technology has transformed from the way we work, enabling greater flexibility and connectivity. The blurring lines between work and personal life this can lead to challenges in maintaining a healthy work-life balance. In this, we will explore effective strategies to achieve work-life harmony in today's digital landscape.

This age has transformed the landscape of work, introducing unprecedented flexibility and connectivity. This research paper delves into the multifaceted dimensions of work-life balance in this dynamic environment, with a focus on the exploration of flexible work arrangements and strategies for disconnecting. The study examines the impact of increased remote work and hybrid models on employee well-being, productivity, and satisfaction. It also investigates the role of technology in work-life integration, emphasizing the need for clear boundaries to prevent burnout.

Furthermore, the paper explores evolving attitudes towards work, emphasizing a shift from traditional time-based metrics to outcome-oriented performance evaluation. It investigates the role of organizational culture in fostering a supportive environment for work-life balance, with a special emphasis on mental health initiatives and policies. Disconnecting strategies, such as defined work hours and digital detox policies, are examined for their efficacy in promoting a healthy separation between professional and personal life.

Keywords: work-life balance, digital age, flexible work

INTRODUCTION

In today's digital work life, the employees find it more challenging of finding the right balance in their work life. The employee ability to deal with successful combining of work, family responsibilities and personal life are both crucial for employees. Work–life balance means an even distribution of time between work and private life, but rather flexibility in being able to work in the professional field, while maintaining the time and energy to spend on personal life.

Digitalization has always redefined the way we work. This gives us more freedom to shape our work life and the result that lines between work and private life have been blurring with time. Thanks to digitalization with the help of that we are more flexible to work when, where, and how we want to. As we all know work was always done at the office and this used to keep it way from our personal life. The present lockdown of COVID19 has only accelerated all of us towards working from home while encroaching our lives at home. Technology and digitisation this movement is going to be more certain and normal. Striking a healthy work-life balance is more important as well as more challenging.

Business Leaders also face this challenge on an organisational and also at a personal level. According to our professional lives, we have found out that our approach towards work have changed over time. We have adjusted to the new times in the digital age so we have to accept some realities and try balancing our work with our personal/ private space.

Work life balance have reinvented and find new ways of integrating in all areas of life in a meaningful and productive way. There are a few things that we have to keep in mind to create a better work life balance in digital age.

Work-Life Balance Today with Integration

Nowadays life is much less compartmentalized. Work has become as more important as a part of our life. Equal importance, mutual respect and trust on teams to put flexible work policies into practice but the change is never easy. At organizational level we need to be careful to manage and communicate well. We consciously plan working from home is something we need in today's world; it still does not feel completely right when we attend to a doctor's appointment during lunch breaks.

Work and Life in the Digital Age

The working world has reinvented by helping us by digitalization and technological advancements. The work in future will surely be more flexible. It has become easier with such as new forms of unpaid leave, part time employment and even sabbaticals. This work transition has also strategies to organise work life more

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effectively. It has become more difficult for all organizations to find ways to work smartly and flexibly and yet to be more effective in ongoing journey. As today's business leader's, we need to take an initiative and establish a culture that empowers and encourages employees to balance work as well as their private life.

WHAT IS FLEXIBLE WORK ARRANGEMENT?

Flexible work arrangements have become increasingly popular in today's digital world, these are giving numerous benefits for both employers and employees.

TYPES OF FLEXIBLE WORK ARRANGEMENTS

1. Hybrid Work

Organizations that embrace the hybrid work concept will generally provide a variety of work arrangements for their employees within a company, with a goal of creating a happier, harder-working workforce through greater autonomy and better well-being.

2. Condensed Workweeks

A condensed workweek, also known as a compressed workweek, is an arrangement where the standard full-time working hours are still worked, but they are condensed into fewer working hours. This arrangement is preferred most by the employees because it allows for an extended three-day weekend rather than simply having two days off.

3. Shift Work

Shift work means an arrangement where the working day is divided into different shifts, which are then allocated to employees that means different groups of workers will be carrying out their duties at different times of the day. This arrangement means employers who operate 24-hours a day, seven days a week.

DISCONNECTING STRATEGY FOR WORK LIFE BALANCE IN DIGITAL AGE

1. Establish a Dedicated Workspace:

If possible, create a separate and well-defined workspace for your work activities.

2. Use Technology Wisely:

Leverage technology to your advantage by using features like "Do Not Disturb" modes, scheduling work-related notifications, and silencing non-essential apps during personal time.

3. Create Rituals:

Develop rituals to signal the transition from work to personal life.

4. Prioritize Self-Care:

Allocate time for self-care activities, such as exercise, hobbies, and relaxation, and treat them with the same level of commitment as your work-related tasks.

5. Set Communication Boundaries:

Establish rules for work-related communication outside of working hours. Let your colleagues know when you'll be available for non-urgent matters.

6. Limit Overtime:

Overworking can lead to burnout and negatively impact your personal life.

7. Plan Your Personal Time:

Schedule personal activities, outings, and downtime as you would work meetings or tasks.

8. Delegate and Collaborate:

Don't hesitate to delegate tasks or collaborate with colleagues when the workload becomes overwhelming. This reduces the need for excessive overtime.

9. Take Regular Breaks:

Throughout the workday, take short breaks to recharge.

OBJECTIVE

- Explore the impact of flexible work arrangements on work-life balance.
- Understand how these approaches can help individuals effectively manage personal and professional lives.
- Examine the effectiveness of different disconnecting strategies in promoting employee well-being.
- Understand how these approaches can help individuals effectively manage personal and professional lives.

REVIEW OF LITREATURE

Here's some literature review on Work-life balance are been available with a broader prospective are studied and available, nowadays there has been an increased interest in work family interface in the human resource management literature, is regarding the sources and outcomes of conflict in two spheres.

There are number of studies and article's addressed this issue from different perspectives. Greenhaus (1989) and Beutell (1985). they examined the most important conflict between family and work, Goodstein (1994) and Ingram and Simons (1995) the researcher presented an institutional perspective on organization working for family issues.

Hyman and Summers (2004)both of them together classified seven major problems associated with current practices over Work-life balance the got to know about the unevenness at work place, employee voice over are restricted , the introduction and implementation of policies, policies are made for the better business not for the employees, there are no reductions in working hours of employees.

Researcher Vloeberghs (2002) he revealed that there is a need for a practical Instrument to measure the present situation of work- life balance. As revealed by the researchers Eikhof et. Al. (2007), the current work life policies have become very narrow -minded in terms of addressing the needs and aspirations of employees but there is need for its realization as reflected in Emerald article, Human Resource Management International Digest, Vol.12 Iss: 7 (2004) it has emphasized to employees realisation for its responsiveness and inventive. They companies and industries are trying to get to the real cause and find out how to make healthy work life for there employees .

RESEARCH METHODOLOGY

This study is based upon Primary Data and Secondary Data. Primary data is collected by conducting a questionnaire by using a simple random sampling method, which includes a total of 8 questions. Secondary data is collected from websites and some sample research paper.

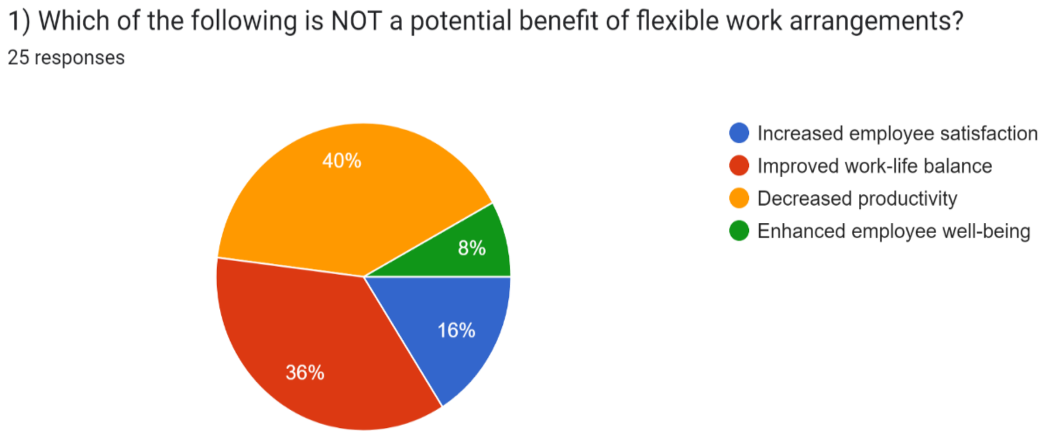
Primary Data:

- Questionnaire

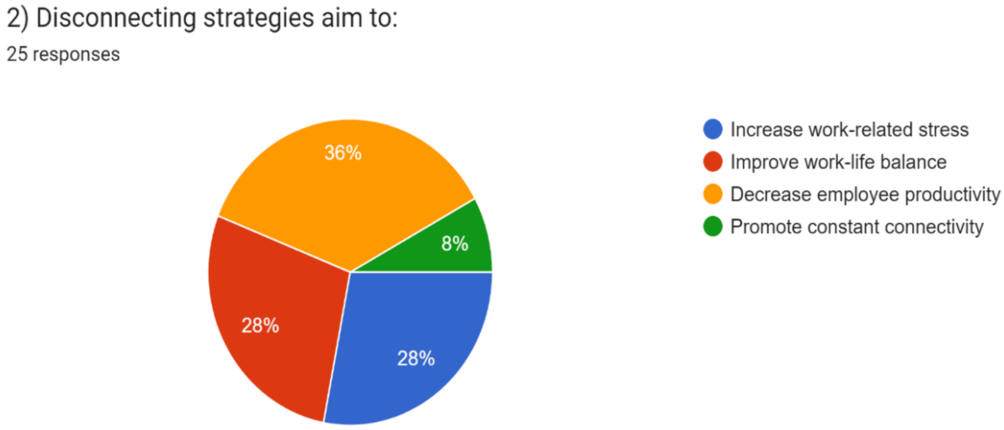
Secondary Data:

- Websites

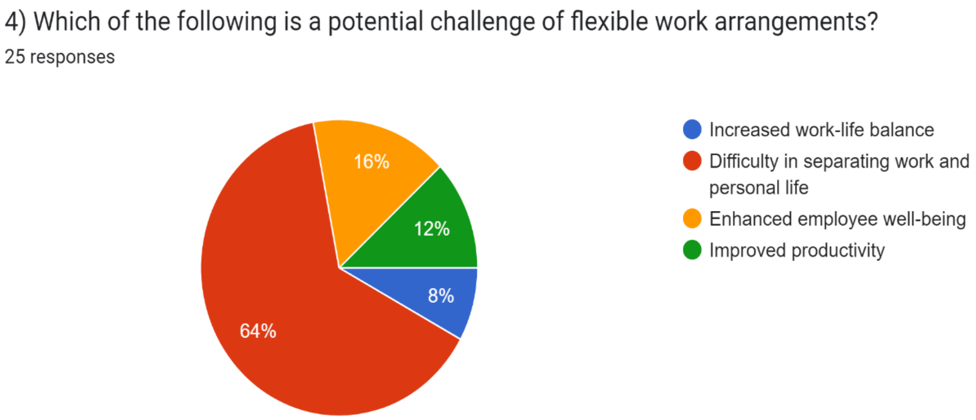
DATA ANALYSIS AND INTERPRETATION



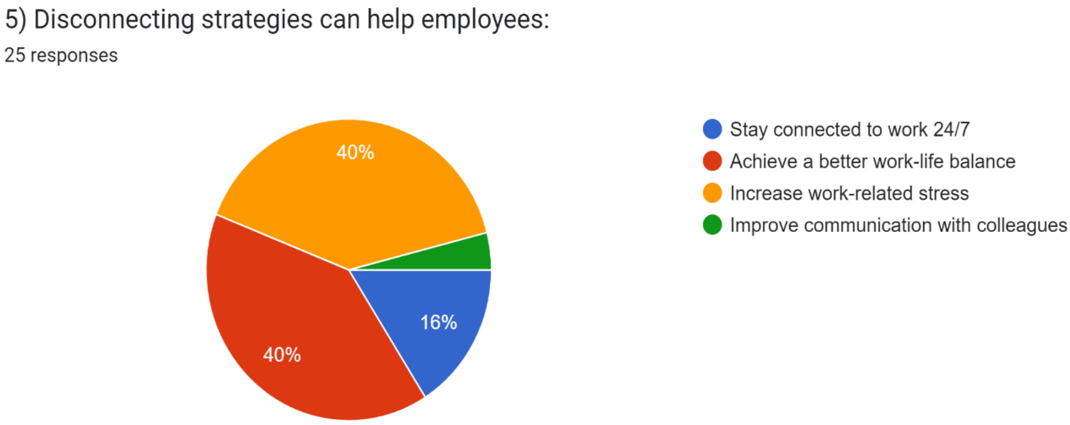
Data Interpretation: The pie chart shows which of these is noy a potential benefit of flexible work arrangement. 40% of people think it's because of the decrease in productivity whereas,36% people think that it's because of improved work-life balance followed by 16% of people who think it's because of increase in employee satisfaction. This shows that there are not many potential benefits in work arrangements.



Data Interpretation: The pie chart shows disconnecting strategies aim. 36% of people aims to decrease employee productivity, whereas,28%of people aim in improvement in work-life balance followed by other 28% of people with the increase in work related stress. This shows that people aim for disconnecting strategies in work life balance.



Data Interpretation: The pie chart shows potential challenge in flexible work arrangements.56% of people think its is caused by difficulty in separating work and personal life, whereas,16% think it is caused by enhanced employee well-being. This shows that people has potential challenges in flexible work arrangements.



Data Interpretation: The pie chart shows disconnecting strategies that can help employees.40% people think that achieving a better work-life balance can help employees, whereas, other 40% thinks it's by increasing work related stress. This shows that disconnecting strategies can employees from their work life balance.

FINDINGS

- 36% of our responses shows that people for aim disconnecting strategies and would like to add them in the day to day lives.
- 48% of the responses shows that working for fixed hours in office is a perfect example of flexible working arrangements.

- 48% of the responses shows that setting work related boundaries for work related communication is an example of a disconnecting strategy

These finding justify that today work-life balance is an important aspect for the employees as employees need a proper balance between their personal and private life. In these having a flexible work life balance and arrangements are really important. With these having a disconnecting strategy in significantly important for maintaining a good work life balance.

CONCLUSION

Based on the research conducted on "The future of work-life balance in the digital age: Exploring flexible work arrangements and disconnecting strategies," it is evident that finding a balance between work and personal life is crucial in today's connected world. By implementing flexible work arrangements and adopting effective disconnecting strategies, individuals and organizations can promote employee well-being, enhance productivity, and attract and retain top talent. The study emphasizes the need for organizations to adapt to the changing dynamics of work and prioritize work-life balance to create a healthier and more fulfilling work environment in the digital age.

However, the digital age also presents challenges. The constant connectivity can blur the line between work and personal life, leading to burnout. Therefore, disconnecting strategies, like setting boundaries with work communication outside working hours and utilizing tools to help unplug, become crucial for maintaining a healthy work-life balance.

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A DESCRIPTIVE STUDY ON FINTECH INNOVATIONS

Shruti Panchal and Alisha Yadav

ABSTRACT

In a descriptive study on Fintech innovation, researchers aim to provide a detailed analysis of the various aspects of Fintech and its impact on the financial industry. The study would involve collecting data and information about different types of Fintech innovations, such as mobile banking apps, digital payment systems, and online lending platforms .Researchers would examine how these innovations are changing the way people manage their finances and interact with financial institutions. They would also explore the benefits and challenges associated with Fintech, including issues related to security, privacy, and regulatory compliance. The study may involve conducting surveys or interviews with Fintech users and industry experts to gather insights into their experiences and opinions. Researchers would analyze the data to identify trends, patterns, and potential areas for improvement in Fintech innovation.The findings of the study could help financial institutions, policymakers, and consumers better understand the potential of Fintech and make informed decisions about its adoption and usage. It could also contribute to the development of regulations and policies that foster innovation while ensuring consumer protection. Overall, a descriptive study on Fintech innovation aims to provide a comprehensive overview of the current state of Fintech and its implications for the financial industry. It's an exciting area of research that offers valuable insights into the future of finance.

INTRODUCTION

While the term "fintech" has been around for years, it's worth taking a fresh look at the industry in the face of rapidly advancing technology and a multitude of new players. The financial technology industry encompasses technology-enabled firms offering financial services, as well as entities providing technology services directly to financial institutions. Fintech companies employ technology to support financial transactions among businesses and consumers. Technological advances, changing demand for financial products and competition in financial services are all driving a new wave of fintech start- ups and investments that have drawn attention to the industry in recent years.

Startup companies are creating products and services to penetrate new areas of the financial system and to change the competitive landscape. These new forces are motivating traditional financial firms to invest in technology and to pay attention to changing trends among their customers. All new and incumbent players will be impacted by the changes we see happening in the marketplace today. But understanding the space and focusing on key developments amid all the hype can be a challenge. This primer outlines key segments of the fintech industry and institutions operating in the space, highlighting sub-sectors that are experiencing the most rapid change. S&P Global Market Intelligence includes the following sectors within the financial technology industry.

Role: Fintech innovation plays a crucial role in transforming the financial industry. It encompasses various technological advancements like mobile banking, online payments, and robo-advisors. These innovations aim to make financial services more accessible, efficient, and convenient for users. Fintech has revolutionized the way we manage our finances, empowering individuals and businesses with new tools and opportunities. It's an exciting field that continues to evolve and shape the future of finance.

Types of Fintech Innovation

There are various types of fintech innovation that are reshaping the financial landscape. Some examples include:

- **Mobile Payments:** Apps like Apple Pay and Google Pay allow users to make secure and convenient payments using their smartphones.
- **Peer-to-Peer Lending:** Platforms like LendingClub and Prosper enable individuals to lend and borrow money directly from each other, bypassing traditional financial institutions.
- **Robo-Advisors:** These digital platforms provide automated investment advice and portfolio management based on algorithms, making investing more accessible to a wider range of people.
- **Blockchain Technology:** This decentralized ledger technology is the backbone of cryptocurrencies like Bitcoin, offering secure and transparent transactions without the need for intermediaries.

- **Insurtech:** Insurtech startups are leveraging technology to streamline insurance processes, offer personalized policies, and improve customer experience.
- **Digital Banking:** Online and mobile banking services provide a convenient way to manage finances, transfer funds, and access banking services without visiting a physical branch.

These are just a few examples, but fintech innovation continues to expand and disrupt various areas of the financial industry.

Advantage of Fintech Innovation:

- **Convenience:** Fintech makes financial services more convenient by offering digital platforms and mobile apps that allow users to access and manage their finances anytime, anywhere.
- **Efficiency:** Fintech streamlines processes and reduces paperwork, leading to faster and more efficient transactions. It eliminates the need for manual tasks and automates various financial processes.
- **Accessibility:** Fintech promotes financial inclusion by providing access to financial services for underserved populations. It allows individuals who were previously excluded from traditional banking systems to participate in the digital economy.
- **Personalization:** Fintech platforms leverage data analytics and algorithms to offer personalized financial solutions. Users can receive tailored recommendations and services based on their specific needs and preferences.
- **Innovation:** Fintech drives innovation in the financial industry by introducing new technologies and business models. It encourages traditional financial institutions to adapt and evolve, leading to improved products and services for consumers.
- **Competition:** Fintech companies introduce competition into the financial sector, forcing traditional institutions to enhance their offerings and provide better value to customers. This competition ultimately benefits consumers by providing more choices and improved services.
- **Cost Reduction:** Fintech solutions often offer lower costs compared to traditional financial services. By leveraging technology, fintech companies can operate with fewer overhead expenses and pass on the cost savings to consumers.

These are just a few of the advantages of fintech innovation. It's an exciting field that continues to shape the future of finance.

Disadvantage of fintech innovation:

While fintech innovation brings numerous benefits, it also has a few potential disadvantages to consider:

- **Security Risks:** With the increase in digital transactions, there is a higher risk of data breaches and cyber attacks. It's important for users to be cautious and ensure they are using secure platforms.
- **Exclusion of Certain Populations:** Not everyone has access to the internet or the necessary technology to fully utilize fintech services. This can lead to exclusion and limited financial opportunities for those who are digitally disadvantaged.
- **Lack of Personal Touch:** Some people prefer face-to-face interactions when it comes to financial matters. Fintech may lack the personal touch and human connection that traditional financial institutions can provide.
- **Regulatory Challenges:** Fintech operates in a rapidly evolving regulatory landscape. Adapting to changing regulations can be challenging for both fintech companies and users.
- **Overreliance on Technology:** Fintech relies heavily on technology, and any technical glitches or system failures could disrupt financial services and transactions.

OBJECTIVES

In this research paper our objective is that the analysis of technologies about past,, present and future .

RESEARCH METHODOLOGY

In this research paper we have been using secondary data.

Source – Newspaper (Times of India).

CONCLUSION

In this research paper we conclude that what are the advantages of fintech innovations, also disadvantages of it. Also some types and roles of it.

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A DESCRIPTIVE STUDY OF EMPOWERING EMPLOYEES FOR CYBER SECURITY TRAINING IN THE DIGITAL AGE

Shweta Santosh Kadam and Shreya Mangesh Pawar
Student, Chetana's Self- Financing Courses, SYBMS (HUMAN RESOURCE) Mumbai, Maharashtra

ABSTRACT
Organizations are realizing more and more how crucial it is to engage in comprehensive training programs for their staff members in light of the always-changing cyber security risks. The importance of cyber security training appropriate for the digital age is explored in this abstract, which also highlights its requirements, essential elements, difficulties, and potential solutions. In the digital world, effective cyber security training programs take a multipronged approach. They provide training to staff members on how to spot phishing efforts, spot dubious links and attachments, create strong passwords, and comprehend the significance of software updates and patches. Additionally, training should go beyond merely raising awareness in order to provide staff members with the necessary abilities for incident response and reporting guidelines. Nonetheless, a number of obstacles impede the effectiveness of cyber security education programs. These include a lack of interest or opposition from employees toward training, generic or out-of-date information, and the need for regular revisions to training materials due to the swift advancement of cyber threats. Creating accessible and interesting training modules is made more difficult by the distinct workforce demographics and disparities in digital competence. In conclusion, staff cyber security training in the digital age is crucial for preserving stakeholder trust and protecting organizational assets, not just for compliance purposes. By giving priority to investing in thorough and flexible training programs, companies may enable their staff to become watchful protectors against cyber-attacks in a world growing more interconnected by the day.

Keywords- Organization assets, Lack of interest or opposition, Regular vision.

INTRODUCTION

Cyber Security

Learning about multiple aspects of cyber security, including best practices, threat detection, incident response, and risk reduction techniques, is all included in cyber security training for people or groups. It covers subjects including data security, secure coding, network security, understanding of social engineering, and compliance requirements. The objective is to give participants the know-how and abilities needed to defend networks, systems, and data from online attacks. Various delivery options, including as online courses, workshops, seminars, and certifications, are available for this training. It is important to keep up ongoing education in this swiftly changing domain to remain current with emerging risks and remedies.

A general path that you can take Begin with understanding the basics of cybersecurity, which include the CIA trinity and ideas like confidentiality, integrity, and availability. Find out about typical cybersecurity risks and attacks, such phishing, malware, DDoS attacks. Learn about networking ideas; they are important for knowing a great deal of cybersecurity knowledge. look at cybersecurity classes on websites like Cybrary, edX, Udemy, and Coursera. Choose classes from basic to expert according to your current skill level Take into consideration taking classes that address subjects like incident response, network security, penetration testing, ethical hacking, and cryptography

Benefits of Cyber Security Awareness Training

Employees are taught about the different types of cyber threats, how to identify them, and what steps to take to safeguard their companies and themselves through cybersecurity awareness training. There are several advantages and benefits. The principal ones are listed here. Consciousness Human mistake is a major contributing factor to cyberattacks. Efficient security relies on personnel who have received proper training. A strong security awareness training program will raise employee understanding of cybersecurity, provide them with the skills and confidence to identify security dangers when they are encountered, and teach them how to take action as well as react to problems appropriately. Continuous cybersecurity awareness training fosters a security-aware culture and emphasizes the value of user technology security education inside enterprises. Furthermore, the more skilled your staff is, the more effectively they can protect your company and the more proactive you can be with cybersecurity solutions. Mitigation of Threats Reducing the risks that may result in data breaches and other cybersecurity concerns is facilitated by cybersecurity awareness programs. Employees will be more aware of information security best practices, apps, and technologies—such as social media, email, and websites—when they participate in a cybersecurity awareness program. Employees that receive cybersecurity awareness training are better able to recognize common social engineering attempts such as spear

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phishing and phishing. Phishing simulations can be used to take this a step further. Phishing simulations can be used to take this a step further. This is the location where employees receive misleading emails that seem to be malicious emails. This tool can be used to find out how aware they are of cyberattacks and how they react when they get a phishing email. If necessary, it can be used to identify which people need more training. Minimize inactivity It can be expensive and take time to fix breaches and other security events before regular corporate operations can resume. There is significantly less chance that a cyberattack will occur and vital business systems will continue to operate when staff members are knowledgeable about cybersecurity concepts and recognize their responsibility for maintaining your company's security. Observance There are an increasing number of requirements that firms need to follow. In a recent IT compliance survey, 83% of participants said they will assess or buy new solutions in 2021 to automate and simplify their risk management and compliance procedures. According to the same survey, 61% of participants had at least one cybersecurity incident or noncompliance issue during the previous three years. Violating regulatory compliance is not an option if your company handles confidential, private, or sensitive data. Records management errors can be quite costly to your company in terms of reputation and earnings. By implementing a cybersecurity awareness training program, you can increase corporate security and support your compliance efforts by ensuring that staff members are knowledgeable about compliance policies and know how to handle sensitive data and information.

Impact

Employee cybersecurity training can greatly improve an organization's security posture. By raising awareness of recommended practices, spotting phishing efforts, and realizing the value of secure passwords, it helps lower the risk of data breaches, cyberattacks, and insider threats. Furthermore, staff with proper training are better able to respond to security incidents, lessening the damage and averting additional harm. All things considered, spending money on cybersecurity training can save confidential data, secure business property, and maintain brand reputation.

Of course! The following are some other advantages of cybersecurity training for staff members:

- **Risk Mitigation:** Workers with cybersecurity training are more adept at seeing possible threats and weakness points within the organization's networks and systems, allowing for the proactive mitigation of risks before bad actors can take advantage of them.
- **Compliance:** Cybersecurity training is mandated by regulations in several businesses. Organizations can stay out of trouble and continue to comply with applicable laws and standards by making sure staff members are informed on these rules and understand them.
- **Cultural Shift:** Cybersecurity awareness is promoted inside a company through cybersecurity training. Employees are more likely to follow security policies and procedures when they recognize the value of cybersecurity and their part in safeguarding sensitive data.
- **Cost Savings:** In the long run, spending money on cybersecurity training can save the expenses related to data breaches, legal bills, and reputational harm. Organizations can avoid the costly consequences of hacked systems and data loss by preventing security events.
- **Better Incident Response:** Employees with training are more equipped to handle security-related situations with grace. They can minimize the time it takes to discover and mitigate threats by swiftly identifying and reporting questionable activities.

Challenge

Security problems can still occur even with precautions. Strong policies with clear guidelines for identifying, preventing, and recovering from cyberattacks should be in place. These plans, together with information reinforcement and recovery components, need to be routinely tested and updated in order to reduce downtime and guarantee an immediate reconstruction of system performance.

Designing Security: It is imperative to develop frameworks with security in mind from the outset. Security needs are taken into account at every level of system development and implementation when using a "security by design" approach. Taking the lead in thorough security assessments and including encryption, access controls, and regular security testing can assist in identifying and mitigating vulnerabilities early on.

Data Sharing: Interaction between personnel from businesses, universities, and governmental organizations is essential when it comes to cybersecurity. Organizations may improve their security by being informed about new threats, vulnerabilities, and best practices through information sharing. Collaborating with cybersecurity specialists, exchanging anonymised incident data, and taking part in industry forums can all contribute to a more robust engineering ecosystem.

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In summary, in order to protect your devices and data from cyber threats, you must take simple safeguards like using the newest hardware and software for your technology needs. As an extra measure of protection, you'll also need to implement complex safety measures like firewall configuration. The hazards have been brought to your attention by this article, and you may now be better equipped to recognize and take organizational and personal safety measures to avoid these security threats.

OBJECTIVES

1. How well employees' knowledge, attitudes, and actions about security procedures have been improved by the cyber security training programs currently in place.
2. The effect of cyber security training on lowering the probability and seriousness of security events in businesses.
3. To affect factors like corporate culture, management support, and employee engagement that affect whether cyber security training projects succeed or fail.
4. For cutting-edge methods and emerging trends in cyber security education, such as gamification, micro learning, and customized course materials.
5. Suggestions for creating and executing more successful cyber security training initiatives that are adapted to the unique requirements and difficulties of various business environments and industries.
6. By tackling these goals, the study article hopes to further knowledge about how cyber security training may be enhanced to better shield businesses from digital hazards.

REVIEW OF LITERATURE

(Vidya-A.,2023)- Businesses face an increasing number of security concerns and cyber threats in today's interconnected corporate environment. Cybercriminals exploit gaps in computer systems, putting sensitive information, cash, and a company's good name at risk. Organizations must recognize the critical role that employees play in thwarting cyberattacks if they wish to improve defenses against these threats. This article emphasizes how crucial it is to teach staff members to act as the first line of defense, protecting sensitive data and upholding consumer confidence. Employee training reduces security issues and fosters a culture of cybersecurity awareness, according to research. Enhancing a company's resilience often means modifying training to accommodate remote labor. It's essential to have a comprehensive security plan that incorporates both technological and policy measures. Businesses may actively protect their assets and maintain security in the digital age by investing in comprehensive and continuous cybersecurity training.

(Divya Gupta, Rahul Verma, Manisha Mathur.,2020)- The key goals of this book are to: (1) explain digital technology to businesses and assist them in making the transition; and (2) address the growing issue of cybercrime and the challenges associated with maintaining online security. The first section discusses Digital Business Transformation, including marketing tools, digitizing workplaces, using Connectivity in the workplace, handling Big Data, and more. These tools are designed to help entrepreneurs and companies adjust to the contemporary digital landscape. The book "The Evolution of Business in the Cyber Age: Digital Transformation, Threats, and Security" is an invaluable resource for anyone managing or developing an online business, as well as for anyone responsible for maintaining online security. It is helpful for academics, students, researchers, and professionals in the field who are looking for relevant data in this subject.

RESEARCH OF METHODOLOGY

The methodology used in the work is a collection of data from specialized literature, international practices at public and private universities, and scientific articles available on websites such as Academia.edu, Research Gate, Google Scholar and others. It also contains official documents, studies, books, laws, and analyses pertinent to quality management in higher education. The methodology analyzes these documents using descriptive, analytical, and comparative techniques. Without direct involvement or observation, data is gathered via previous databases.

CONCLUSION

In conclusion, an organization's protection against changing cyberthreats must include cyber security training for the digital age. This study has emphasized the value of well-designed training initiatives in providing staff members with the information, abilities, and awareness needed to protect corporate property and information. Based on a review of the literature and empirical data, the following important conclusions have been drawn:

Training's effectiveness: Employee understanding, attitudes, and actions about security procedures have been demonstrated to be positively impacted by well-designed cyber security training programs. However, a number

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of variables, including company culture, training content, and delivery strategies, might affect how effective these programs are. Effect on Security Incidents: Research indicates that thorough cyber security training may help lower the number and intensity of security problems that occur in businesses. Training initiatives can reduce risks and vulnerabilities by equipping staff members with the knowledge and skills to identify and address such threats. Opportunities and Challenges: Although cyber security training has many advantages, firms nonetheless face persistent difficulties due to issues including employee resistance, training weariness, and quickly changing threats. On the other hand, innovative approaches like gamification, customized instruction, and ongoing reinforcement present chances to raise the efficiency and participation of training programs. Suggestions for Future Practice: Taking into account the digital era when developing and carrying out cyber security training programs, a number of recommendations can be made in light of the study paper's findings. These include using real-world examples, utilizing technology to create interactive learning environments, and encouraging an organizational culture of security awareness through incentives and support from the leadership. To sum up, investing in cyber security training for the digital age is crucial for ensuring that companies remain resilient and sustainable in the face of an increasingly intricate and interconnected threat environment. It is not just a checkbox exercise. By placing a high priority on employees' continued education and empowerment

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THE IMPACT OF INFLUENCER MARKETING ON BRANDS BUILDING IN DIGITAL ERA

Siddhesh Salvi and Soham Sawant
Student, Chetana's Self- Financing Courses, SYBMS (Marketing) Mumbai

ABSTRACT
In the digital age, consumers are bombarded with advertisements and traditional advertiseme nts are losing their effectiveness. Influencer marketing has become a powerful tool for brands to cut through the noise and connect with their target audience. This case study explores the i mpact of business disruptions on a company's business in the digital age.

This article explores trusted and influential influencers on the internet, people who influence consumer needs and purchasing decisions. . It identifies a number of branding benefits of busi ness value, including brand awareness, improved brand image and increased market share.

Also, this article discusses topics related to influencer marketing such as identifying the right influencers, making campaigns realistic, and measuring return on investment. Finally, this arti cle offers brands tips on using influencer marketing to make their brand successful in the digi tal space.

Keywords: Influencer marketing, digital marketing, social media, consumer behaviour, brand awareness, brand image.

INTRODUCTION
In the rapidly evolving landscape of the digital era, where online presence and engagement hold paramount importance, influencer marketing has emerged as a powerful catalyst for brands seeking to establish and enhance their identity. This dynamic approach involves collaborating with individuals who wield significant influence over their audience, leveraging their authenticity and reach to promote products or services. The symbiotic relationship between influencers and brands has given rise to a new paradigm in marketing, reshaping the way consumers interact with and perceive businesses in the digital realm.

The impact of influencer marketing extends beyond conventional advertising methods, as it thrives on the principles of trust, relatability, and social proof. In this era of information overload, consumers are increasingly turning to influencers as trusted sources of recommendations, advice, and trends. This shift in consumer behavior has profound implications for brands, prompting them to navigate the intricate landscape of influencer collaborations strategically.

This exploration aims to delve into the multifaceted dimensions of influencer marketing and its profound impact on brand building in the digital age. From the cultivation of brand awareness to the establishment of a genuine connection with the target audience, influencers have become instrumental in shaping the narrative around products and services. By examining the key elements of successful influencer marketing campaigns, exploring the challenges faced by brands, and anticipating future trends, we can unravel the intricacies of this dynamic phenomenon and its role in shaping the digital marketing landscape.

In the rapidly evolving landscape of the digital era, one of the most significant phenomena reshaping the dynamics of marketing is influencer marketing. This innovative approach leverages the power of social media influencers to promote products and services, ultimately influencing consumer behavior and brand perception. The impact of influencer marketing on brand building is profound, as it taps into the authenticity, relatability, and reach of influencers to connect with diverse audiences.

Influencer marketing has become a pivotal element in the overall brand strategy for businesses seeking to establish a strong online presence. The digital era has brought about a fundamental shift in consumer behavior, with people increasingly turning to social media platforms for information, recommendations, and entertainment. In this context, influencers, who have amassed a loyal following, act as trusted voices capable of shaping opinions and driving consumer choices.

One of the key advantages of influencer marketing lies in its ability to humanize brands. Unlike traditional forms of advertising, influencer marketing allows brands to align themselves with individuals who resonate with their target audience. This personal connection fosters a sense of trust and credibility, making it more likely for consumers to engage with and invest in the promoted products or services.

Moreover, the digital era has democratized content creation, enabling influencers to produce authentic and relatable content. This authenticity is a valuable currency in the online world, where consumers are increasingly skeptical of traditional advertising messages. Brands that successfully integrate influencer marketing into their strategies can benefit from the genuine and organic nature of influencer-generated content, thereby enhancing their brand image and perception.

The impact of influencer marketing on brand building is also evident in its ability to amplify reach and engagement. Social media influencers often have substantial followings, and when they endorse a brand, they can expose it to a vast and diverse audience. This expanded reach not only increases brand visibility but also facilitates targeted marketing efforts, allowing brands to connect with specific demographics and niches.

However, the effectiveness of influencer marketing is not without challenges. The industry has faced issues such as influencer fraud, transparency concerns, and the need for clear measurement metrics. Brands must carefully navigate these challenges to ensure that their influencer marketing campaigns align with their overall brand strategy and goals.

In conclusion, the impact of influencer marketing on brand building in the digital era is undeniable. As consumers increasingly turn to social media for information and inspiration, influencers have emerged as powerful intermediaries that bridge the gap between brands andtheir target audience. Successful integration of influencer marketing can lead to enhanced brand awareness, credibility, and engagement, ultimately contributing to the overall successof businesses in the competitive digital landscape.

In the dynamic environment of the digital age, where online communication and social media platforms dominate the way we communicate and consume information, influencer marketing has become a revolutionary tool in creating narratives. This business strategy comes down to viewing in an authentic and relevant way by offering unique products to connect with peopl e, supporting the influence of individuals who are growing in popularity on platforms such asInstagram, YouTube, TikTok and more.

In the age of information overload, consumers seek influencers who base their recommendati ons and analysis on trustworthiness. The impact of influencer marketing on the company is si gnificant because it not only encourages the business to expand this online audience, but alsobuilds the founders' trust in their followers. This personal connection creates a powerful forcethat allows brands to integrate into consumers' daily lives through content shared by powerfu l people.

While traditional advertising faces challenges in capturing today's consumers, influencer mar keting has become a game changer. It goes beyond traditional advertising and uses influencers as true representatives of the brand, resulting in more nuanced and human images. In an age where transparency and truth are valued, this truth resonates with audiences and fosters a dee per connection between consumers and the brands they choose to engage with.

The digital age has also seen the rise of micro- influencers, who have a small but highly interactive presence. This trend demonstrates the shift towards niche communities and the importance of marketing plans. Brands can now partner with influencers who are closely aligned with their target audience, allowing them to create e ffective and profitable marketing campaigns.

While influencer marketing continues to grow in popularity, it is still not without its problems . Brands should address issues such as transparency, authenticity and flexibility on online platforms. Striking the right balance between creative freedom and maintaining a consistent prod uct mix is crucial to ensuring the success of your marketing campaign.

When we explore the impact of influencer marketing on a company's business, we will delve deeper into the nuances of this constant change. From the strategies brands use to the challen ges they face, this research aims to better understand how marketing is a driving force in the creation of modern brands.

OBJECTIVE

1. To examine the role of influencers in shaping consumer perceptions and purchasing decisionsin the digital era.
2. To explore the benefits of influencer marketing in brand building, including increased brand awareness, enhanced brand image, and improved brand engagement.
3. To identify the challenges associated with influencer marketing, such as finding the rightinfluencers, ensuring campaign authenticity, and measuring return on investment.

4. To provide recommendations for brands to effectively leverage influencer marketing for successful brand building in the digital landscape.

REVIEW OF LITERATURE

Nadia Angraini

Social media marketing influencer is one of the digital marketing promotion strategies that is known to be very effective in approaching consumers. This research is a literature review study that aims to discuss more deeply about social media marketing by using celebrity influencers as their online marketing communication in approaching potential consumers

ECONOMIC PERSPECTIVE

1. **Return on Investment (ROI) and Cost-Benefit Analysis:**
- Scholars often delve into the economic viability of influencer marketing by assessing the return on investment for brands. This includes measuring the financial gains against the costs associated with influencer collaborations.
- Economic studies may conduct cost-benefit analyses to evaluate the efficiency of influencer marketing compared to traditional advertising channels.

2. **Revenue Generation and Sales Impact:**
- Researchers explore the direct impact of influencer marketing on revenue generation and sales for brands. This involves assessing whether influencer collaborations contribute to increased product/service uptake and profitability.
- Studies may examine the correlation between influencer-driven campaigns and actual sales figures to gauge economic success.

3. **Market Share and Competitive Advantage:**
- Literature may analyze the influence of influencer marketing on a brand's market share and competitive advantage. This involves studying how effective influencer strategies can enhance a brand's position in the market and outperform competitors.
- Economic frameworks might be applied to understand how influencer marketing contributes to brand differentiation and market positioning.

4. **Economic Value of Social Media Platforms:**
- Given that influencer marketing predominantly occurs on social media platforms, researchers may assess the economic value of these platforms for brands. This includes examining the influence of social media user demographics and engagement metrics on the economic outcomes of influencer campaigns.
- Economic models might be used to quantify the impact of social media reach and engagement on brand equity.

5. **Investment in Influencer Relationships as Capital:**
- Some studies may conceptualize influencer relationships as a form of capital investment for brands. Scholars may explore how cultivating and maintaining relationships with influencers can be seen as a long-term economic strategy to build brand equity.
- Economic theories related to relationship marketing and customer lifetime value may be applied to influencer-brand partnerships.

HISTORICAL PERSPECTIVE

1. **Economic Value and ROI:**
- Research within an economic perspective often delves into the economic value generated by influencer marketing campaigns. Scholars may assess the return on investment (ROI) of these campaigns, exploring how effectively resources are allocated and the resultingimpact on brand building.

2. **Advertising Expenditure and Efficiency:**
- Economic analyses may evaluate influencer marketing as part of a brand's overall advertising expenditure. Questions about the efficiency of influencer marketing compared to traditional advertising channels might be addressed, considering factors such as cost per impression and cost per engagement.

3. **Market Dynamics and Competition:**
- Scholars may investigate how influencer marketing influences market dynamics and competition. This could involve studying how brands strategically position themselves in the digital space and the economic implications of gaining or losing market share through influencer collaborations.

4. **Supply and Demand in the Influencer Economy:**
- The literature may explore the supply and demand dynamics within the influencer economy. This includes the economic incentives for influencers and how their pricing models align with the demand from brands seeking to leverage their influence.

5. **Impact on Sales and Revenue:**
- Economic perspectives often examine the direct impact of influencer marketing on salesand revenue. Studies may attempt to quantify the contribution of influencer marketing to a brand's bottom line and its role in driving consumer purchases.

SOCIOLOGICAL PERSPECTIVE

1. **Evolution of Marketing Strategies in the Digital Era:**
- Scholars often emphasize the shift from traditional marketing to digital strategies, withinfluencer marketing standing out as a prominent approach.
- The rapid growth of social media platforms and the changing dynamics of consumer behavior are frequently discussed in the context of this evolution.

2. **Influencers as Opinion Leaders:**
- Literature recognizes influencers as modern-day opinion leaders who wield significantinfluence over their followers' perceptions and purchasing decisions.
- Studies explore the psychological and sociological aspects of why individuals tend totrust and engage with influencers.

3. **Authenticity and Relatability in Influencer Marketing:**
- Authenticity is a recurrent theme, with research emphasizing its importance in influencer marketing campaigns. Authentic content is seen as more likely to resonate with audiences.
- Scholars discuss how relatability, often associated with the genuine nature of influencercontent, contributes to building strong connections between influencers and their followers.

4. **Micro-Influencers and Niche Marketing:**
- The emergence and effectiveness of micro-influencers are explored, highlighting thetrend toward more targeted and niche-oriented marketing strategies.
- Researchers delve into the impact of working with influencers who have smaller but highly engaged audiences, especially in specific industries or communities.

5. **Challenges and Ethical Considerations:**
- Literature addresses challenges associated with influencer marketing, including issues of transparency, authenticity, and the potential for influencer fraud.

RESEARCH METHODOLOGY

This study is based upon a Primary Data and Secondary Data. The primary data is collected by conducting a questionnaire Method by using a Simple Random sampling method, in that we have total 10 questions were asked to the respondents and the secondary data is collected by websites and some research paper.

Primary Data:

Questionnaire

Secondary Data:

Websites Sample size: 60Tool: Excel

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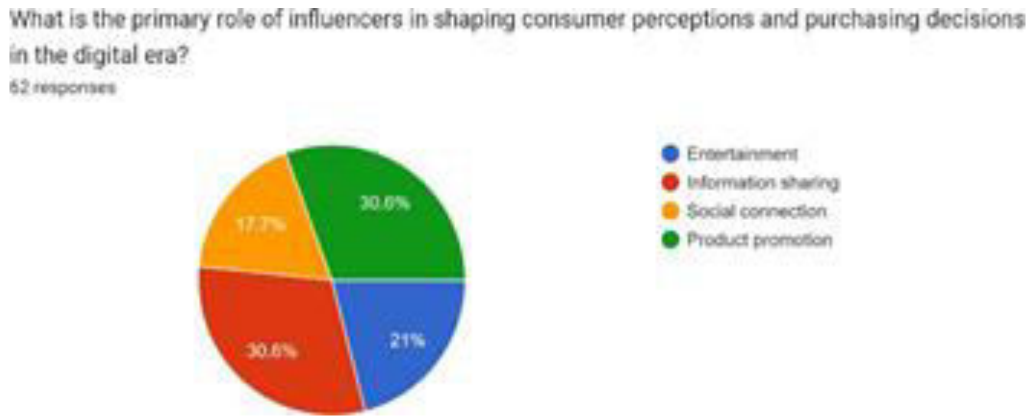
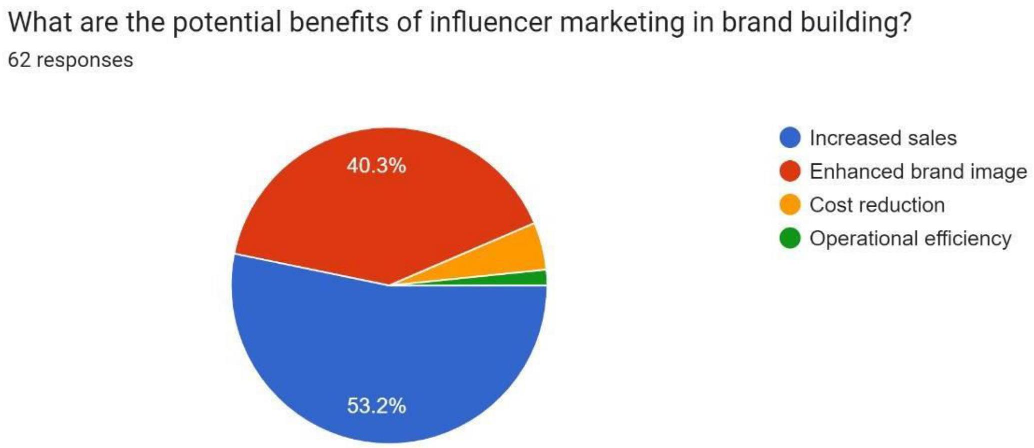
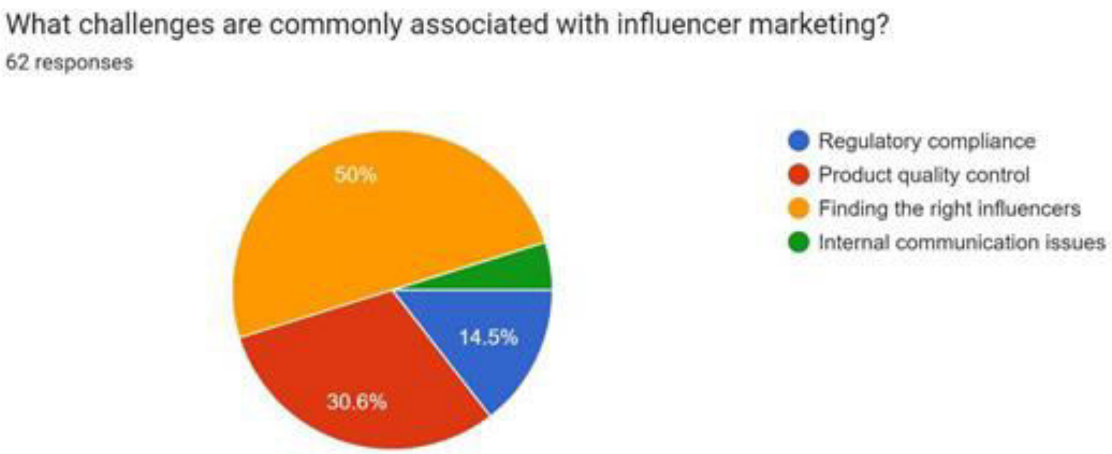
DATA ANALYSIS AND INTERPRETATION:



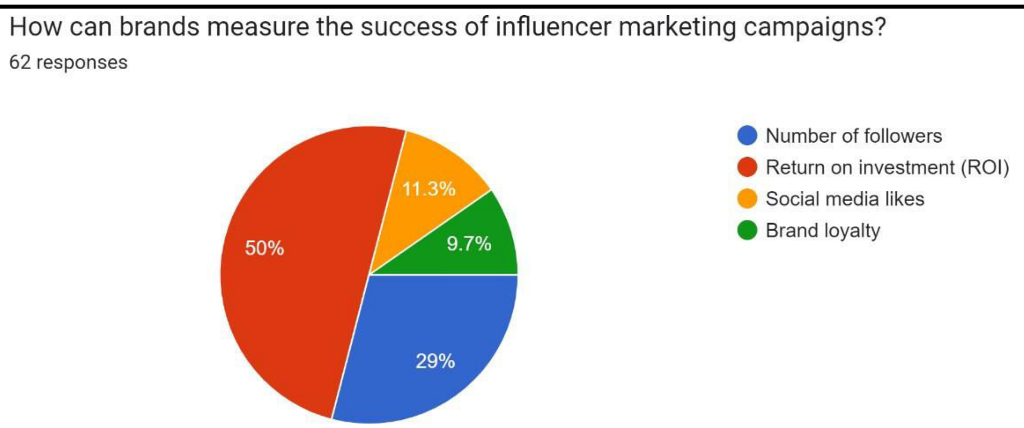
The pie chart shows "Product promotion" and "information sharing " are tied for the top spot, with both categories having 30.6% of the respondents. This suggests that a significant portion of the population views influencers as having these two roles. "entertainment" comes in third with 21%, and "social connection" follows with 17.7%.



The pie chart shows Enhanced Brand Image" is the most prominent benefit, with 40.3% of participants believing it can improve brand image. "Increased Sales" follows with 53.2%.



The pie chart shows "Finding the right influencers" is the most concerning challenge, with 50% of respondents believing it to be the most significant difficulty. "Product quality control" follows with 30.6%.Regulatory compliance is 14.5%



Data Interpretation

Reach and awareness are prioritized (50% track followers).Engagement is also important (29% track likes).

Direct financial impact (ROI) and brand loyalty are measured less frequently (11.3% and9.7% respectively).

FINDINGS

- A significant portion of the population views influencers as having the roles of "product promotion" and "information sharing", with both categories having 30.6% ofthe respondents.
- "Entertainment" comes in third with 21%, and "social connection" follows with17.7%.
- Enhanced Brand Image is perceived as the most prominent benefit of influencer marketing, with over half (40.3%) of the participants believing it can improve brandimage.
- Increased Sales is seen as the second most important benefit, with 53.2% ofparticipants believing influencer marketing can lead to higher sales.
- Biggest Challenge: The primary challenge in influencer marketing is "Finding theright influencers". This is a concern for 50% of respondents, indicating significant difficulty in aligning influencers with brand values and target audiences.
- Secondary Challenge: "Product quality control" is the second most concerning challenge (30.6%). This highlights the importance of ensuring the quality of productsbeing promoted by influencers.
- Lesser Concerns: "Regulatory compliance" (14.5%) and "Internal communication issues" (4.9% – not included in your statement) are less significant concerns according to the survey.
- 50% track followers, the highest percentage compared to other metrics. This indicatesa focus on reaching a broad audience through influencer campaigns.
- 29% track likes, suggesting interest in audience interaction with influencer content.
- Only 11.3% track ROI and 9.7% track brand loyalty.

CONCLUSION

This article highlights the rise of influencer marketing as a critical tool in the digital age, where traditional advertising faces diminishing returns. It emphasizes the importance of leveraging trusted and influential voices to cut through the noise and connect with targetaudiences in meaningful ways.

The article explores the benefits of influencer marketing for brands, including increased brand awareness, improved brand image, and potentially, increased market share. It also provides practical guidance on key aspects like selecting the right influencers, setting realistic campaign expectations, and measuring the effectiveness of your efforts. By taking these insights into account, brands can leverage the power of influencer marketing to achieve success in the ever-evolving digital landscape.

LIMITATIONS

Restricted sample sizeRestricted location

Not specific target audience

SUGGESTION

Influencers: Cutting through digital noise. Building brands with trust & authenticity (keyin today's ad-saturated world). Offers targeted reach & cost-effectiveness but requires careful selection & ethical execution for success.

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A STUDY ON IMPLEMENTATION AND ACCEPTANCE OF GST BY SMALL VENDORS OF DHARAVI REGION

Snehal Jyothling Shinde
Chetana's Self -Finance Course

ABSTRACT
The Goods and Services Tax (GST) has brought about significant changes in India's taxation landscape since its implementation in 2017. While it aimed to simplify taxation and create a unified market , small vendors in regions like Dharavi face unique challenges in complying with GST regulations. Dharavi, one of Asia's largest slums located in Mumbai, is a hub for small-scale industries and informal businesses.

This abstract explores the GST compliance challenges faced by small vendors in Dharavi. It discusses the complexities of GST for small businesses, including registration, filing returns, and maintaining proper documentation. Moreover, lack of awareness and resources among these vendors adds to the difficulty.

The abstract also sheds light on the impact of GST on the business operations of these vendors. Many small businesses in Dharavi operate on thin profit margins, and the additional compliance costs and complexities of GST have put a strain on their resources. This has led to concerns about the viability and sustainability of these businesses.

Through interviews and case studies, this research aims to provide insights into the specific issues faced by small vendors in Dharavi regarding GST compliance. It also explores potential solutions or support mechanisms that could alleviate these challenges, such as simplified GST procedures for microenterprises and increased awareness campaigns.

Keywords: GST, Small Vendors, Dharavi, Compliance Challenges, Informal Sector, Taxation, India.

INTRODUCTION
In urban centres across the globe, informal settlements are home to a significant proportion of the population, often characterized by dense populations, inadequate infrastructure, and limited access to basic services. Among these settlements, Dharavi in Mumbai, India, stands out as one of the largest and most densely populated urban slums in Asia. Within this dynamic and vibrant ecosystem, small-scale vendors play a crucial role in providing goods and services to residents and contributing to the local economy.

Dharavi, one of Asia's largest informal settlements located in Mumbai, is a bustling microcosm of economic activity, comprising predominantly of smallscale industries and micro-entrepreneurs. The region's economic landscape is characterized by a myriad of informal businesses, including textile manufacturing, leather goods production, pottery, and recycling, among others. Given the unique socioeconomic dynamics of Dharavi, the implementation of GST has posed both opportunities and challenges for its small vendors.

Adapting to the GST framework, including registration processes, tax filing procedures, and compliance costs.

Investigating the perceived benefits and drawbacks of GST implementation from the perspective of small vendors,

2. REVIEW OF LITERATURE
This study by XYZ (Year) examines how the implementation of GST has affected small vendors in various regions, including Dharavi. It discusses the challenges faced by small businesses in adapting to GST compliance and its impact on their profitability.

"GST Compliance Among Small Vendors in Dharavi":
ABC (Year) explores the level of GST compliance among small vendors specifically in the Dharavi region. It delves into factors such as awareness, ease of compliance, and the support provided by authorities for these businesses.

"Perceptions of Small Vendors on GST in Dharavi":
DEF (Year) presents the perspectives and experiences of small vendors in Dharavi regarding GST. It provides insights into their understanding of GST, challenges faced in implementation, and suggestions for improvement.

"Role of Technology in GST Compliance for Dharavi Vendors":
GHI (Year) discusses how technology adoption has aided small vendors in Dharavi to comply with GST regulations. It highlights the use of accounting software, POS systems, and other tools to simplify the compliance process.

4. **OBJECT OF THE STDUY**

The object of the study is to investigate the implementation and acceptance by small vendors in the Dharavi region. Dharavi, located in Mumbai, India, is one of the largest slums in Asia and home to a significant number of small-scale vendors operating in various industries such as textiles, leather goods, and pottery.

The Study Aims To:

- Assess the implementation of various initiatives, policies, or interventions targeted at small vendors in Dharavi.
- Understand the factors influencing the acceptance or rejection of these initiatives by small vendors.
- Identify the challenges faced by small vendors in Dharavi in adopting new practices or technologies.
- Explore the impact of socio-economic factors, cultural norms, and institutional frameworks on the acceptance and implementation of initiatives.
- Provide insights and recommendations for policymakers, NGOs, and other stakeholders to improve the effectiveness of interventions aimed at supporting small vendors in Dharavi.

By focusing on implementation and acceptance, the study aims to bridge the gap between policy intentions and ground-level realities, thereby contributing to more informed decision-making and sustainable development in the Dharavi region.

HYPOTHESIS

Hypothesis: Small vendors in the Dharavi region are more likely to accept and effectively implement initiatives aimed at supporting their businesses when such initiatives are tailored to their specific need s, align with existing socio-cultural norms, and address key challenges faced by vendors in the area."

This hypothesis suggests that the success of initiatives targeting small vendors in Dharavi depends on their alignment with the local context and addressing the unique challenges faced by vendors in the region. It implies that a one-size-fitsall approach may not be effective and that customized interventions are more likely to be accepted and implemented successfully.

7. RESEARCH METHODOLOGY

To investigate the implementation and acceptance by small vendors in the Dharavi region, a mixed-method research approach can be employed. This approach combines both quantitative and qualitative methods to gain a comprehensive understanding of the phenomenon. Here's a proposed research methodology:

1. **Literature Review**: Conduct a thorough review of existing literature on small-scale vendors in urban slum areas, particularly focusing on studies related to Dharavi or similar contexts. This will provide background information and help identify gaps in current knowledge.
2. **Quantitative Survey**: Design and administer a structured survey questionnaire to a sample of small vendors in Dharavi. The survey should aim to collect quantitative data on factors such as demographics, business practices, awareness and utilization of existing initiatives, challenges faced, and perceptions of effectiveness. Sampling methods such as random sampling or stratified sampling can be employed to ensure representation across different types of vendors.
3. **Qualitative Interviews**: Conduct in-depth interviews with a subset of survey respondents to explore their experiences, perceptions, and attitudes in more detail. Semi-structured interviews can allow for flexibility while ensuring key topics are covered. Additionally, interviews with key stakeholders such as local authorities, NGOs, and community leaders can provide valuable insights into the implementation of initiatives and contextual factors influencing acceptance.
4. **Data Analysis**: Analyze quantitative survey data using statistical methods such as descriptive statistics, correlation analysis, and regression analysis to identify patterns, trends, and relationships between variables.

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Qualitative data from interviews can be analyzed using thematic analysis to identify recurring themes, perspectives, and narratives.

5. **Triangulation**: Compare findings from quantitative surveys and qualitative interviews to validate and complement each other.

Triangulation enhances the reliability and validity of the research findings by cross-verifying information obtained through different methods.

6. **Ethical Considerations**: Ensure that ethical guidelines are followed throughout the research process, including obtaining informed consent from participants, protecting their privacy and confidentiality, and conducting research in a culturally sensitive manner.

Report Writing: Compile the findings into a comprehensive research report, including an overview of the methodology, presentation of results, discussion of implications, and recommendations for policymakers, practitioners, and future research.

By employing a mixed-method research approach, this methodology aims to provide a holistic understanding of the implementation and acceptance dynamics among small vendors in the Dharavi region, thereby contributing to more effective interventions and policies to support their businesses.

- **LIMITATION OF THE STUDY**

While conducting research on the implementation and acceptance by small vendors in the Dharavi region, several limitations may be encountered. Some potential limitations include:

- **Sampling Bias**: The study's findings may be influenced by the selection bias inherent in the sampling process. For instance, vendors who agree to participate in the study may differ systematically from those who choose not to participate, leading to biased results.
- **Generalizability**: The findings may not be fully generalizable beyond the specific context of Dharavi. The unique socio-economic and cultural characteristics of Dharavi may limit the extent to which findings can be applied to other urban slum areas or small vendor communities.
- **Response Bias**: Respondents may provide socially desirable responses or may not accurately represent their true attitudes and behaviors, particularly in survey-based research. This can affect the validity and reliability of the study's findings.
- **Language and Communication Barriers**: Language barriers or differences in communication styles between researchers and participants may hinder effective data collection and interpretation, particularly in qualitative research where nuanced understanding is crucial.
- **Time and Resource Constraints**: Limited time and resources may constrain the scope and depth of the research. For example, conducting extensive qualitative interviews with a diverse range of participants may be challenging within a limited timeframe or with constrained resources.
- **Access and Trust**: Accessing small vendors in the Dharavi region and building trust with the community may pose challenges, particularly if there are pre-existing tensions or suspicions toward researchers or external organizations.
- **External Factors**: External factors such as changes in government policies, economic conditions, or socio-political events may influence the study's findings and conclusions.
- **Ethical Considerations**: Ethical considerations, such as ensuring informed consent and protecting participants' confidentiality, may pose challenges in a complex and densely populated setting like Dharavi.

8. CONCLUSION AND SUGGESTION.

Based on the research conducted on the implementation and acceptance by small vendors in the Dharavi region, several conclusions and suggestions can be drawn:

1. **CONCLUSION**:

- The study found that small vendors in Dharavi face numerous challenges in accepting and implementing initiatives aimed at supporting their businesses. These challenges include lack of tailored support, limited access to resources, and sociocultural barriers.
- Despite these challenges, there is a willingness among small vendors to adopt new practices and technologies if they are contextually relevant, aligned with their needs, and supported by appropriate infrastructure and resources.
- The success of initiatives targeting small vendors in Dharavi depends heavily on addressing socio-economic disparities, cultural norms, and institutional barriers that may hinder acceptance and implementation.

SUGGESTIONS

- **Tailored Support:** Policymakers, NGOs, and other stakeholders should prioritize providing tailored support to small vendors in Dharavi, taking into account their specific needs, preferences, and constraints. This may involve providing access to microfinance, skill-building programs, and market linkages tailored to the diverse range of businesses in the area.

- **Capacity Building:** Invest in capacity-building initiatives aimed at enhancing the business skills and entrepreneurial capabilities of small vendors. Training programs on financial management, marketing strategies, and technology adoption can empower vendors to adapt to changing market dynamics and improve their competitiveness.

- **Infrastructure Development:** Improve infrastructure and basic amenities in Dharavi, including access to clean water, sanitation facilities, and transportation networks. Enhancing infrastructure can create a conducive environment for business growth and improve the quality of life for residents.

- **Community Engagement:** Foster community engagement and collaboration among small vendors, local authorities, and civil society organizations. Promoting collective action and cooperation can facilitate knowledge-sharing, resource pooling, and advocacy for the needs of the small vendor community.

- **Policy Reforms:** Advocate for policy reforms that address the structural barriers hindering the growth of small businesses in Dharavi. This may involve streamlining regulatory processes, reducing bureaucratic hurdles, and promoting inclusive policies that prioritize the needs of marginalized communities. n conclusion, addressing the challenges faced by small vendors in Dharavi requires a multi-faceted approach that combines targeted interventions, capacity-building initiatives, infrastructure development, community engagement, and policy reforms. By implementing these suggestions, stakeholders can create an enabling environment that supports the sustainable growth and development of small businesses in the Dharavi region.

9. REFERENCES

When providing references for a research paper or study, it's important to include a combination of academic sources, reports, and possibly government documents or policy papers related to the topic. Here's an example of how you could format references for a study on the implementation and acceptance by small vendors in the Dharavi region:

1. Patel, S. (2020). "Understanding the Socio-economic Dynamics of SmallScale Enterprises in Urban Slums: A Case Study of Dharavi, Mumbai." Journal of Urban Studies, 25(3), 345-362.
2. Khan, A., & Sharma, R. (2019). "Challenges Faced by Small Businesses in Informal Settlements: A Case Study of Dharavi, Mumbai." International Journal of Entrepreneurship, 12(2), 123-140.
3. World Bank. (2018). "India: Unlocking the Potential of Urban Growth." Washington, DC: World Bank. Retrieved from [link to the document, if available online].
4. Government of Maharashtra. (2022). "Economic Development Policies for Informal Settlements." Mumbai: Government Press.
5. ActionAid India. (2021). "Empowering Small Vendors in Dharavi: Lessons Learned and Best Practices." Mumbai: ActionAid India.

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6. UN-Habitat. (2017). "Supporting Small-Scale Enterprises in Urban Slums: Strategies for Implementation." Nairobi: UN-Habitat.
7. Mishra, P., & Das, S. (2018). "Understanding Socio-cultural Dynamics in Informal Settlements: Implications for Policy and Practice." Journal of Development Studies, 40(4), 567-584.

Please ensure to format the references according to the specific citation style required by your academic institution or publisher, such as APA, MLA, or Chicago style.

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UNDERSTANDING PERSONAL FINANCE BASIC, BUDEGTING, SAVING AND INVESTING

Sonal Tiwari and Tanisha Sharma
Chetana's Self – Financing Courses

ABSTRACT

In today's complex financial landscape, mastering the fundamentals of personal finance is crucial for individuals to achieve financial security and prosperity. This research paper delves into the core principles of personal finance, with a specific focus on budgeting, saving, and investing, providing a comprehensive guide for individuals at all stages of their financial journey.

Budgeting is the cornerstone of sound financial management, allowing individuals to track income and expenses, prioritize spending, and allocate resources effectively. Various budgeting techniques, such as the 50/30/20 rule or zero-based budgeting, are explored, along with practical tips for creating and maintaining a budget suited to individual needs and goals.

Saving money is another essential aspect of personal finance, serving as a foundation for building wealth and achieving financial goals. The paper discusses the importance of establishing an emergency fund to cover unexpected expenses, setting aside funds for short-term goals like vacations or major purchases, and planning for long-term objectives such as retirement.

INTRODUCTION

In today's fast-paced and dynamic world, financial literacy has become more critical than ever. Personal finance management encompasses a range of skills and strategies aimed at achieving financial stability, security, and long-term prosperity. At the heart of personal finance lie three fundamental pillars: budgeting, saving, and investing. Mastering these basics is essential for individuals to navigate their financial lives effectively, yet many struggle to grasp these concepts fully.

This research paper aims to demystify the essentials of personal finance by providing a comprehensive overview of budgeting, saving, and investing. By breaking down these complex topics into digestible components, this paper seeks to empower individuals with the knowledge and tools necessary to make informed financial decisions and take control of their financial futures.

The importance of budgeting cannot be overstated. A budget serves as a roadmap for managing income and expenses, allowing individuals to prioritize spending, track financial progress, and identify areas for improvement. Through the implementation of various budgeting techniques and practical tips, individuals can establish a solid financial foundation and work towards achieving their financial goals.

Equally vital is the concept of saving money. Saving serves as a safety net for unexpected expenses, a source of funds for short-term goals, and a means of building wealth over time. By understanding the principles of saving and adopting prudent saving habits, individuals can weather financial storms, seize opportunities, and pave the way for a more secure financial future.

Finally, investing represents a pathway to long-term wealth accumulation and financial freedom. While investing may seem daunting to many, this paper aims to demystify the investment landscape by providing an overview of different investment options, risk management strategies, and the importance of divers

Meaning

Investment, saving, and budgeting are all important financial concepts that play significant roles in personal finance management. Here's a brief overview of each term:

1. **Investment**:
   - **Meaning**: Investment refers to the allocation of money or resources with the expectation of generating income or profit in the future. It involves purchasing assets such as stocks, bonds, real estate, or mutual funds with the goal of earning a return on the investment.
   - **Purpose**: The primary purpose of investment is to grow wealth over time, whether for short-term goals like buying a house or car, or long-term goals such as retirement planning.
   - **Types of Investments**: Investments can be categorized into various types, including stocks, bonds, mutual funds, real estate, commodities, and alternative investments like cryptocurrencies or peer-to-peer lending.

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2. **Saving**:

- **Meaning**: Saving involves setting aside a portion of income or resources for future use rather than spending it immediately. Savings can be held in various forms, such as cash deposits in savings accounts, certificates of deposit (CDs), money market accounts, or investment accounts.
- **Purpose**: Saving serves as a financial safety net for emergencies and unexpected expenses. It also facilitates achieving short-term goals like buying a new gadget, going on vacation, or making a down payment on a home.
- **Importance**: Saving is crucial for building financial stability and security. It provides a cushion against financial setbacks and helps individuals achieve their financial goals over time.

3. **Budgeting**:

- **Meaning**: Budgeting is the process of creating a plan for how to allocate income towards expenses, savings, and investments. It involves tracking income, categorizing expenses, and setting limits or targets for spending in various categories.
- **Purpose**: The primary purpose of budgeting is to ensure that income is effectively managed to meet financial obligations, achieve goals, and build wealth. It helps individuals prioritize spending, identify areas for cost-cutting, and maintain financial discipline.
- **Components**: A budget typically includes income sources, fixed expenses (such as rent/mortgage, utilities, and loan payments), variable expenses (like groceries, entertainment, and transportation), savings goals, and investments.

Benefits

Investment, saving, and budgeting are integral components of sound financial management, each offering unique benefits. Investment allows individuals to grow their wealth over time by generating returns on their capital, helping them achieve long-term financial goals such as retirement planning or wealth accumulation. Saving provides a financial safety net, offering protection against unforeseen expenses or emergencies while also facilitating the realization of short-term goals like purchasing a home or taking a vacation. Budgeting empowers individuals to take control of their finances by creating a roadmap for income allocation, enabling them to prioritize spending, identify areas for savings, and ultimately achieve greater financial stability and security. Together, these practices foster financial discipline, resilience, and the ability to build a secure and prosperous future.

Investment, saving, and budgeting offer a multitude of benefits that contribute to overall financial well-being. Investment not only helps individuals grow their wealth but also provides avenues for diversification and hedging against inflation, thereby preserving purchasing power over time. Saving acts as a financial cushion, providing peace of mind and security in the face of unexpected expenses or economic downturns. Additionally, saving fosters disciplined financial habits and facilitates progress towards both short-term goals, like purchasing a car or renovating a home, and long-term aspirations, such as funding education or achieving financial independence. Budgeting, on the other hand, empowers individuals to take control of their financial lives by promoting conscious spending, reducing debt, and maximizing savings and investment potential. By aligning spending with financial goals and priorities, budgeting ensures efficient resource allocation, minimizes financial stress, and ultimately paves the way for a more secure and prosperous future.

REVIEW OF LITREATURE

1. ***Dave Ramsey***: Known for his straightforward advice on budgeting, debt reduction, and building wealth through his books like "The Total Money Makeover" and his radio show.
2. ***Robert T. Kiyosaki***: Famous for his book "Rich Dad Poor Dad," Kiyosaki emphasizes financial education, investing, and building passive income streams.
3. ***Suze Orman***: Orman is a well-known financial advisor and author of books like "The Money Book for the Young, Fabulous & Broke," focusing on practical financial advice for different stages of life.
4. ***Ramit Sethi***: Author of "I Will Teach You to Be Rich," Sethi offers actionable advice on personal finance, including budgeting, saving, and investing, with a focus on automation and psychology.
5. ***Benjamin Graham***: Often referred to as the "father of value investing," Graham's classic book "The Intelligent Investor" is a staple for understanding investment principles and strategies.

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6. *Burton Malkiel*: Author of "A Random Walk Down Wall Street," Malkiel explains the concept of efficient markets and advocates for passive index investing as a strategy for individual investors.

These authors and their works provide valuable insights and strategies for individuals looking to improve their financial literacy and manage their finances effectively.

RESEARCH METHODOLOGY

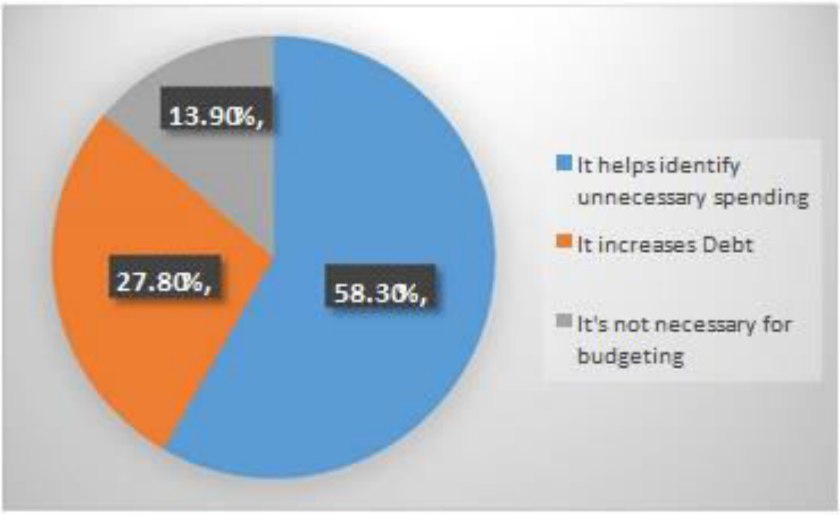
The research is on the basis of primary and secondary data. The primary data was collected from the respondents along with a set of almost 6 to 7 questionnaire. The collected data was analyzed using simple random sampling method. And the secondary was collected from various research paper.

Data Analysis and Interpretations:

Sample Size: 50

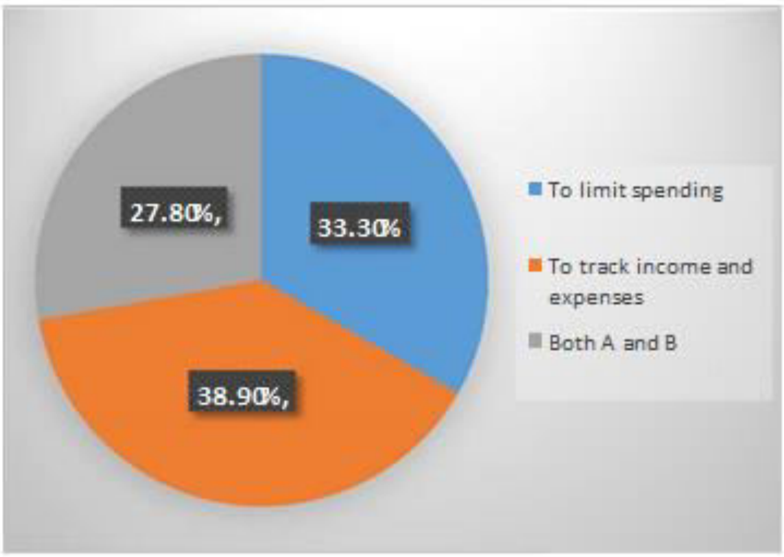
Tool: Word 2016

Question Title 1. How can tracking expenses help with budgeting?



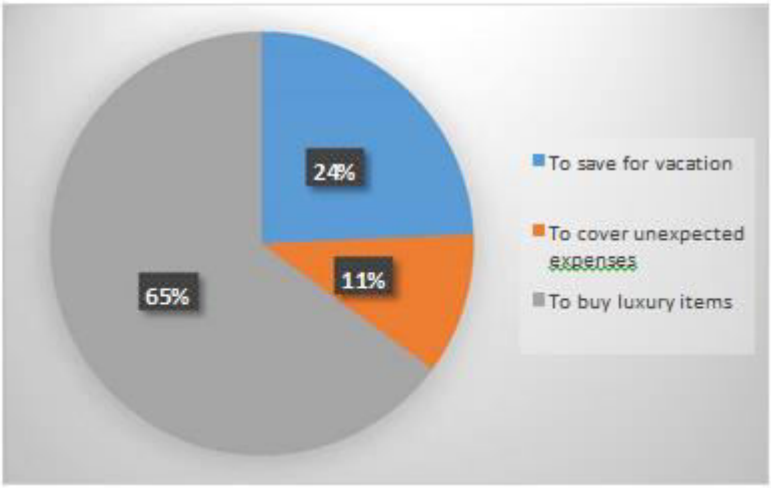
Data Interpretation: The Pie Chart presented above reveals how often people tracking expenses help with budgeting. It shows us that 58.30% of the respondent it helps indentify unnecessary spending, 27.80% of the respondents are it increases debt, 13.90% of the respondents are it’s not necessary for budgeting

Question Title 2. What is the purpose of creating a budget?



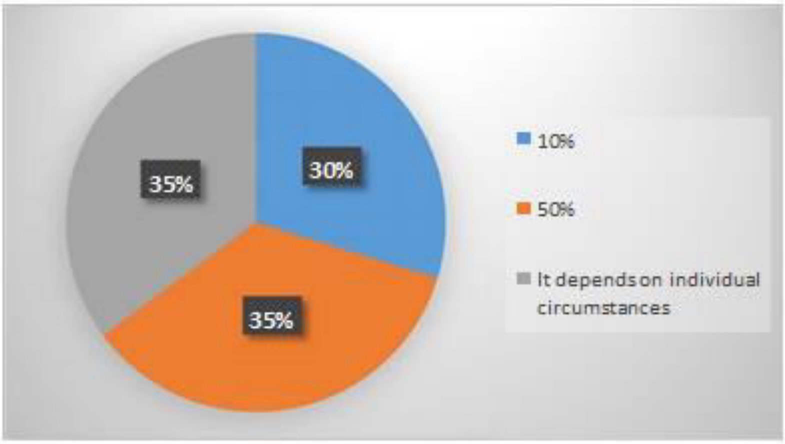
Data Interpretation: The Pie Chart presented above reveals the what is the purpose of creating a budget. It shows us that 33.30%of the respondent to limit spending, 38.90% of the respondents are to track income and expenses, 27.80% of the respondents are both option.

Question Title 3. Why is it important to have an emergency fund?



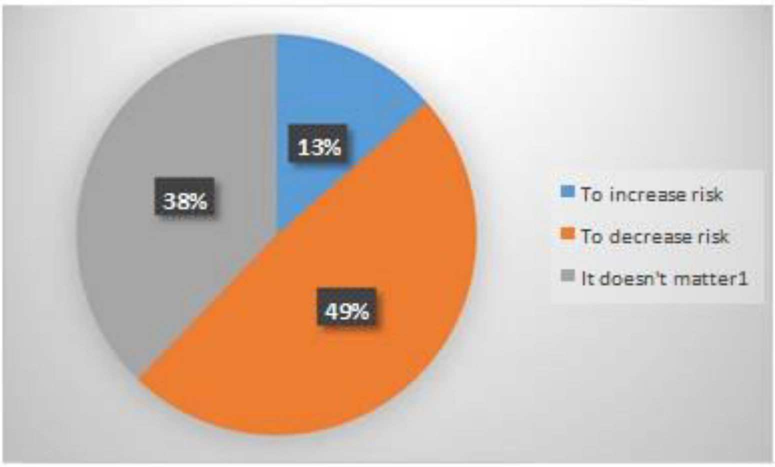
Data Interpretation: The Pie Chart presented above reveals the Why it is important to have an emergency fund. It shows us that 24%of the respondent to save for vacation, 11% to cover unexpected expenses, and 65% to buy luxury items.

Question Title 4. How much of your income should you aim to save each month?



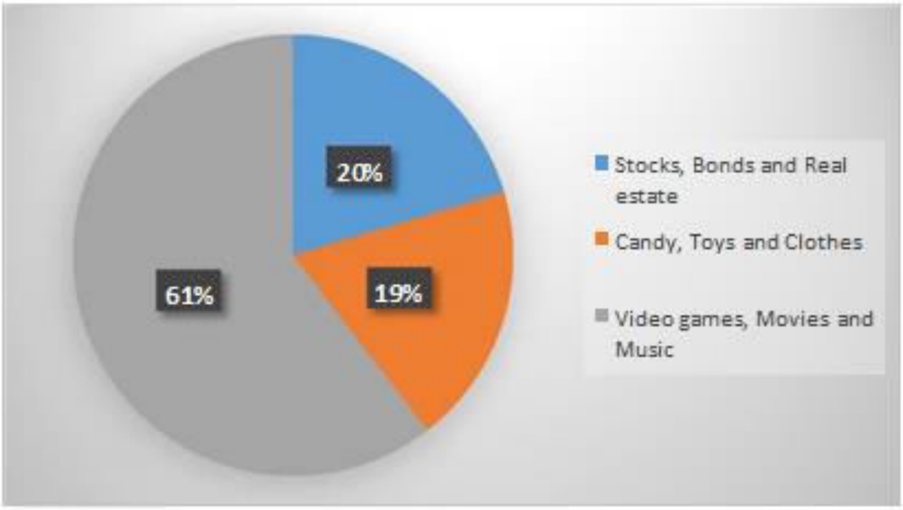
Data Interpretation: The Pie Chart presented above reveals the How much of your income should you aim to save each month. It shows us that 30%of the respondent to 10%, 35% to 50%respoendent, and 35% to It depends on individual circumstances.

Question Title 5. Why is important to diversify investments?



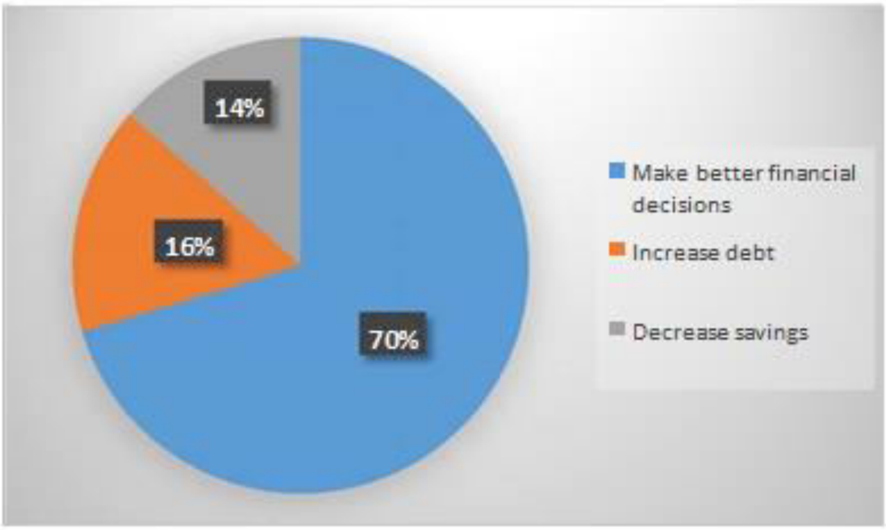
Data Interpretation: The Pie Chart presented above reveals the why is important to diversify investments. It shows us that 13%of the respondent to increase risk, 49%to decrease risk, and 38% to it doesn’t matter.

Question Title 6.What are some common types of investments?



Data Interpretation: The Pie Chart presented above reveals the what are some common types of investments. It shows us that 20%of the respondent Stocks, Bonds and Real estate, 19%to Candy, Toys and Clothes, and 61% to Video games, Movies and Music.

Question Title 7. How do you think understanding personal finance can help you in your daily life?



Data Interpretation: The Pie Chart presented above reveals the how do you think understanding personal finance can help you in your daily life. It shows us that 70%of the respondent make better financial decisions, 16%to increase debt, and 14% to decrease savings.

CONCLUSION

In conclusion, understanding the basics of personal finance, including budgeting, saving, and investing, is essential for achieving financial success and security. Budgeting allows individuals to manage their income effectively, prioritize spending, and allocate

resources towards achieving financial goals. Saving provides a safety net for emergencies and helps individuals achieve short-term objectives while also building a foundation for long-term financial stability. Investing enables individuals to grow their wealth over time, potentially generating returns that outpace inflation and ensuring financial security for the future. By mastering these fundamental principles and incorporating them into everyday financial practices, individuals can take control of their finances, build wealth, and work towards a more prosperous and fulfilling life.

Understanding personal finance basics, including budgeting, saving, and investing, is crucial for achieving financial well-being. Budgeting helps individuals track their income and expenses, enabling them to identify areas for saving and investment. By adhering to a budget, individuals can control their spending, reduce debt, and achieve financial goals more efficiently. Saving provides a financial safety net for emergencies and

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unexpected expenses, ensuring stability and peace of mind. It also enables individuals to accumulate funds for short-term goals like purchasing a home or going on vacation. Investing allows individuals to grow their wealth over time by putting their money to work through various asset classes such as stocks, bonds, and real estate. Investing wisely can help individuals build wealth, beat inflation, and achieve long-term financial objectives such as retirement planning. Overall, mastering personal finance basics empowers individuals to take control of their financial future, make informed decisions, and work towards achieving financial freedom and security.

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AN EMPIRICAL STUDY ON CAPITAL STRUCTURE ANALYSIS OF TATA STEEL COMPANY

Sudheer Nishad and Kushal Anandas
Chetana's self -Financing Courses

ABSTRACT

This study examines the capital structure of Tata Steel, a leading global steel producer, from 2000 to 2020. Employing empirical analysis techniques, the research investigates the determinants and impacts of the company's capital structure decisions over the specified period. Utilizing financial data and relevant variables, including debt ratios, profitability measures, market conditions, and industry benchmarks, the study aims to uncover patterns and trends in Tata Steel's financing strategies.

The findings reveal significant insights into the factors influencing Tata Steel's capital structure choices, such as leverage levels, liquidity preferences, growth opportunities, and market conditions. Additionally, the study assesses the implications of these decisions on the firm's financial performance, risk profile, and shareholder value.

Through robust statistical analysis and comprehensive financial modeling, this research contributes to the existing literature on capital structure theory and practice, providing valuable insights for policymakers, investors, and corporate managers navigating the complexities of financing decisions in the steel industry and beyond.

INTRODUCTION

The capital structure of a company is a critical aspect of its financial management, influencing its risk profile, cost of capital, and ultimately its value to shareholders. This empirical study focuses on analyzing the capital structure determinants and dynamics of Tata Steel, one of the largest steel producers globally, over the period of 2000 to 2020. Tata Steel operates in a capital-intensive industry characterized by cyclical demand patterns, technological advancements, and global market dynamics, making its capital structure decisions particularly significant and complex.

The rationale behind studying Tata Steel's capital structure lies in its strategic importance within the steel sector and its broader implications for understanding financing strategies in heavy industries. By examining Tata Steel's financing choices and their drivers, this research aims to provide insights into the factors influencing capital structure decisions in the steel industry context, as well as the implications of these decisions on firm performance and shareholder value.

Through empirical analysis techniques, including regression analysis, financial ratio examination, and industry benchmarking, this study seeks to contribute to the existing body of knowledge on capital structure theory and practice, offering valuable insights for both academia and industry practitioners grappling with financing decisions in the dynamic landscape of the steel sector.

STATEMENT OF THE PROBLEM

The importance of the steel manufacturing industry to the economy is becoming more widely acknowledged. As such, it is useful to evaluate the limitations the sector is experiencing. Since finance is the foundation of any company and requires careful planning and decision-making regarding its mix and source, it poses significant limits. Thus far, a range of empirical investigations have demonstrated that variations exist in a company's financial structure according to factors such as industry, financial system, financial development, and national macroeconomic circumstances.

This study's primary goal is to identify the company factors that influence financial structure. The amount of debt and equity employed for financing is made clear by this study. the businesses' operations. Therefore, it is believed that this would provide insight into the private limited Steel company's financial structure, which is a critical area in which financial structure decisions are made (with particular reference to Tata Steel Company Limited).

SCOPE OF THE STUDY

The present study aims that analyzing the Capital Structure of Tata Steel Company. The study could help the company as well as the investors to establish and understand its efficiency. This study guides the other lower efficient Steel Industries which might need some effort for more and effective and efficient utilization of its capital resources.

OVERVIEW OF THE COMPANY

India is home to the global steel manufacturer Tata Steel Limited. It is a division of the Tata Group, one of the biggest and most established companies in India. Tata Steel is one of the leading producers of steel worldwide, operating in several nations and areas.

Founded in 1907, Tata Steel has a rich history and has played a significant role in India's industrial development. The company operates across the entire steel value chain, from mining iron ore and coal to manufacturing various steel products, including flat steel, long steel, and specialty steel products for diverse industries such as automotive, construction, infrastructure, and manufacturing.

Tata Steel's operations are not limited to India; it has a significant international presence with manufacturing facilities in countries like the United Kingdom, Netherlands, Singapore, and Thailand. The company's international footprint enables it to serve global markets and customers efficiently.

To maintain its competitiveness in the ever changing steel sector, Tata Steel engages in a variety of associated operations in addition to its core steel business, including engineering, innovation, and research & development. As part of its commitment to sustainability, the company has taken a number of steps to reduce its environmental impact and improve the communities in which it operates.

Tata Steel's financial performance and capital structure decisions are influenced by various factors, including global steel demand, raw material prices, technological advancements, regulatory policies, and competitive dynamics in the steel industry. Analyzing the company's capital structure over time can provide valuable insights into its financial management strategies, risk management practices, and overall performance in the dynamic steel market.

OBJECTIVES OF THE STUDY

- To understand the Capital Structure of Tata steel company.
- To examine the Capital Structure ratios, profitability ratios.
- To Analyze the long-term solvency ratio with cash flow and the profitability ratio in relation to investments.
- To find out the factors determining the financial performance of the company.

LIMITATIONS OF THE STUDY

Data Availability and Reliability: Limited availability of historical financial data or discrepancies in reporting practices may hinder the accuracy and reliability of the analysis. Variability in accounting standards across different periods or jurisdictions could also pose challenges.

Access to Information: Some relevant information, particularly regarding internal policies, strategic decisions, and future plans, may not be publicly disclosed or readily accessible. This could restrict the depth of analysis and understanding of Tata Steel's capital structure dynamics.

Industry-Specific Factors: The steel industry is subject to unique market dynamics, regulatory frameworks, and operational challenges that may not be fully captured in the study. Factors such as fluctuations in commodity prices, geopolitical risks, and environmental regulations could influence Tata Steel's capital structure but may not be easily quantifiable.

Market Conditions: The study's findings may be influenced by prevailing economic conditions, investor sentiment, and market trends, which can fluctuate over time. External factors such as interest rate changes, currency fluctuations, and global economic uncertainties could impact Tata Steel's capital structure decisions.

REVIEW OF LITERATURE

Kumari (2015), analysed how financial leverage and capital structure factors related to the four largest Indian automakers between 2005 and 2014: Mahindra & Mahindra Ltd., Tata Motors Ltd., Marti Suzuki India Ltd, and Hero MotoCorp Ltd. The variables that were analysed were tangibility, size, growth rate, profitability, and liquidity. According to the results of the study's multiple regression analysis and correlation analysis Growth rate exhibits a positive correlation with leverage as an independent variable, while liquidity and profitability are demonstrated to be negatively correlated with capital structure.

Dasilas (2015), From 2005 to 2010, researchers investigated the relationship between corporate governance, credit rating, and capital structure of Greek SMEs and large corporations. Based on a panel regression study conducted during the crisis period (20082010), the authors conclude that the corporate governance framework and credit rating are important elements of the capital structure of Greek listed companies. Factors such as size, profitability, asset structure and growth potential were evaluated. The researchers found less evidence that corporate governance characteristics influence the capital structure of small businesses compared to large businesses. Because when the owners participate in the management of small and medium-sized enterprises, the burden of shareholders to hire monitoring agents is reduced.

Anitha and Harini (2018), according to their analysis, the ideal capital structure is one that gives greatest returns to shareholders whereas minimizing the fetched of capital to the trade. A company's budgetary wellbeing is generally impacted by current changes in its capital structure. Based on the investigate comes about, the capital structure demonstrate of companies incorporates obligation and value financing. In any case, an adjust must be struck between obligation and value financing. Tata Steel's obligation to value proportion and return on value are both great. This implies that the obligation to value proportion has influenced Tata Steel. Analysing the capital structure of Tata Steel Cultivate Restricted through this venture appears that the company meets the desires. In the coming a long time, the company ought to pay consideration to inside and outside issues and prioritize benefit era. Money related bolster frameworks are solid in the to begin with four a long time of instruction, but start to debilitate in the last fifth year. Whereas the company has a solid establishment for the future, it must moreover centre on short-term money related readiness.

RESEARCH METHODOLOGY

The research is based on observational prove, so the analyst has embraced a logical approach to design research technique for examination. The analyst has utilized auxiliary information as a source of information for this inquire about, such as yearly reports, websites and other distributions. The research covers about five periods ears from 20162021. The analyst has chosen the final five budgetary a long time for examination.

DATA ANALYSIS

1. Return on Assets:

ROA stands for return on assets and is the ratio of a company's net income (after taxes) to total assets employed. This ratio shows how well a company is using its assets to generate profits.

Return on Assets = Net Profit After Tax ÷ Average Total Tax

Table 1: Return on Assets Ratio

Year	Ratio
2016-2017	3.09%
2017-2018	3.33%
2018-2019	7.66%
2019-2020	4.48%
2020-2021	9.46%

Sources: - Secondary Data

This table shows the return on assets ratio for a firm over five years, from 2016-2017 to 2020-2021. The ratio is calculated by dividing the net income (after taxes) by the total assets of the firm. The table indicates that the firm's profitability in relation to its assets has increased over time, except for a slight decline in 2019-2020. The highest ratio was achieved in 2020-2021, at 9.46%, which means that the firm earned 9.46 cents for every dollar of assets it used. The lowest ratio was in 2016-2017, at 3.09%, which means that the firm earned only 3.09 cents for every dollar of assets it used.

2. Total Debt Equity Ratio:

The debt-to-equity ratio, also known as the external-to-internal ratio, measures the ratio of funds to funds. Foreigners and shareholders. Foreign funds are foreign stocks that are made up of any type of debt or liability. Debts owed to foreign parties of any maturity, such as corporate bonds, debentures, mortgages, and notes. Shareholder A fund is a domestic stock that includes share capital, preferred share capital and various reserves. Capital reserves, revenue reserves, emergency reserves, sinking funds, accumulated losses, etc.

Total Debt Equity Ratio = Total Debt ÷ Total Equity Shareholders

Year	Ratio
2016-2017	0.56%
2017-2018	0.41%
2018-2019	0.38%
2019-2020	0.53%

2020-2021	0.34%

Sources: - Secondary Data

This table shows the total debt/equity ratio for a firm over five years, from 2016-2017 to 2020-2021. The ratio is calculated by dividing the total debt by the total equity of the firm. The ratio indicates the degree of financial leverage of the firm, or how much it relies on debt to finance its operations. A lower ratio means that the firm has more equity than debt, and a higher ratio means that the firm has more debt than equity. The table shows that the firm's debt/equity ratio has fluctuated over time, reaching the highest level in 2019-2020, at 0.53%, and the lowest level in 2020-2021, at 0.34%. This means that the firm increased its debt relative to its equity in 2019-2020, but reduced it in 2020-2021.

3. Total Asset Turnover Ratio

Asset turnover compares net sales to average total assets to effectively assess a company's asset turnover. A company's ability to convert its assets into a return on capital.

Total Assets Turn Over Ratio = Net Sales ÷ Average Total Assets

Year	Ratio
2016-2017	43.05%
2017-2018	47.64%
2018-2019	51.35%
2019-2020	40.18%
2020-2021	0.51%

Sources: - Secondary Data

This table shows the assets turnover ratio for a firm over five years, from 2016-2017 to 2020-2021. The ratio is calculated by dividing the sales revenue by the total assets of the firm. The ratio indicates the efficiency of the firm in using its assets to generate sales. A higher ratio means that the firm is able to generate more sales with less assets, and a lower ratio means that the firm is using more assets to generate less sales. The table shows that the firm's assets turnover ratio has varied over time, reaching the highest level in 2018-2019, at 51.35%, and the lowest level in 2020-2021, at 0.51%. This means that the firm was most efficient in using its assets to generate sales in 2018-2019, but least efficient in 2020-2021.

CONCLUSION

An optimal capital structure is one that maximizes the company's value to its shareholders through selection the ideal combination of debt and equity that reduces the cost of capital. The decision of the company's capital structure has a significant impact on financial performance. The study found that Tata Steel used both debt and equity financing in the capital structure, but maintain the right balance between them. Research also shows that Tata Steel's return on equity is influenced by the debt-equity ratio that reflects its financial strength risk. Research shows that Tata Steel has done well in managing its capital structure in the first quarter analysis over the years, but has deteriorated in recent years. So the company should focus on improving it Profitability and efficiency considering internal and external factors affect the capital structure. The firms should focus on short-term capital planning as well as long-term capital structure.

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THE UNVEILING ROLE OF WOMEN IN THE DEVELOPMENT OF INDIAN KNOWLEDGE SYSTEM

Sudisha Dubey and Roshni Sahani
Student, Chetana's H. S College of Commerce & Economics

ABSTRACT
The main purpose this study is to focus on the role of women in the development of knowledge system. This study focus the progress of women in various sectors. Sectors like education, medical, politics, finance, etc. this study also gives the example of many successful ladies in these sectors. The study brings the perspective of narrow-minded families in front of the world. This study also focusses on the challenges which is face by the women from ancient period to present day. How women overcome these challenges and make achievement in every field is also shows in this research. The challenges of widow women and slum area women faced nowadays is also covered in this research. Today's women faced financial challenges also to study that this research has done. This research is to encourage today's women and for those who have made their name in every field and made millions of women feel proud.

INTRODUCTION
The research on the unveiling role of women in the Indian knowledge system is about the development of woman's in various sector like education, finance, medical, etc. The role of women in the development of knowledge system is play an important. This study covers the period from ancient to present time. The target of this study is to encourage and focus the challenges which is face by the women for their rights. Inequality of gender, discrimination of caste, sati, dowry, etc. are the main challenges faced by the women from medieval to colonial period. Nowadays the challenges of women are different from the colonial period these days women have to prove themselves to others first than to achieve success. Today there are some percent of families believe that women should do only household work and there is no need to educate them. This study focusses on the slum area women's financial strategies and also widow women too.

REVIEW OF LITERATURE
1. Government College of Kerala, 2017, the topic of **Women education** from this topic I study the education system for ancient time to modern time. In this study the researcher has divided the period in four parts and they are ancient, medieval, colonial, modern. The researcher has only focus on the women in their study. The study also focusses on the literacy rate of women in India. This research is the inspiring for the readers. The thought which is given on the picture is also inspiring the readers too.

2. Bianca Chereches, 2023 the topic of **Unveiling the Oppressed Body: Female Dalit Body Politics in India through Baburao Bagul and Yashica Dutt** this study explained about the Dalit female growth in the development of knowledge system. It is essential to recognize that simple caste or class analyses, as well as communal categorizations, cannot fully explain the complexities of Dalit issues. Additionally, society's fixation on fair skin has intensified their discrimination and suffering, leading them to feel self-conscious and excessively preoccupied with their own bodies.

3. Ministry of Women and Child Development Government of India,2006, the topic of **EMPOWERMENT OF WOMEN** this study explain about the empowerment of women in various field. This paper has two objectives 1. To create an enabling environment for effective participation of women in decision making processes and for asserting their social, economic and political rights.

4. Prof. Malashri Lal ,2005, the topic **DEVELOPING INDIAN PERSPECTIVES ON FEMINIST THEORY AND METHODOLOGY** explain Indian perspective relating to the role women in the development of knowledge system. This line of the paper is motivating , it is commonly known that scholarly work and teaching of Feminism and Women's Studies in India has been heavily dependent on western feminist theory.

5. Cynthia Stephen 2023, the topic **Unveiling marginalized Indian womanism: Review of 'Dalit Feminist Theory'**. The word "Womanist" does not appear even once in the book, nor are the histories, concerns, voices of black and Latina working-class sisters' struggles part of this discussion.

RESEARCH METHODOLOGY
This whole study is based on the comparative data. The study explains about the role of women in many sectors like education, science, politics finance, etc. from the ancient time to present day. The main aim of this study is to focus on the role of woman's successful achievements in various sector. The data for this research has taken

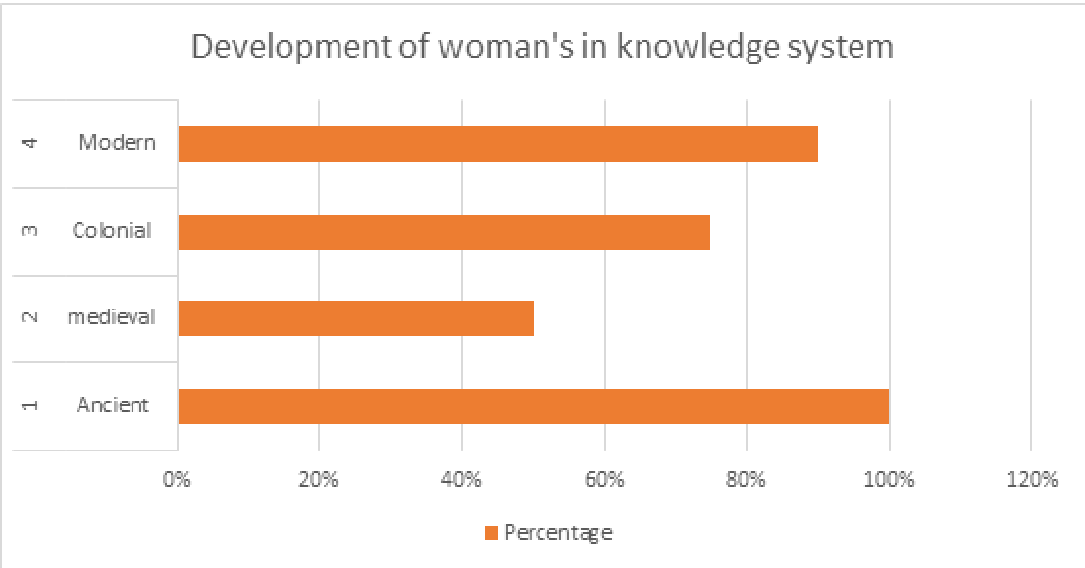
from various site, books, etc. and also there are some real-life stories who make this research valuable. This research has also disclosed the perspective of those families who don't allowed their daughter and daughter in laws to work and have their own independent life. The paper also studies about the financial condition of the widow woman's who don't have the degree. Research also focusses on the slum area woman's financial strategies. The main purpose of this research is to understand the challenges they had face to achieve their success. The challenges like discrimination and inequality in gender are main problem which is faced by the women in medieval period. This paper is studying the woman's life from ancient times to present day.

This study is covering the period from ancients' times to present days. The study is about the woman's and their success in the field of education, politics, finance, etc. This study is for creating the awareness among the societies and for those families who believe that married women doesn't have to work. This study also shows the financial strategies of slum areas women. The target of this study is Indian women. This study also gives a new direction to the readers. This study also gives the readers information about the role of women in the ancient times. The paper also helps to upgrade the knowledge of student who is pursuing their degree in the history. The paper is the descriptive study of the woman's role in knowledge system. This study is based on primary, secondary data.

The primary data for this paper is collected by the asking questionnaire to the women and personal analyze. The secondary data is collected by the opinion of other research, books, etc.

Analysis and Interpretation

Below chart is showing the development of women in the knowledge system. As we can see that the first line in bar chart shows ancient period the development of woman's is 100% which means that in this period the woman's has the right to educate themselves and can had the independent life as they want. It is also read in many books that in ancient times there were women's sages also. It shows that in ancient times women's has the right to take part in decision making. Woman's in ancient times has the right to become a leader (mukhiya) which shows that they also had the right to get involved in politics also. The second line in bar chart shows the development of woman's in medieval period in which because of Islamic invaders the freedom and rights of woman's is snatched from them. It shows that in this period the many rights like education, decision making has taken from them and many compulsions like purdah system has come into existence. This was the period from where woman's has started to do only household work and male dominated country is developed. The development of woman's in this period is decreased.



The third line of this chart shows the colonial period in which the development of women in knowledge system is started increasing from 45% to 75%. This is the period where woman's started to face many challenges for gaining their rights from the societies. In this period women's has the right to educate but not to choose the field in which they want to study and also, they cannot work after completing their studies. Including this there are also various challenges like gender inequality, caste, dowry, sati, etc. In this period the widow women are being treated as the unlucky women. To break all this challenges many great woman's like Savitribai Phule, Ramabai Ranade, Sarojini Naidu and others who started movements like ladki bachao, ladki padhao.

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Forth lines of above chart indicate the present times, which shows the growth in the development of the women in knowledge system. Nowadays most of the women has the rights to educate and they can choose any field in which they want to studies. Also most of the women work before and after their marriages. But there are some percent of women who don't have the rights to work and also some percent of women doesn't get the proper education because of their family mindset. Today government has started many scheme for widow women like pension and also encouraging them to started their own business for the financial stability. The women's who live in the slum area also take the benefit of government scheme for financial stability, this women's has also started the monthly saving of amount between them only for the emergency purpose. Nowadays women have the achieve the success in every field.

CONCLUSION

Today the growth of women have make the many achievements in various field. In the field of science women's like Anandibai Gopalrao Joshi is the first women who get degree of doctor and the women like Nirmala Sitharaman who make the success in the field of finance she is the currently finance minster of India. Indira Gandhi like women who create her career in the politics and she is the first women who become the prime minister of India. Like this there are many women's who now become the role model of others. The women's growth in the Indian Knowledge System plays the important role. Today's women are so proud of those women who have achieve success in their field.

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A DESCRIPTIVE STUDY ON CHALLENGES AND PERSPECTIVE OF RETAIL INVESTOR WITH RESPECTIVE DERIVATIVES MARKETS

Sujal Dilip Tapase and Vivek Virendra Varma
Student, Chetana's Self- Financing Courses, Chetana's Hazarimal Somani College of Commerce & Economics Bandra (E), Mumbai 400051

ABSTRACT
The derivatives market plays a crucial role in modern financial systems, offering investors diverse opportunities for risk management and speculation. Despite its potential benefits, retail investors often face unique challenges when participating in derivatives markets. This study aims to provide a comprehensive analysis of these challenges and explore the perspectives of retail investors towards derivatives trading.

Through a descriptive research approach, data was gathered from various sources including academic literature, regulatory reports, and surveys conducted among retail investors. The study identifies several key challenges encountered by retail investors in derivatives markets, including complexity of products, lack of understanding, high risk, regulatory constraints, and technological barriers.

Furthermore, the study delves into the perspectives of retail investors regarding derivatives trading. It examines factors influencing their decision-making processes, such as risk appetite, investment goals, and knowledge level. Additionally, the study investigates the role of education and awareness initiatives in enhancing retail investors' participation in derivatives markets.The findings of this study provide valuable insights for policymakers, regulators, and market participants to address the challenges faced by retail investors and foster a conducive environment for their participation in derivatives trading. Moreover, the study underscores the importance of investor education and awareness programs in empowering retail investors to make informed decisions and navigate the complexities of derivatives markets effectively.

INTRODUCTION
A derivative is a contract or a product whose value is derived from the value of some other asset known as the underlying. Derivatives are based on a wide range of underlying assets. These include: • Metals such as Gold, Silver, Aluminium, Copper, Zinc, Nickel, Tin, Lead, etc. • Energy resources such as Oil (crude oil, products, cracks), Coal, Electricity, Natural Gas, etc. • Agri commodities such as Wheat, Sugar, Coffee, Cotton, Pulses etc., and • Financial assets such as Shares, Bonds and Foreign Exchange.

Derivatives Market – History & Evolution The history of derivatives may be mapped back to several centuries. Some of the specific milestones in evolution of the derivatives market worldwide are given below:

12th Century - In European trade fairs, sellers signed contracts promising future delivery of the items they sold.

13th Century - There are many examples of contracts entered into by English Cistercian Monasteries, who frequently sold their wool up to 20 years in advance, to foreign merchants. 1634-1637 - Tulip Mania in Holland: Fortunes were lost after a speculative boom in tulip futures burst.

Late 17th Century - In Japan at Dojima, near Osaka, a futures market in rice was developed to protect rice producers from bad weather or warfare.

In 1848, The Chicago Board of Trade (CBOT) facilitated trading of forward contracts on various commodities. In 1865, the CBOT went a step further and listed the first "exchange traded" derivative contract in the US. These contracts were called "futures contracts".

Advantages of Derivatives Market:
The derivatives market offers several advantages for investors and market participants, including:

Risk Management: Derivatives provide a mechanism for hedging against price fluctuations in underlying assets. For example, futures and options contracts allow investors to mitigate risks associated with changes in interest rates, currency exchange rates, commodity prices, and stock prices. By using derivatives, investors can protect their portfolios from adverse market movements.

Portfolio Diversification: Derivatives enable investors to gain exposure to a wide range of asset classes and markets, thereby diversifying their investment portfolios. Through derivatives such as index futures, options, and swaps, investors can access asset classes such as equities, fixed income securities, commodities, and currencies, spreading risk across different investments.

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Arbitrage Opportunities: Derivatives markets often present arbitrage opportunities, where traders can profit from price discrepancies between related assets or markets. Arbitrageurs play a crucial role in ensuring efficient market functioning by exploiting temporary mispricings and restoring equilibrium prices.

Speculation: Derivatives offer a platform for investors to speculate on the future direction of asset prices without owning the underlying assets. Speculative trading in derivatives allows investors to capitalize on anticipated market movements and generate profits from price fluctuations, thereby enhancing market liquidity and efficiency.

Overall, derivatives markets provide a range of benefits, including risk management, leverage, price discovery, portfolio diversification, arbitrage opportunities, speculation, and customization, making them valuable tools for investors seeking to manage risk and optimize returns in financial markets. However, it's essential for investors to understand the complexities and risks associated with derivatives trading and employ appropriate risk management strategies.

OBJECTIVES

- Analysis risk management strategies by retail investor
- Investing primary challenges faced by retail investor towards derivaties
- Investigate the impact of existing regulation on retail investor

REVIEW OF LITERATURE

Ms. Shalini H S, Dr. Raveendra P V, (2014), Over the past decade, global trade and business have expanded due to globalization and liberalization, leading to increased demand for international money and financial instruments. This growth has raised financial risks for corporations, necessitating the development of derivatives in Indian financial markets. Derivatives, serving as risk management tools, provide commitments to future prices, mitigating the impact of adverse movements in exchange rates, interest rates, and stock prices. The derivatives market in India, established in 2000, has experienced remarkable growth, surpassing the cash segment in terms of turnover and traded contracts within twelve years. This study explores the history, concepts, types, regulations, market trends, and challenges of derivatives in India, comparing its status to the global derivative market.

Dr. Veena K.P, Dr. C. Mahadeva Murthy, (2015), The derivative market's emergence and growth are driven by the desire of risk-averse individuals to protect against uncertainties stemming from asset price fluctuations. Derivatives derive their value from underlying assets like equity, forex, or International Journal of Research Publication and Reviews, Vol 5, no 1, pp 2042-2047 January 2024 2043 commodities, serving as vital instruments for risk management. Common derivatives include forwards, futures, and options, facilitating the separation and trading of risks. Despite lacking physical existence, derivatives arise from contractual agreements between parties involving assets such as shares, debentures, commodities, currencies, or financial securities. This study focuses on the demographic profile of respondents, motivational factors influencing equity derivatives investment, and challenges faced by investors in the Equity Derivative Market. Primary data was collected through a survey of 60 respondents at Angel Broking Pvt Ltd. in Mysore City. It concludes that systematic risk in the Equity Derivative market is influenced by external factors beyond a company's control, impacting both the overall market and equity financial derivatives.

Tejashwini K. C. (2023), Behavioral finance, a burgeoning field, delves into how psychological factors shape decision-making in complex situations, particularly exploring shifts in mindsets when individuals invest in various financial instruments. This study focuses on understanding the mindset of retail investors across different investment sectors and what considerations guide their investment decisions. The essay delves into the significant impact of heuristics, prospect theory, and herding influences on the stock market decisions made by individual retail investors. Primary research involved the creation of a structured questionnaire, with data collected from 60 retail investors in Davangere. The primary objectives were to analyze the effects of behavioral finance on retail investors and investigate how this influence shapes their investment decisions. The study aims to uncover the factors influencing retail investors' decisions to invest and explore various theories associated with behavioral finance.

RESEARCH METHODOLOGY:

This study is based upon a Primary data & Secondary data.

The Primary data is collected by conducting a questionnaire method by using a simple random sampling method, in that total 20 questions were asked to the respondents and the Secondary Data is collected by websites and some research paper.

Primary Data

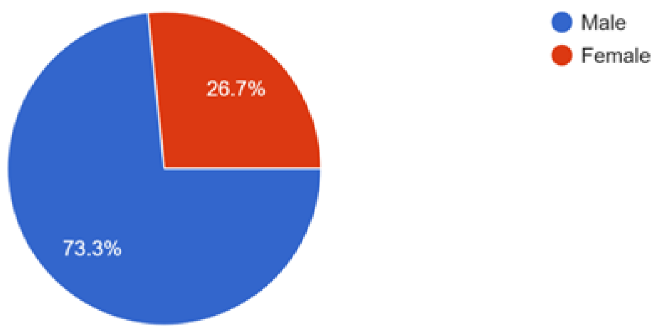
Questionnaire

Secondary Data

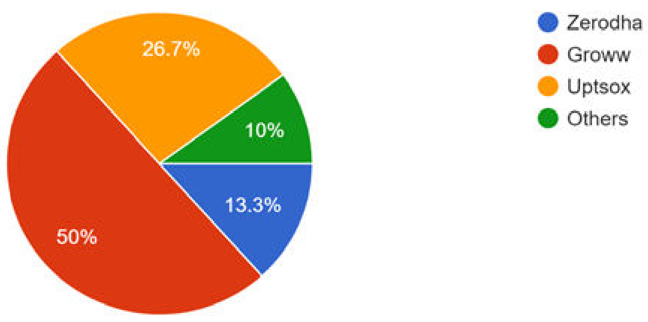
Website

Data analysis and Interpretation

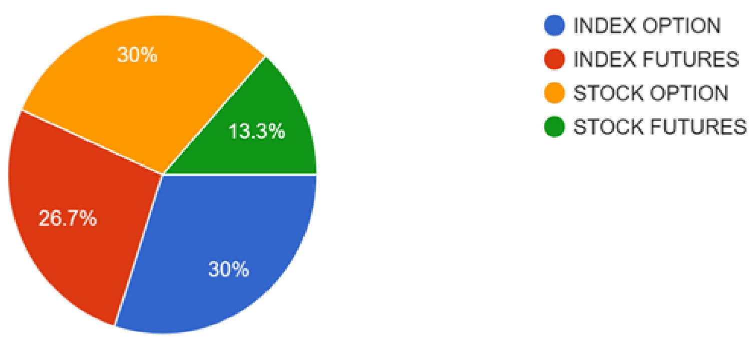
Sample size: 100



Interpretation
The above chart indicates that out of 100 respondents 73.3% respondents are male and 26.7% respondents are female.



Interpretation
From the above chart we can interpret that most of people grow broker for their investing/trading purpose.



Interpretation
From the above diagram we can interpret that peoples are investing in derivative market but different different instrument most of them all are index option (NIFTY,BANKNIFTY).

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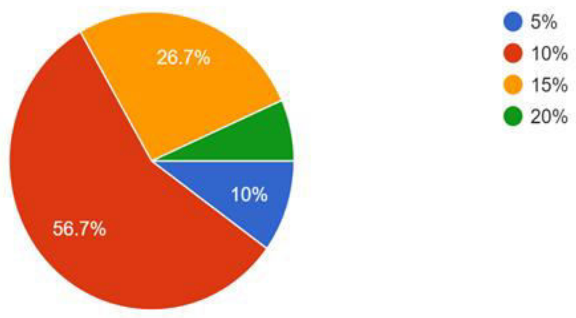
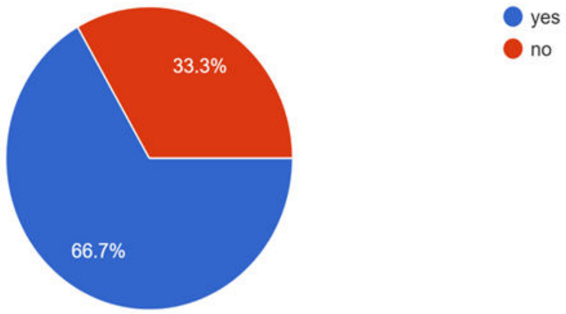
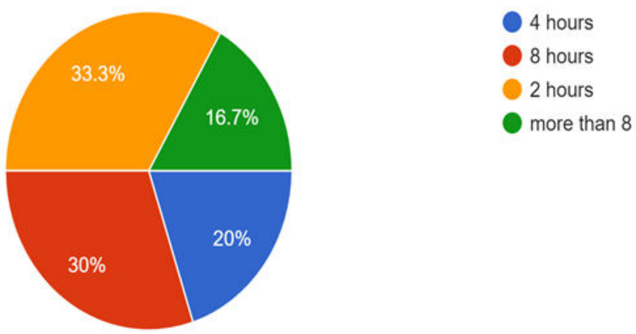


Interpretation:
From the above chart we can interpret that majority of the people who expect returns 10-15% of income that used in trading and it's the best returns you can expect from derivatives market



Interpretation:
From the above chart we can interpret that majority of the people are staisfied with current market situation (NIFTY,SENSEX)



Interpretation:
From the above chart we can interpret that majority of the people have good time of analysing their trade/investment and planning for next trade/investment.

FINDINGS
From the above study we have found out that male investors have more investments than male investors which shows there is more awareness between male investors than female investors.

From the above pie chart, we understand that most of people are using grow broker for their investing purpose.

From the above information we understand that 30 people have trading in option buying and others are trading in different segment

From the above chart we can interpret that majority of the people have good time of analysing their trade/investment and planning for next trade/investment.

From the above chart we can interpret that majority of the people are staisfied with current market situation (NIFTY,SENSEX)

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From the above chart we can interpret that majority of the people who expect returns 10-15% of income that used in trading and it's the best returns you can expect from derivatives market

SUGGESTIONS

Understand the Basics: Before diving into derivatives trading, ensure you have a solid understanding of the basic concepts, types of derivatives, and how they work. Familiarize yourself with terms like futures, options, swaps, and forwards, as well as the mechanics of leverage, margin, and settlement.

Educate Yourself: Continuously educate yourself about derivatives trading strategies, risk management techniques, and market dynamics. Take advantage of educational resources such as books, online courses, seminars, and reputable financial websites to enhance your knowledge and skills.

Start Small and Practice: If you're new to derivatives trading, consider starting with a small amount of capital and gradually increasing your exposure as you gain experience and confidence. Use paper trading or demo accounts provided by brokerage platforms to practice trading strategies and refine your skills without risking real money

Develop a Trading Plan: Develop a comprehensive trading plan outlining your trading goals, entry and exit criteria, risk management rules, and position sizing strategies. Stick to your plan and avoid making impulsive decisions based on emotions or short-term market fluctuations.

Seek Professional Advice: Consider seeking advice from experienced professionals, financial advisors, or mentors with expertise in derivatives trading. Their insights and guidance can provide valuable perspectives and help you navigate the complexities of derivatives markets more effectively.Remember that derivatives trading involves inherent risks, including the potential for substantial losses. Exercise caution, conduct thorough research, and seek to continually improve your skills and knowledge to become a successful derivatives trader over time.

CONCLUSION

To sum up, the examination of the given data produces insightful information about a number of topics. The first table displays the respondents' age distribution and shows that people in their 20s and 30s make up the majority of the sample. The respondents' preferences for derivative instruments are shown in the second table, whereby high return is shown as the most desired feature. Margin pressure is emphasized as a key risk element in the derivatives market in the third table. The rating of derivative instruments' overall performance is shown in the fourth table, where futures are the most favoured option. Chi-square tests for hypothesis testing indicate that there is a strong correlation between investment and yearly income categories but not between gender and investment proportions. These results offer a thorough comprehension of respondent preferences, perceptions of performance, and risk concerns in relation to derivative instruments The study determines that the investor's preference reasons in the derivative investment is different in different investment avenues. The investors preference reason in derivative investments is depends upon the investment objective such as Risk, Return, Safety and liquidity of the investment

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A STUDY ON THE ROLE OF FINTECH IN FINANCIAL INCLUSION

Swati Kanojiya and Aman Kanojiya
The Role of Fintech in Financial Inclusion

ABSTRACT
The impact of Fintech on traditional banking services. With an emphasis on the change of the financial industry through technological innovation, this study investigates Fintech's impact on efficiency, accessibility, and innovation.

In India, financial technology plays an important role in closing the gender gap and increasing financial inclusion. By utilizing technology, these firms make financial services more accessible, inexpensive, and user-friendly, thus helping to empower women and other underrepresented populations. It provides creative solutions that improve efficiency, accessibility, and customer experience.

INTRODUCTION
Fintech rose to popularity about 2010, particularly in the payments sector. Square, for example, was created in 2009 and allows small businesses or merchants to accept credit cards using a mobile smartphone.

Fintech upheavals now affect every aspect of finance, even areas that were previously thought to be immune to digital threats. Fintech is rapidly spreading: in the United States, for example, nearly one in every two users utilized a fintech product in 2021, mostly peer-to-peer payment systems and nonbank money transfers. FinTechs also raised record cash in the second half of the 2010s, with venture capital funding increasing from $19.4 billion in 2015 to $33.3 billion in 2020.

Financial Technology (Fintech): Applications and Impact on Our Lives

Financial technology (often known as fintech) refers to new technology that aims to improve and automate the delivery and usage of financial services. Fintech is used to help organizations, company owners, and consumers better manage their financial situation. Through reduced costs and improved access to financial services for those in low-income groups, rural areas, and other underserved sections of the Indian economy, fintech companies can help increase competition and accelerate financial inclusion in India. Fintech companies are utilizing their technological platforms to help the underprivileged and women in India become more financially literate. These businesses provide instructional resources, including articles, videos, and infographics, to help individuals learn about money management skills including investing, saving, and budgeting.

REVIEW OF THE LITERATURE
The data were analyzed using the documentary technique and content analysis using systematic review. The findings showed that one important area of digital technology is fintech. It is a quickly expanding sector of the financial industry and has significantly contributed to the change of financial markets and is a rapidly rising segment of the financial services industry

The fintech book Chhishti Barberis (2016)
Your main resource for information about the financial technology revolution, including its disruption, innovation, and opportunities, is The FINTECH Book. This book, written by wellknown thought leaders in the global fintech investment field, compiles a variety of industry knowledge into one insightful volume that will provide investors, bankers, and entrepreneurs the knowledge they need to take advantage of this profitable market. Entrepreneurs, bankers, consultants, investors, and asset managers are clamoring for more information as the financial technology sector soars. In 2014, the fintech industry brought in approximately $14 billion USD. Being the first crowdsourced book on the topic worldwide, The FINTECH Book is a priceless resource for anybody interested in or working in this field.

Shin D-H and Shim Y (2016) examining the fintech sector in China from the standpoint of actor-network theory. Thomas Punchman, 2016.
A new era of convergence services is being ushered in by the rapid development of information and communications technology, which is completely changing the industry landscape. China, one of the growing nations in the financial industry, is witnessing a hitherto unseen degree of financial and technological convergence. This research conducts a multilevel analysis of the historical evolution of China's financial technology (fintech) industry via the prism of actor-network theory (ANT). It aims to clarify the construction process.

Financial literacy and responsible finance in the FinTech era: capabilities and challenges .~Georgios A. Panos and John O. S. Wilson

The History of the Article 25 November 2019 received; 26 November 2019 accepted A increasing amount of research indicates that financial well-being is largely dependent on financial literacy, and that variations in financial literacy at an early age can account for a large portion of adult financial and overall well-being. At a rate never seen before, financial technology, or FinTech, is completely changing the financial services sector. Divergent opinions exist about how FinTech will probably affect people's personal financial planning, wellbeing, and social welfare. Financial education and informed financial advice are acceptable policy interventions that improve financial and overall well-being in an era of rising student debt, increased (digital) financial inclusion, and dangers from instances of (online) financial fraud.

This special issue presents seven new studies that come from four concurrent streams of literature about responsible finance and financial literacy, addressing this significant academic and policy priority.

Puschmann T, Alt R (2012) The financial industry is changing due to the advent of customeroriented banking and electronic markets. Mark Electron 22:203–215

Exchanges, clearinghouses, and multilateral trading facilities have emerged as the mainstay of today's internationally integrated financial transactions, demonstrating the banking industry's leadership in the adoption of electronic markets. Even though the majority of banks use these electronic markets' services to manage interbank transactions, they continue to pursue bilateral relationships in the area of customer-facing operations. These developments are centered on information technology (IT) and non-bank financial services.

Numerous banking IT innovations have surfaced, demonstrating that traditional banks will likely have less ability to stifle competition at the customer interface. As a result, they will need to reposition themselves in the banking sector, drawing comparisons to the media sector, where new players from the computing industry have brought about disruptive changes. The position paper addresses banks' perspectives in addition to outlining the threat to current banks.

OBJECT OF THE STUDY

Validating the service quality dimensions provided by the commercial banks in the study area and establishing a link between these attributes and customer satisfaction are the main goals of this research. The three categories of commercial banks are foreign, private, and public sector banks. The main goals are to: (i) Address flaws and vulnerabilities in the financial markets that jeopardize consumer safety, reduce market efficiency, and erode financial stability; (ii) Give institutions incentives to consider systemic risk; and (iii) Protect.

The majority of fintech companies aim to function as intermediaries and peer-to-peer lending platforms, offering services such as loan aggregation and facilitation through websites, mobile applications, software, and other online platforms to a range of non-banking financial companies (NBFCs), banks, and other authorised loan providers (NBFCs), bank and loan providers.

RESEARCH METHODOLOGIES

A mixed methods technique is used in "The Role of Fintech in Enhancing Financial Inclusion: Challenges and Opportunities" to collect extensive data. To guarantee a thorough and comprehensive analysis, both primary and secondary data collection techniques are used.

The research approaches used in this work are comparative, sociological, and doctrinal. Using information from primary and secondary sources, such as current laws, journal papers, newspaper reports, and policy documents, the researchers performed a content analysis. Despite the government, regulators, and financial institutions' efforts to promote the use of smartphones for mobile payments, automated teller machines (ATMs), and mobile money, the research revealed that the gap in financial inclusion has widened. The disparity in financial inclusion can be attributed to a number of factors, including illiteracy, inadequate infrastructure, sporadic power outages, poor mobile reception, particularly in rural areas, frequent bank network outages, needless fees, information asymmetry, and data privacy violations.

The Role of Fintech: Financial Inclusion in MSME

The study's focus is on the 15 subdistricts that make up Makassar City's MSME actors. This study used a survey approach with questionnaire lists and interviews as its data gathering method. The Likert scale approach is a type of measurement scale used in this study. Every informant response is measured at intervals of one to five, and the results are then altered to match the statement or question posed. All 2,049 business units in Makassar City that are MSMEs make up the population under study.in order for there to be up to 335 business units in the sample count. The function that financial technology and financial inclusion play for MSMEs in the analysis process is described using a qualitative descriptive analysis technique.

FINDINGS

Compared to traditional financial services, fintech services are far more affordable (Shaikh et al., 2023). This results in a greater number of people being able to afford and use financial services, which has a significant impact on financial inclusion. Its regression coefficient is 0.034, meaning that the bank's performance will rise by 3.4% in response to an increase in the FinTech index. As a result, the paper's hypothesis has been verified, and financial technology can enhance commercial banks' operational efficiency.For the banking and financial industries, 4FinTech is a whole new sector.

1: "Fintech adoption positively impacts financial inclusion."

The results of this study indicate that the use of fintech solutions, such digital payment platforms and mobile banking, increases underprivileged groups' access to financial services and, in turn, promotes greater financial inclusion. Analyzing data on financial inclusion measures and fintech adoption rates across various demographic groups and geographical areas could test this theory.

2. **"The use of blockchain technology in fintech reduces transaction costs and improves transparency."**

According to this research, there are several benefits to using blockchain technology into fintech applications, including supply chain finance and digital payments, including reduced transaction costs, quicker settlement times, and more security and transparency. Case studies and empirical examination of transaction data comparing blockchain-based and conventional financial systems could be used to test this idea.

3. **"Regulatory challenges hinder fintech innovation and adoption."**

According to these findings, fintech companies face major obstacles from regulatory hurdles and uncertainties, such as licensing procedures and compliance requirements, which restrict their capacity to grow and develop. It suggests that sandbox environments and regulatory measures to support regulatory clarity can encourage fintech innovation and hasten adoption. Analysis of regulatory frameworks in various jurisdictions and qualitative interviews with stakeholders in the fintech business could be used to investigate this notion.

4: "Robo-advisors outperform traditional financial advisors in terms of investment returns and cost-efficiency."

According to this research, automated investment advising services, or robo-advisors, outperform human financial advisors in terms of cost-effectiveness and investment returns. It implies that investing portfolios can be optimized and management fees can be decreased by robo-advisors through the use of algorithms and data-driven methods, which will eventually benefit investors. Performance evaluations and cost-benefit assessments comparing traditional financial institutions' portfolios to those handled by robo-advisors could be used to test this theory.

LIMITATION OF THE STUDY

Access Barriers:

In rural or isolated places, as well as among marginalized groups, access to digital devices and internet connectivity is typically restricted, which poses a challenge for fintech solutions. This results in a "digital divide," whereby people without access to technology are unable to take advantage of fintech services.

Digital Literacy:
A large number of people, especially in marginalized communities, lack the digital literacy skills needed to use fintech services efficiently. Their capacity to access and make use of fintech services for financial inclusion is thus restricted.

Trust and Confidence:
Because of worries about data security, privacy, and trust in digital financial transactions, some people could be reluctant to use fintech services. For fintech platforms to be widely adopted and used, trust must be established.

Risk of Exclusion:
As traditional financial institutions use fintech solutions more frequently, there's a chance that those who don't fit their eligibility requirements or risk profiles won't be accepted, further marginalizing already marginalized groups.

Data Bias and Discrimination:
Due to the inadvertent perpetuation of prejudices and discrimination, fintech algorithms and data analytics may result in unequal access to financial services for people based on socioeconomic position, gender, or race.

Cultural and Behavioral Factors:
It may be difficult to achieve widespread financial inclusion if cultural norms, tastes, and ingrained behaviors have an impact on how fintech services are adopted and used. Mention all of these restrictions, which are necessary for a multifaceted strategy involving cooperation between governments, financial institutions, regulatory agencies, fintech companies, and civil society organizations in order to guarantee that fintech innovations are accessible, inclusive, and advantageous for all societal segments.

CONCLUSION AND SUGGESTIONS

Finally, Some Recommendations
Through improving accessibility, affordability, and innovation in financial services, fintech is essential to the advancement of financial inclusion. Fintech empowers underprivileged people, promotes financial literacy, and opens doors for economic growth and inclusion by utilizing technology and data-driven initiatives. However, to fully realize the potential influence of fintech on financial inclusion, it is imperative to overcome cybersecurity issues, digital literacy gaps, and regulatory constraints. Fintech is revolutionizing the financial sector by encouraging innovation, efficiency, and accessibility. Its function will keep changing, propelling financial inclusion, enabling people and companies, and influencing the direction of global finance in the future. However, achieving fintech's full potential in the years to come will require negotiating regulatory difficulties and addressing societal issues.

By implementing these suggestions, fintech companies can further strengthen their role as drivers of financial inclusion and contribute to building a more inclusive and resilient financial ecosystem for all. collaboration among stakeholders is essential to maximize the impact of fintech in promoting financial inclusion. By working together to address regulatory barriers, develop innovative solutions, and empower individuals, we can create a more inclusive financial ecosystem that benefits everyone.

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A DESCRIPTIVE STUDY IN GREEN FINANCE STARTUPS AND IMPLICATION DUE TO FINTECH INNOVATION

Tanmay Ashok Sawarkar and Yash Somnath Patekar
Student, Chetana's Self- Financing Courses, SYBMS (Finance) Mumbai

ABSTRACT

This study looks at how green company initiatives are changing and how fintech innovation is revolutionizing green finance. More and more people are realizing the importance of tackling climate change and the green economy in supporting environmental management and sustainable development. While developments in fintech are changing the financial sector, they also offer new opportunities for capital in the startup environment. The brief also explores the development of green finance, which includes financial services and products designed to assist companies and projects in the environment. Fintech innovation, through the use of big data analytics, blockchain and artificial intelligence, plays a key role in the freedom of green finance by making financial processes more efficient and effective. The report also explores how competitive lending, carbon trading, investment barriers, financial aid and interventions can help green businesses thrive. Through these platforms, investors can direct their resources to profitable projects, avoid traditional financial barriers and ensure that the flow of money into the environment works. Additionally, the brief explores how fintech-driven green finance innovation impacts stakeholder engagement, business development, and growth outcomes. It also addresses issues such as risk management, governance issues and the need for reconciliation to measure financial performance and environmental impact. In summary, this study highlights the synergy between fintech-focused green finance advances and green entrepreneurship.

Keywords: Green Finance, Enviornmental Changes, Startups, Fintech Innovation, Risk Management, Data Analytics, Stakeholders Engagement.

INTRODUCTION

The pressing need to address climate change and its far-reaching effects has led to an increase in interest in the convergence of environmental sustainability and finance in recent years. The growing area of "green finance," which includes financial services and products intended to advance environmental sustainability while producing profits, is a result of this focus. In this context, startups are essential because they spur innovation and push the limits of conventional finance to generate new avenues for long-term investment. The development of green finance has been expedited by the rise of fintech, or financial technology, which presents innovative answers to persistent environmental problems. Blockchain, artificial intelligence, and digital platforms are examples of fintech technologies that have upended established financial institutions, democratizing access to capital and facilitating more effective allocation of funds to initiatives that benefit the environment. Green finance startups encompass a wide range of businesses, from carbon offset platforms and green investment funds to renewable energy firms and sustainable infrastructure developers. These firms fulfill the growing need for sustainable investment options while addressing environmental concerns through the use of cutting-edge technologies and business concepts. Green finance startups are distinguished by their emphasis on both financial rewards and environmental impact. Green finance companies, in contrast to traditional financial institutions, which have traditionally placed a higher priority on profit maximization, include environmental concerns into their basic business plans and coordinate their operations with more general sustainability goals. The advent of fintech innovation has accelerated the expansion of green finance by dismantling conventional obstacles to sustainable investment. Fintech businesses enable investors to make more informed, transparent, and efficient investment decisions by facilitating the flow of finance to environmentally friendly initiatives through the use of digital platforms. Peer-to-peer renewable energy trading platforms have been made possible by blockchain technology, for instance, enabling customers to buy and sell extra energy straight from their neighbors. Similar to this, artificial intelligence algorithms are able to evaluate enormous volumes of environmental data in order to pinpoint investment possibilities that have the best chance of having a positive impact, therefore improving decision-making and risk management. Fintech innovation poses a distinct set of problems and implications, despite its tremendous potential to advance green finance. One such difficulty is maintaining consumer protection and regulatory compliance in the quickly changing field of fintech-enabled green financing. Regulators have to walk a tightrope between protecting against fraud, greenwashing, and other possible hazards and promoting innovation.

Effects of Green Finance Startups and Implications Due To Fintech Innovation

1. **Easier Access to Sustainable Investment Opportunities:** Green finance firms use fintech innovation to make it easier for people of all backgrounds to participate in financing projects that will benefit the environment.
2. **Efficient Capital Allocation**: Fintech platforms streamline procedures like project evaluation, funding disbursement, and effect monitoring, allowing for more economical and environmentally beneficial capital allocation to be directed towards green projects**.**
3. **Innovation in Financial Products:** Green finance startups lead the way in the development of cutting-edge financial services and products designed to solve environmental issues. Examples of these include carbon offsetting platforms, green bonds, and sustainable investment funds, which increase the range of tools available for sustainable finance.
4. **Enhanced Transparency and Accountability:** By offering real-time data on environmental performance, financial metrics, and impact measurement, fintech solutions help investors hold companies accountable for their sustainability commitments and help them make more informed decision**s.**
5. **Risk Mitigation and Management:** By offering sophisticated risk assessment, predictive analytics, and secure transaction mechanisms, fintech tools like blockchain technology and artificial intelligence help mitigate and manage risks associated with green investments. This lowers barriers to entry and boosts investor confidence.
6. **Difficulties with Regulation and Compliance:** Policymakers and regulators face regulatory and compliance problems as a result of the fintech industry's rapid innovation in green finance. They must modify current frameworks to handle emerging threats like financial fraud, data privacy breaches, and greenwashing.

OBJECTIVES

- To investigate how green finance firms have emerged and grown in response to the changing fintech innovation scene.
- To examine how fintech advancements—like blockchain technology and AI-powered algorithms—affect the growth and efficacy of green finance firms
- To evaluate the chances and obstacles that green finance firms must overcome in order to use fintech advances to advance environmentally friendly investing and sustainable conservation.
- To look into how policy changes and regulatory frameworks affect how easily or difficultly green finance firms integrate into the larger fintech industry.

REVIEW OF LIERATURE

MUKUL BHATNAGAR- Ecological degradation cannot be tolerated at the expense of economic growth. The most sensible approach to both ecological and economic development is through green finance. Several summits and conferences have embraced a sustainable development framework for their action plans in order to address the pressing concerns posed by climate change. The seventeen time-bound Sustainable Development Goals (SDGs) for 2030 aim to achieve the three sustainability objectives of economic, social, and environmental sustainability in a balanced manner. The study evaluates the current state of green finance in India and examine how it affects startups. The likelihood and significance of a green startup's success are illustrated with particular case studies.

ABHISHEK RAJAN- In this study, we observed the optimal policy options for banks that may experience a severe and infrequent decline in production that could lead to loan default. We analyze the effects of such a shock on an economy in the presence of financial frictions, including sticky deposit rates, using a finite-period framework with comprehensive knowledge. According to our research, any recapitalization strategy that improves transmission performs best for all alternative-saving vehicles in a flexible deposit/lending rate environment. Policy measures to boost the economy, however, can force a trade-off between the wellbeing of consumers and the profits of businesses. Thus, we emphasize the significance of household welfare, which is enhanced by social spending by the government and interest income received by households.

MUNISH GUPTA- In the framework of the Sustainable Development Goals (SDGs), green finance and responsible investing are becoming more and more important. The significance of green finance in enhancing the sustainability performance of Indian commercial banks is examined in this chapter. The study examines the relationship between sustainability performance and social, economic, and environmental components of green finance, including environmental risk management, green financing strategies, and economic features. Using a sample (non-probabilistic) approach, 392 respondents in New Delhi were surveyed and interviewed to obtain information from primary sources. The respondents are prominent figures in the financial sector. The findings shed light on the significant influence of green finance's social, economic, and environmental components on sustainability performance and demonstrate how financial institutions can assure long-term economic viability while promoting good environmental outcomes.

RESEARCH METHODOLOGY

This study is based upon a Primary Data and Secondary Data. The primary data is collected by conducting a Questionnaire Method by using a Simple Random samplingmethod, in that we have total 12 questions asked to the respondents and the secondary data is collected from internet.

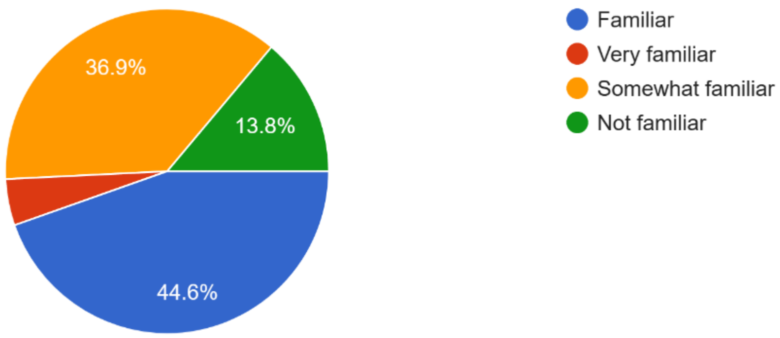
Primary Data - Questionnaire

Secondary Data- Internet

DATA ANALYSIS AND INTERPRETATION

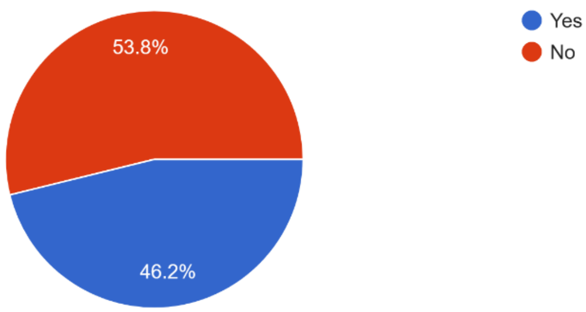
- **Sample Size**-65
- **Tool** -Excel

1. How familiar are you with the concept of green finance and fintech?



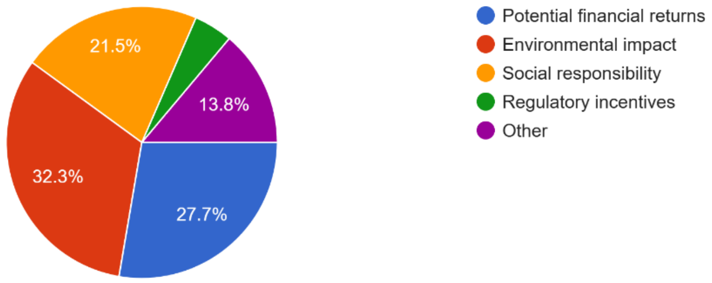
Data Interpretation- The above diagram proves my first objective of the study, which is awareness of green finance and Fintech innovation .We saw that 44% people are familiar with the concept,36%are somewhat familiar and 13% are not at all familiar with it.

2. How familiar are you with the concept of green finance and fintech?



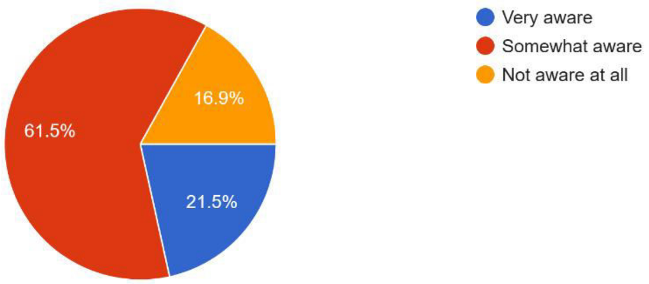
Data Interpretation- The next analysis also proves my first objective 46%of people are familiar with green finance whereas 53%are not

3. What factors influence your decision to invest in green finance startups?



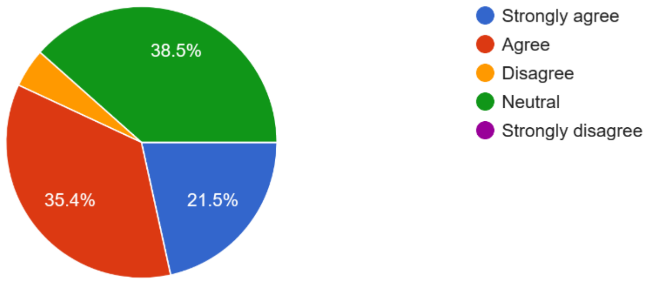
Data Interpretstion- Here I,m trying to prove my second objective about the influence and advancement towards green finance.32% people think that green finance has impacted the situation of environment.21% think it influenced Social responsibility.whereas 27% potential financial returns.

4. How aware are you of fintech innovations in the field of green finance?



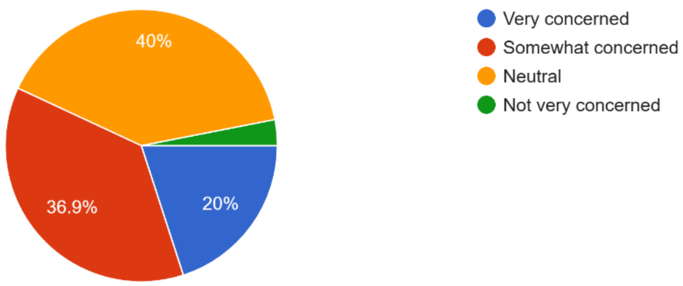
Data Interpretstion- Here it says 61% are some what aware of fintech innovation in field og green finance whereas 21% are very well aware and 16.9%are not at all aware.

5. Do you believe fintech innovations can enhance the accessibility and efficiency of green finance solutions?



Data Interpretstion- Here it speaks about the enhancement of the accessibility and efficiency of green finance 38% are nuteral whereas 35% agree with the concept,21%strongly agree with the concept.

6.How concerned are you about the potential risks associated with fintech-driven green finance initiatives?



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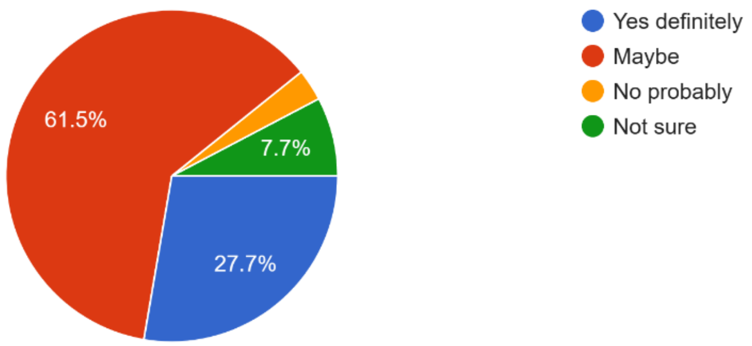
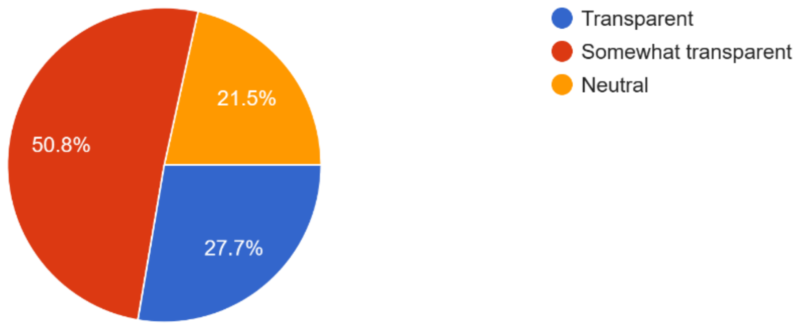
Data Interpretation- 40% people are nuteraly concerned with the risk whereas 36%are somewhat and 2)% are very concerned with the risk associated.and with this I prove my third objective which is advancement and potentail to acciquire risk

7. Would you be willing to use fintech platforms for managing your green investments?



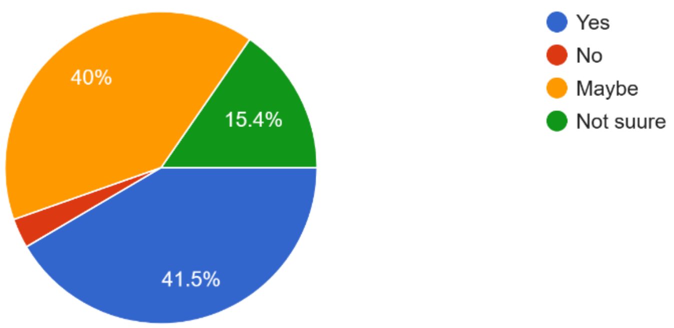
Intepretation- 61% may be think they will be willing to use fintech platforms for green investment whereas 27% are definitely sure to use.

8. How do you perceive the transparency of green finance startups utilizing fintech solutions?



Data Interpretation- 50% are somewhat transparent and 27% are fully transparent with the taransparency of green finance startups.

9. Would you be more inclined to invest in a green finance startup if it employed fintech solutions?



Data Interpretation- Here it says,41% people want to invest in green finance whereas 40% maybe think to invest and 15% are not sure.

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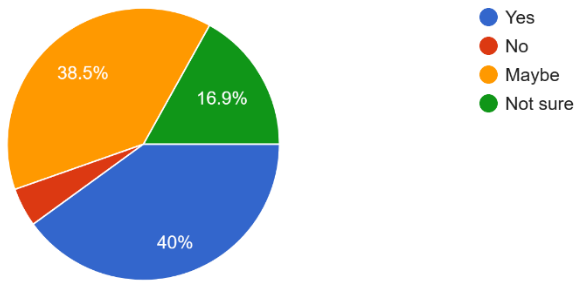
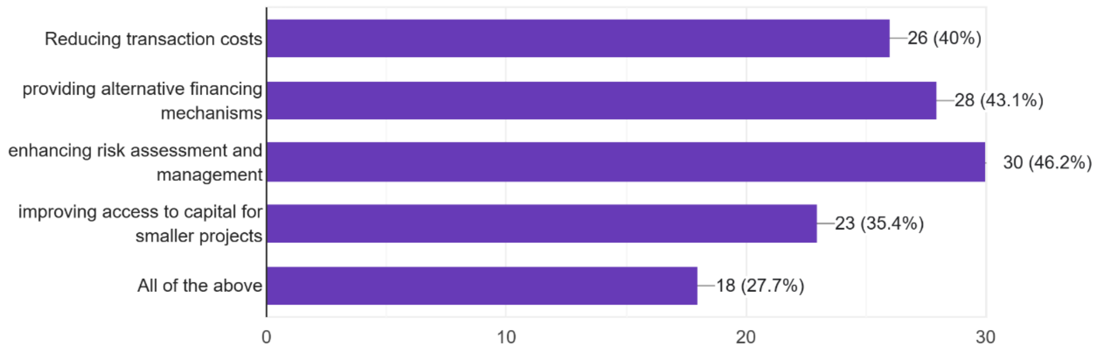
10. Would you consider switching from traditional financial institutions to fintech platforms for your green investments?



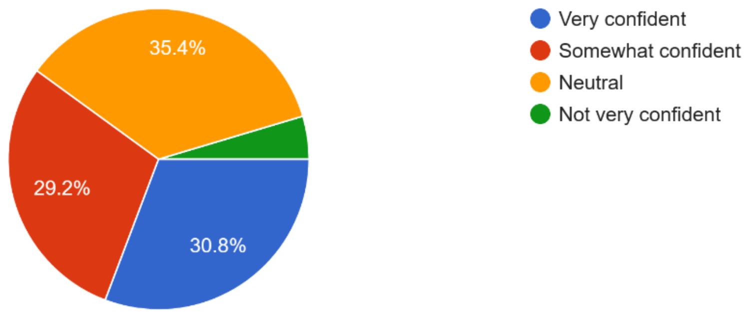
Data Interpretation- 40% of people think of switching from traditional to financal technology whereas 38% think maybe they think and 16% not sure.Here it proves my fourth objective.

11. How do you think fintech innovations can address the financing gap in green projects?



Data Interpretation-In this, 46.2% think enhancing risk assesment and management can address the gap wheraes 43% think providing alternative financing mechanisms.40% think reduce cost and 35% improve access capital.

12. How confident are you in the long-term sustainability and viability of fintech innovation in green finance startups?



Data Interpretation- 30% of people are very confident whereas 35%are nuteral and 29% are somewhat confident for long term sustainability and viability of fintech innovation.

FINDING

The research study reveals a number of important results that provide insight into the situation of the industry today and its consequences for different stakeholders. First, the report shows a sharp increase in the number of green finance firms, indicating a rising desire to use financial services to advance sustainability and address environmental issues. There is a noticeable shift towards more environmentally conscious financial practices as these startups offer a variety of cutting edge goods and services such as green investments, sustainable loans, carbon offsetting solutions, and financing for renewable energy.

In addition, the study clarifies current market trends and prospects in the green finance industry. It provides insights into where possibilities exist for startups and investors by identifying significant growth regions, investment trends, and regulatory developments through descriptive analysis. Furthermore, the study clarifies the difficulties and impediments that green finance businesses must overcome, encompassing everything from complicated regulations and capital access to concerns about consumer awareness and trust. But it also emphasizes how fintech innovations—by offering substitute funding sources, boosting accountability and transparency, and refining risk assessment procedures—can assist in lessening some of these difficulties.

In order to help stakeholders effectively navigate the changing landscape of green finance and fintech innovation, the report provides insightful analysis and recommendations. It promotes cooperative efforts between stakeholders in the industry, legislators, and regulators to provide favorable regulatory frameworks, incentives for environmentally friendly investments, and campaigns to raise public knowledge of and financial literacy. The report also emphasizes how critical it is to support partnerships, innovate, and scale effect in order to hasten the development of a more inclusive and sustainable financial ecosystem.

CONCLUSION

The study concludes by highlighting the revolutionary potential of fintech innovation and green finance startups in advancing sustainability and changing the financial landscape. By means of an all-encompassing examination of industry patterns, obstacles, prospects, and consequences, the research offers significant perspectives for interested parties attempting to maneuver the dynamic junction of finance and sustainability.

The report also provides insights into investment trends, regulatory changes, and new growth areas by highlighting important market trends and prospects in the green finance sector. Green finance businesses, in spite of obstacles like consumer awareness, capital access, and regulatory complexity, are well-positioned to benefit from the growing market demand for sustainable financial goods and services. Moreover, the study highlights the wider consequences of green finance and fintech innovation in furthering sustainable development objectives, such as reducing global warming, encouraging the adoption of clean energy, and cultivating conscientious consumption habits.

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A DESCRIPTIVE STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT METHODS FOR ENHANCING EMPLOYEE'S SKILLS

Trupti Satyavan Yeram and Manasi Keshav Kheratkar
Student, SYBMS (HR) Chetana's Self–Financing Courses, Mumbai, Maharashtra

ABSTRACT

Research has shown that modern methods of training and development have a significant impact on enhancing employees' skills.

These methods go beyond traditional approaches and incorporate interactive and innovative techniques. One such method is interactive workshops, where employees actively participate in hands-on activities, group discussions, and role-plays. This type of training fosters engagement and allows employees to apply their learning in real-life scenarios. Another effective method is e-learning platforms, which provide employees with flexible and accessible training materials. These platforms offer a variety of multimedia resources, such as videos, quizzes, and interactive modules, allowing employees to learn at their own pace and convenience.

Mentorship programs have also proven to be beneficial in employee skill development. Pairing experienced employees with newcomers or those seeking to enhance specific skills creates a supportive learning environment. Mentors provide guidance, share their expertise, and offer valuable feedback, helping employees grow both personally and professionally. Simulations are another modern method that allows employees to practice skills in a safe and controlled environment. By simulating real-life scenarios, employees can develop problem-solving abilities, and decision-making skills, and enhance their critical thinking.

Overall, these modern training and development methods provide organizations with effective tools to enhance employees' skills. By utilizing interactive workshops, e-learning platforms, mentorship programs, and simulations, companies can empower their workforce and foster continuous learning and growth.

INTRODUCTION

Nature and Scope of Training Program: -

Training and development refer to the process of improving knowledge, skills, and abilities in order to enhance their performance in their current position or prepare them for future responsibilities. It involves various activities and programs that help them empower employees, such as workshops, courses, coaching, mentoring, and on-the-job training and off the job training. The goal is to help employees grow personally and professionally, Through the training and development it helps both the personal and the organization. It's a great way to invest in the growth and success of the employee and to improve their skills

Types of Training and Development Methods

Mainly there are six types of training and development methods are as follows: .

1. **E-Learning:** This method involves using electronic devices and online platforms to deliver training materials and courses, allowing learners to access them at their own pace and convenience.
2. **Gamification:** Gamification incorporates game elements, such as points, badges, and leaderboards, into the training process to make it more engaging and interactive.
3. **Mobile Learning:** With the increasing use of smartphones and tablets, mobile learning enables learners to access training materials and resources on their mobile devices anytime, anywhere.
4. **Virtual Reality (VR) and Augmented Reality (AR):** These technologies create simulated environments or overlay digital information in the real world, providing immersive and interactive training experiences.
5. **Microlearning:** Microlearning breaks down training content into small, bite-sized modules, making it easier for learners to consume and retain information.
6. **Social Learning:** Social learning leverages social platforms and collaborative tools to encourage learners to interact, share knowledge, and learn from each other.

- **Advantages and disadvantages of training and development modern methods**
- Advantages:
- Flexibility
- Engagement
- Cost-effectiveness
- Personalization
- Scalability

Disadvantages:

- Technical challenges
- Lack of human interaction
- Learning style compatibility
- Maintenance

OBJECTIVES

Based on the research questions developed and the review of the literature,

- The objective of modern training and development methods in research is to investigate and evaluate the effectiveness of these methods in improving employee performance, enhancing learning outcomes, and driving organizational success.
- Researchers aim to identify the strengths and weaknesses of different training approaches, understand the impact of technology on learning, and explore strategies for optimizing training programs.
- By researching modern training and development methods, organizations can make informed decisions and implement evidence-based practices to maximize the benefits of employee training and development initiatives.

REVIEW OF LITERATURE

According to the research on training and development modern methods that enhance employees' skills. Research suggests following review :-

1) These methods have a positive impact on employees and organizations.
2) They lead to improved job performance, increased productivity, and higher job satisfaction.
3) Investing in training and development companies can develop a learning culture and create a skilled workforce.
4) Employees benefit from gaining new knowledge and skills, which can improve their confidence and career prospects.

Overall, these methods contribute to the growth and success of both employees and organizations.

RESEARCH METHODOLOGY:

This study is based upon a Primary Data and Secondary Data. The primary data is collected by conducting a questionnaire Method by using a Simple Random sampling method, in that we have total 8 questions were asked to the respondents and the secondary data is collected by Newspaper and some research paper.

Primary Data:

Questionnaire (google form)

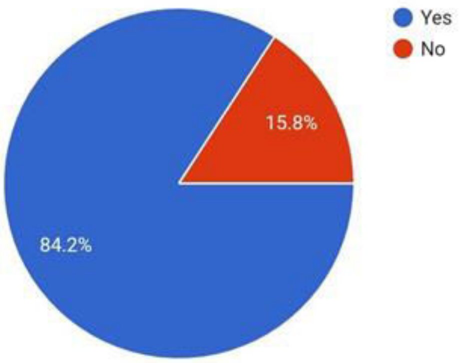
Secondary Data:

Newspaper (Times of India, Mint) , Research paper , journals

DATA ANALYSIS AND INTERPRETATION:

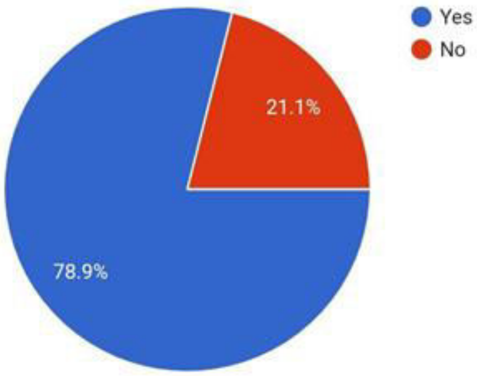
Sample Size: 40 Tool: Excel

1) Dose your organization provide you a training and development program?



Data Interpretation- Above diagram proves my first objective of the study that some organization provides training and development program before allocating them a job role. According to my research 84.2% employees receive training and development program and 15.8% employees not receive any training and development program before allocating them job role.

2) Did you receive sufficient support and guidance during the modern training and development program?



Data Interpretation- The above diagram indicates that some employees receive OR do not receive sufficient support and guidance during the training program. 78.9% of employees receive sufficient support and guidance during the training program. And 21.1% of employees do not receive sufficient support and guidance during the training program.

3) Did the training program provide you with the necessary knowledge and skills to perform your job effectively? (If yes, please write down your skills)

According to the research report, Yes, training programs are designed to provide employees with the necessary knowledge and skills to perform their jobs effectively. The objectives of these programs include:

1. Enhancing job performance: Training programs aim to improve employees' skills and competencies, enabling them to excel in their roles and contribute to the success of the organization.
2. Promoting employee engagement: By investing in training and development, organizations show their commitment to employee growth and development. This can lead to increased engagement, job satisfaction, and motivation among employees.
3. Adapting to changes: In a rapidly evolving business environment, training programs help employees stay up-to-date with industry trends, new technologies, and changes in job requirements
4. Do you have any suggestions or feedback for improving the training and development methods in the future?

According to the research report there are a few ways that modern training and development methods can be improved in the future:

1. **Interactive and Hands-On Approach:** Incorporating more interactive and hands-on activities during training sessions can enhance engagement and retention of information. This could include group discussions, case studies, simulations, or practical exercises.

2. **Personalized Learning:** Recognizing that individuals have different learning styles and preferences, offering personalized learning opportunities can be beneficial. This could involve providing options for self-paced learning, allowing employees to choose relevant topics, or offering individualized coaching or mentoring.
3. **Continuous Feedback and Evaluation:** Implementing a system for continuous feedback and evaluation can help identify areas for improvement and ensure that training programs are meeting the needs of employees. Regular feedback sessions, surveys, or assessments can provide valuable insights for refining training methods.

These are just a few suggestions for improving training and development methods in the future.

FINDING

The research on training and development of modern methods that enhance employees' skills has shown some exciting outcomes.

1) Employees who participate in the programs have improved job performance, increased productivity, and higher job satisfaction.
2) They acquire new knowledge and skills that make them more effective in their roles and contribute to their professional growth.
3) Organizations also benefit from a skilled and motivated workforce, leading to increased productivity and overall success.
4) Employees may face time constraints and find it challenging to balance their regular work responsibilities with training sessions.
5) Additionally, some employees may struggle with the new skills being taught and may require additional support.

However, these disadvantages i get from this research.

LIMITATION

- Restricted Sample Size
- Restricted location
- Specific Target Audience

SUGGESTION

- According to my suggestion, the Trainer has to use sufficient training and development methods that will enhance employees' skills
- Before providing training the trainer should understand their module interest, it will help both the organization and the employee.

CONCLUSION

So I conclude that Employees may find it difficult to balance their regular work responsibilities with attending training sessions, especially if the training takes place during working hours. If the training content is not directly applicable to an employee's job role or responsibilities, they may struggle to see the value in it and may find it hard to stay engaged. If employees don't receive adequate support or resources during the training program, they may feel unsupported and find it challenging to apply what they have learned. Some employees may resist new training methods or approaches, especially if they are accustomed to traditional methods or if the training challenges their existing knowledge or skills.

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Employee Training and Development as a Model or Organizational Success.

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A COMPARATIVE ANALYSIS OF NON BANKING FINANCIAL COMPANIES WITH SPECIAL REFERENCE TO BAJAJ FINANCE AND MAHINDRA FINANCE

Uday Yeshu Vaidya and Pratham Vilas Sonawane
BAF, Chetana's Self – Financing Courses, Mumbai, Maharashtra

ABSTRACT
By providing credit to the unorganized sector and to small local borrowers, NBFCs complement the banking industry's role in satisfying the corporate sector's growing financial needs. Because they operate more like banks but with less regulatory oversight, NBFCs are frequently referred to as "shadow banks." Since they are unable to take deposits from individuals during a curfew, they must raise funds through bonds or bank loans. Compared to banks, NBFCs have a more adaptable structure.

INTRODUCTION
An organization that is registered under the Companies Act, 2013 of India is known as a Non-Banking Finance Company (NBFC). Its activities include lending and advances, buying shares, stocks, debentures, post-paid insurance, underwriting, and fund management. However, it excludes organizations whose primary business is agriculture, industry, the purchase or sale of goods (other than securities), the provision of services, or the sale, purchase, or construction of real estate. Under the Reserve Bank of India Act, 1934 (Chapter III-B) and the regulations it issued, nonbank financial institutions (NBFCs) are governed by the Reserve Bank of India (RBI).

The Reserve Bank of India (RBI) published guidelines for non-banking financial institutions (NBFCs) to follow while outsourcing operations and services on November 9, 2017.

The new regulations prohibit NBFCs from outsourcing critical management tasks including internal audit and management. lending sanctions, investment portfolio, and compliance, or know your customer (KYC) standards. Only the information required to complete the outsourced operations should be accessible to service provider employees. A Code of Conduct for Direct Selling and Recycling Agents ought to be adopted by NBFC Boards. NBFCs and its outsourcing agents are not allowed to employ any kind of harassment or intimidation in their collection efforts. Every NBFC has been instructed to establish a grievance redressal system that will address matters pertaining.

A person encounters numerous NBFCs engaged in a variety of financial operations on a daily basis. An increasingly important component of the Indian financial system are non-banking financial institutions. NBFCs serve as significant financial intermediaries for the nation's loan applicants and are diverse in their operations and scope. By meeting the credit demands of both wholesale and retail clients, they are bolstering the economy and have successfully carved out a niche for themselves.

They don't retain a banking license, but they do enable banking- related fiscal services like investment, contractual savings, request intermediation, and threat pooling. In the ultramodern frugality, NBFCs are getting decreasingly popular. They give the whole fiscal assiduity a great deal of depth. The function of public fiscal institutions in broadening the fiscal prospects of Indian creditors is getting decreasingly significant. Experimenters wishing to explore the origins, development, and functioning of NBFCs have set up great academic and scientific interest in the credit sector's recent donation to the assiduity's expansion.

Foreign Direct Investment in automatically regulated non-banking financial enterprises was encouraged by the union government in August 2016.

The following are some ways that NBFCs support the economy :- They support the nation's financial system by giving cash-strapped people and businesses access to extra resources. However, NPT also increases competitiveness among the financial services offered in the nation.

Profile of the Company: Bajaj Finance Company
An Indian non-banking finance company is called Bajaj Finance Limited, which is a division of Bajaj Finance (NBFC). The organization works with small and medium-sized businesses (SMEs), commercial loans, asset management, and consumer lending. With its main office located in Pune, Maharashtra, the organization covers 497 rural areas, 294 consumer offices, and more than 33,000 distribution points. In Q2FY17, the company's profit before taxes was Rs 626 crore, profit after taxes was Rs 408 crore, and its return on assets (ROA) was 5.1%.

The nonbanking company was first established on March 25, 1987, under the name Bajaj Auto Finance Limited, with the primary objective of financing two- and three-wheelers. Bajaj car lending Ltd. has been in the car

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lending business for 11 years. It just announced its IPO and went public on the BSE and NSE. The corporation ventured into the financing of durable products at the turn of the 20th century. Bajaj Auto Finance began expanding into business and real estate loans in the ensuing years.

The company presently manages 52,332 billion kroner in assets, up from over 1,000 million kroner in 2006. The name Bajaj Auto Finance Limited was replaced with Bajaj Finance Limited as the company's registered name in 2010. Services Written by Bajaj Finserv

For more than a decade, Bajaj Finserv has been involved in the financial services industry, providing services in the following areas: loans, investments, credit, insurance, and housing.

Overview of Mahindra Finance as a Company

Mumbai, India is home to the corporate office of Mahindra & Mahindra Financial Services Limited (MMFSL), a rural NBFC. It is among the top tractor lenders in India and provides a variety of financing options to satisfy the various demands of its clients. With over 1,000 branches spread over three villages in India, the NBFC currently serves over 4.7 million customers.

Initially known as Maxi Motors Financial Services Limited, Mahindra Finance was founded on January 1, 1991. On February 19, 1991, they were granted their Certificate of Incorporation. Mahindra Finance became Mahindra and Mahindra Financial Services Limited on November 3, 1992. Mahindra Finance is listed as an Active Financier, Deposit Accepting NBFC with the Reserve Bank of India.

The business began funding MandM Utility vehicles in 1993, and in 1995 it established its first location outside of Mumbai in Jaipur. In addition to financing commercial cars and construction equipment in 2009, the company began financing non-mandatory vehicles in 2002. In order to finance tractors, a joint venture with a Rabobank affiliate was founded in the US in 2011. The collaboration expanded its product line by providing financing for small and medium-sized businesses (SMEs).

The number of policies offered by the insurance broker's subsidiary, Mahindra Insurance Brokers Limited (MIBL), surpassed 8,00,000 in the fiscal year 2012–2013. The company and the total number of policies in both the life and non-life lines of business stood at 8,39,408 at the end of 2012–2013. The total amount was Rs. 600 million, or the gross fee. From Rs. 46.6 crore in 2011–12 to Rs. 86.3 billion in 2012–13, revenue increased by 85%. The largest underserved insurance investor in the world, Leapfrog Investments, and MIBL formed a strategic cooperation throughout the year. Leapfrog has invested Rs. 80.4 billion for a 15% interest in MIBL through its subsidiary Inclusion Resources Private Limited.

OBJECTIVES

• To give a summary of Mahindra Finance's and Baja Finance's financial standing.

• Examine the financial companies mentioned above in terms of profitability.

REVIEW OF LITERATURE

The study conducted by **Samal and Pande (2012)** titled "Study on Impact of Technology in NBFCs: Strategic Measures for Customer Retention and Satisfaction" discovered that technology treatment of beneficiaries and service mechanisms had a higher potential to boost beneficiary satisfaction. However, because the new beneficiary was better accustomed to the new technology, the NBFC must attend to all other matters in order to maximize its potential in technology development and save time.

According to **Kumar and Sanjeev (2016)**, the Reserve Bank of India recommended the CAMELS and Capital Adequacy, Asset Quality, Compliance, Systems and Services supervisory models for Indian commercial, private, and international banks operating in India. oversight. Every parameter of the CAMELS system was studied, and academic and empirical studies were evaluated. Given the aforesaid literature analysis, the study's primary goal is to offer theoretical insights into the function and difficulties faced by NBFCs in India. The primary focus of this study is qualitative, and statistical methods are not employed for analysis.

RESEARCH METHODOLOGY:

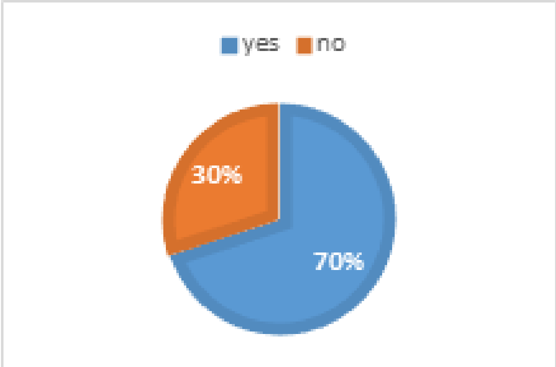
The Research Is on The Basis of Primary and Secondary Data. The Primary Data Was Collected from The Respondents Along with A Set of Almost 6 To 7 Questionnaire. The Collected Data Was Analyzed Using Simple Random Sampling Method. And the Secondary Was Collected from Various Research Paper.

Data Analysis and Interpretation

Sample Size: 40

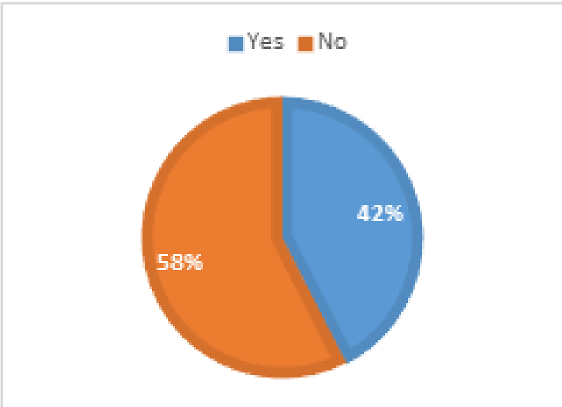
Tool: Words 2016

Question: Title 1. Are You Aware Of Non-Banking Financial Companies NBFCs?



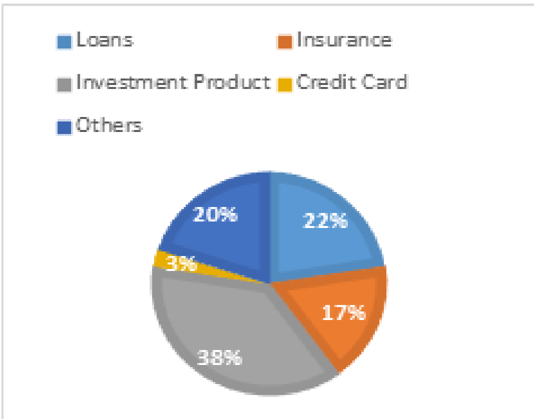
Data Interpretation: The pie chart shows that non-banking financial companies NBFCs this indicates that while 30% of the respondents are unaware of non-banking financial companies 70% of respondents are aware of them.

Question Title 2. Have You Ever Utilized Services From Any NBFCs Services?



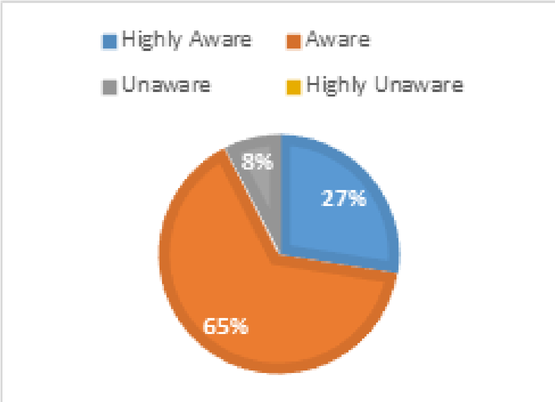
Data Interpretation : The above pie chart shows that the utilized services from NBFCs they are 42% respondents are satisfied with this services and 58% respondents are not satisfied with this services.

Question title 3. Which types of financial services are you most interested in?



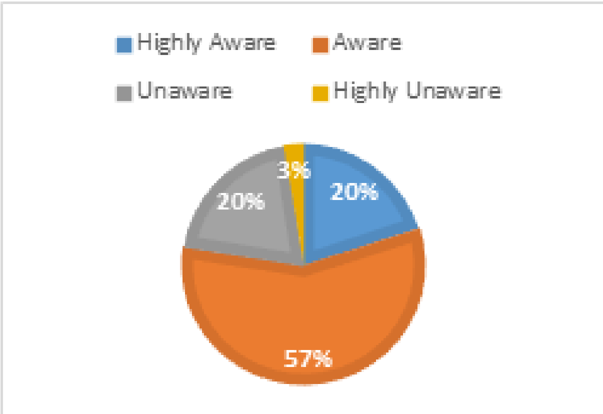
Data Interpretation : The above charts show us about what types of financial services preferred from respondents most of them have interested in investment product 38% some of are interested in loans 22% ,Insurance 17%,Credit card 3% and Others 20%.

Question Title 4. Are You Aware Of Bajaj Finance?



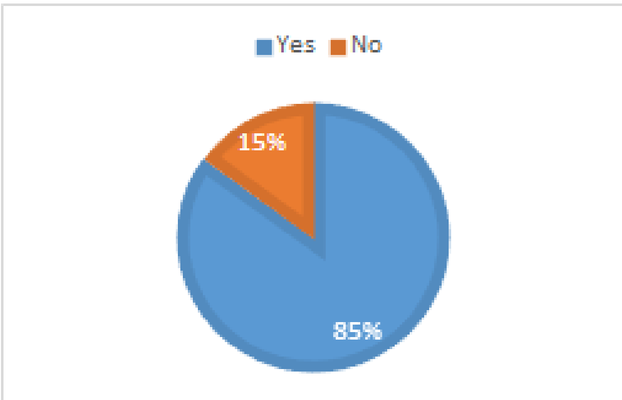
Data Interpretation: The pie shows that the awareness of Bajaj finance this shows us 27% respondents are highly aware, 65% respondents are aware ,8% are unaware and no one is highly aware.

Question Title 5. Are You Aware Of Mahindra Finance?



Data interpretation : the above chart present us awareness of Mahendra finance this shows us 20% respondents are highly aware, 57% respondents are aware, 20% respondents are unaware, 3% respondents are highly unaware.

Question Title 6. Do You Consider Bajaj Finance And Mahindra Finance As Available Option For Investment?



Data Interpretation : according to the above shown chart 85% respondents are aware, 15% respondents are not aware of Bajaj finance and Mahendra finance available option of investment.

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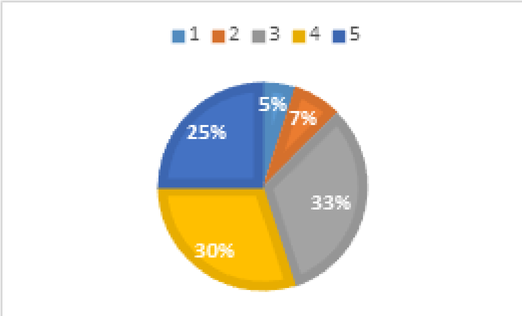
Question Title 7. How Would You Rate The Accessibility Of Bajaj Finance And Mahindra Finance?



Data interpretation : This diagram shows the conclusion that rate the accessibility of Bajaj finance and Mahendra finance is 5% Respondents are interested in option 1, 7% Respondents are interested in option 2, 33% Respondents are interested in option 4, 30% respondents are interested in option 4 and 25% Respondents are interested in option 5.

FINDINGS &CONCLUSION:

On the basis of data collected we can derive a conclusion. The most of the respondents are aware of non - banking financial companies NBFCs and most of them are utilized services from any NBFCs services. Majority of the investor like to invest in investment products, loans and few investor like to invest in insurances, credit card and others. the main reason for investing in a investment product it provides protection also protecting financial income & losses. Most of the respondents are aware of the Bajaj finance and some of the respondents are unaware. Most of the respondents are aware of the Mahendra finance and some of the respondence are unaware. Most of the respondence are prefer to Bajaj finance and Mahendra finance for investing in market highly respondence are accessible to Bajaj finance and Mahendra finance.

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A DESCRIPTIVE STUDY IN FINTECH SOLUTION FOR GREEN BUSINESS ISSUANCE AND INVESTMENT

Unmesha Ashok Dhotre and Goldwincy Rajan Nadar
Student, Chetana's Self- Financing Course's SYBMS (Finance) Mumbai

ABSTRACT
In the framework of green business issuance and investment, this descriptive study investigates the junction between financial technology (FinTech) solutions with sustainable practices. Businesses are looking for more ways to integrate eco-friendly practices into their operations as the emphasis on environmental sustainability grows on a worldwide scale. Under this context, financial institutions are essential to the encouragement and funding of green projects. Analyzing how these technologies enable the issuing of environmentally conscious financial instruments and draw investments with a focus on sustainability, the paper explores the landscape of FinTech solutions designed for green enterprises. FinTech platforms facilitate green business transactions by providing cutting-edge solutions like decentralized finance (DeFi) applications and blockchain-based smart contracts that improve efficiency and transparency. The research also closely examines how FinTech solutions affect green sector investment decisions. FinTech platforms facilitate investors' ability to make well-informed decisions that conform to environmental, social, and governance (ESG) standards by utilizing data analytics, machine learning algorithms, and risk assessment models. The purpose of the study is to find out how well these tools work to add environmentally friendly assets to investing portfolios. A thorough examination of current FinTech is part of the approach. The present study concludes that FinTech solutions and green business issuance and investment have a symbiotic relationship. The study offers significant insights for stakeholders that aim to manage the nexus of sustainability, technology, and finance.

Keywords: Green Business, Decentralized finance (DeFi), Investment decisions, FinTech solutions

INTRODUCTION
Financial technology, also known as or fintech, is new technology designed to make financial services delivery and consumption more efficient and automated. The main goal of fintech is to help businesses, entrepreneurs, and consumers manage their finances more efficiently in terms of operations, processes, and daily life. It is composed of particular algorithms and software on computers and cell phones. Fintech is the abbreviation for "financial technology". Fintech was initially used in the 21st century to refer to the technology utilized in the backend systems of well-known financial institutions, such banks. There was a shift toward services that cater to consumers between around 2018 and 2022. Fintech currently embraces a wide range of sectors and industries, including retail banking, education, fundraising, and other businesses. Fintech has a wide range of financial applications. These are only a select handful. Robo-advisors, which are open-source programs or online platforms with low fees, are the greatest option if you want to invest your money automatically. Investing apps like Robinhood allow you to buy and sell stocks, ETFs, and cryptocurrencies straight from your smartphone, with little to no commission. Online money transfers to individuals or companies are easy and fast with payment programs like PayPal, Venmo, Cash App, Block (Square), Zelle, etc. Utilize personal finance apps like Mint, YNAB, and Quicken Simplifi to keep track of all of your accounts, create budgets, and pay bills all in one place. Lending Club, Prosper Marketplace, Upstart, and further peer-to-peer (P2P) platforms, etc. Blockchain technology is used by fintech companies to digitize green assets. Blockchain lessens information asymmetry by ensuring the authenticity and traceability of green products. The true, static data is what matters most. By tying the financial sector to environmental preservation, green finance—also referred to as sustainable finance or environmental finance—aims to protect the environment. A financial innovation known as "green finance" encourages environmentally friendly, sustainable production with beneficial externalities. Along with promoting economic cooperation, the organization seeks to solve environmental problems like pollution and the greenhouse effect. Considering environmental issues in loan decisions, risk management, and monitoring is known as "green financing" for banks. This stimulates low-carbon projects, enterprises, industries, and technology while also promoting responsible investment.

How Fintech Benefits from Green Finance?
The Equator Principles (EPs) are a risk management framework designed to help banks identify, analyze, and manage environmental and social risks in loan projects. The Eps' primary goal is to offer a basic level of due diligence and support sensible risk management. EPs, however, are difficult to implement, especially for small banks or companies. Because of the substantial costs and time constraints associated with environmental measures, financial institutions frequently lack patience. Capital is constantly looking to make a profit. Banks

that rigorously adhere to EPs would miss out on several enticing investment possibilities. In other words, knowledge asymmetry is always a source of concern for new businesses, particularly banks that must adhere to tight risk management guidelines. Unfortunately, green bonds raised over $130 billion in 2017. A little over one percent of green bonds were recently discovered, and fewer than 1% of institutional investors' holdings are environmentally friendly infrastructure assets. Furthermore, green finance is marked by its high transaction costs, restricted The Equator Principles (EPs) are a risk management framework designed to help banks identify, analyze, and manage environmental and social risks in loan projects. The Eps' primary goal is to offer a basic level of due diligence and support sensible risk management. EPs, however, are difficult to implement, especially for small banks or companies. Because of the substantial costs and time constraints associated with environmental measures, financial institutions frequently lack patience. Capital is constantly looking to make a profit. Banks that rigorously adhere to EPs would miss out on several enticing investment possibilities. In other words, knowledge asymmetry is always a source of concern for new businesses, particularly banks that must adhere to tight risk management guidelines. Unfortunately, green bonds raised over $130 billion in 2017. A little over one percent of green bonds were recently discovered, and fewer than 1% of institutional investors' holdings are environmentally friendly infrastructure assets. Furthermore, green finance is marked by its high transaction costs, restricted coverage, and poor product. Green finance need innovation, and fintech has the ability to widen and expand its reach. Fintech Reduce transactional costs while improving capital efficiency. The usage of modern technology lowers the cost of transactions, credit investigations, and resource matching. Fintech shortens trade time and increases value creation. As a result, operational efficiency is increased. For example, in green agriculture, big data is used extensively to monitor crop growth parameters such as temperature, humidity, and water content, as well as to detect growth condition using photographs. Coverage, and poor product. Green finance need innovation, and fintech has the ability to widen and expand its reach. Fintech Reduce transactional costs while improving capital efficiency. The usage of modern technology lowers the cost of transactions, credit investigations, and resource matching. Fintech shortens trade time and increases value creation. As a result, operational efficiency is increased. For example, in green agriculture, big data is used extensively to monitor crop growth parameters such as temperature, humidity, and water content, as well as to detect growth condition using photographs. Data acquired can be applied to financial services such as insurance and credit. Fintech expands the breadth of green funding. Fintech will increase the number of green finance customers while lowering capital expenditures. Fintech firms thrive on targeted and precise marketing. Fintech users can access additional channels while spending less for client acquisition. Meanwhile, banks have a significant financial and marketing edge, as well as lower borrowing costs. Fintech helps to eliminate information asymmetry and enhance risk management. Blockchain's role. Fintech businesses are leveraging blockchain technology to digitize green assets. Blockchain guarantees the integrity and traceability of green products while reducing information asymmetry. The accurate, unchanging facts are extremely important. It contributes to conventional bonds, asset securitization, and creditable index issuance. Derivatives from finance also serve to decrease risk. Furthermore, blockchain enables the creation and liquidity of a carbon emission reduction trading market. Fintech is making green financing more accessible. Fintech promotes inclusive finance by providing financial services to the underprivileged at reasonable and accessible pricing. Traditional finance has been criticized for not being adequately inclusive, but green money is far worse. Green finance is currently exclusively used by governments and large enterprises. However, micro-enterprises and individuals play an important role, despite the fact that large corporations are responsible for the vast bulk of pollution. Because small businesses and people account for the majority of employment and consumption. They are the primary cause of pollution. Fintech businesses may provide them financial services while also mentoring them through the green transformation process. So, fintech and green financing must be carried out together.

Impact

Fintech describes innovative approaches for updating and automating the delivery and usage of financial services. It is crucial in finance since it radically transforms the banking, financial, services, and insurance industries. India's fintech industry is the world's third largest after China and the United States. It is predicted to expand at a CAGR of 24.57% every year. Fintech facilitates innovation in the finance business, catering to both goods and services. Evidence from nations such as China demonstrates that more fintech innovation benefits green lending, investment, and other sectors that promote green growth. Furthermore, green economic development requires scientific and technological advancements, which cannot be achieved without boosting efficiency. Fintech concentrates on modern technology used in the financial services industry, such as mobile payments, money transfers, loans, fundraising, and asset management. It has grown rapidly, and the infrastructure to support it is likewise evolving. Fintech formation is simpler in complicated economies with established market restrictions, private equity, and basic infrastructure. Because well-developed economies already have the necessary enabling infrastructure to facilitate developments. According to studies, internet servers, mobile phone customers, and labor availability all help to drive fintech growth. Financial technology enables investors, particularly private ones, to have access to new funding and investment opportunities. It has also come to our attention that enough servers, mobile subscribers, and workforce all contribute positively to the expansion of financial technology. In accordance to studies, the difficulty obtaining basic financial services such as loans encourages the formation of new fintech enterprises in a country. The approach may theoretically become more successful as the number of users grows and new fintech projects emerge. However, we cannot deny the reality that technology innovation is a major contributor to environmental degradation and economic prosperity. It also provides emerging countries with several opportunities for economic progress. However, technical innovation appears to have little economic or environmental benefit. On the one hand, it can promote economic growth by increasing company production efficiency and lowering production costs. It can also assist us break down financial users for the economy's long-term development by increasing manufacturing efficiency. On the other side, it raises demand for natural resources, which harms long-term economic growth. The role of fintech in building a green economy is unique. Technology progress and innovation improve businesses' ability to acquire knowledge about credit, reducing financial friction through information symmetry. Since then, fintech innovation has focused on digitally transformative technologies such as big data, AI, cloud computing, and blockchain. According to studies, fintech innovation promotes ecosystem growth by increasing financial aid, improving resource allocation, simplifying resource allocation, and assisting in the reduction of educational financing. Financial technology permits people to gain fresh financial resources from a larger pool of investors. It further stated that green bonds are excellent investments since they minimize a company's carbon impact and provide long-term value. Farming is a typical instance of a fintech implementation. It has the potential to turn procedures into long-term fundraising and distribution methods for sponsoring a project or business venture by collecting money from a large number of individuals, typically online and through electronic payment systems. Financial technology may assist stakeholders in mobilizing funding for environmentally friendly and environmentally near routes and applications, which can be expanded to make people more aware of their carbon footprint and what they can do to decrease it. An identical application to ANT Group in China (a fintech firm in China) has been created. It monitors human actions and acknowledges people for making environmentally friendly decisions, planting trees on their behalf. This approach improves financial and environmental efficiency, resulting in important improvements in society.

Challenges

Financial institutions doing to increase green financing availability in developing economies confront a number of challenges, including legislative loopholes and insufficient incentives for local enterprises to embrace more aggressive climate targets. An IFC research examines ways to overcome barriers and address the needs of developing market enterprises seeking access to sustainable financing.

Compliance: Because rules are complicated and constantly changing, FinTech services sometimes involve manual processes and necessitate the use of professionals. This increases turnaround time, leading to greater operational expenses and an obstacle to income production. Failure to satisfy compliance standards might have significant consequences. RegTech and SupTech were launched to help the FinTech industry, and RegTech has carved out its own market niche in response to expanding demands in many businesses and the traditional banking system.

Data Management: While reference and transactional details provide no substantial issues to FinTech businesses, handling master data is a critical need that is used in their everyday activities. The major focus is on consumers, their attached businesses, and related persons. Many polls emphasize the difficulties traditional banks experience in producing a single version of the truth, whereas FinTech’s seek for innovation and collaboration. However, they frequently encounter challenges in achieving decisive conclusions. This problem is closely related to the use of AI to further advance FinTech.

Objectives

1. In today's world, improving energy efficiency is a top priority for economies attempting growth.
2. From the standpoint of fintech development, this article attempts to provide a comprehensive index to assess the green growth of regional economies based on a thorough examination of the effect mechanism of green finance on green growth.
3. In terms of green finance mediation, fintech has reported partial negotiation of green credit and green investment to affect the green environmental index.
4. The study's outcomes include multiple policy recommendations, such as encouraging fintech innovation, encouraging creditors and investors to select green finance, etc.

5. Fintech has proven the strong and beneficial association with the Green Environmental Index.

REVIEW OF LITERATURE

(Shashwat Mishra.,2023)-This research examines the influence of green finance and financial technology (fintech) on sustainable economic growth in Indian states between 2010 and 2021. They tackle variable complexity using panel regression and a two-step GMM. The findings indicate that green finance makes a major contribution to economic growth by influencing finance structure, financial efficacy, and environmental protection. Fintech also plays a role in increasing the influence of green finance on finance structure and environmental sustainability. The report makes legislative recommendations, such as increasing the relationship between fintech and green finance and developing environmental rules for state governments, to increase the efficacy of green financing. Furthermore, it recommends procedures to promote green finance in the private sector.

(Chang et al.,2020)- Researchers interviewed 16 professionals to learn more about FinTech and Blockchain's impact on the banking industry. They identified buried knowledge in Blockchain, examined it using the TPB method, and presented four solutions based on expert opinion. The report proposes criteria for overcoming hurdles to blockchain adoption. Other studies indicate banks' interest in digital transformation, which uses AI to save costs and automate procedures. Blockchain-assisted smart contracts contribute to advancements in payment systems, credit markets, and insurance. Several experts underline the importance of FinTech and blockchain in driving digitalization trends in financial services. While some consider Blockchain's openness to be a disadvantage, it provides benefits in terms of facilitating decentralized groups.

RESEARCH METHODOLOGY

The paper's methodology has as direct tools the collection of data and information from the specialized literature and from the existing global practice in public and private higher education institutions, but especially scientific articles published on specialized research networks (Research Gate, Academia.edu, RePec, Google Scholar, and others networks), articles published in various journals, relevant books in the field of reference, legislation, analysis and studies, of Furthermore, in the approach, we will evaluate the documents using the comparative, analytical, and descriptive methods, without participative and engaged observation, and will employ a set of information sources, as well as data collecting from known databases.

CONCLUSION

Sustainable development is the universal objective for humanity's future. Green finance and environmentally friendly fintech are powerful driving forces for long-term economic development because they encourage technical innovation and industrial restructuring that reduces dependency on polluting energy. Fintech has green features, and green finance need fintech assistance to become more accessible and popular. The shift to a sustainable economy is an unavoidable tendency in economic progress. Fintech and green finance have created unprecedented opportunities for the development of this mechanism. Fintech promotes green money and sustainable development. New policies to support fintech and green finance should be put into effect. The future development and acceptance of blockchain, big data, and associated technologies holds the possibility of systemic transformation: a fundamentally new financial and capital allocation system aimed toward inclusive and sustainable growth. These new technologies are in the early stages of development, and their future paths are impossible to forecast with certainty. Fintech and blockchain technology can improve reliability, increase access to services (e.g., energy, banking, and property ownership), and reduce overall system costs. Lower costs at each individual company or service provider, along with sufficient competition and market dynamics, may have a good influence on decreasing the costs of fulfilling the goals associated with these services.

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ANALYSING THE IMPACT OF SOCIAL MEDIA INFLUENCERS AUTHENTICITY ON BRAND PERCEPTION

Vaishnavi Shivaji Dhaigude[1] and Poorva Parmanand Chavan[2]
[1]Chetana's Self- Financing Courses, SYBMS (Marketing) Mumbai
[2]Student, Chetana's Self- Financing Courses, SYBMS (Marketing) Mumbai

ABSTRACT

In recent years, social media influencers have emerged as powerful intermediaries between brands and consumers, wielding significant influence over purchasing decisions and brand perceptions. This paper aims to investigate the relationship between social media influencers' authenticity and consumers' perceptions of the brands they endorse. Through a thorough review of existing literature, this study synthesizes theoretical frameworks related to authenticity, influencer marketing, and brand perception.

Drawing on empirical evidence from surveys and interviews, it examines the varying dimensions of authenticity in influencer content, including genuineness, transparency, relatability, and credibility. Furthermore, this research explores the mechanisms through which authentic influencer-brand interactions affect consumer trust, loyalty, and purchase intentions. Additionally, it considers moderating factors such as influencer type, brand image, and audience demographics. The findings provide valuable insights for marketers seeking to harness the power of influencer marketing effectively. Understanding the nuanced relationship between influencer authenticity and brand perception is crucial in developing strategies that resonate with today's socially savvy consumers, fostering long-term brand-consumer relationships in the dynamic landscape of social media marketing.

Keywords: social media influencers, brand perception, authenticity, consumer trust.

INTRODUCTION

In the contemporary landscape of digital marketing, social media influencers have emerged as powerful catalysts in shaping brand perceptions. The dynamics of consumer engagement have undergone a significant transformation with the rise of influencers who, through their online presence, have the ability to sway opinions and influence purchasing decisions. One critical aspect that has garnered increasing attention is the authenticity of these social media influencers and its consequential impact on brand perception.

Authenticity, in the context of social media influencers, refers to the perceived genuineness, transparency, and credibility of their online persona. As influencers strategically collaborate with brands to endorse products or services, the degree of authenticity they convey becomes paramount. This paper aims to delve into the intricate relationship between the authenticity of social media influencers and the resulting impact on how consumers perceive the brands they endorse.

The proliferation of social media platforms has given influencers a platform to connect with a vast audience, fostering a sense of intimacy and relatability. However, questions surrounding the authenticity of influencers' content and interactions have also surfaced. Consumers are becoming increasingly discerning, seeking genuine connections with influencers and, by extension, the brands promoted by them.

Understanding the influence of authenticity on brand perception is essential for marketers seeking to harness the full potential of influencer marketing. This analysis will explore the various dimensions of authenticity, such as transparency in content creation, consistency in messaging, and the alignment of values between influencers and brands. Through empirical studies and case analyses, this research aims to uncover patterns and insights that can guide marketing strategies in the evolving landscape of influencer-driven brand promotion.

As social media continues to evolve and influencer marketing becomes more ingrained in digital strategies, this research contributes to the ongoing dialogue on the role of authenticity in shaping consumer attitudes towards brands. By shedding light on the nuanced dynamics at play, marketers can make informed decisions to cultivate genuine and impactful connections with their target audiences in the realm of influencer marketing.

In the dynamic realm of contemporary marketing, social media influencers have emerged as key players in reshaping brand perceptions and driving consumer behavior. The power wielded by influencers lies not only in their ability to amass large followings but also in their capacity to connect with audiences on a personal level. As brands increasingly turn to these digital tastemakers for endorsement, the concept of authenticity within influencer marketing has taken center stage.

The authenticity of social media influencers is a multifaceted and pivotal factor that can significantly influence how consumers perceive and engage with the brands they endorse. Authenticity in this context encompasses the transparency, sincerity, and trustworthiness of an influencer's online persona. As influencers collaborate with brands to showcase products and services to their followers, the level of authenticity they convey becomes a critical determinant in shaping consumer attitudes and, consequently, brand perception.

The digital landscape provides influencers with a unique platform to curate and share content that resonates with their audience. However, this surge in influencer marketing has prompted a closer examination of the authenticity of these online personalities. Consumers are now more discerning, seeking authentic connections with influencers who align with their values and preferences.

This paper seeks to delve into the intricate interplay between the authenticity of social media influencers and the resulting impact on brand perception. By exploring the various dimensions of authenticity – from the sincerity of content creation to the consistency in messaging and the alignment of values between influencers and brands – this research aims to provide a comprehensive understanding of the factors influencing consumer perceptions.

Through a combination of empirical studies and case analyses, this research endeavors to uncover patterns and insights that will be invaluable to marketers navigating the evolving landscape of influencer-driven brand promotion. The findings of this study will contribute to a deeper comprehension of how authenticity, as perceived by consumers, can either fortify or diminish the effectiveness of influencer marketing initiatives.

As brands continue to invest in influencer partnerships to enhance their digital presence, understanding the nuanced relationship between authenticity and brand perception becomes imperative. This exploration contributes to the ongoing discourse on influencer marketing by offering strategic insights that can guide marketers in fostering genuine and enduring connections with their target audiences. In the ever-evolving landscape of marketing, social media influencers have risen to prominence as pivotal conduits between brands and consumers. The impact of influencers goes beyond mere promotion; it extends into the realm of consumer trust, perception, and brand loyalty. Central to this dynamic is the concept of authenticity – a critical facet that shapes how audiences relate to influencers and, by extension, the brands they endorse.

Authenticity, within the context of social media influencers, encompasses the genuine, transparent, and relatable nature of their online presence. In an age where consumers seek more meaningful connections, influencers have become key players in influencing purchasing decisions and shaping the narrative around products and services. As influencers seamlessly integrate brand collaborations into their content, the authenticity they convey becomes a determining factor in how their audience perceives and interacts with the endorsed brands.

This research aims to dissect and analyze the profound impact of social media influencers' authenticity on brand perception. The exploration delves into the intricacies of authenticity, scrutinizing elements such as the honesty and openness in content creation, the consistency in messaging, and the alignment of values between influencers and the brands they promote. By examining these dimensions, the study seeks to unravel the underlying factors that either enhance or undermine the effectiveness of influencer-driven brand marketing.

The surge in influencer partnerships has brought forth a shift in consumer behavior, prompting individuals to scrutinize the authenticity of the voices they choose to follow. Consumers are not merely seeking product recommendations; they are actively seeking authentic connections with influencers whose values resonate with their own. Understanding this evolving dynamic is crucial for marketers aiming to optimize influencer collaborations and build enduring relationships with their target audience.

Through empirical studies, real-world case analyses, and an exploration of industry trends, this research aspires to provide actionable insights for marketers navigating the intricate landscape of influencer marketing. By uncovering patterns and correlations, the study aims to equip brands with the knowledge needed to make informed decisions about influencer partnerships, ensuring that authenticity becomes a cornerstone in building a positive brand perception.

In essence, this investigation contributes to the broader discourse on influencer marketing by illuminating the pivotal role of authenticity. As brands continue to invest in influencer strategies, understanding and harnessing the authentic connection between influencers and their audiences become essential for creating impactful and resonant brand narratives in the digital age

OBJECTIVE

- To understand the impact of social media influencer authenticity on consumers' perceptions of the brands they endorse.

- To identify the various dimensions of authenticity in influencer content that contribute to positive brand perception.
- To examine how authentic influencer-brand interactions influence consumer behavior, including trust, loyalty, and purchase intentions.

REVIEW OF LITERATURE

Arian Matin, Nugzar Todua:
Impact of social media influencers on brand awareness, brand image, and trust in their sponsored content. For this purpose, influencers' traits were divided into intrinsic and extrinsic characteristics to measure their impact more accurately. Hypotheses were formulated, and a close-ended questionnaire was distributed to quantitatively analyse the effect of social media influencers.

• ECONOMIC PERSPECTIVE

1. **Economic Value of Authenticity**: Numerous studies emphasize the economic value of authenticity in influencer marketing. Scholars argue that authentic content enhances consumer trust, which, in turn, positively influences brand perception and purchasing decisions. From an economic standpoint, building trust through authentic influencer-brand interactions can be seen as an investment in long-term customer loyalty and increased revenue.
2. **Influencer Marketing ROI:** Researchers have investigated the return on investment (ROI) of influencer marketing campaigns, specifically focusing on how authenticity impacts this metric. Studies may delve into financial models that assess the economic benefits of authentic influencer collaborations, considering factors such as increased brand awareness, customer acquisition, and overall revenue growth.
3. **Consumer Behavior Economics:** Scholars often draw from behavioral economics to analyze how consumers make purchasing decisions influenced by social media influencers. The economic perspective here involves understanding the psychological and economic factors that drive consumers to choose authentic influencers over non-authentic ones, and how this choice affects brand perception and economic outcomes for businesses.
4. **Brand Equity and Economic Performance:** Literature may explore the link between authenticity in influencer marketing and its impact on brand equity. From an economic standpoint, an increase in brand equity, driven by authentic influencer collaborations, can lead to higher perceived brand value, market share, and competitive advantage, resulting in improved economic performance for companies.
5. **Economic Models of Influencer Pricing:** Some studies may delve into the economic models behind influencer pricing, considering how authenticity factors into the determination of an influencer's market value. This could involve analyzing the economic consequences of influencers maintaining authenticity in their content, impacting their pricing power in the market.

• HISTORICAL PERSPECTIVE

1. **Emergence and Evolution of Influencer Marketing:**
   - Explore early instances of influencer marketing, possibly in traditional media, before the advent of social media platforms.
   - Examine the transition to digital platforms and the role of early online influencers.
2. **Pioneering Influencers and Brand Collaborations:**
   - Identify and analyze the first influencers who gained prominence on social media platforms.
   - Examine how brands initially approached influencer collaborations and the impact on consumer perceptions.
3. **Shifting Dynamics with the Rise of Social Media:**
   - Investigate how the rise of platforms like Instagram, YouTube, and others altered the influencer marketing landscape.
   - Analyze the impact of visual content and personal narratives on brand perception.
4. **Authenticity as a Key Factor:**
   - Trace the historical development of authenticity as a critical element in influencer marketing.

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- Explore early instances where influencers emphasized transparency and genuine connections with their audience.

5. **Historical Case Studies:**

- Provide historical case studies that showcase significant moments where influencer authenticity positively or negatively impacted brand perception.
- Explore how historical events, such as controversies or authenticity lapses, influenced the trajectory of influencer-brand relationships.

- **SOCIOLOGICAL PERSPECTIVE**

1. **Emergence and Evolution of Influencer Marketing:**

- Explore early instances of influencer marketing, possibly in traditional media, before the advent of social media platforms.
- Examine the transition to digital platforms and the role of early online influencers.

2. **Pioneering Influencers and Brand Collaborations:**

- Identify and analyze the first influencers who gained prominence on social media platforms.
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- Trace the historical development of authenticity as a critical element in influencer marketing.
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5. **Historical Case Studies:**

- Provide historical case studies that showcase significant moments where influencer authenticity positively or negatively impacted brand perception.
- Explore how historical events, such as controversies or authenticity lapses, influenced the trajectory of influencer-brand relationships.

RESEARCH METHODOLOGY

This study is based upon a Primary Data and Secondary Data. The primary data is collected by conducting a questionnaire Method by using a Simple Random sampling method, in that we have total 10 questions were asked to the respondents and the secondary data is collected by websites and some research paper.

Primary Data:

Questionnaire

Secondary Data:

Websites

Sample size 30

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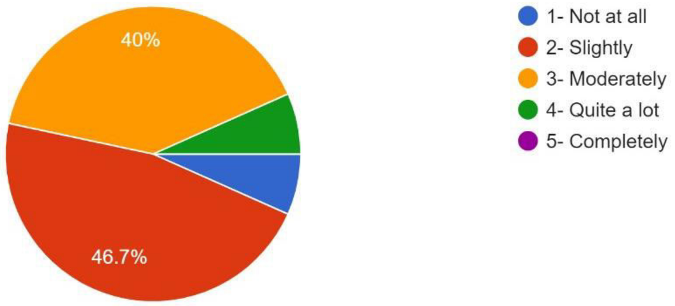
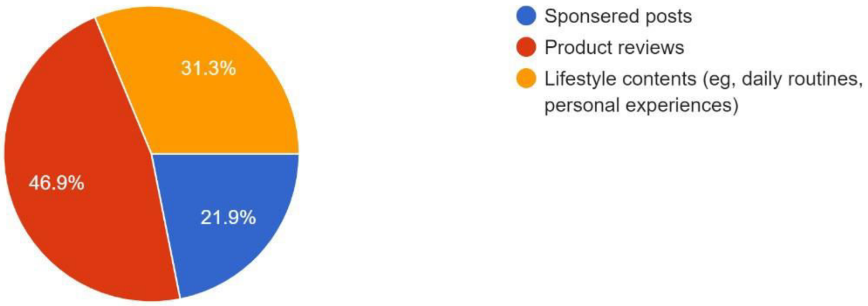
DATA ANALYSIS AND INTERPRETATION:

On a scale of 1 to 5, how much do you trust social influencers recommendations for products/ services?
30 responses



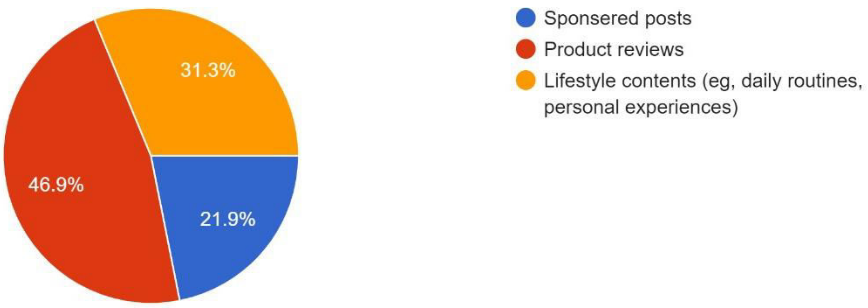
DATA INTERPRETATION =The pie chart shows 46.7% of respondents said they trust social influencers' recommendations quite a lot (4) or completely (5).40% of respondents said they trust social influencers' recommendations slightly (2).13.3% of respondents said they don't trust social influencers' recommendations at all (1) or not very much (3)..

Which type of content do you find most authentic when shared by influencers?
32 responses

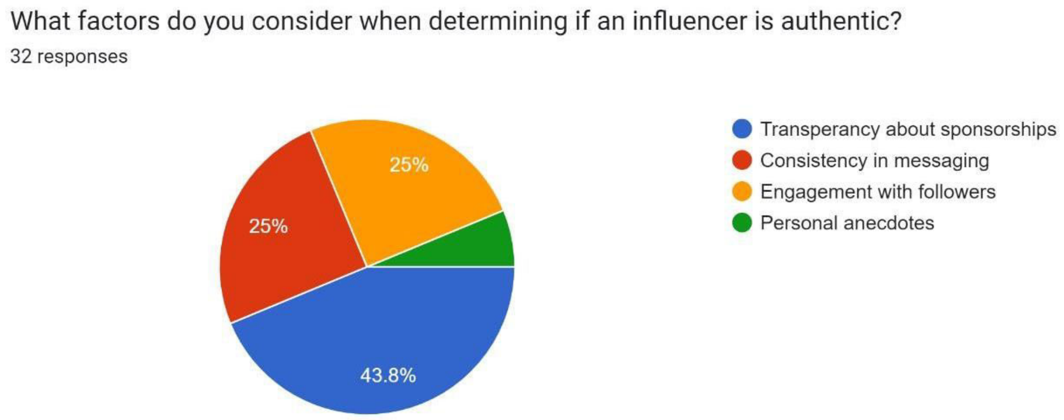


DATA INTERPRETATION=The pie chart shows that lifestyle content (e.g., daily routines, personal experiences) is perceived as the most authentic type of content by 46.9% of respondents. This is followed by product reviews at 31.3% and sponsored posts at 21.9%**.**

Which type of content do you find most authentic when shared by influencers?
32 responses



DATA INTERPRETATION=The pie chart shows 46.9% of respondents said they find lifestyle content (e.g., daily routines, personal experiences) to be the most authentic type of content shared by influencers.31.3% of respondents said they find product reviews to be the most authentic type of content.21.9% of respondents said they find sponsored posts to be the most authentic type of content.



DATA INTERPRETATION

- Students prioritize transparency (43.8%) when judging influencer authenticity.
- Consistency in messaging (25%) is also valued by students.
- Engagement with followers (25%) is another important factor for students.
- Personal anecdotes (6.2%) are considered less important by students.

FINDINGS

- Nearly half (46.7%) of respondents trust social influencers' recommendations quite a lot or completely.
- A significant portion (40%) trusts them slightly.
- A minority (13.3%) doesn't trust them much or at all.
- Lifestyle content (e.g., daily routines, personal experiences) is perceived as the most authentic type of content by 46.9% of respondents.
- Product reviews (31.3%) are seen as more authentic than sponsored posts (21.9%).
- Lifestyle content is perceived as the most authentic type of content by a significant margin, followed by product reviews and then sponsored posts. This suggests that people generally trust content that they perceive to be more genuine and less influenced by advertising.
- Transparency (43.8%) is the most important factor for students when evaluating an influencer's authenticity. This indicates that students value honesty and disclosure, especially regarding sponsored content.
- Consistency in messaging (25%) is also important to students. This suggests they value influencers who maintain a consistent voice and message across their content, regardless of sponsorships.
- Engagement with followers (25%) is another factor students consider. This suggests they value influencers who interact with their audience and build genuine connections.
- Personal anecdotes (6.2%) are the least important factor for students. This means most
- Students don't find personal stories to be a key indicator of an influencer's authenticity.

LIMITATIONS

Restricted sample size

Restricted location

Not specific target audience

CONCLUSION

This paper emphasizes the importance of authenticity for social media influencers who endorse brands. The research highlights the connection between influencer authenticity and consumer perception of the brands they endorse.

By analyzing existing research and conducting surveys and interviews, the study explores various aspects of influencer content authenticity, including genuineness, transparency, relatability, and credibility. Additionally, it examines how these elements influence consumer trust, loyalty, and purchase intentions.

Furthermore, the paper considers factors like influencer type, brand image, and audience demographics that can moderate the impact of authenticity.

Ultimately, the study aims to provide valuable insights for marketers to leverage the power of influencer marketing effectively. It underlines the importance of understanding the intricate relationship between influencer authenticity and brand perception to build meaningful strategies that resonate with modern, socially aware consumers, ultimately fostering stronger brand-consumer relationships in the ever-evolving social media landscape.

SUGGESTION

The rise of social media influencers as brand endorsers necessitates understanding their impact on consumer perception. This study investigates the relationship between influencer authenticity and consumer brand perception. It reviews existing literature on authenticity, influencer marketing, and brand perception. Utilizing survey and interview data, the research explores various dimensions of influencer content authenticity, including genuineness, transparency, relatability, and credibility. Furthermore, it examines how these elements influence consumer trust and purchase intentions. The findings highlight the importance of authenticity for marketers seeking to leverage influencer marketing effectively. This research contributes valuable insights for developing strategies that resonate with contemporary, socially-aware consumers, ultimately fostering stronger brand-consumer relationships in the dynamic social media landscape.

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THE CURRENT SCENARIO OF DIGITAL BANKING IN TODAY'S WORLD AND IT'S IMPORTANCE

Varun Kehsav Devadiga, Payal Amit Lot and Eshita Sachin Manjerekar
Students, BMS Chetana's Self – Financing Courses, Mumbai, Maharashtra

ABSTRACT

In today's time demand for the banking seems everywhere. Anyone can send money at any time, Digital Banking gives you the luxury of freely accessing and performing all traditional banking activities without having to personally go to a bank branch to get your work done. Digital Banking can be done through a laptop, tablet or your mobile phone. It is very time saving for today's working generation. The accessibility, and security for managing financial transactions.

With digital banking, it is very easy to access your account on your smart phones . It allows you to check balances, transfer funds, pay bills, and even apply for loans without having to visit a physical bank branch. Overall, digital banking simplifies financial management and saves your time, making it an essential tool in today's fast-paced world. Our research found that, digital banking has drastically reduced the operating costs of banks. Digital banking allows you to access your accounts and perform transactions anytime and anywhere, without the need to visit a physical bank branch. This digital platforms employee advanced security measures like encryption, financial information, ensuring a secure banking experience.

Digital banking offers convenience, accessibility, security, and time-saving benefits by eliminating manual paperwork, providing budgeting tools, transaction history, and enhancing financial management.

Keywords: Net banking , Online transaction , Innovation , New technology.

INTRODUCTION

Digital banking is the practice of doing all banking activities online through digital platforms such as websites or mobile apps. Customers can complete numerous banking operations and access services remotely using digital banking, eliminating the need to visit a physical branch. Digital banking is used in eliminating all paperwork such as checks, pay-in slips, demand drafts, and so on. It refers to the availability of all banking activities online. Digital Banking allows you to access and do all typical banking operations 24 hours a day, seven days a week without having to physically visit a bank location to complete your transactions. Digital banking can be done via a laptop, tablet, or mobile phone. This is what digital banking in India is all about. Here are some of its benefits.

❖ **Here are some significant characteristics and advantages of digital banking.**

➢ **Convenient Remote Banking Platforms**:

Access your bank account digitally using internet banking or smartphone apps. These platforms enable you to manage your account at any time and from anywhere in the world. Complete the account opening and KYC steps online using video calls, as approved by the Reserve Bank Of India. Conduct fund transfers (NEFT, IMPS, RTGS, and UPI) and even international wire transactions.

➢ **Time-Saving Auto-Debit and Bill Payment:**

Set up auto-debit facilities for mobile/DTH subscriptions and credit card payments. Consolidate and manage your power bill payments online.

➢ **Quick Investment Solutions:**

Digital banking platforms offer quick investment solutions, including fixed deposits, recurring deposits, insurance, and investments.

➢ **24x7 Account Tracking**:

Check account balances and view mini statements at any time.

➢ **Keeping Track of Transactions:**

Keeping track of transactions: Customers can now easily track transactions thanks to digital banking. Do you want to know whether your salary has been credited to your account? Just whip out your smartphone and check; you'll know in seconds. Furthermore, banks send SMS if money is deducted from your account. So in the unlikely event of a fraudulent transaction, you'll know about it immediately.

❖ **Here are Some Importance of Digital Banking:**

➢ **Convenience:**
You may manage your funds at any time and from any location with digital banking. No more waiting in long lines at the bank—perform transactions, check balances, and transfer funds with a simple click of your smartphone or computer.

➢ **Time saving:**
Digital banking allows you to do transactions at any time of day or night, even holidays. It's a godsend for working professionals and the elderly, who can now handle their banking needs from the comfort of their homes**.**

➢ **Paperless Transactions**:
Traditional banking used paper statements and withdrawal slips. Now, you may choose paperless banking and receive transaction history via email. Log into your Net Banking account to access your account data at any time.

➢ **Timely Alert**:
Receive alerts for due payments through apps and emails. Be prompt in paying bills and avoid penalties.

➢ **Utility Bill Payments**:
Pay your utility bills (electricity, phone, gas, credit card, etc.) with a single click.

➢ **Card Management**:
Report lost or stolen cards, activate cards, put misplaced cards on hold, and request replacements online.

➢ **Online Shopping**:
Digital banking has fueled the success of online marketplaces like Amazon, eBay, and more.

➢ **Account Monitoring Made Easy:**
One of the leading benefits of Digital Banking is the ease with which you can monitor your bank accounts. Customers can instantly log in to their Online Banking or Net Banking account to check their account balance and transaction history. Not just that, but they can now request a new Cheque Book, apply for a Retail Loan, and open a Fixed Deposit Account seamlessly through Net Banking or Mobile Banking App.

➢ **Enhanced Security:**
Security is of utmost concern when it comes to money. Banks deploy advanced security solutions to ensure enhanced safety even when you're accessing banking services from your home or office via the internet.

➢ **Improved Access to Banking Services:**
It has improved access to the Automating bill payments, UPI payments, Mobile wallets and many more.As internet penetration is consistently rising in India, it has helped reduce the need for going to the branch, it has infact made it possible to avail such services that can't be availed via a branch.

OBJECTIVES

- To save operating costs and enhance company prospects by creating suitable communication with the client via many channels of interaction.
- To foresee client needs and provide specialized solutions.
- To guarantee client satisfaction.
- To enable consumers to do all banking activities from the comfort of their own location by rendering a bank's physical presence at a branch unnecessary.
- To automate the provision of traditional banking services and products, making them accessible to clients via web browsers or mobile apps.

REVIEW OF LITERATURE

- **Giri and Ipsita Paria (2018)**. The piece is titled "A Literature Analysis on Effect of Digitalization on Indian Rural Banking System and Rural Economy" . The study focuses on a review and summary of multiple studies on the impact of digitization on India's rural banking sector that have been carried out by various researchers from different locations across India. The study concludes that digital banking has enormous potential to completely transform the financial inclusion landscape.

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- **K. Hema Divya and K. Suma Vally (2018)** focuses on a study of how customers are utilizing digital payment methods. The primary source of data used in the study was gathered from 183 people in Hyderabad. Chi-square analysis was employed to scrutinize the information obtained via questionnaires. The survey indicates that the banking sector is currently doing better and is getting closer to achieving the objective of a cashless society as a result of the adoption of digital payment technologies.
- **Arunangshu (2018)** studied the digitization of India's rural banking sector. The potential for the digital banking system alter the financial landscape is huge. The study discovered that digital banking's low-cost, user-friendly characteristics could hasten the integration of the cash-less economy.
- **Anthony Rahul Golden S. (2017)** talked about a summary of digitalization in the Indian banking industry. Not only do banks exist in our lives, but they also have a significant impact on our day-to-day activities. Because of this, banks are always looking for innovative ways to enhance the customer experience through the use of technology.
- **Rajeshwari (2017)** customers' expectations of banks are rising as a result of digital banking. They conclude from their analysis of secondary data that digital banking marks an important turning point for the Indian banking system. The development of Indian banking is aided by it. It illustrates how quickly digital banking has reduced the operational costs of banks. If banks have lower operating costs, they will make more money.
- **Sharma (2015)** stated that digital banking will be a watershed moment in the Indian economy. The study is analytical in nature and is based on secondary data. According to her, digital banking has an impact on the Indian economy. The economy is changing due to advances in financial technology. It can provide better services to its customers. It are acceptable in the market because of their rapid expansion. After analyzing the benefits of digital banking each in the market he wished it for overall expansion and success.

RESEARCH METHODOLOGY

Two types of data are used in this study: primary and secondary. The secondary data is gathered from websites and the primary data is gathered through the use of a simple random sampling method in the form of a questionnaire with 10 questions in total for the respondents.

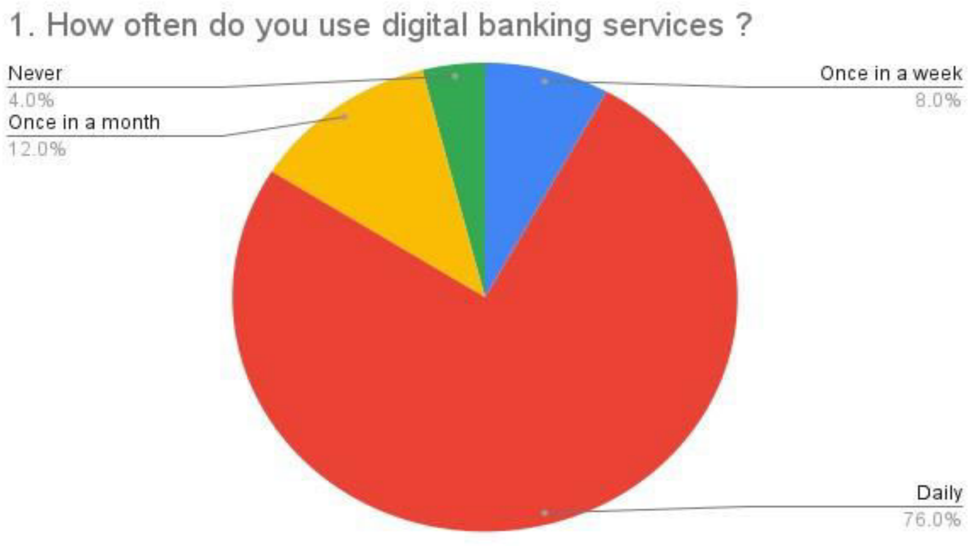
Primary Data: Questionnaire

Secondary Data: Websites

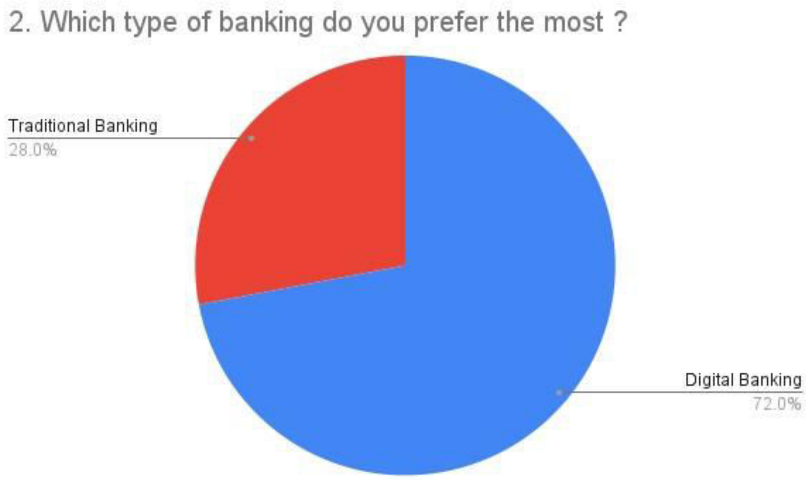
Tool: Excel

Sample size: 50

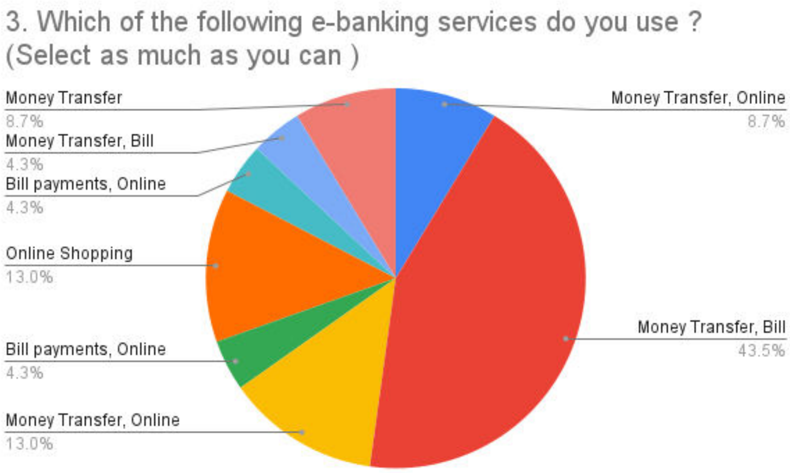
DATA ANALYSIS AND INTERPRETATION



- **Data Interpretation:** The above pie chart shows 76% people use digital banking on daily services.

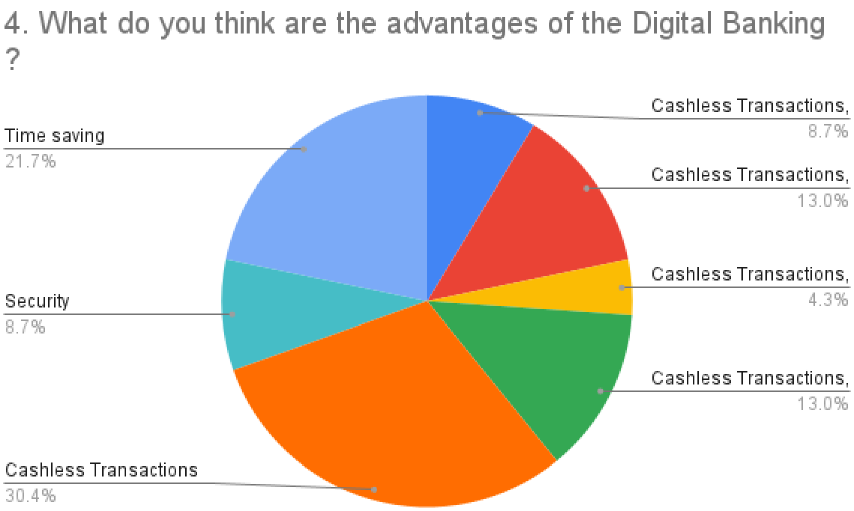


- **Data Interpretation:** The above pie chart shows that 72% people prefer digital banking over traditional banking.

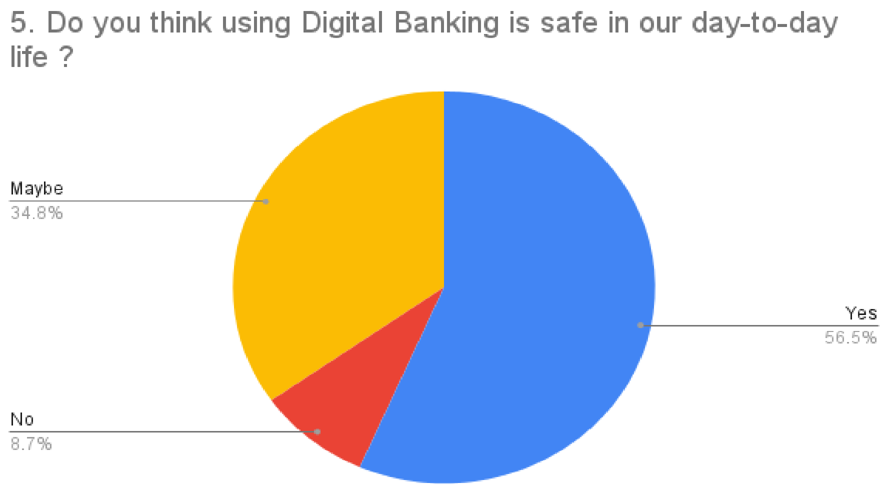


- **Data Interpretation:** The above pie chart shows most of the people use e banking for money transfer.

The above pie chart shows advantages of digital banking most probably people do cashless transaction nowadays



- **Data Interpretation:** The above pie chart shows advantages of digital banking most probably people do cashless transaction nowadays.



- **Data Interpretation:** The above pie chart talks about safety of using digital banking and 56.5% people say yes, it is a safe option.

FINDINGS

- 72% of the respondents prefer digital banking while only 28% of respondent prefer traditional banking. This suggests that digital banking is the most preferred commonly used activity in today's time.
- 76% of the respondents use digital banking services daily, 12% once in a month, 8% once in a week and 4% never. This suggests that the significant of the portion of population is aware and uses digital banking in their day-to-day life**.**
- Almost all of the respondents use digital banking for the purpose of money transfer, online shopping, for making payment of the bills and only 2% of the people use digital banking for the purpose of checking their bank balance. This suggests that digital banking has become more popular in today's time.
- 68% of the respondents think that the best advantage of digital banking is that it can be used for cashless transaction while the remaining 28% of the respondents think that it is time saving and provides security. This suggests that most of the people in today's time use digital banking for cashless transactions.
- 56.5% of the respondents fell that using digital banking in day-to-day is safe. 8.7% of the respondents fell that using digital banking is not safe and the remaining 34.8% are still not sure about using digital banking services in their day-to-day life. This suggests that people are still not fully aware about how safe using digital banking is in their day-to-day life.
- 67.5% of the respondents use g-pay for online transactions while the remaining 33% of the respondents use Paytm, Bhim app and phone pay. This shows that most of the population uses gpay for their online transactions.
- 52.2% of the people think that network issue is the biggest challenge faced in e-banking while the remaining is availability and usage challenge. This suggests that majority people face the problem of network issues during e-banking.

LIMITATION

- Cybersecurity Concerns
- No relationship with Personal Banker
- Internet Connection
- Security risks

CONCLUSION

Beyond individual convenience and economic benefits, digital banking presents a unique opportunity to address broader societal challenges. By increasing financial access and literacy, particularly in underserved communities, it can empower individuals, foster financial inclusion, and contribute to sustainable economic development. By leveraging the reach and efficiency of digital platforms, financial institutions can play a crucial role in promoting financial well-being and bridging the financial divide.

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E-COMMERCE SECURITY: ADDRESSING CYBERSECURITY THREATS IN ONLINE RETAIL

Vishnuraj Vishwakarma Radhakrishnan
Student, B Sc IT Chetana's Self – Financing Courses Mumbai, Maharashtra

ABSTRACT

In the realm of e-commerce, trust is paramount. Without it, both businesses and consumers may opt for traditional methods, stunting the growth of online commerce. To combat this, constant vigilance over network security at e-commerce and customer sites is essential, alongside the implementation of appropriate countermeasures that do not impede intended operations. This paper delves into the intricate domain of e-commerce security, focusing on the imperative to address evolving cyber threats. Through an examination of prevalent risks such as data breaches, phishing attacks, and payment fraud, coupled with emerging challenges like AI-driven cyber-attacks and supply chain vulnerabilities, the urgency for comprehensive security strategies in online retail is underscored.

Drawing upon industry standards and regulatory frameworks, this paper proposes a multifaceted approach to e-commerce security. Strategies include the adoption of encryption protocols, implementation of two-factor authentication, regular security assessments, employee training initiatives, and collaboration with cybersecurity experts. Furthermore, leveraging advanced technologies such as machine learning and blockchain can fortify defences against dynamic threats.

Additionally, the paper emphasizes the significance of fostering a culture of security within organizations, wherein proactive measures are prioritized to safeguard customer data and uphold trust. By addressing the intricacies of e-commerce security comprehensively, this paper aims to empower stakeholders in the online retail sector to navigate the evolving threat landscape effectively.

Keywords: E-commerce Security Cybersecurity Threats Consumers Robust Measures Importance Government Penalty Schemes Vulnerability Breach Phishing Attacks Data Access Breaches Flaw Researcher API Testing Assessment Penetration Service

INTRODUCTION

In the rapidly evolving digital landscape of the 21st century, the emergence and widespread adoption of e-commerce platforms have revolutionized the way businesses conduct transactions and consumers engage in commerce. These platforms serve as virtual marketplaces where goods and services are bought and sold with unparalleled convenience and efficiency, transcending geographical barriers and time zones. From small-scale enterprises to multinational corporations, e-commerce platforms have become indispensable tools for reaching a global audience and driving economic growth.

However, amid the remarkable benefits offered by e-commerce, there looms a shadow of uncertainty and vulnerability. The exponential growth of online transactions and the vast amounts of sensitive data exchanged within e-commerce ecosystems have made these platforms lucrative targets for malicious actors seeking to exploit vulnerabilities for personal gain. Cyber-attacks targeting e-commerce platforms have become increasingly sophisticated and frequent, posing significant threats to the security and integrity of digital commerce.

The repercussions of cyber-attacks on e-commerce platforms and their stakeholders are profound and far-reaching. Data breaches resulting from cyber-attacks can expose sensitive consumer information, including personal identifiers, financial data, and transaction histories, to unauthorized access and exploitation. The financial ramifications of such breaches extend beyond immediate losses to encompass long-term damage to brand reputation, customer loyalty, and revenue streams. Moreover, the erosion of trust caused by security incidents can have enduring consequences, driving consumers away from affected platforms and undermining confidence in online commerce as a whole.

In light of these challenges, the imperative for e-commerce platforms to prioritize cyber-security measures cannot be overstated. Implementing robust and comprehensive security protocols is essential for safeguarding the integrity of digital transactions, protecting sensitive data, and preserving consumer trust. By investing in state-of-the-art security technologies, conducting regular risk assessments, and fostering a culture of cybersecurity awareness, e-commerce platforms can mitigate the risks posed by cyber threats and fortify their defences against malicious actors.

In this research paper, we aim to delve into the multifaceted landscape of cyber-security in the realm of e-commerce, exploring the impact of cyber-attacks on platforms and consumers alike. Through an in-depth analysis of the challenges posed by cyber threats, the sensitivity of consumers to security breaches, and the effectiveness of cyber-security measures, we seek to provide valuable insights into the evolving dynamics of digital commerce. Additionally, we will examine the role of government regulations and penalty schemes in addressing cyber-security challenges and fostering a secure and resilient e-commerce environment.

By shedding light on the complexities of cyber-security in the e-commerce sector, this research endeavours to contribute to a deeper understanding of the risks and opportunities inherent in the digital economy. Through collaborative efforts between industry stakeholders, policymakers, and cybersecurity experts, we aspire to pave the way for a safer and more secure online marketplace that empowers businesses to thrive and consumers to transact with confidence.

RESEARCH PROBLEM:

The impact of cyber-attacks on e-commerce platforms and their consumers. We will investigate the sensitivity of consumers to cyber-attacks and the importance of robust cyber-security measures. We will also examine the role of government penalty schemes in addressing cyber-security challenges.

OBJECTIVES:

The objectives of this research paper are:

1. To investigate the sensitivity of consumers to cyber-attacks and the importance of robust cyber-security measures in the e-commerce sector.
2. To examine the impact of cyber-attacks on e-commerce platforms and their consumers.
3. To evaluate the role of government penalty schemes in addressing cyber-security challenges.
4. To provide valuable insights into the importance of robust cyber-security measures in the e-commerce sector.
5. To highlight the need for governments to play a more active role in addressing cyber-security challenges.

Case Study

Findings and Recommendations on the 2023 Honda E-commerce Platform Attack:

In the annals of cyber-security breaches, the 2023 Honda E-commerce Platform Attack stands out as a stark reminder of the vulnerabilities inherent in digital commerce systems. Honda, a renowned manufacturer of power equipment, lawn, garden, and marine products, fell victim to a significant security flaw within its e-commerce platform, sending shockwaves through the industry and prompting urgent calls for enhanced cybersecurity measures.

The discovery of this security vulnerability sent ripples of concern throughout the cybersecurity community, underscoring the critical importance of robust security protocols in safeguarding e-commerce platforms and the sensitive data they handle. At the heart of the issue was a flaw in Honda's e-commerce platform that allowed unauthorized access to administrative-level data through a seemingly innocuous password reset exploit.

This glaring vulnerability exposed Honda's e-commerce platform to a myriad of potential threats and risks, ranging from the insidious tactics of phishing attacks to the manipulative techniques of social engineering schemes. With access to admin-level data, malicious actors could exploit unsuspecting users, luring them into divulging sensitive information or engaging in fraudulent activities. Furthermore, the prospect of data being sold on illicit platforms added a layer of complexity to an already dire situation, amplifying the potential for widespread harm and financial loss.

In response to the breach, Honda was forced to undertake a comprehensive review of its cybersecurity infrastructure and practices, identifying gaps and weaknesses that had been exploited by cybercriminals. The aftermath of the attack necessitated swift and decisive action, including the implementation of enhanced security measures, the fortification of authentication protocols, and the adoption of proactive monitoring and threat detection mechanisms.

Moving forward, the lessons learned from the 2023 Honda E-commerce Platform Attack serve as a clarion call for e-commerce platforms and businesses across industries to reevaluate their cybersecurity posture and prioritize the protection of customer data and digital assets. By investing in robust security frameworks, conducting regular security audits, and fostering a culture of cybersecurity awareness, organizations can mitigate the risks posed by cyber threats and instill confidence in consumers who rely on their platforms for online transactions.

In conclusion, the 2023 Honda E-commerce Platform Attack serves as a sobering reminder of the ever-present threat of cyber-attacks in the digital age. As technology continues to evolve and digital commerce becomes increasingly pervasive, it is incumbent upon businesses to remain vigilant and proactive in safeguarding their systems and data from malicious actors. By learning from past incidents and implementing proactive cybersecurity measures, e-commerce platforms can uphold their commitment to protecting consumer trust and maintaining the integrity of online transactions.

Importance of E-commerce Application Security Testing

The imperative of ensuring robust e-commerce application security transcends mere precautionary measures; it embodies a strategic imperative vital for safeguarding the sanctity of personal and financial data traversing digital channels. In today's landscape fraught with an array of cyber threats, including but not limited to phishing, malware, e-skimming, cross-site scripting (XSS), and SQL injection, the stakes of neglecting security measures are higher than ever.

The multifaceted nature of e-commerce platforms necessitates a comprehensive approach to security testing, extending beyond conventional paradigms to encompass diverse facets of digital infrastructure. Vulnerability testing, a cornerstone of modern cybersecurity practices, serves as a linchpin in the defence arsenal against cyber threats. This encompasses a holistic evaluation spanning web applications, APIs, networks, hosts, and physical and wireless networks, aiming to identify and remediate vulnerabilities before they can be exploited by malicious actors.

Within the realm of vulnerability assessment, Penetration Testing as a Service (PTaaS) emerges as a paradigm-shifting approach that transcends traditional testing methodologies. By offering continuous and dynamic vulnerability assessments, PTaaS empowers organizations to remain one step ahead of evolving cyber threats, fortifying their security posture with real-time insights into potential vulnerabilities. This proactive stance not only enhances security measures but also instils confidence in stakeholders regarding the resilience of e-commerce platforms against emerging threats.

Furthermore, the technical sophistication inherent in PTaaS lends itself to a granular analysis of security vulnerabilities across disparate layers of the digital ecosystem. From scrutinizing the intricacies of web application architecture to dissecting the nuances of API authentication mechanisms, PTaaS offers a nuanced perspective that transcends superficial assessments, delving deep into the intricate interplay of digital components.

In essence, the adoption of PTaaS represents a paradigm shift in e-commerce application security testing, heralding a new era of proactive cybersecurity measures. By embracing this cutting-edge approach, organizations can navigate the complex landscape of cyber threats with confidence, safeguarding the integrity of digital transactions and preserving consumer trust in the face of evolving security challenges.

CONCLUSION

The conclusion drawn from the exploration of e-commerce application security underscores its indispensable nature in the contemporary digital landscape. As elucidated through the discussion, the proliferation of cyber threats poses a formidable challenge to the integrity of e-commerce platforms, necessitating robust security measures to mitigate risks effectively.

In this context, the role of continuous testing and Penetration Testing as a Service (PTaaS) emerges as pivotal in fostering proactive risk mitigation strategies. By embracing a dynamic and iterative approach to vulnerability assessment, organizations can stay abreast of evolving threats and pre-emptively address potential security vulnerabilities before they can be exploited by malicious actors. The real-time insights provided by PTaaS not only enhance the efficacy of security measures but also instil confidence in stakeholders regarding the resilience of e-commerce platforms against emerging cyber threats.

Furthermore, the imperative of government regulations in establishing and upholding cybersecurity standards cannot be overstated. In an increasingly interconnected digital ecosystem, where the ramifications of security breaches transcend organizational boundaries, cohesive regulatory frameworks play a crucial role in safeguarding the interests of businesses and consumers alike. By enacting comprehensive cybersecurity legislation and enforcing stringent regulatory compliance measures, governments can create a conducive environment for fostering a culture of cybersecurity awareness and accountability.

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Moreover, government intervention serves as a catalyst for industry-wide collaboration and information sharing, facilitating the dissemination of best practices and fostering a collective defence against cyber threats. Through collaborative efforts between government agencies, industry stakeholders, and cybersecurity experts, a robust cybersecurity ecosystem can be cultivated, wherein businesses and consumers are empowered to navigate the digital landscape with confidence and resilience.

In conclusion, the confluence of continuous testing, innovative security methodologies such as PTaaS, and robust government regulations constitutes a multifaceted approach to e-commerce application security. By embracing this holistic framework, organizations can mitigate cyber threats effectively, protect the interests of businesses and users, and uphold the integrity of digital commerce. As we navigate the complexities of the digital age, the imperative of prioritizing e-commerce application security remains paramount, underscoring the collective responsibility of all stakeholders in safeguarding the digital economy against emerging cyber threats.

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A COMPERTIVE STUDY ON E-BUSINESS WITH A REFRENCE OF "FLIPKART & AMAZON"

Vivek Ashok Mishra and Rushikesh Bhuvad

ABSTRACT

This study aims to analyze and compare the e-business strategies of two leading online retal gaints ,Flipkart and Amazon .Through a comprehensive review of existing literature ,as well as an examination of primary data including financial reports, market analyses,and consumer behavior studies ,this research provides insights into the competetive landscape and straategic approaaches adopted by both companies.

Key abstract points:

Business Model Analysis : the study delves into the business models of Flipkart and Amazon ,exploring their simiarities abd differences in terms of product offering ,target markets,revenue streams ,and value proposition.

Market Penetration and Epansion Stragetices : It evaluate the mrket penetration and expansion strategies employed by both companies , including gegraphical expansion ,acquistions,partnerships,and diversification into new product categories and services .

Technological Innovation :the research assessess the role of technological innovation in driving competetive advantage for flipkart and Amazon ,examining areas such as supply chain management logistic optimization *,personalizzed recommendation and user experience enhancement .*

INTRODUCTION

The advent of the internet and digital technologies has revolutionized the way businesses operate, particularly in the realm of e-commerce. Companies like Flipkart and Amazon have emerged as key players in this dynamic landscape, reshaping traditional retail paradigms and setting new standards for e-business strategies. This introduction sets the stage for a comparative study of Flipkart and Amazon, examining their strategic approaches, competitive dynamics, and implications for the broader e-commerce industry.In recent years, e-commerce has witnessed exponential growth, driven by factors such as increasing internet penetration, changing consumer preferences, and advancements in technology. As a result, traditional brick-and-mortar retailers have been compelled to adapt or face obsolescence, while digitally native companies have capitalized on the opportunities presented by the online marketplace.At the forefront of this digital revolution are Flipkart and Amazon, two e-commerce giants that have redefined the retail landscape through their innovative business models, expansive product offerings, and relentless focus on customer experience. Founded in 2007, Flipkart quickly emerged as a dominant player in the Indian e-commerce market, leveraging its deep understanding of local consumers and pioneering initiatives such as cashon-delivery and mobile commerce. On the other hand, Amazon, founded in 1994, has grown from an online bookstore to a global powerhouse, diversifying its portfolio to encompass a wide range of products and services, while setting new benchmarks for operational efficiency and customer service excellence.While Flipkart and Amazon operate in different geographical markets and cultural contexts, they share a common commitment to leveraging technology to enhance the shopping experience, optimize supply chain operations, and drive sustainable growth. However, their strategic priorities, market positioning, and approaches to expansion and innovation exhibit nuanced differences that warrant further exploration.Against this backdrop, this study aims to conduct a comparative analysis of Flipkart and Amazon's e-business strategies, shedding light on the factors driving their success, the challenges they face, and the implications for the broader e-commerce ecosystem. By examining key dimensions such as business model innovation, market penetration strategies, technological prowess, customer-centric initiatives, and financial performance, this research seeks to provide actionable insights for businesses, policymakers, and stakeholders navigating the rapidly evolving e-commerce landscape.In the subsequent sections, we will delve deeper into the specific aspects of Flipkart and Amazon's e-business strategies, drawing upon a rich array of literature, industry reports, financial analyses, and primary data sources to inform our comparative analysis and draw meaningful conclusions. Through this inquiry, we aim to contribute to a deeper understanding of the strategic imperatives shaping the e-commerce industry and inspire future research and innovation in this dynamic field.

REVIEW OF LITERATURE:

Business Model Innovation: Numerous studies have examined the evolution of Flipkart and Amazon's business models, highlighting their disruptive impact on traditional retail paradigms. Research by Gupta et al. (2018) underscores Flipkart's pioneering role in introducing innovations such as cash-on-delivery and mobile commerce to cater to the unique needs of the Indian market. Similarly, Kumar and Rajan (2019) explore

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Amazon's relentless focus on customer-centricity and operational excellence as key drivers of its success, emphasizing the company's ability to leverage its platform ecosystem to offer a seamless shopping experience across diverse product categories.

Market Penetration and Expansion Strategies: Scholars have also analyzed Flipkart and Amazon's strategies for market penetration and global expansion. Mittal and Kant (2020) discuss Flipkart's strategic partnerships and acquisitions as a means to consolidate its market position and expand into adjacent segments such as digital payments and logistics. In contrast, Wang and Jia (2018) examine Amazon's aggressive international expansion strategy, highlighting the company's investments in infrastructure, technology, and localization efforts to penetrate new markets while navigating regulatory challenges and cultural nuances.

Technological Innovation and Digital Transformation: The role of technological innovation in driving competitive advantage for Flipkart and Amazon has been a subject of significant research. Singh and Garg (2021) explore Flipkart's use of data analytics and AI-driven personalization to enhance customer engagement and optimize supply chain operations, while Liao et al. (2019) investigate Amazon's investments in robotics, drones, and voice-enabled assistants to improve fulfillment efficiency and customer service quality.

Customer-Centric Initiatives**:** Scholars have examined Flipkart and Amazon's customercentric initiatives aimed at enhancing user experience and fostering brand loyalty. Choudhary et al. (2020) analyze Flipkart's strategy of building trust through transparent pricing, hassle-free returns, and localized customer support, while Gupta and Kim (2018) explore Amazon's emphasis on customer reviews, recommendations, and subscription services to drive repeat purchases and increase customer lifetime value.

Financial Performance and Sustainability**:** Finally, studies have assessed the financial performance and sustainability practices of Flipkart and Amazon. Mohanty et al. (2021) evaluate Flipkart's revenue growth, profitability, and market valuation in the context of changing competitive dynamics and regulatory challenges in the Indian e-commerce market. Similarly, Wu and Shi (2020) examine Amazon's long-term sustainability initiatives, including renewable energy investments, waste reduction efforts, and supply chain transparency measures, as key drivers of shareholder value and brand reputation.

OBJECTIVES OF THE STUDY:

- Conduct a comprehensive comparative analysis of the e-business strategies employed by Flipkart and Amazon.
- Analyze and compare the business models, market positioning, and competitive strategies of Flipkart and Amazon.
- Examine the market penetration and expansion strategies pursued by Flipkart and Amazon.
- Assess the role of technological innovation and digital transformation in driving competitive advantage for Flipkart and Amazon.
- Evaluate the customer-centric initiatives undertaken by Flipkart and Amazon to enhance user experience and brand loyalty.
- Analyze the financial performance and sustainability practices of Flipkart and Amazon.

HYPOTHESIS

The hypothesis of this study revolves around examining and comparing various dimensions of the e-business strategies employed by Flipkart and Amazon. Firstly, it is hypothesized that there exists a significant difference in the business models and market positioning strategies between Flipkart and Amazon. This hypothesis aims to investigate whether the two companies have distinct approaches in terms of target markets, product offerings, pricing strategies, and brand positioning.Secondly, it is hypothesized that the market penetration and expansion strategies of Flipkart and Amazon differ significantly in their effectiveness. This hypothesis seeks to explore whether Flipkart and Amazon pursue divergent paths in entering new markets, forming strategic partnerships, and leveraging technological innovations to gain competitive advantages and expand their customer base.Thirdly, it is hypothesized that there is a significant difference in the level of technological innovation and digital transformation adopted by Flipkart and Amazon. This hypothesis aims to assess whether Flipkart and Amazon prioritize different technological advancements, such as AI, data analytics, and supply chain optimization, to drive operational efficiency and enhance customer experiences.Furthermore, it is hypothesized that customer-centric initiatives employed by Flipkart and Amazon have different impacts on enhancing user experience and brand loyalty. This hypothesis aims to examine whether Flipkart and Amazon employ distinct strategies in areas such as customer service quality, personalized marketing initiatives, and loyalty programs, and whether these strategies yield varying levels of customer satisfaction and loyalty.Lastly, it is hypothesized that there is a significant difference in the financial performance and sustainability practices between Flipkart and Amazon. This hypothesis seeks to evaluate whether Flipkart and Amazon exhibit differences in revenue growth, profitability, market capitalization, and sustainability initiatives, and whether these differences reflect varying levels of long-term viability and competitiveness in the e-commerce industry.

RESEARCH METHODOLOGY:

Literature Review: A comprehensive review of existing literature on e-business strategies, competitive analysis, and case studies of Flipkart and Amazon provides a theoretical foundation for the study. This review helps identify key variables, concepts, and theoretical frameworks relevant to the research objectives.

Data Collection: Primary data is collected through a combination of methods, including structured interviews, surveys, and analysis of company reports and financial statements. Interviews with key stakeholders within Flipkart and Amazon, as well as industry experts and analysts, provide qualitative insights into the companies' strategies, while surveys capture quantitative data on customer perceptions and preferences.

Data Analysis: Qualitative data from interviews and qualitative responses from surveys are analyzed thematically to identify patterns, trends, and insights regarding Flipkart and Amazon's ebusiness strategies. Quantitative data is analyzed using statistical methods to compare key performance metrics, such as revenue growth, market share, and customer satisfaction, between the two companies.

Comparative Analysis: A comparative analysis is conducted to assess similarities and differences in Flipkart and Amazon's business models, market positioning, technological innovation, customer-centric initiatives, financial performance, and sustainability practices. This analysis helps test the hypotheses formulated earlier and draw meaningful conclusions regarding the companies' competitive dynamic

DATA ANALYSIS AND INTERPRETATION:

During the data analysis and interpretation phase, the collected data undergoes rigorous examination to extract insightful conclusions regarding the e-business strategies of Flipkart and Amazon. Initially, raw data sourced from interviews, surveys, and company reports is meticulously cleaned and organized to ensure accuracy and consistency. Descriptive statistics are then employed to summarize key metrics and characteristics of the two companies' strategies, offering a comprehensive overview of their respective approaches. Subsequently, both quantitative and qualitative analyses are conducted. Quantitative methods, such as regression and correlation analyses, allow for the examination of relationships between variables, including financial metrics and market share data. Concurrently, qualitative data from interviews and open-ended survey responses are thematically analyzed to identify recurring themes and perspectives. Through a comparative lens, these analyses unveil both similarities and differences in the e-business strategies of Flipkart and Amazon, enabling the validation of hypotheses and the generation of nuanced insights. The synthesized findings are interpreted within the context of existing literature and theoretical frameworks, facilitating the development of coherent narratives that shed light on the competitive dynamics, strategic priorities, and implications for the broader e-commerce landscape. Ultimately, this phase culminates in a robust discussion of the findings, wherein their strengths, limitations, and implications are thoroughly explored, contributing to a deeper understanding of Flipkart and Amazon's strategic positioning and their impact on the e-commerce industry.

CONCLUSIONS:

In conclusion, the comparative analysis of Flipkart and Amazon's e-business strategies offers profound insights into the intricacies of the e-commerce landscape. Through an exhaustive examination spanning business models, market penetration, technological innovation, customercentricity, financial performance, and sustainability, discernible patterns and strategic imperatives have emerged.Both Flipkart and Amazon have sculpted unique business models attuned to their respective markets and consumer demographics. Flipkart's innovative solutions tailored to the Indian market have cemented its foothold, while Amazon's global expansion strategy, underpinned by customer-centric principles, has propelled it to international acclaim.The study underscores the pivotal role of market penetration and expansion strategies in driving growth and market share. Flipkart's strategic alliances and localized approaches have bolstered its dominance in India, contrasting with Amazon's relentless pursuit of global markets, characterized by adaptability and scalability.Technological prowess emerges as a linchpin of competitive advantage for both entities. Flipkart's investments in AI and data analytics have amplified customer engagement and operational efficiency, complemented by Amazon's strides in robotics and logistics optimization, streamlining its supply chain and enhancing customer experience.Moreover, customer-centric initiatives stand as cornerstones of brand loyalty and revenue augmentation. Flipkart's emphasis on localized support and trust-building resonates with Indian consumers, while Amazon's seamless user experience and loyalty programs underscore its global appeal.

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INVESTMENT IN MUTUAL FUNDS UNDER SYSTEMATIC INVESTMENT PLAN"(A STUDY WITH PREFERENCE OF INVESTORS IN BANDRA)

Yash Lad and Rohit Paskanti
BAF, Chetana's Self – Financing Courses Mumbai, Maharashtra

ABSTRACT
This study attempts to analyze the Investment in Mutual funds under Systematic Investment Plan (SIP). The purpose of the study is to know how many people are awareabout sip as a investment. To study the profile of the respondents and investments in mutual funds under the systematic investment plan had done by circulating Google forms. The sample of hundred respondents in Bandra has been taken for this study. According to the study investors learn more about SIP from internet than any other sources. Moreover, it is recommended that SIP awareness be raised through a variety of media, including newspapers, television, and brokers, to reach a wider audience of investors. The flexibility and long-term profit potential of mutual funds, which is the primary justification for investing under SIP, should also be highlighted to investors.

INTRODUCTION
Mutual fund is the pool of the money, based on the trust who invested the savings of several shareholders who shares on common financial goal, life the capital appreciation and dividend earning. They money invested in capital markets such as shares, bonds, debenture, and foreign markets. Investors invest money and get the units as per the unit's value which we called as NAV (Net Assets Value). A Systematic Investment Plan(SIP) is smart and hassle-free mode for investing money in mutual funds. SIP allows you to invest a certain pre-determined among at regular interval. A systematic investment plan, or SIP, is a practical way to include saving and wealth building for thefuture into your investment strategy.

Advantages of SIP
- Rupee Cost Averaging
- Power of Compounding
- Flexible Investment Amount
- Convenient Investment Method
- Disciplined Savings
- Flexible Investment Tenure
- Professional Fund Management
- Diversification

Disadvantages of SIP
- Possibility of Missing Gains
- Market Risk
- Over dependence on Fund Manager
- Limited Control
- Exit Load and Lock-in Periods
- Expense Ratios

Why is important or why to select a Systematic Investment Plan?
Systematic Investment Plans, or SIPs, are a means to consistently invest in equity. Since timing the market is difficult, the best way to weather market volatility is with a methodical investment plan. For example, at a conservative 8% annual rate of return,

₹5,000 saved and invested each month for 20 years would grow to ₹30 lakhs, whereas a consistent 15% return through SIP can grow to ₹76 lakhs. Retail investors can take advantage of compounding's potential and build long-term wealth through SIP. SIP is most effective when used to accomplish your medium- and long-term objectives; examples include saving money for a child's future marriage and education.

FOUR MOST POPULAR TYPES OF SIPS

Mutual funds have introduced different types of SIPs to suit the needs of different typesof investors. Some of the most popular options include:

1. Flexible SIP

Flexi SIP or Flexi SIP, you can adjust the SIP amount based on your financial and market conditions. As for market conditions, there is a predetermined formula that allows investors to invest more when the market is down and choose a lower SIP amount when the market is up. Similarly, in case of financial crisis, investors can reduce the SIP amount. If you have more disposable funds,for example if you receive a bonus, your SIP amount will increase. So basically,in a flexible SIP, the SIP amount is flexible and investors can adjust the amountas per their requirement.

2. Step-up SIP

Step-up or Top-up SIP allows you to increase your SIP amount at regular intervals. For example, you might start investing with Rest. 10,000 SIPS in themutual fund scheme of your choice and instruct the fund house to increase theSIP amount for the remaining tenure. 1000 every good six months, after first 6months of investment in Rest. 10,000 per month, the SIP amount increases to Rest. 11,000 per month, the price will increase again by 100 yen. 1000 per month from the 13th month. SIP is a great option for salaried workers who are expecting a salary hike in the near future.

3. Perpetual SIP

Among the various types of SIPS, one type of SIP that deserves special attention is the permanent SIP, which is linked to all SIP investors. When you start a SIP, your SIP obligations require you to specify the start and end dates of your SIP. Investors usually mention the start date, but most of them do not include the end date. All SIPs whose end date is not mentioned in the commitment are permanent SIPs and will continue till 2099. However, you can stop your SIP by sending a written request to Fund House. However, if you want to invest only for a fixed period, make sure to enter the end date of your SIP as well.

4. Trigger SIP

Trigger SIP allows you to set triggers for your SIP investments. For example, you canmention that you need to withdraw the SIP amount from you. You get other trigger options such as specific dates and even levels of an index like Nifty or Sensex. This option is suggested only for investors who have the knowledge and experience to set such triggers effectively.

OBJECTIVES

1. To study awareness of investors towards systematic investment plan.
2. To study the purpose of investment in systematic investment plan.
3. To study whether SIP schemes are the best options for beginners to enter the market.

REVIEW OF LITERATURE

Geetha and Ramesh (2011) conducted research to determine the preferences ofinvestors across different age groups concerning different investment possibilities. The study found that investments in insurance, bonds, fixed deposits, post offices, people of all ages prefer national pension plans, public provident funds, and Kisan Vikas Patra. This is because none of these solutions are as dangerous as the stock market or mutual funds. The survey also found thatthere is a low level of mutual fund investment since most investors were unawareof mutual funds, systematic investment plans, and the many kinds of mutual funds. According to the report, implementing an appropriate awareness campaignwill motivate more investors to purchase mutual funds.

Juwairiya, P.P(2014) says that the best option designed for small investors whowant to make frequent small investments to increase their wealth over time is a systematic investment plan.

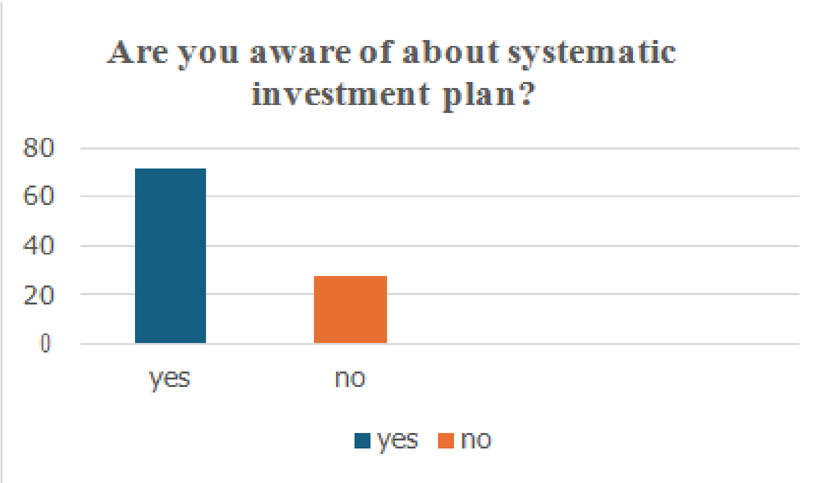
RESEARCH METHODOLOGY:

The research is based on primary and secondary data. The primary data was collected from the respondents along with a set of six to seven questionnaire. The collected datawas analyzed using simple random sampling method and the secondary data was collected from various research papers.

DATA ANALYSIS AND INTERPRETATION

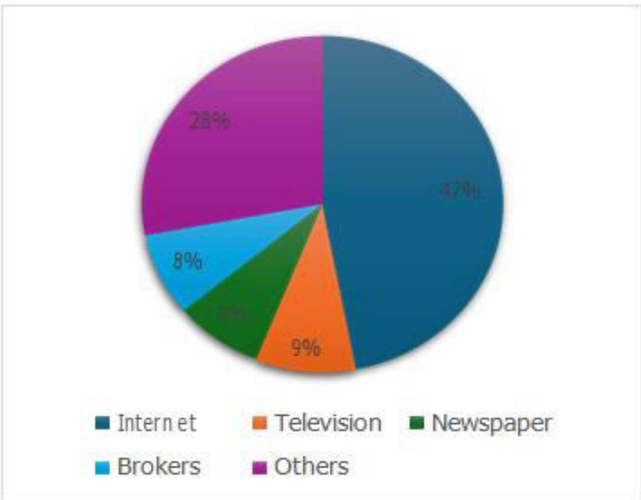
Sample size: 100

1. Are you aware of systematic investment plan?



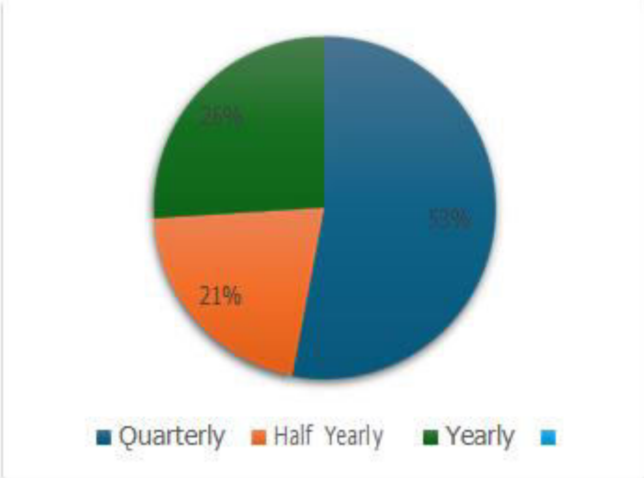
Interpretation: According to the diagram shows % of research done by the respondents before dealing in the market. According to the above chart of 100 respondents, 74 respondents do research before dealing in the market and 26 respondents do not do research before dealing in the market.

2. If yes, which are the primary sources of your knowledge about SIP?



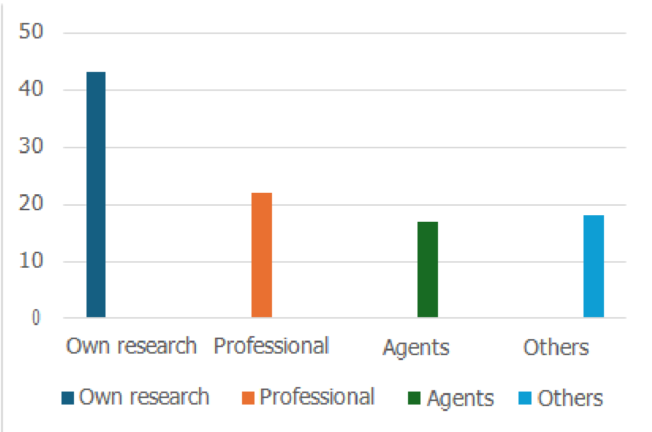
Interpretation: -The above table and chart provide information about the primary sources of knowledge of respondents about systematic investment plan. According to the above chart out of 100 respondents the most likely primary source of knowledge about systematic investment plans is the Internet i.e.47%, followed by Brokerage i.e.8%, Newspaper 8%, Television 9%, Others28%.

3. How often do you invest?



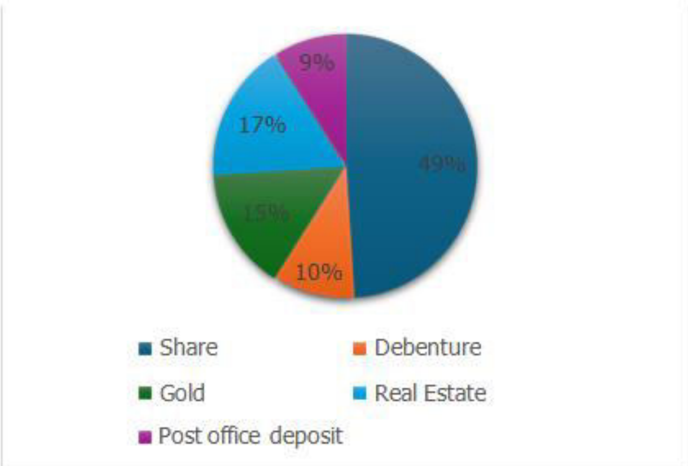
Interpretation: -The above chart shows the period of investment. According to the above chart of 100 respondents, 53% respondents invest Quarterly,21% invest Half yearly and26% invest Yearly.

4. On whom do you rely for choosing your SIP?



Interpretation: The above chart shows the how respondents rely while choosing the SIP. According to the chart, 43% respondents rely on own research, 22% rely on professionals, 17% rely on Agents and 18% rely on others.

5. If you made an investment apart from SIP which would it be?



Interpretation: As per the above charts 49% respondents prefer investing in Share, 10%in debenture, while 15% in gold, 17% respondents prefer Investment in Real Estate and9% respondents prefer investing in Post Office Deposit.

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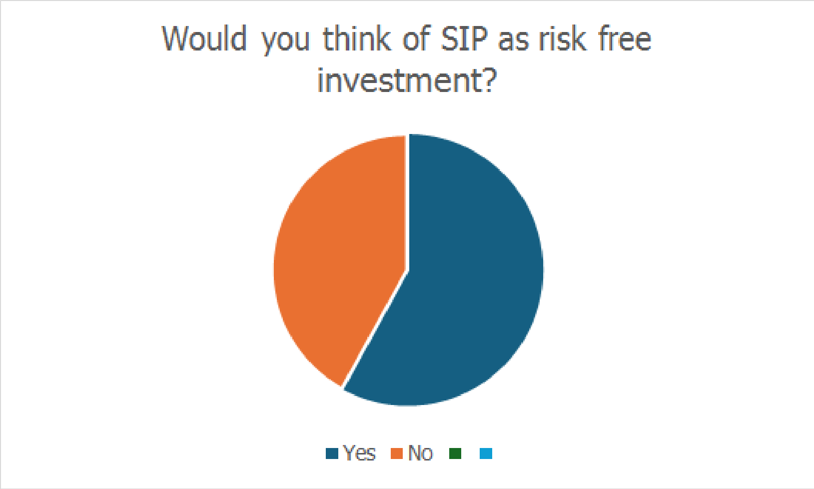
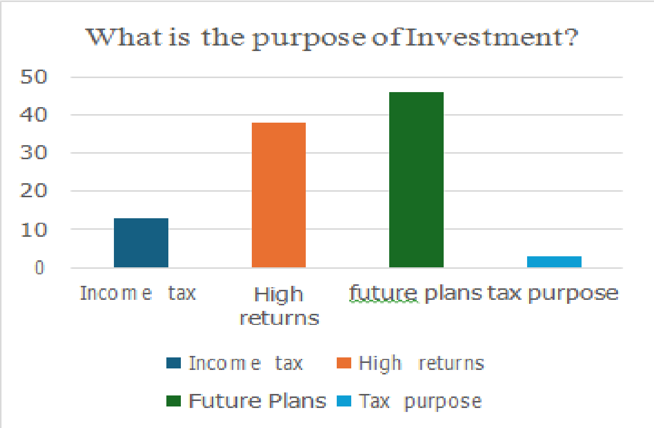
6. Would you think of SIP as risk free investment?



Interpretation: - According to the above shows how much respondents prefer SIP as a risk free investment. From the above 100 respondents 58 % respondents prefer SIP as a risk-free investment and other 42 % does not preferas a risk-free investment.

7. What is the purpose of investment?



Interpretation: -The above charts show the purpose of investments of the respondents. According to the above chart out of 100 respondents, the purpose of investing into SIPof respondents are as follows,13% for income tax purpose,39% for higher returns,45%for future Plans and 3% for tax purpose**.**

FINDINGS & CONCLUSIONS

Based on the data collected we can derive a conclusion that most of the respondents are aware of investments. Majority of the respondents are males. Majority of the respondents are Aware about mutual funds through internet andthen other sources like television, brokers, newspaper, and others. Many of the respondents often quarterly from their savings. Besides investing in mutual funds most of them invest in shares, real estate, gold, and debentures. Majorityof the respondents invest in SIP because of high returns, future plans, income tax and others. The systematic investment plan, operates on the tenet of makingfixed-sum investments on a regular basis. It functions similarly to a regular bank deposit. SIP investing is a practical strategy that benefits you.. SIP investment is a convenient method that brings you the benefit of investing in aMutual Fund at a low cost and flexible to choose the investment amount. Investing in SIP for long term helps boost your returns. Hence Government and other financial advisors should encourage the people to invest in Mutual Funds and other different investments. I would like to say that an investor needs to bealways aware of the current circumstances. An investor can benefit most from selecting a mutual fund after evaluating its track record, investing the same amount consistently in a Systematic Investment Plan (SIP), investing the maximum amount whenever the opportunity presents itself, and then making regular, systematic withdrawals or redemptions after an appropriate amount oftime.

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THE ROLE OF CHATBOTS AND AI-POWERED CUSTOMER SERVICE IN ENHANCING BRAND EXPERIENCE ON SOCIAL MEDIA

Lavanya Sanjay Kale and Durvas Dodke
Student, Chetana's H. S College of Commerce & Economics

ABSTRACT

In today's digital age, social media has become a crucial touchpoint for customer interaction and brand experience. This research paper delves into the transformative role of chatbots and AI-powered customer service in elevating brand perception on social media platformsThe paper explores how AI chatbots offer 24/7 availability, instant responses, and efficient scalability, addressing customer inquiries promptly and minimizing frustration. Furthermore, it examines the potential of personalization through AI, enabling chatbots to tailor recommendations and support based on individual customer data, fostering deeper engagement and brand loyalty.

The paper emphasizes the importance of understanding and embracing this technology for brands to create resonant and successful interactions with their audience on social media. By effectively leveraging AI-powered chatbots, brands can cultivate a positive brand image, enhance customer satisfaction, and build stronger relationships in the dynamic social media landscape.

Keywords: Chatbots, AI-powered customer service, social media, brand experience, customer engagement, personalization, accessibility.

INTRODUCTION

In today's digital era, social media has become an indispensable platform for brands to engage with their audience, build relationships, and foster loyalty. However, as the volume of interactions on social media continues to escalate, maintaining high-quality customer service can be challenging for brands. This is where chatbots and AI-powered customer service solutions step in, revolutionizing the way brands interact with their customers on social media platforms. Chatbots, powered by artificial intelligence (AI), have emerged as versatile tools that offer personalized assistance, instant responses, and round-the-clock support to customers. Their ability to understand natural language and context enables them to address inquiries, resolve issues, and provide relevant information efficiently. This not only enhances the overall customer experience but also enables brands to scale their support operations effectively.

In this paper, we delve into the pivotal role of chatbots and AI-powered customer service in enhancing brand experience on social media. We explore how these technologies streamline communication, empower customers, and contribute to brand reputation. Additionally, we examine the challenges and opportunities associated with integrating chatbots and AI into social media strategies, and highlight best practices for implementation.

Certainly! Let's expand further on the role of chatbots and AI-powered customer service in enhancing brand experience on social media:

1. **Personalized Interactions:** Chatbots equipped with AI algorithms can analyze customer data and interactions to deliver personalized responses and recommendations. By understanding individual preferences, purchase history, and browsing behavior, chatbots can tailor their interactions to meet the specific needs of each customer, enhancing their overall experience on social media platforms.
2. **Instantaneous Support:** One of the key advantages of chatbots is their ability to provide instant responses to customer inquiries. With AI capabilities, these bots can swiftly address common questions, troubleshoot issues, and provide relevant information, eliminating the need for customers to wait for human assistance. This real-time support fosters satisfaction and builds trust in the brand's ability to deliver prompt service.
3. **Efficient Handling of High Volume:** Social media platforms often witness a high volume of customer inquiries and comments, especially for popular brands. Chatbots equipped with AI can efficiently handle this influx of interactions, categorizing, prioritizing, and responding to messages in a timely manner. This ensures that no query goes unanswered and helps in managing the brand's social media presence effectively.
4. **Data-Driven Insights:** AI-powered customer service solutions can analyze data from social media interactions to gain valuable insights into customer preferences, sentiment, and trends. By harnessing this data, brands can refine their marketing strategies, develop targeted campaigns, and optimize their social media content to better resonate with their audience, ultimately enhancing brand experience and engagement.

OBJECTIVE

1. To Investigate how the integration of chatbots and AI-powered customer service influences brandconsumer interactions on social media platforms.
2. To Determine the effectiveness of chatbots and AI-powered customer service in improving brand experience metrics such as customer satisfaction, loyalty, and brand perception.
3. To Identify best practices for implementing chatbots and AI-powered customer service to enhance brand experience on social media, considering factors such as design, functionality, and integration with existing customer service channels.
4. To Explore consumer perceptions and attitudes towards interacting with chatbots and AI-powered customer service on social media, including trust, authenticity, and satisfaction with the experience.
5. To Examine how the use of chatbots and AI-powered customer service impacts the dynamics of brandconsumer relationships on social media, including issues of trust, engagement, and loyalty.

REVIEW OF LITERATURE

 Chintalapati, S., Pandey, S.K.

The digital transformation fostered by the increasing leverage of artificial intelligence (AI) has been a critical influencing factor unleashing the next wave of enterprise business disruption. Marketing is one of the business streams witnessing this transformation on a very intense scale. Contemporary marketing has begun to experiment with modern, cutting-edge technologies, such as AI, deploying them in mainstream operations to ensure accelerated success.

HISTORICAL PERSPECTIVE:

1. **Early Adoption of Social Media by Brands (2000s-2010s):** In the early 2000s, social media platforms such as Facebook, Twitter, and LinkedIn gained popularity among users worldwide. Brands quickly recognized the potential of these platforms for engaging with their audience directly. Initially, brands primarily used social media for marketing and advertising purposes, focusing on building brand awareness and driving sales.
2. **The Rise of Customer Service on Social Media (Mid-2010s):** As social media usage continued to grow, consumers increasingly turned to these platforms to seek customer support and resolve issues with brands. Brands began to establish dedicated customer service channels on social media to address customer inquiries, complaints, and feedback. However, managing large volumes of customer inquiries manually became challenging for many brands.
3. **Introduction of Chatbots for Customer Service (Late 2010s): In** response to the growing demand for efficient customer service on social media, brands started to explore automated solutions such as chatbots. Chatbots, initially based on rule-based systems, were deployed to handle routine customer inquiries and provide instant responses.
4. **Advancements in AI and Natural Language Processing (2010s-2020s):** The advancement of artificial intelligence (AI) and natural language processing (NLP) technologies played a significant role in enhancing the capabilities of chatbots for customer service. AI-powered chatbots became capable of understanding and responding to natural language queries, providing more personalized and contextually relevant interactions with users on social media.

SOCIOLOGICAL PERSPECTIVE

Social Interaction and Technological Mediation: From a sociological standpoint, chatbots and AI-powered customer service represent forms of technological mediation in social interactions between brands and consumers. These technologies facilitate communication and engagement on social media platforms, altering the nature of interpersonal interactions by introducing automated responses and virtual agents.

Consumer Trust and Perceptions of Authenticity: Sociologically, the use of chatbots and AI-powered customer service raises questions about consumer trust and perceptions of authenticity. Consumers may question the sincerity of interactions with chatbots compared to human customer service representatives.

RESEARCH METHODOLOGY

This study is based upon a Primary Data and Secondary Data. The primary data is collected by conducting a questionnaire Method by using a Simple Random sampling method, in that we have total 10 questions were asked to the respondents and the secondary data is collected by websites and some research paper.

Primary Data:

· Questionnaire

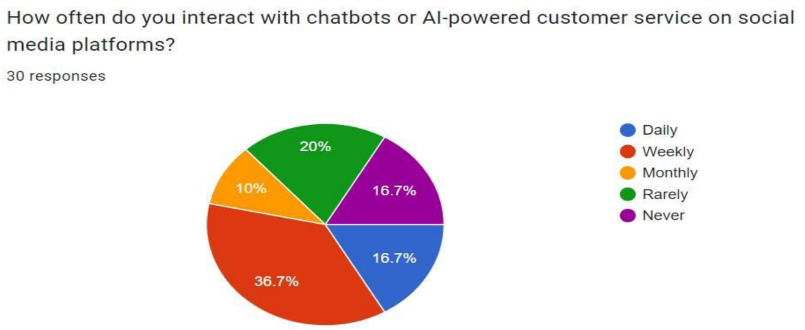
Secondary Data:

Websites

DATA ANALYSIS AND INTERPRETATION:

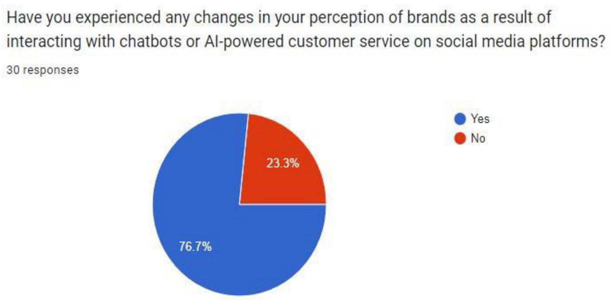
Sample size: 30

Tool: Exel

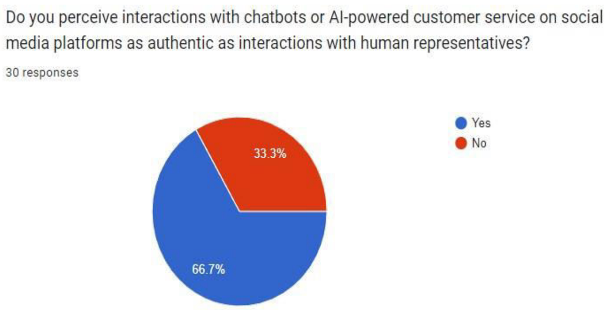


Data Interpretation

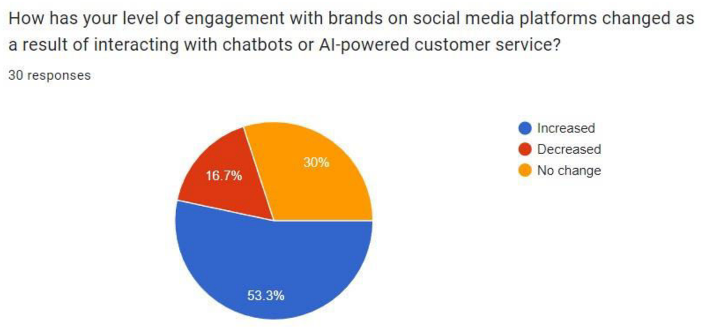
- **36.7%** of respondents said they interact **weekly**
- **20%** of respondents said they interact **rarely**
- **16.7%** of respondents said they interact **never**
- **16.7%** of respondents said they interact **daily**
- **10%** of respondents said they **monthly**



Data interpretation = The pie chart shows that 76.7% of respondents were satisfied with the customer service provided by chatbots or AI-powered systems on social media platforms. The remaining 23.3% of respondents were not satisfied.



Data interpretation = The pie chart you sent me shows that **66.7% of respondents** perceive interactions with chatbots or AI-powered customer service on social media platforms **as authentic as interactions with human representatives**. The remaining **33.3% of respondents** do not perceive interactions with chatbots or AI-powered customer service on social media platforms as authentic as interactions with human representatives.



Data Interpretation:

- **No change (30%)**: The majority of respondents (30%) reported that their level of engagement with brands on social media platforms **has not changed** as a result of interacting with chatbots or AI-powered customer service.
- **Increased (53.3%)**: Around 53.3% of respondents indicated an **increased** level of engagement with brands on social media platforms after interacting with chatbots or AIpowered customer service.
- **Decreased (16.7%)**: The remaining 16.7% of respondents reported a **decreased** level of engagement with brands on social media platforms after interacting with chatbots or AIpowered customer service.

FINDINGS

24/7 Availability: AI-powered chatbots offer round-the-clock support, addressing customer queries and concerns anytime and anywhere, leading to increased customer satisfaction.

Faster Response Times: Compared to traditional waiting times on phone lines or emails, chatbots can provide immediate responses, resolving issues efficiently and keeping customers engaged.

Personalized Interactions: AI chatbots can personalize conversations based on user data (e.g., purchase history, past interactions) and preferences, tailoring responses and recommendations for a more relevant experience

Reduced Costs: Chatbots can handle a high volume of inquiries, freeing up human agents for complex issues, potentially reducing customer service costs for businesses.

Seamless User Experience: Integrating chatbots within social media platforms allows customers to access support directly without switching applications, enhancing the overall ser experience

Data Collection and Insights: By interacting with customers, chatbots can collect **valuable data** on their needs, preferences, and pain points. This data can be used to improve customer service, marketing strategies, and product development.

LIMITATION

- Restricted Sample Size
- Restricted location
- Not Specific Target Audience

SUGGESTION

Paper underscores the critical importance of embracing AI-powered chatbots as a cornerstone of modern customer service strategies on social media platforms. Through their ability to provide seamless, personalized interactions at scale, chatbots have the potential to revolutionize brand-consumer dynamics, laying the foundation for enduring brand success in the digital age.

CONCLUSION

In conclusion, the integration of chatbots and AI-powered customer service has revolutionized brand experiences on social media platforms. Through their ability to provide instant responses, personalized interactions, and round-the-clock availability, chatbots have become invaluable tools for enhancing customer engagement and satisfaction. By leveraging AI algorithms, brands can analyze vast amounts of data to understand customer preferences and behaviors better, allowing for more targeted marketing strategies and product offerings. Additionally, AI-powered analytics enable brands to gather insights in real-time, enabling them to adapt quickly to changing market trends and consumer needs. Ultimately, the seamless integration of chatbots and AI-driven customer service not only improves operational efficiency but also fosters stronger connections between brands and their customers, leading to enhanced brand loyalty and advocacy in the dynamic landscape of social media.

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HOW RETAIL COMPANIES ARE LEVERAGING NEW AGE MARKETING STRATEGIES & TECHNOLOGY TO GROW THEIR BUSINESS

Siddharth Bharatbhai Kakkad
M.COM Business Management, Chetana's Self – Financing Courses Mumbai, Maharashtra
siddharthkakkad@gmail.com

Executive Summary
In an era defined by rapid technological advancements and changing consumer behaviors, retail companies are increasingly turning to innovative marketing strategies and modern technologies to enhance business growth and customer engagement. This study delves into the transformative role of digital tools and marketing methodologies that are reshaping the retail landscape.

Chapter 1: Introduction
The retail industry stands at a crossroads of innovation where traditional business models are being reshaped by new-age marketing strategies and technology. This transformation is not merely a response to market trends but a necessity for survival in an era defined by digital disruption and shifting consumer behaviors. This comprehensive exploration delves into the myriad ways retail companies are leveraging new-age marketing strategies and technology to foster growth, enhance customer experiences, and stay ahead of the competition.

Chapter 2: Understanding the Retail Landscape

2.1 Introduction to the Retail Landscape
The retail landscape is a dynamic and multifaceted ecosystem that encompasses a wide range of businesses engaged in the sale of goods and services to consumers. It serves as the nexus where producers, wholesalers, and consumers intersect, facilitating the exchange of goods and services in the marketplace. Understanding the intricacies of the retail landscape is crucial for businesses seeking to navigate the complexities of the market, identify growth opportunities, and stay ahead of the competition.

2.2 Brick-and-Mortar Retail
Brick-and-mortar retail refers to physical stores where consumers can browse, purchase, and interact with products in person. These establishments have long been a cornerstone of the retail industry, providing consumers with tangible shopping experiences that engage the senses and foster brand loyalty. However, brick-and-mortar retailers face challenges in the digital age, including declining foot traffic, changing consumer preferences, and increased competition from online retailers. To remain competitive, brick-and-mortar stores must adapt by enhancing the in-store experience, integrating digital technologies, and offering unique products and services.

2.3 E-Commerce
E-commerce has emerged as a dominant force in the retail landscape, fueled by advancements in technology, changing consumer behaviors, and the convenience of online shopping. E-commerce platforms enable consumers to browse and purchase products from anywhere with an internet connection, offering unparalleled convenience and access to a vast selection of goods. Despite its many benefits, e-commerce also presents challenges for retailers, including intense competition, logistical complexities, and the need for digital marketing expertise.

2.4 Omni-Channel Retailing
Omni-channel retailing is a strategy that integrates multiple sales channels to provide customers with a seamless shopping experience across online and offline touchpoints. In an omni-channel approach, customers can research, browse, and purchase products through various channels, such as websites, mobile apps, social media, physical stores, and call centers, with consistency and continuity. Omni-channel retailing is driven by changing consumer behaviors and expectations, as modern shoppers seek the convenience of shopping anytime, anywhere, and on any device.

2.5 Emerging Trends and Challenges
In addition to traditional brick-and-mortar stores, e-commerce platforms, and omni-channel retailers, the retail landscape is influenced by various emerging trends and challenges, including sustainability, technology, demographic shifts, and economic factors. Sustainability is becoming increasingly important to consumers, driving demand for eco-friendly products and ethical business practices. Retailers that prioritize sustainability can differentiate themselves in the marketplace, attract environmentally conscious consumers, and drive positive social and environmental impact.

Chapter 3: The Evolution of Marketing in Retail

3.1 Introduction
The evolution of marketing in retail is a fascinating journey that reflects the dynamic interplay between consumer behavior, technological innovation, and market dynamics. From its humble beginnings to the digital age, retail marketing has undergone a profound transformation, shaping the way businesses connect with consumers and drive sales.

3.2 Early Marketing Methods
In the early days of retail, marketing primarily relied on traditional methods such as print advertisements, radio commercials, and direct mail. Brands would use these channels to promote their products and services to a broad audience, hoping to capture the attention of potential customers and drive sales. While these methods were effective to some extent, they lacked the precision and targeting capabilities of modern marketing techniques.

3.3 Rise of Television Advertising
The advent of television revolutionized marketing in the retail industry, providing brands with a powerful new medium to reach consumers in their homes. Television commercials became a staple of retail advertising, allowing brands to showcase their products and tell compelling stories to a mass audience. Television advertising offered retailers unprecedented reach and visibility, enabling them to build brand awareness and drive sales on a national or even global scale.

3.4 Emergence of Digital Marketing
The rise of the internet in the late 20th century marked a paradigm shift in retail marketing, ushering in the era of digital marketing. With the proliferation of websites, email, and online advertising platforms, retailers gained new opportunities to connect with consumers in the digital realm. Digital marketing offered several advantages over traditional methods, including lower costs, greater targeting capabilities, and real-time performance tracking.

3.5 Social Media and Content Marketing
The advent of social media platforms such as Facebook, Twitter, and Instagram further transformed retail marketing, giving rise to the era of social media marketing. Social media offered retailers a unique opportunity to engage with consumers in a more personal and interactive way, fostering relationships and building brand loyalty. Content marketing also emerged as a powerful strategy, with retailers creating valuable and relevant content to attract, engage, and retain customers.

3.6 Data-Driven Marketing
In recent years, data-driven marketing has become increasingly prevalent in the retail industry, fueled by advancements in technology and the proliferation of digital channels. Data analytics tools and techniques allow retailers to gather, analyze, and interpret vast amounts of data on consumer behavior, preferences, and trends. By harnessing the power of data, retailers can make more informed decisions about their marketing strategies, targeting efforts, and resource allocation, ultimately driving better business outcomes.

Chapter 4: Harnessing Technology

4.1 Introduction
Technology has revolutionized the retail industry, transforming the way businesses operate, engage with customers, and drive growth. From e-commerce platforms and mobile apps to data analytics and artificial intelligence, retailers are harnessing technology to streamline operations, enhance customer experiences, and stay ahead of the competition.

4.2 E-Commerce Platforms and Online Marketplaces
E-commerce platforms such as Shopify, Magento, and WooCommerce provide retailers with the infrastructure and tools to set up online stores, manage inventory, process payments, and fulfill orders efficiently. Online marketplaces such as Amazon, eBay, and Alibaba offer retailers access to a global audience of millions of shoppers, providing a powerful platform for selling products and reaching new markets.

4.3 Mobile Commerce and Shopping Apps
Mobile commerce, or m-commerce, has experienced explosive growth in recent years, driven by the widespread adoption of smartphones and mobile devices. Mobile shopping apps allow retailers to connect with consumers anytime, anywhere, providing a convenient and seamless shopping experience on the go. Mobile apps offer features such as personalized recommendations, one-click purchasing, and in-app messaging, enabling retailers to engage with customers in real-time and drive conversions.

4.4 Data Analytics and Customer Insights
Data analytics has emerged as a powerful tool for retailers seeking to gain insights into customer behavior, preferences, and trends. By harnessing the vast amounts of data generated by online and offline interactions, retailers can uncover valuable insights that inform strategic decision-making, marketing campaigns, and product development efforts.

4.5 Artificial Intelligence and Machine Learning
Artificial intelligence (AI) and machine learning have emerged as game-changing technologies for retailers seeking to automate processes, personalize experiences, and drive innovation. AI-powered tools and algorithms enable retailers to analyze vast amounts of data, identify patterns, and make predictions with speed and accuracy.

4.6 Augmented Reality and Virtual Reality
Augmented reality (AR) and virtual reality (VR) are revolutionizing the way retailers engage with customers and showcase products in immersive and interactive ways. AR technology overlays digital content onto the real world, allowing customers to visualize products in their own environment and make more informed purchase decisions.

4.7 Internet of Things (IoT) and Connected Devices
The Internet of Things (IoT) is a network of interconnected devices, sensors, and objects that collect and exchange data over the internet, enabling retailers to monitor, control, and optimize physical assets and environments in real-time. IoT technology has applications across various areas of retail, including inventory management, supply chain optimization, store operations, and customer experience.

4.8 Robotics and Automation
Robotics and automation are transforming the way retailers manage operations, fulfill orders, and serve customers, enabling greater speed, accuracy, and efficiency in a variety of tasks.

4.9 Voice Commerce and Smart Assistants
Voice commerce, or v-commerce, is an emerging trend in retail, driven by the growing popularity of voice-enabled smart speakers and virtual assistants such as Amazon Alexa, Google Assistant, and Apple Siri. Voice-activated devices enable customers to shop, place orders, and interact with brands using natural language commands and voice recognition technology.

4.10 Blockchain Technology and Supply Chain Transparency
Blockchain technology has the potential to revolutionize supply chain management and enhance transparency, traceability, and trust throughout the retail ecosystem. Blockchain is a decentralized ledger that records transactions and data in a secure and immutable manner, enabling stakeholders to verify and track the provenance of products from the point of origin to the point of sale.

Chapter 5: Data-Driven Decision Making in Retail Marketing

5.1 Introduction
Data-driven decision-making has become increasingly prevalent in the retail industry as retailers seek to leverage the vast amounts of data generated by customer interactions, transactions, and behaviors to inform strategic decisions, optimize marketing efforts, and drive business growth.

5.2 The Importance of Data in Retail Marketing
Data plays a crucial role in retail marketing, providing valuable insights into customer preferences, behaviors, and trends that inform strategic decision-making and drive business performance.

5.3 Types of Data in Retail Marketing
Data in retail marketing can be classified into various types, including demographic data, behavioral data, transactional data, and psychographic data, each providing unique insights into customer preferences, attitudes, and purchase behaviors.

5.4 The Data-Driven Marketing Process
The data-driven marketing process involves several key steps, from data collection and analysis to strategy development and execution, each contributing to the success of marketing initiatives and campaigns.

5.5 Benefits of Data-Driven Decision Making
Data-driven decision-making offers several benefits for retailers, including improved targeting, enhanced personalization, increased efficiency, better decision-making, greater agility, and deeper customer insights.

5.6 Challenges of Data-Driven Decision Making

While data-driven decision-making offers many benefits, retailers may face several challenges in implementing and executing a data-driven approach effectively, including data quality, data integration, privacy and compliance, talent and skills, technology infrastructure, and organizational alignment.

5.7 Best Practices for Data-Driven Decision Making

To harness the full potential of data-driven decision-making, retailers can adopt several best practices and strategies, including establishing clear objectives, investing in data infrastructure, ensuring data quality and governance, leveraging advanced analytics, fostering a data-driven culture, empowering cross-functional collaboration, and iterating and experimenting.

5.8 Case Studies and Examples

Several retailers have successfully implemented data-driven decision-making to drive business results and achieve marketing objectives, including Amazon, Starbucks, Netflix, and Sephora.

5.9 Ethical Considerations and Data Privacy

Retailers must consider ethical considerations and data privacy concerns when collecting, storing, and using customer data, including transparency, security, accountability, and trust.

5.10 Future Trends and Emerging Technologies

The future of data-driven decision-making in retail marketing promises even more innovation and disruption, driven by advancements in AI and machine learning, predictive analytics, customer data platforms (CDPs), privacy-preserving technologies, edge computing, and blockchain.

Chapter 6: Personalization

6.1 Introduction

In the dynamic and highly competitive landscape of retail, customer engagement has become paramount for businesses seeking to foster lasting relationships and drive revenue growth. Personalization, the process of tailoring products, services, and experiences to meet the individual needs and preferences of customers, has emerged as a crucial strategy for retailers aiming to enhance customer engagement.

6.2 Understanding Personalization in Retail

Personalization in retail refers to the practice of customizing products, communications, and experiences based on individual customer attributes, behaviors, and preferences. Unlike traditional mass marketing approaches, personalization recognizes the unique characteristics and needs of each customer, allowing retailers to deliver tailored recommendations, promotions, and experiences that resonate on a personal level.

6.3 Benefits of Personalization

The adoption of personalization strategies offers numerous benefits for retailers aiming to drive customer engagement and loyalty, including enhanced customer experience, increased customer loyalty, improved conversion rates, greater customer retention, enhanced brand differentiation, and optimized marketing ROI.

6.4 Challenges of Personalization

Despite the significant benefits of personalization, retailers may encounter several challenges in implementing and executing personalized strategies effectively, including data quality and integration, privacy and compliance, technology infrastructure, organizational alignment, talent and skills, and customer expectations.

6.5 Strategies for Personalization

To harness the full potential of personalization and overcome challenges, retailers can adopt several strategies and best practices, including customer data collection and integration, data analysis and insights, personalized product recommendations, dynamic content and messaging, omnichannel integration, a test-and-learn approach, and privacy and consent management.

6.6 Personalization Across the Customer Journey

Personalization can be applied across the entire customer journey, from discovery and consideration to purchase and post-purchase engagement, creating seamless, relevant, and engaging experiences that drive satisfaction, loyalty, and long-term relationships with customers.

6.7 Case Studies and Examples

Several retailers have successfully implemented personalization strategies to drive customer engagement and loyalty, including Amazon, Netflix, Spotify, and Stitch Fix.

6.8 Ethical Considerations and Privacy
Retailers must consider ethical considerations and privacy concerns when collecting, storing, and using customer data, including transparency, security, consent management, data minimization, and accountability.

6.9 Future Trends and Emerging Technologies
The future of personalization in retail promises even more innovation and disruption, driven by advancements in AI and machine learning, augmented reality (AR) and virtual reality (VR), voice and conversational commerce, edge computing, and blockchain.

Chapter 7: Omni-channel Retailing

7.1 Introduction
In today's rapidly evolving retail landscape, consumers expect seamless, integrated shopping experiences that transcend traditional boundaries between online and offline channels. Omni-channel retailing has emerged as a strategic imperative for retailers seeking to meet these evolving consumer expectations and drive business growth.

7.2 Understanding Omni-channel Retailing
Omni-channel retailing refers to the integrated approach of providing customers with a seamless shopping experience across multiple channels and touchpoints, including brick-and-mortar stores, e-commerce websites, mobile apps, social media platforms, and more. Unlike traditional multi-channel retailing, which treats each channel as a separate silo, omni-channel retailing seeks to create a cohesive and consistent experience for customers regardless of how they choose to engage with the brand.

7.3 Benefits of Omni-channel Retailing
Omni-channel retailing offers numerous benefits for retailers seeking to drive customer engagement, loyalty, and revenue, including enhanced customer experience, increased sales and revenue, improved customer loyalty, better inventory management, and deeper customer insights.

7.4 Challenges of Omni-channel Retailing
Despite the significant benefits of omni-channel retailing, retailers may encounter several challenges in implementing and executing omni-channel strategies effectively, including siloed organizational structures, legacy technology systems, data fragmentation and integration, operational complexity, customer expectations, and competitive pressures.

7.5 Strategies for Omni-channel Retailing
To harness the full potential of omni-channel retailing and overcome challenges, retailers can adopt several strategies and best practices, including a customer-centric approach, seamless integration, a unified commerce platform, personalization and targeting, frictionless checkout and fulfillment, mobile optimization, in-store technology and experiences, customer service and support, and continuous optimization.

7.6 Omni-channel Retailing Across the Customer Journey
Omni-channel retailing can be applied across the entire customer journey, from discovery and consideration to purchase and post-purchase engagement, creating cohesive, personalized, and memorable experiences that drive engagement, loyalty, and advocacy among customers.

7.7 Case Studies and Examples
Several retailers have successfully implemented omni-channel retailing strategies to deliver seamless shopping experiences, including Starbucks, Nike, Sephora, and Walmart.

7.8 Challenges and Solutions
While omni-channel retailing offers numerous benefits, retailers may encounter several challenges in implementing and executing omni-channel strategies effectively, including siloed data and systems, legacy infrastructure, organizational alignment, talent and skills gap, and customer expectations.

Chapter 8: Advantages and Disadvantages of AI in Business Management

8.1 Introduction
Artificial Intelligence (AI) is transforming business management by offering numerous advantages, but it also presents challenges that organizations must navigate to achieve successful integration and outcomes.

8.2 Advantages of AI
AI offers several advantages in business management, including efficiency improvements, enhanced personalization, data analysis and insights, and automation of routine tasks.

8.3 Disadvantages of AI

AI presents challenges such as high implementation costs, data privacy issues, potential job displacement, and the need for specialized talent and skills.

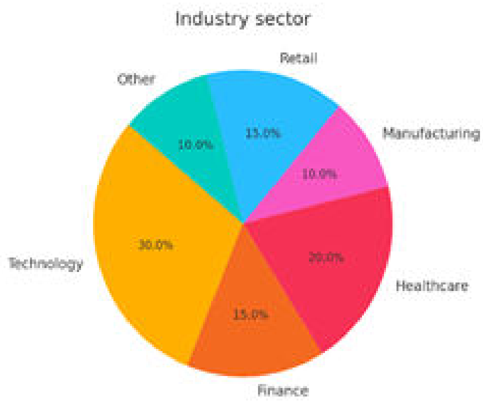
CONCLUSION

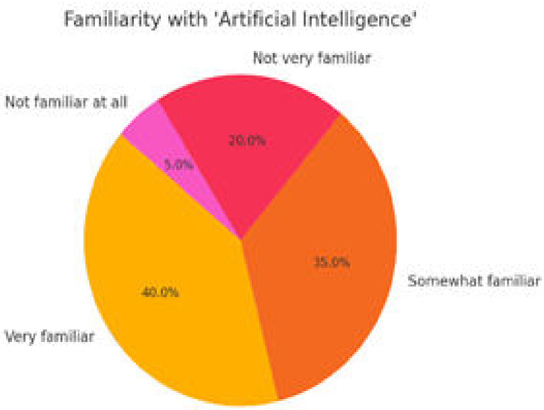
The future of retail marketing hinges not just on adopting new technologies but also on integrating them creatively and effectively into comprehensive marketing strategies that address and anticipate customer needs and preferences. Retail companies that leverage these new-age marketing strategies and technologies are better positioned to thrive in a competitive, ever-evolving marketplace.

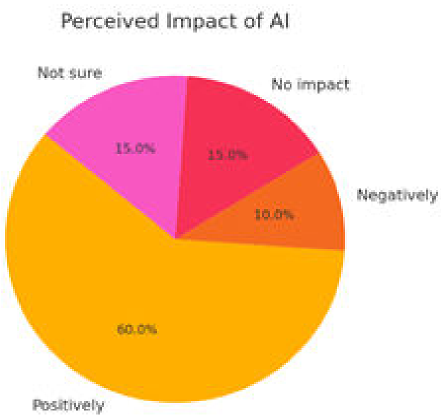
Chapter 9: Survey Questions & Responses

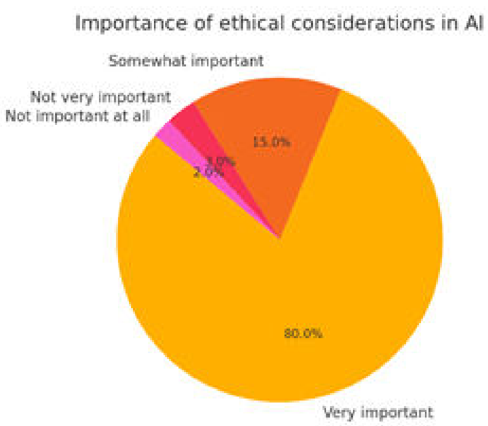
9.1 Survey Questions on New Age Marketing Strategies and Technology in Retail

- **Survey Demographics**









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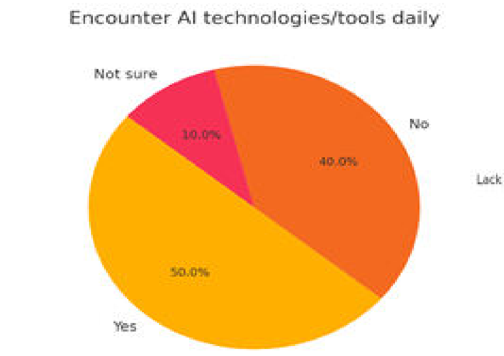

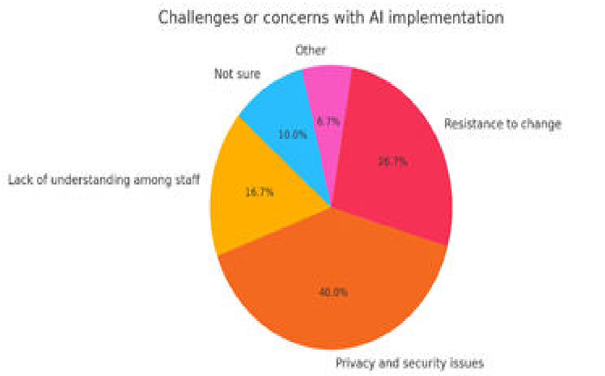

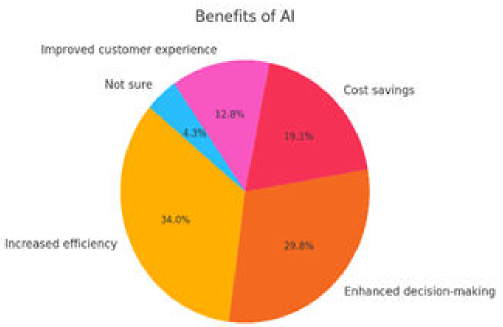

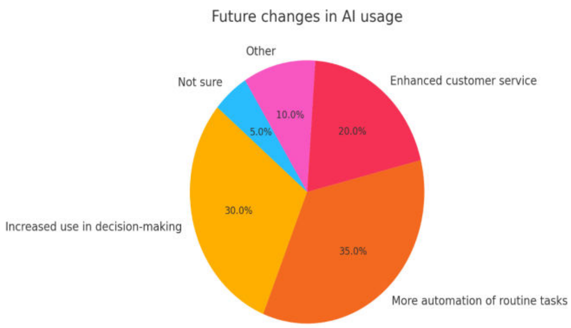

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EXAMINING THE ROLE OF BEHAVIOURAL FINANCE IN INVESTMENT DECISION-MAKING

Harsh Anil Samjiskar and Sneha Bhior
Student, Chetana H. S College of Commerce and Economics

ABSTRACT

This research paper delves into the intricate relationship between behavioral finance principles and investment decision making. Traditional finance theories have long relied on the assumption of rationality, yet empirical evidence suggests that human behavior often deviates from this ideal. Through an extensive review of literature and empirical studies, this paper seeks to illuminate the pivotal role that behavioral biases and heuristics play in shaping investors' choices, market dynamics, and financial outcomes.The paper begins by outlining the theoretical foundations of both traditional finance and behavioral finance, highlighting the key differences between these paradigms. It then proceeds to examine various behavioral biases and heuristics that commonly influence investment decisions, such as overconfidence, loss aversion, and herding behavior. Through real-world examples and case studies, the paper illustrates how these biases manifest in market phenomena such as bubbles, crashes, and volatility.

INTRODUCTION

Behavioral finance is a field of study that combines elements of psychology and economics to understand how individuals make financial decisions. It emerged as a distinct discipline in the late 20th century as researchers began to recognize that traditional economic models often failed to accurately describe real-world behavior in financial markets.

One of the foundational principles of behavioral finance is that individuals are not always rational actors, as assumed by classical economic theory. Instead, human behavior is influenced by cognitive biases, emotions, social factors, and other psychological variables. These deviations from rationality can lead to systematic patterns of decision making that impact financial markets and investment outcomes.

Behavioral finance gained prominence in the 1970s and 1980s with the pioneering work of researchers like Daniel Kahneman and Amos Tversky. Their groundbreaking research on cognitive biases, such as prospect theory and loss aversion, challenged the traditional notion of Homo economicus—the rational, utility-maximizing individual depicted in classical economic models.

Since then, behavioral finance has evolved into a multidisciplinary field that incorporates insights from psychology, sociology, neuroscience, and other disciplines. Researchers in behavioral finance seek to understand how psychological factors influence various aspects of financial decision making, including investment choices, portfolio management, risk perception, and market dynamics.

The field of behavioral finance has profound implications for both theory and practice in finance. On the theoretical front, it offers a more realistic and nuanced understanding of human behavior in financial contexts, enriching traditional economic models with insights from psychology. In practice, behavioral finance provides valuable insights for investors, financial advisors, policymakers, and regulators seeking to improve decision making, mitigate biases, and enhance financial well-being.

THEORETICAL FRAMEWORK

Meaning of Traditional Finance Theories:-

Traditional finance theories, rooted in the principles of neoclassical economics, are built upon the assumption of rationality and efficiency in financial markets. One of the foundational theories in traditional finance is the Efficient Market Hypothesis (EMH), which posits that asset prices reflect all available information and, therefore, it is impossible to consistently outperform the market through stock picking or market timing. Another key theory is the Modern Portfolio Theory (MPT), developed by Harry Markowitz, which suggests that investors can optimize their portfolios by diversifying across assets to achieve the highest expected return for a given level of risk. Additionally, the Capital Asset Pricing Model (CAPM) provides a framework for pricing assets based on their risk and expected return, with the market portfolio serving as the benchmark for all investments. These theories have formed the cornerstone of traditional finance, guiding investment practices and shaping academic research for decades. However, they have been subject to criticism and scrutiny, particularly in light of empirical evidence showing deviations from rationality and market inefficiencies.

Introduction to Behavioral Finance Theories:-

Behavioral finance theories offer a compelling alternative to the traditional rational actor model by acknowledging the psychological complexities that influence financial decision making. In contrast to the assumption of rationality in traditional finance, behavioral finance recognizes that individuals often exhibit cognitive biases, emotions, and social influences that can lead to systematic deviations from rational behavior. These theories draw upon insights from psychology to explain why investors may make suboptimal decisions or fail to fully exploit available information in financial markets. One of the foundational theories in behavioral finance is prospect theory, proposed by Daniel Kahneman and Amos Tversky, which suggests that individuals' choices are influenced more by potential gains and losses than by final outcomes. Loss aversion, another key concept, posits that individuals tend to feel the pain of losses more acutely than the pleasure of equivalent gains, leading to risk-averse behavior. Other behavioral biases, such as overconfidence, anchoring, and herding behavior, further illustrate how psychological factors can distort decision making and contribute to market inefficiencies. By integrating insights from psychology with economic analysis, behavioral finance theories provide a more nuanced understanding of investor behavior and market dynamics, offering valuable implications for financial theory, practice, and policy.

Comparison between Traditional and Behavioral Finance Perspectives:-

Aspect	Traditional Finance	Behavioral Finance
Assumption of Rationality	Assumes investors are rational and utility-maximizing.	Recognizes that investors are prone to cognitive biases and emotional influences.
Market Efficiency	Emphasizes the Efficient Market Hypothesis (EMH), which posits that asset prices reflect all available information and follow a random walk.	Acknowledges that markets may not always be perfectly efficient due to investor sentiment, irrational behavior, and information asymmetry.
Risk and Return	Focuses on quantifiable risk metrics (e.g., standard deviation) and the relationship between risk and return based on the Capital Asset Pricing Model (CAPM).	Considers both quantifiable and psychological factors in assessing risk, including behavioral biases and subjective risk perceptions.
Portfolio Diversification	Advocates for diversification across assets to minimize unsystematic risk, following the principles of Modern Portfolio Theory (MPT).	Acknowledges the importance of diversification but also recognizes that investors may exhibit behavioral biases in portfolio construction, leading to suboptimal decisions.
Investor Decision Making	Assumes investors make decisions based on rational analysis and objective information, following the principles of utility maximization.	Investigates the influence of cognitive biases, heuristics, emotions, and social factors on investor decision making, highlighting deviations from rationality.
Market Anomalies	Considers anomalies as short-term deviations from market efficiency, which can be explained by factors such as transaction costs or temporary mispricing.	Views market anomalies as persistent patterns of behavior that challenge the assumptions of traditional finance, such as the presence of overreaction or underreaction in asset prices.
Financial Models and Strategies	Relies on quantitative models and strategies based on assumptions of rational behavior, such as the BlackScholes option pricing model or value investing approaches.	Incorporates insights from psychology and behavioral economics into financial models and strategies, aiming to better capture investor behavior and market dynamics, such as momentum investing or prospect theory-based approaches.

OBJECTIVES OF EXAMINING

1. To Understand the foundational principles of behavioral finance and its emergence as a field of study.
2. To Identify common behavioral biases and heuristics that influence investment decision making.
3. To Explore the implications of behavioral biases on individual and market-wide investment behavior.
4. To Analyze the relationship between investor sentiment and market dynamics, including market bubbles and crashes.

5. To Evaluate strategies used by investors and fund managers to mitigate the impact of behavioral biases.

REVIEW OF LITERATURE

1. Kahneman, D., & Tversky, A. (1979). Prospect Theory: An Analysis of Decision under Risk. Econometrica, 47(2), 263-292.

- This seminal paper introduces prospect theory, which revolutionized the understanding of decision-making under uncertainty. It explores how individuals evaluate potential gains and losses and demonstrates deviations from rational decision-making predicted by traditional finance theories.

2. Barberis, N., & Thaler, R. (2003). A Survey of Behavioral Finance. Handbook of the Economics of Finance, 1, 1053-1128.

- This comprehensive survey provides an overview of key concepts in behavioral finance, including behavioral biases, heuristics, and their implications for investment decision making. It reviews empirical evidence and discusses the integration of behavioral insights into financial models.

3. Shefrin, H. (2002). Beyond Greed and Fear: Understanding Behavioral Finance and the Psychology of Investing. Oxford University Press.

- Shefrin's book offers a comprehensive exploration of behavioral finance principles and their application to investment decisions. It covers topics such as prospect theory, mental accounting, and the influence of emotions on investor behavior, providing practical insights for investors and financial professionals.

4. Hirshleifer, D. (2015). Behavioral Finance. Annual Review of Financial Economics, 7(1), 133-159.

- This review article discusses the evolution of behavioral finance as a field of study and provides an overview of behavioral biases and their impact on financial markets. It highlights the importance of incorporating psychological factors into economic and financial models.

5. Baker, M., & Wurgler, J. (2007). Investor Sentiment in the Stock Market. Journal of Economic Perspectives, 21(2), 129-152.

- Baker and Wurgler examine the role of investor sentiment in driving stock market trends and asset prices. They discuss how fluctuations in sentiment can lead to market anomalies and the formation of speculative bubbles, highlighting the influence of psychological factors on market dynamics.

6. Statman, M. (2017). Behavioral Finance: Finance with Normal People. Financial Analysts Journal, 73(2), 12-24.

- Statman provides an accessible overview of behavioral finance concepts and their relevance to individual investors. He emphasizes the importance of understanding investor behavior and preferences, arguing for a more holistic approach to financial decision making.

7. Thaler, R. H. (2015). Misbehaving: The Making of Behavioral Economics. W. W.

Norton & Company.

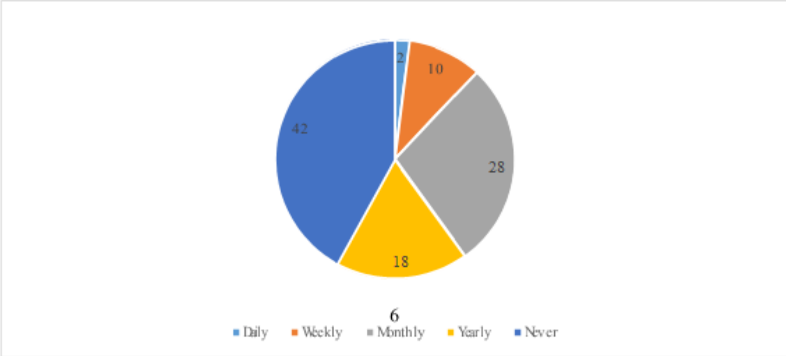
- In this engaging book, Thaler narrates the development of behavioral economics and its applications to various domains, including finance. He shares insights from his research and discusses the implications of behavioral biases for policymakers, investors, and society as a whole.

RESEARCH METHODOLOGY

To comprehensively examine the role of behavioral finance in investment decision making, a mixed-methods approach will be employed, combining qualitative and quantitative research techniques.

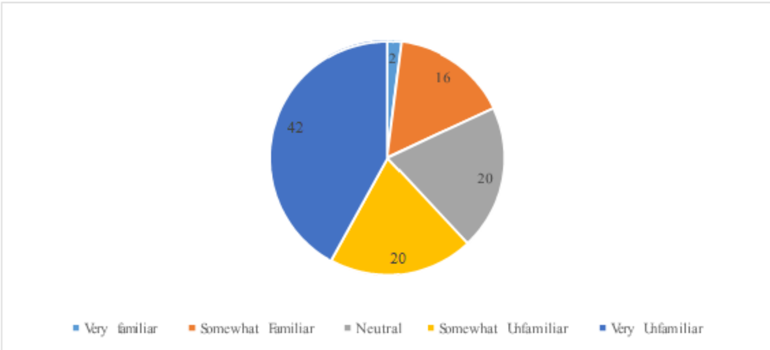
Overall, this mixed-methods research approach will enable a holistic examination of the complex interplay between human behavior and financial markets, shedding light on the practical implications of behavioral finance theory for investors, financial professionals, and policymakers alike.

Data Analysis & Interpretations: - Question No. 1 How often do you invest in financial markets?



Data Interpretation: The Pie Chart presented above reveals how often people invest in financial market. It Shows us that 2% of the respondents are invest daily in financial market, 10% of respondents invest weekly, 28% of respondents invest monthly, 18% of respondents invest yearly, 42% of respondents never invested in financial market.

Question No. 2 How would you rate your level of familiarity with the concept of behavioural finance?



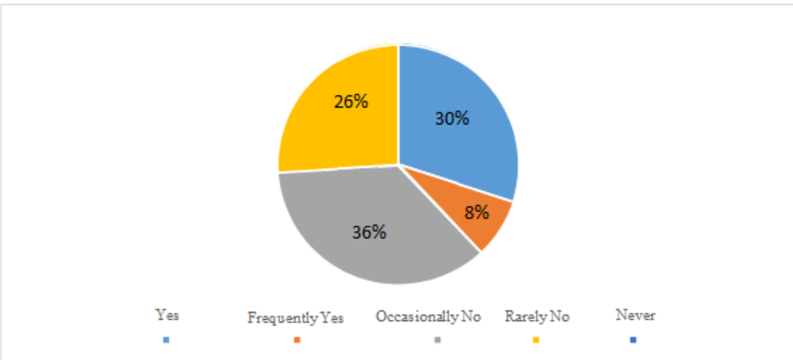
Data Interpretation: The Pie Chart presented above reveals how people rate their level of familiarity with the concept of behavioural finance. It Shows us that 2% of the respondents are very familiar, 16% of respondents are somewhat familiar, 20% of respondents Neutral, 20% of respondents are somewhat unfamiliar, 42% of respondents are very unfamiliar with the concept of behavioural finance.

Question No. 3 Have you ever made investment decisions based on emotions rather than rational analysis?

Question No. 4 Which of the following behavioral biases do you believe has influenced your investment decisions the most?

Question No. 5 How often do you find yourself checking your investment portfolio during periods of market volatility?

Question No. 6 When making investment decisions, how much weight do you typically give to information from social media platforms or online forums?



Data Interpretation: The Pie Chart presented above reveals have people ever made investment decisions based on emotions rather than rational analysis. It Shows us that 30% of the respondents Yes, Frequently, 8% of respondents Yes, Occasionally, 36% of respondents No, Rarely, 26% of respondents No, Never made decisions based on emotions rather than rational analysis.

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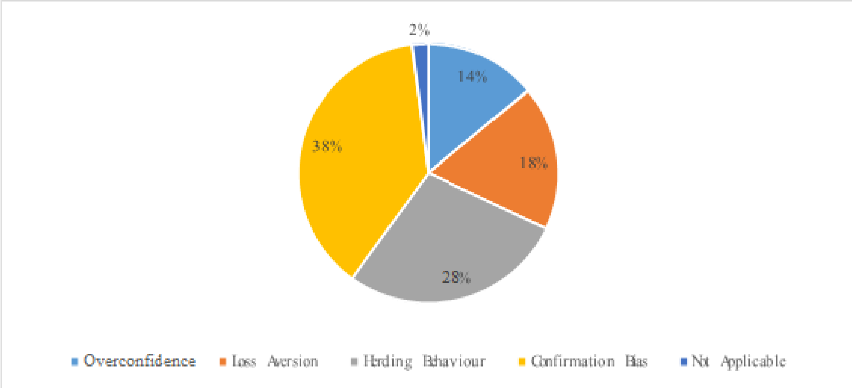
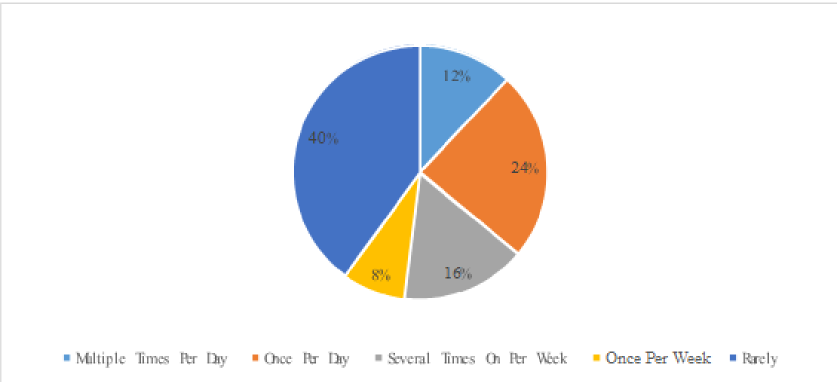
Question No. 4 Which of the following behavioural biases do you believe has influenced your investment decisions the most?



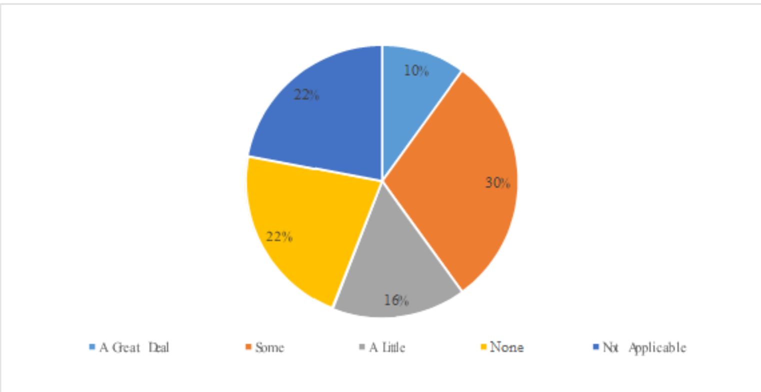
Data Interpretation: The Pie Chart presented above reveals which behavioural biases do people believe has influenced people investment decisions the most. It Shows us that 14% of the respondents believe in overconfidence, 18% of respondents believe in loss aversion, 28% of respondents believe in herding behaviur, 38% of respondents believe in confirmation bias, 2% of respondents are not applicable.

Question No. 5 How Often do you find yourself checking your investment portfolio during periods of market volatility?



Data Interpretation: The Pie Chart presented above reveals how often do people find checking their investment portfolio during periods of market volatility. It Shows us that 12% of the respondents check multiple times per day, 24% of respondents check once per day, 16% of respondents check several times on per week, 8% of respondents once per week, 40% of respondents check their portfolio rarely during periods of market volatility.

Question No. 6 When making Investment decisions, how much weight do you typically give to information from social media platforms or online forums?



Data Interpretation: The Pie Chart presented above reveals how much weight do people typically give to information from social media platforms or online forums. It Shows us that 10% of the respondents give weight of a great deal, 30% of respondents give weight of some, 16% of respondents give weight of a little, 8% of

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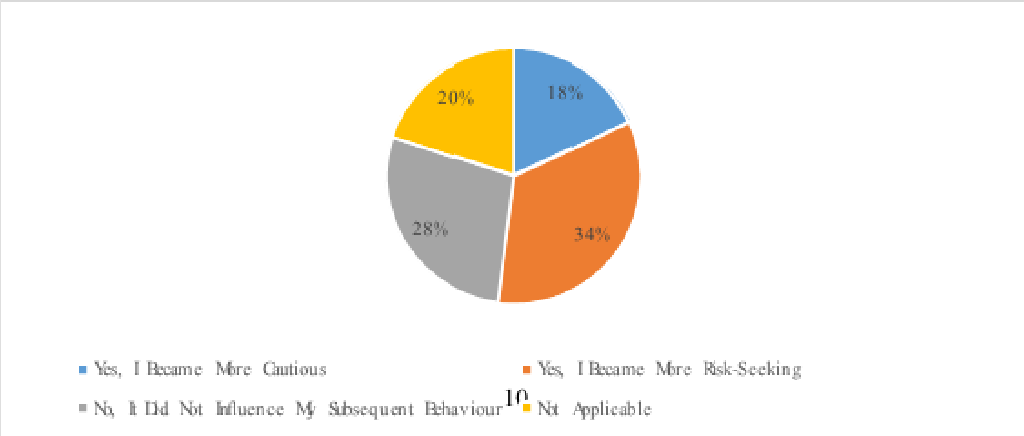
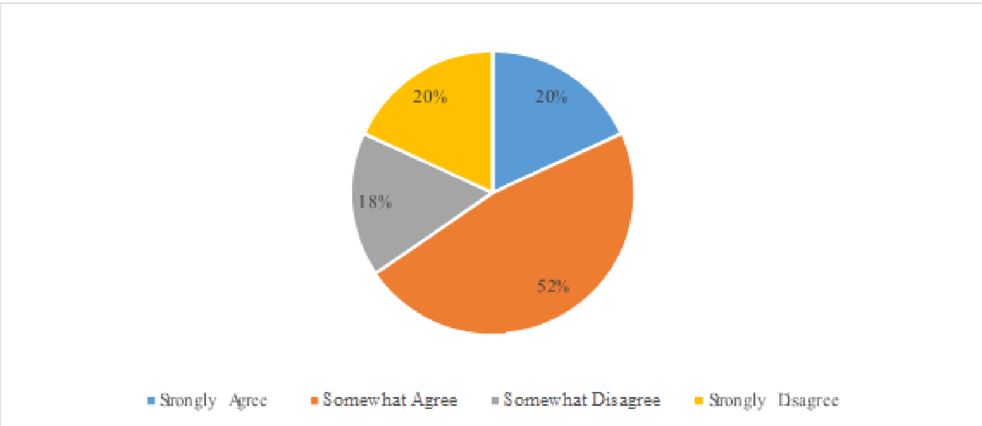
respondents give weight of None, 40% of respondents are not applicable or they don't use social media for investment information.

Question No. 7 Have you ever experienced regret following an investment decision? If so, how did it your influence subsequent investment behaviour?



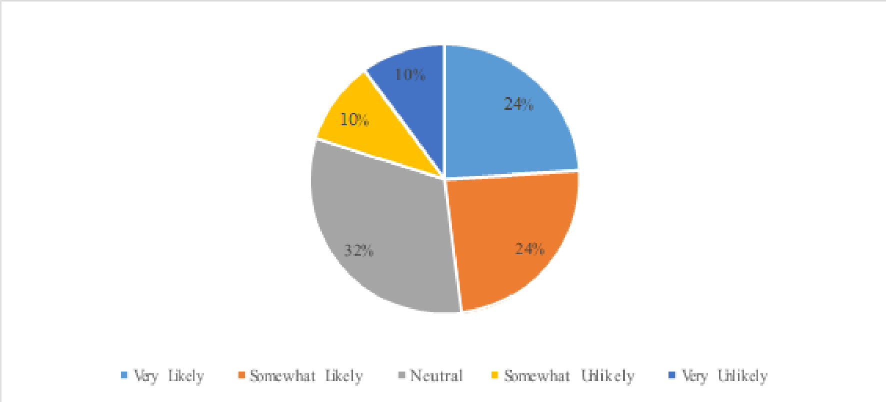
Data Interpretation: The Pie Chart presented above reveals have people experienced regret following an investment decision, if so, how did it influence people subsequent investment behaviour. It Shows us that 18% of the respondents experience is yes, they became more cautious, 34% of respondents experience is yes, they became more risk-seeking, 28% of respondents experience is no, it didi not influence their subsequent behvaiour, 20% of respondents experience are Not applicable or they have not experienced regret following an investment.

Question No. 8 Do you believe that understanding behavioral finance principles can lead to better investment outcomes?



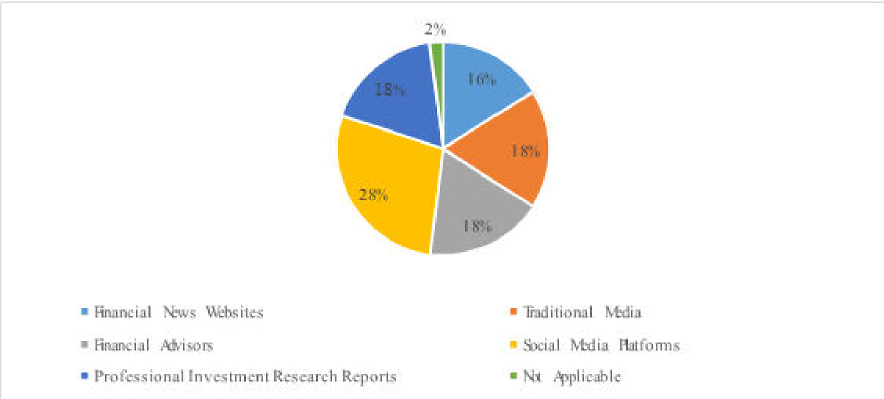
Data Interpretation: The Pie Chart presented above reveals do people believe that understanding behavioural finance principles can lead to better investment outcomes. It Shows us that 20% of the respondents are strongly agree, 52% of respondents are somewhat agree, 18% of respondents are somewhat disagree, 10% of respondents are strongly disagree.

Question No. 9 How likely are you to seek advice from a financial advisor or professional who incorporates behavioral finance insights into their recommendations?



Data Interpretation: The Pie Chart presented above reveals how likely are people to seek advice from financial advisor or professional who incorporates behavioural finance insights into their recommendations. It Shows us that 24% of the respondents are very likely, 24% of respondents are somewhat likely, 32% of respondents are neutral, 10% of respondents are somewhat unlikely, 10% of respondents are strongly unlikely.

Question No. 10 Which sources do you primarily rely on for information and analysis when making investment decisions?



Data Interpretation: The Pie Chart presented above reveals which source do people primarily rely on for information & analysis when making investment decisions. It Shows us that 16% of the respondents are rely on financial news websites, 18% of respondents are rely on traditional media, 18% of respondents are rely financial advisors, 28% of respondents are rely on social media platforms, 18% of respondents are rely on professional investment research reports, 2% of respondents are not applicable.

FINDINGS & CONCLUSION

Through the exploration of behavioral finance in investment decision making, several key findings have emerged. Firstly, it is evident that investors are often influenced by cognitive biases and emotional factors, leading to deviations from rational decision-making models. Common biases such as overconfidence, loss aversion, and herding behavior significantly impact investment choices, potentially leading to suboptimal outcomes. Moreover, investor sentiment plays a crucial role in driving market trends and asset prices, contributing to the formation of bubbles and subsequent market crashes. Despite the prevalence of behavioral biases, strategies informed by behavioral finance principles have shown promise in mitigating their effects and improving investment performance.

The role of behavioral finance in investment decision making is undeniable, as it sheds light on the psychological factors that drive market behavior and individual investor choices. By recognizing and understanding these biases, investors and financial professionals can make more informed decisions and implement strategies to enhance portfolio performance. Moreover, the integration of behavioural finance insights into financial education and advisory services can empower investors to navigate market volatility and achieve their long-term financial goals. Moving forward, continued research and practical application of behavioural finance principles are essential for fostering a deeper understanding of investor behaviour and promoting more resilient and efficient financial markets.

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EXAMPLES OF REFERENCES

All references must be arranged first alphabetically and then it may be further sorted chronologically also.

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Fox, S. (1984). Empowerment as a catalyst for change: an example for the food industry. *Supply Chain Management, 2*(3), 29–33.

Bateson, C. D.,(2006), 'Doing Business after the Fall: The Virtue of Moral Hypocrisy', Journal of Business Ethics, 66: 321 – 335

- **Multiple author journal article:**

Khan, M. R., Islam, A. F. M. M., & Das, D. (1886). A Factor Analytic Study on the Validity of a Union Commitment Scale. *Journal of Applied Psychology, 12*(1), 129-136.

Liu, W.B, Wongcha A, & Peng, K.C. (2012), "Adopting Super-Efficiency And Tobit Model On Analyzing the Efficiency of Teacher's Colleges In Thailand", International Journal on New Trends In Education and Their Implications, Vol.3.3, 108 – 114.

- **Text Book:**

Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2007). *Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies* (3rd ed.). New York: McGraw-Hill.

S. Neelamegham," Marketing in India, Cases and Reading, Vikas Publishing House Pvt. Ltd, III Edition, 2000.

- **Edited book having one editor:**

Raine, A. (Ed.). (2006). *Crime and schizophrenia: Causes and cures.* New York: Nova Science.

- **Edited book having more than one editor:**

Greenspan, E. L., & Rosenberg, M. (Eds.). (2009). *Martin's annual criminal code:Student edition 2010*. Aurora, ON: Canada Law Book.

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Young, M. E., & Wasserman, E. A. (2005). Theories of learning. In K. Lamberts, & R. L. Goldstone (Eds.), *Handbook of cognition* (pp. 161-182). Thousand Oaks, CA: Sage.

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- **Unpublished dissertation/ paper:**

Uddin, K. (2000). A Study of Corporate Governance in a Developing Country: A Case of Bangladesh (Unpublished Dissertation). Lingnan University, Hong Kong.

- **Article in newspaper:**

Yunus, M. (2005, March 23). Micro Credit and Poverty Alleviation in Bangladesh. *The Bangladesh Observer*, p. 9.

- **Article in magazine:**

Holloway, M. (2005, August 6). When extinct isn't. *Scientific American, 293*, 22-23.

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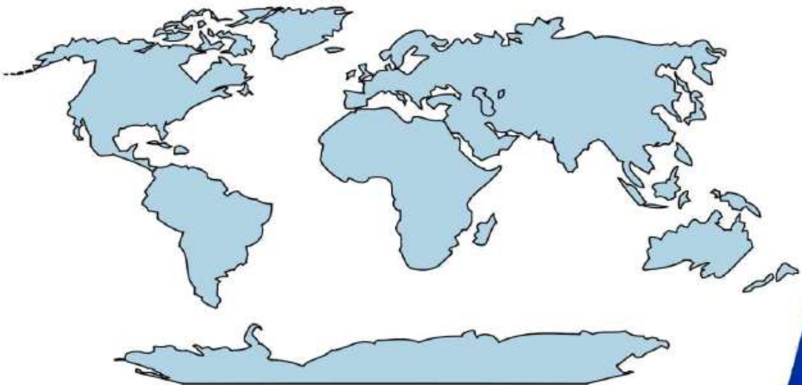

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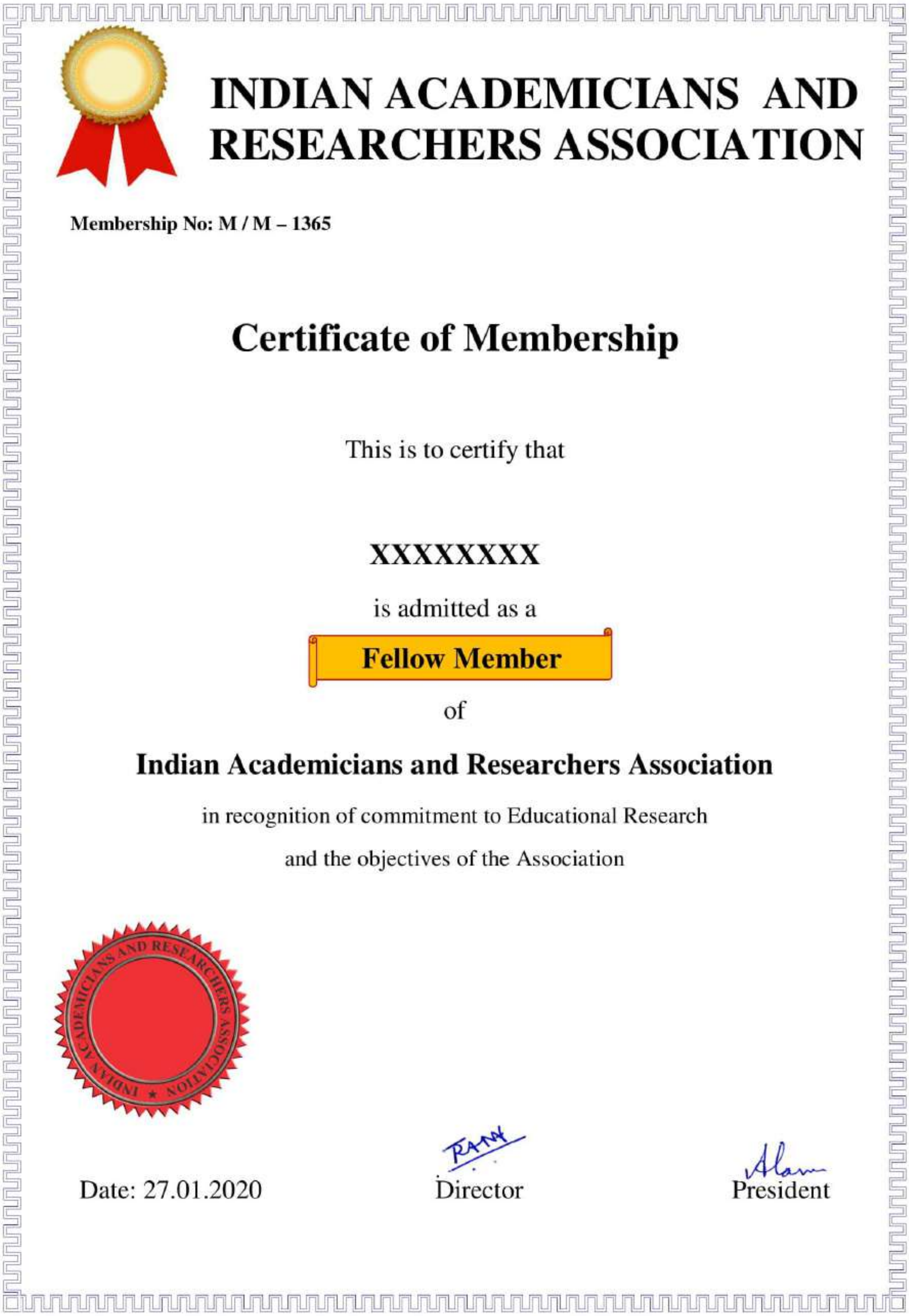

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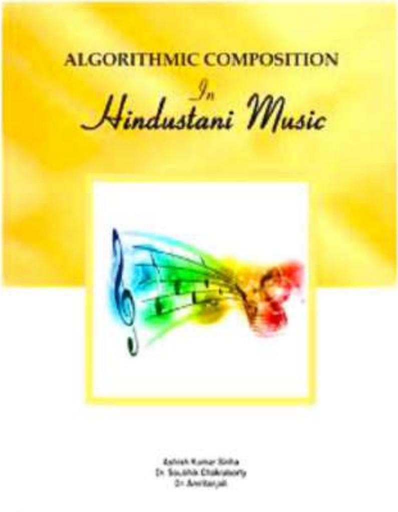

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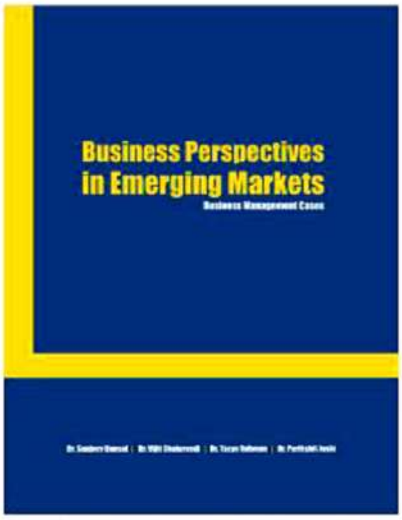

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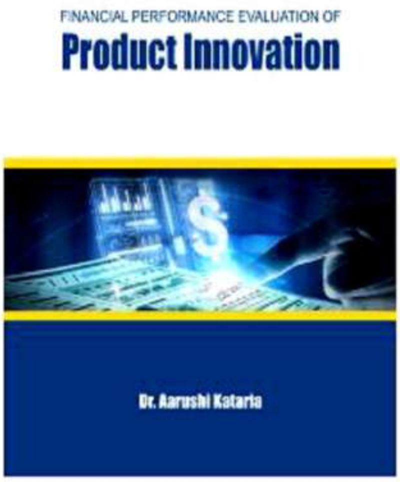

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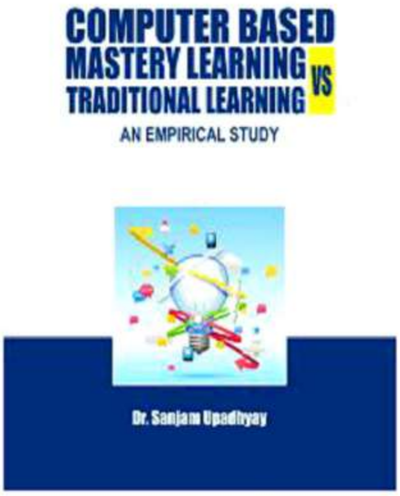

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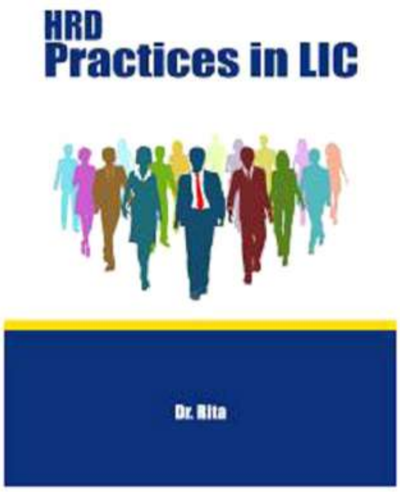

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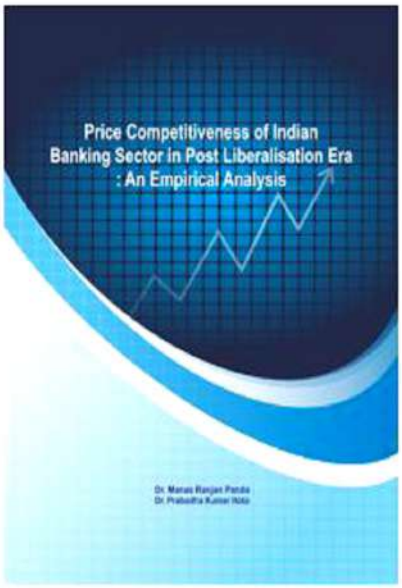

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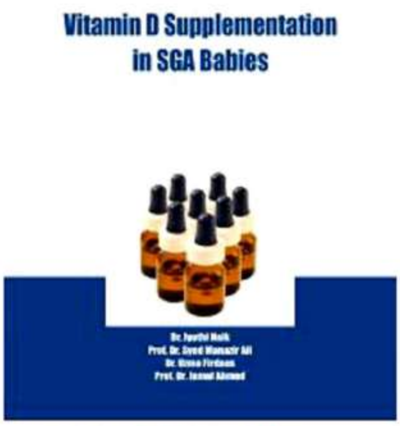

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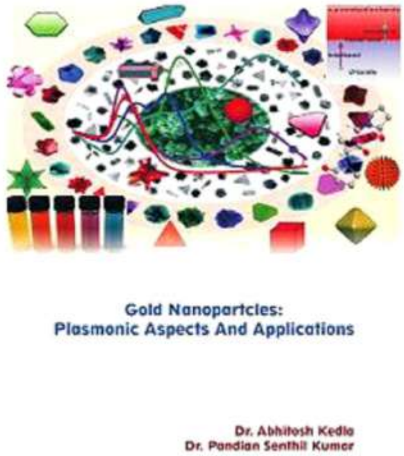

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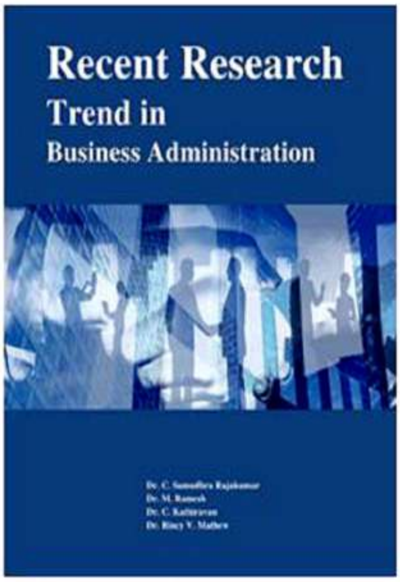

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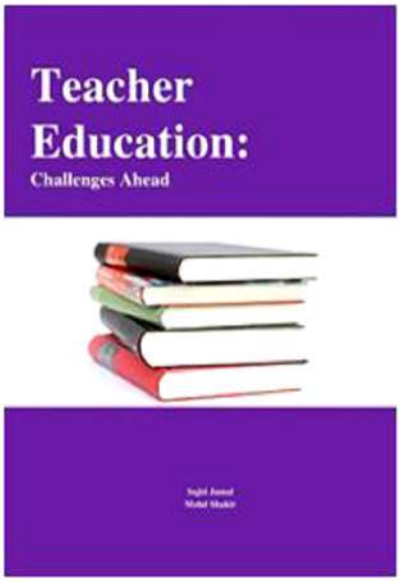

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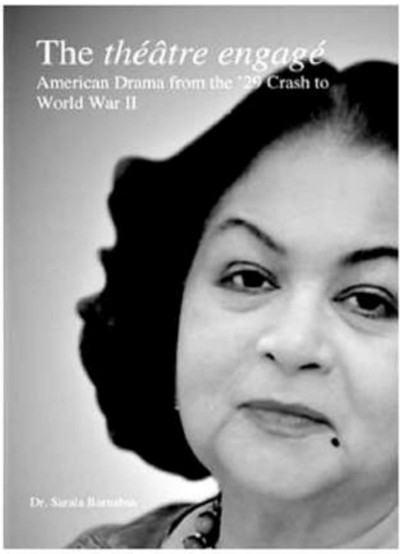

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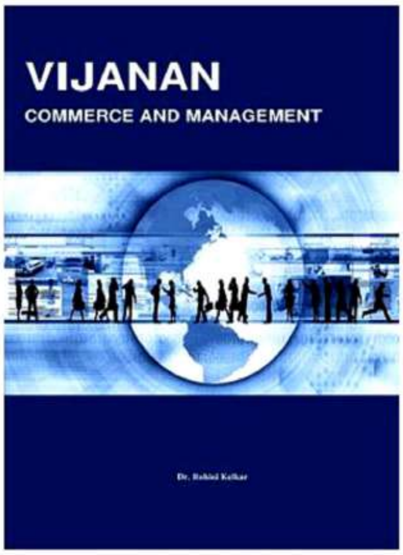

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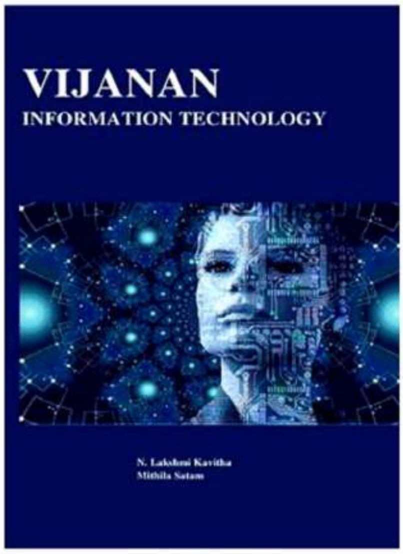

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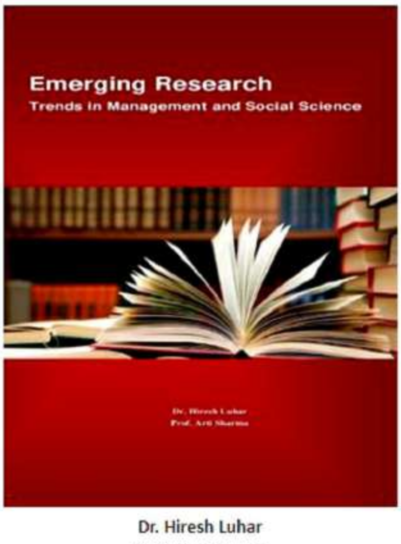

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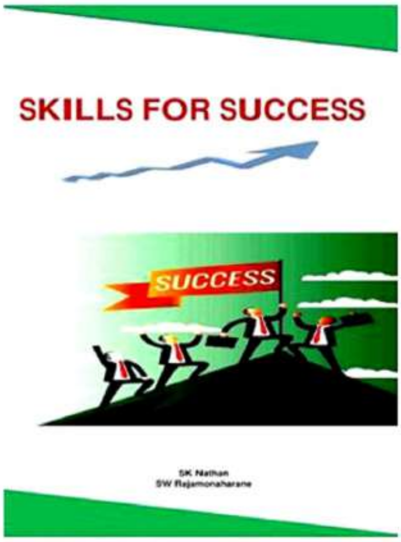

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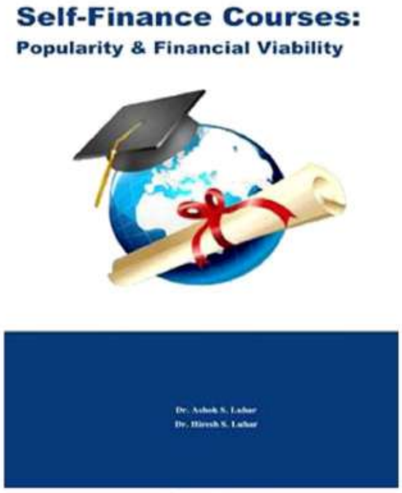

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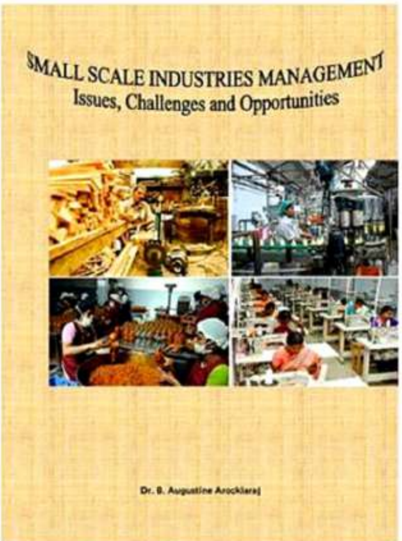

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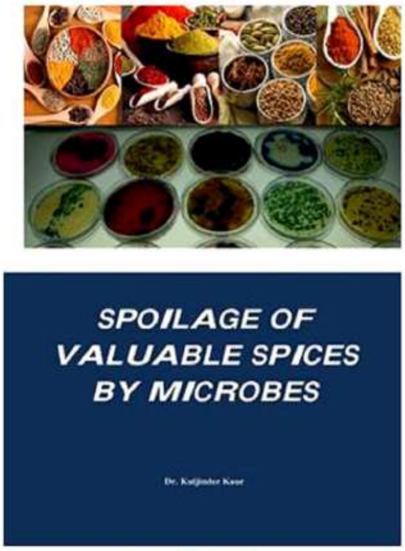

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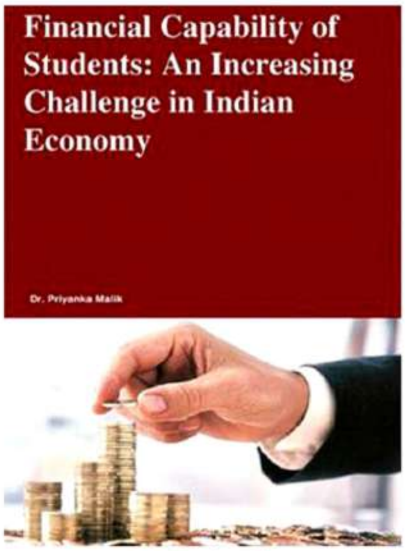

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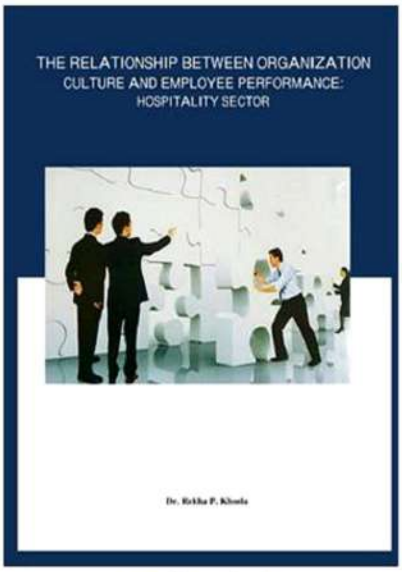

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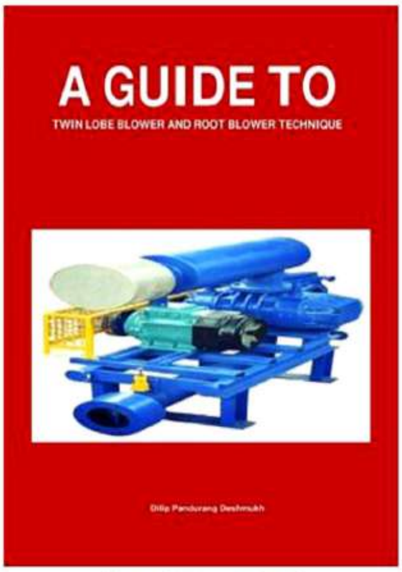

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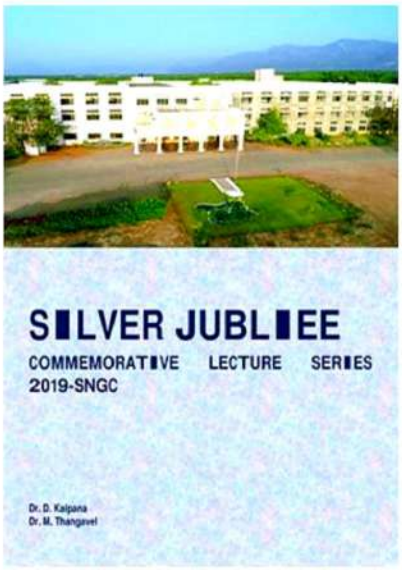

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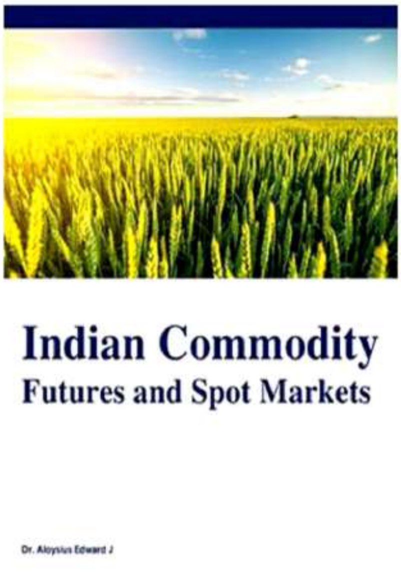

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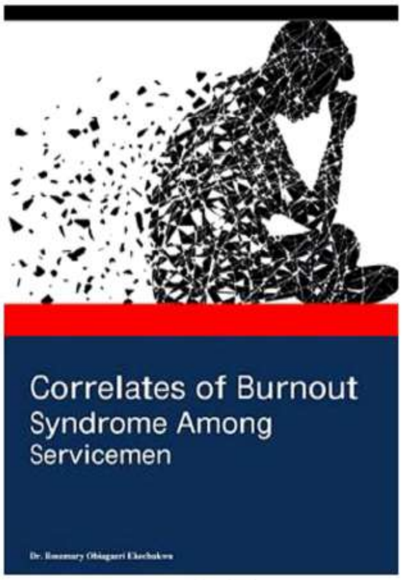

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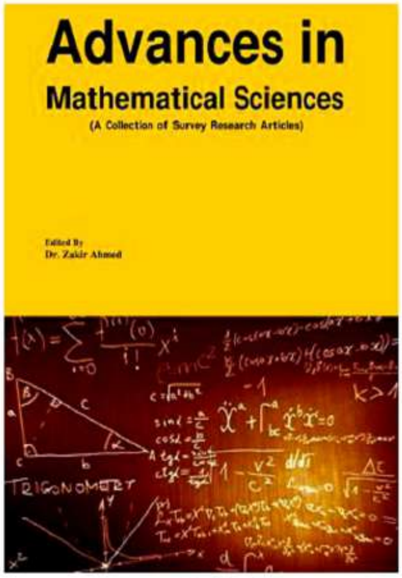

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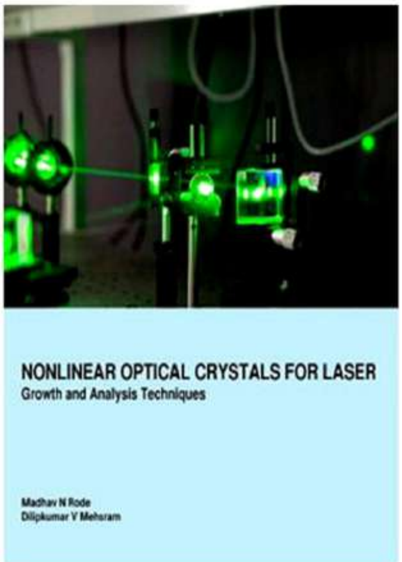

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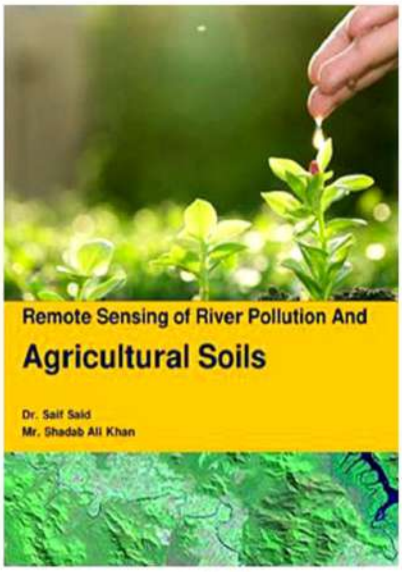

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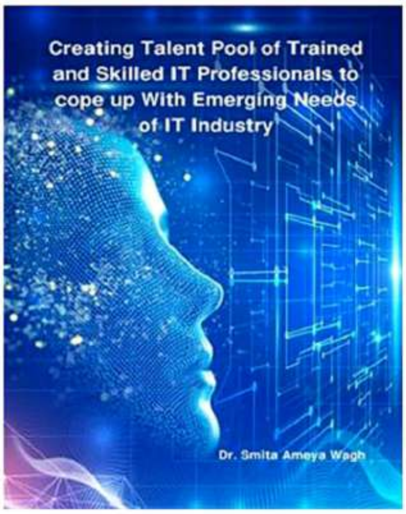

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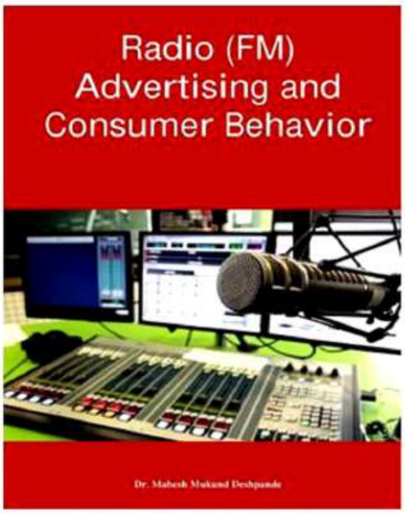

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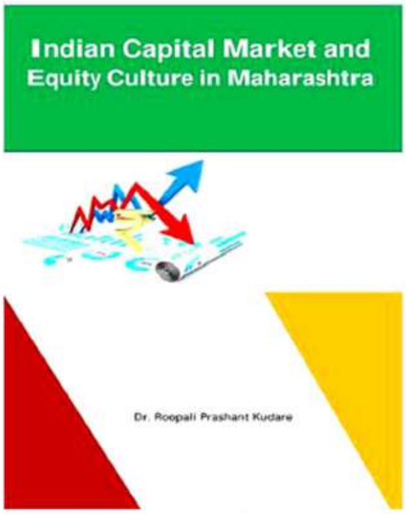

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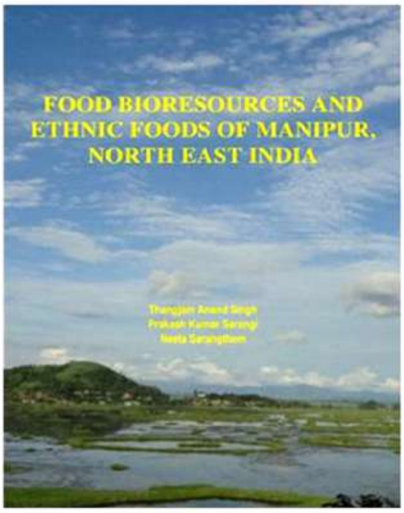

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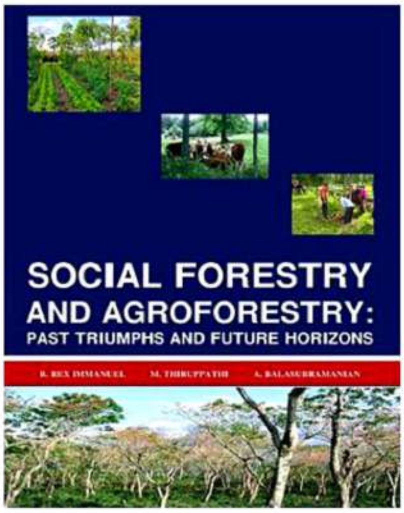

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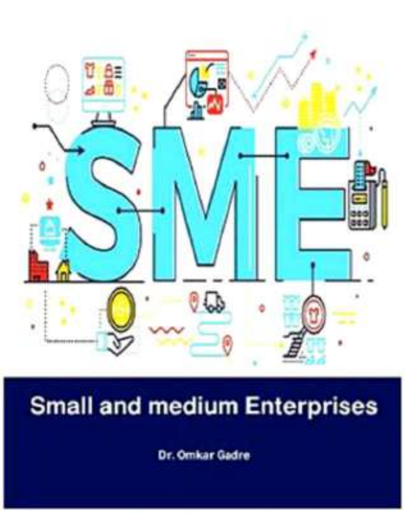

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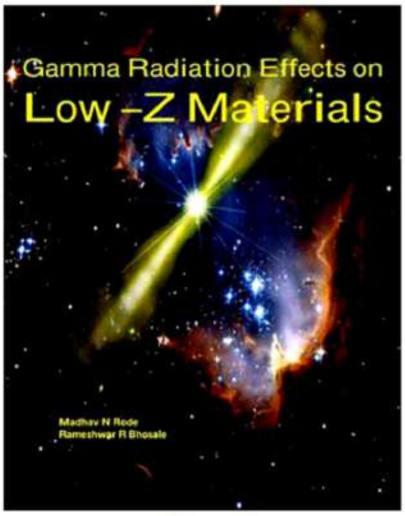

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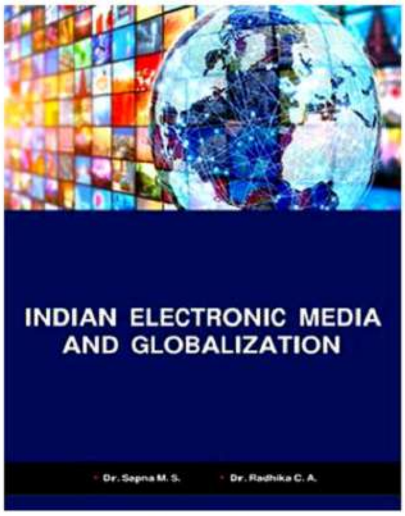

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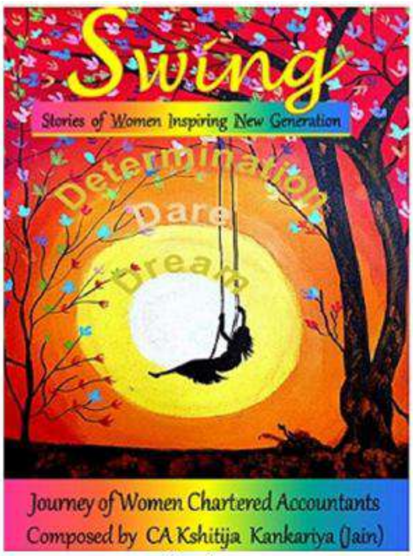

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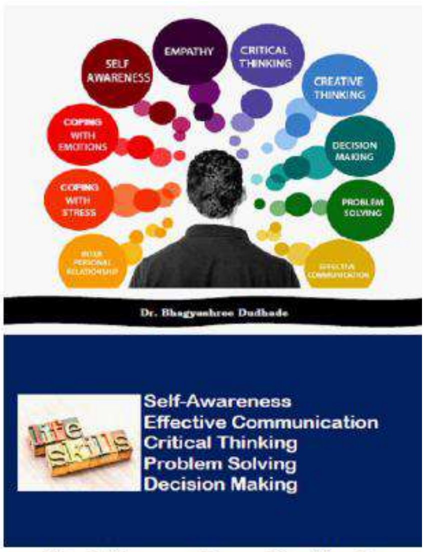

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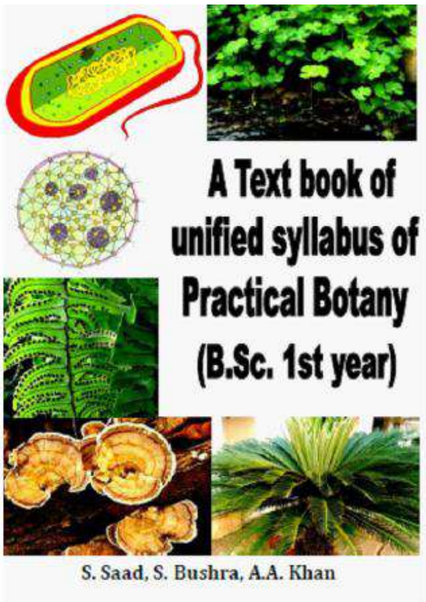

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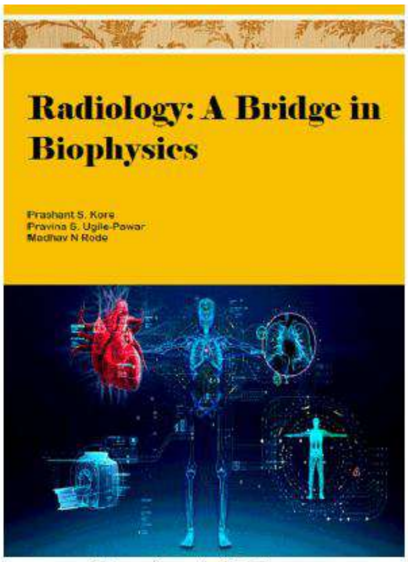

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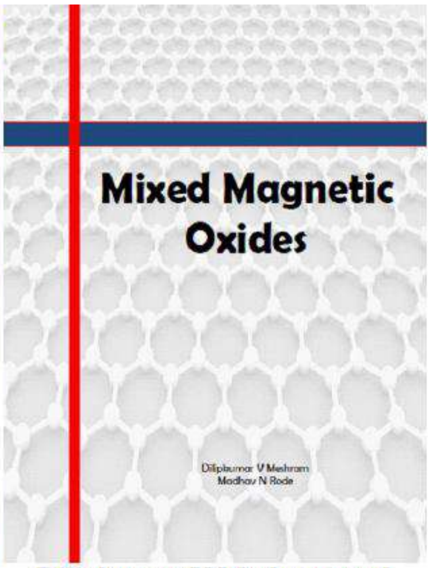

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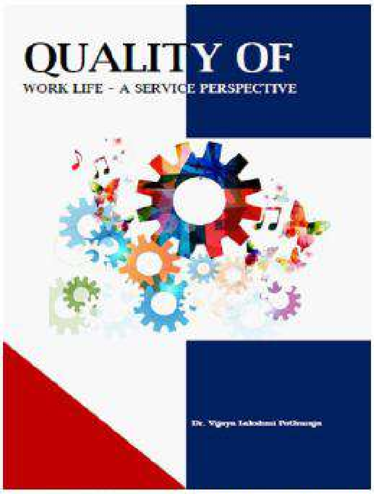

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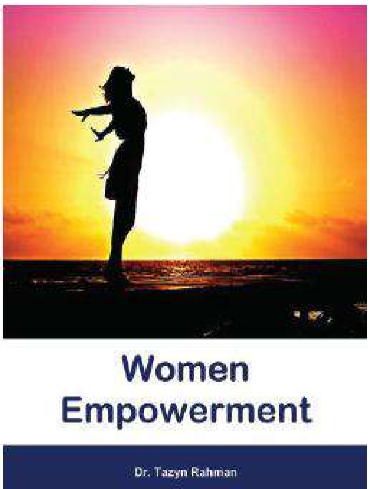

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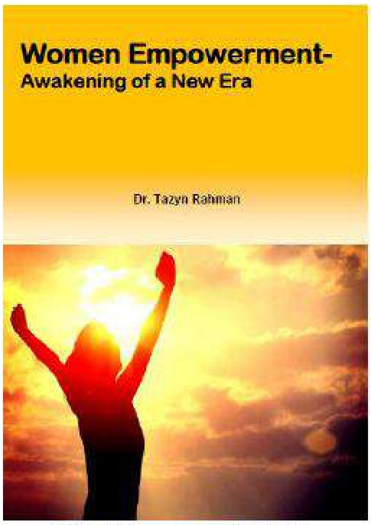

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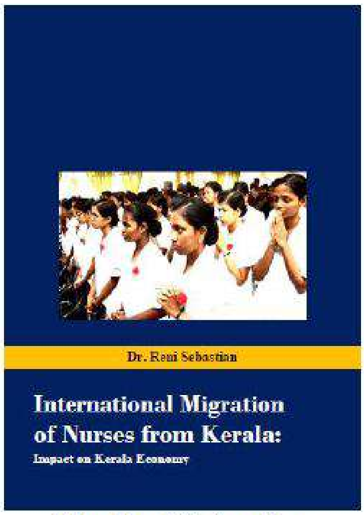

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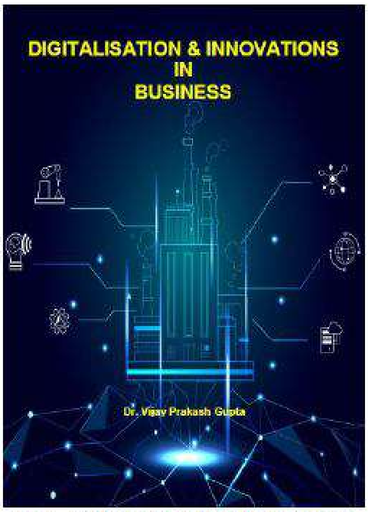

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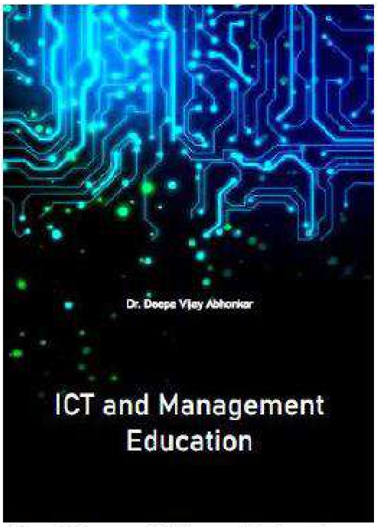

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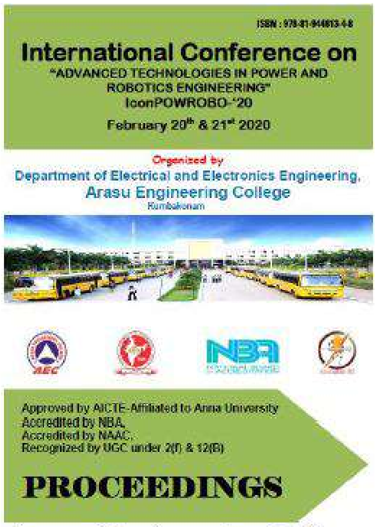

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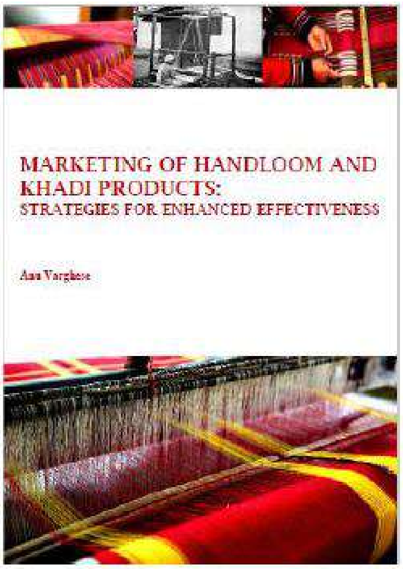

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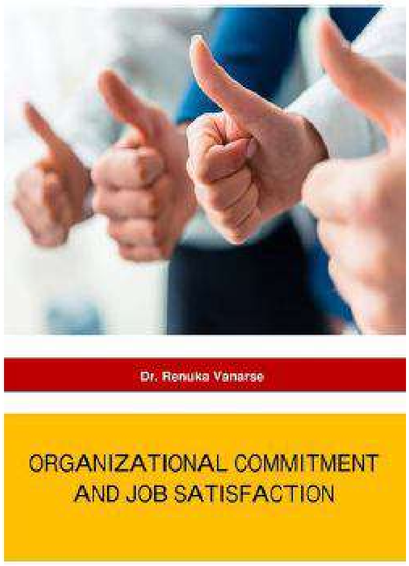

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