

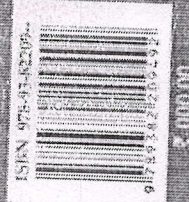
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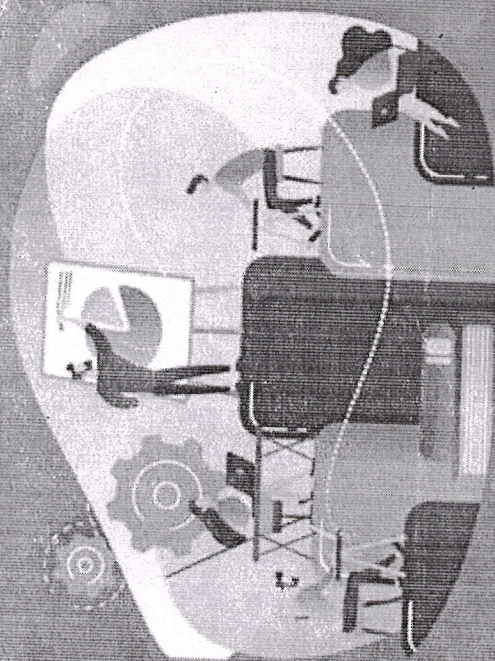


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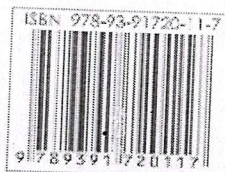
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Income Tax Law and Practice

(Assessment Year 2022-23)

Dr. Monika Tushir Bohra

Associate Professor

Department of Business Administration

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He has attended more than 40 national and international seminar and conferences as like IIT Roorkee. He is Editor in- Chief of the African Journal on Economic and Development Polices (AJEDP) and Member of Editorial Board in Journal: International Invention Journal of Arts and Social Sciences (IIJASS), and in Journal: Comprehensive Research Journal of Management and Business Studies (CRJMBS). More than 13 students have completed their M. Phil and more than 10 students their Ph. D under his supervision. Four books have published.

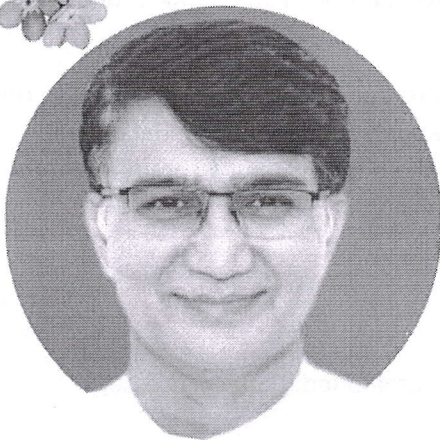


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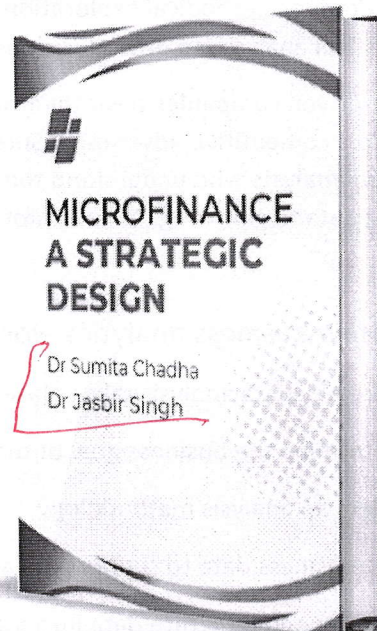
Spearheading the International Business specialization, she collaborated with several universities and institutes in the US, Europe and the Middle East like IDRAC Business School

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DR. HERAMB NAYAK
DR. SUMITA KUKREJA
DR. ANUPAMA SHARMA
SEEMA

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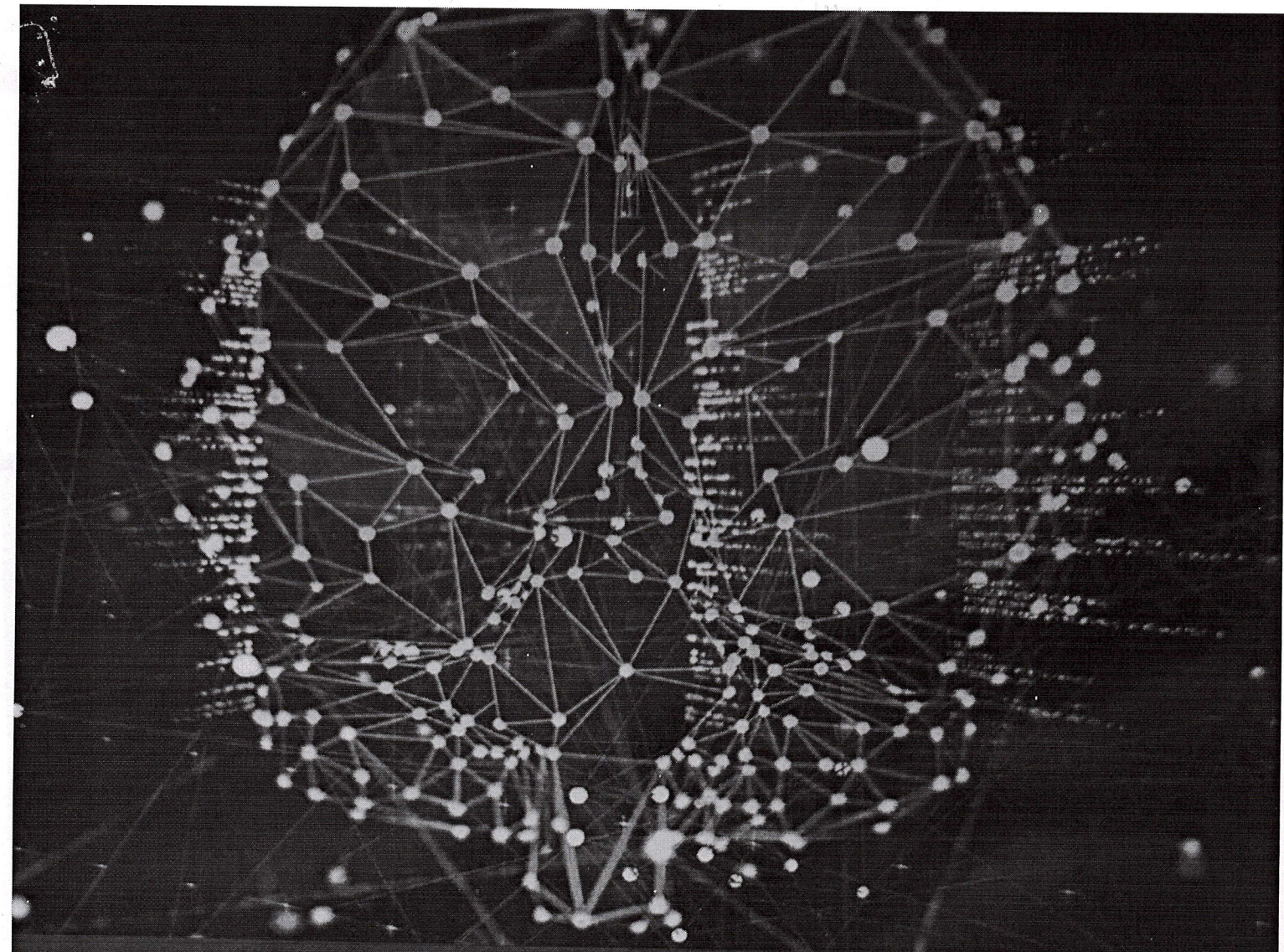
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RECENT TRENDS, TECHNIQUES & APPLICATION OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING

Dr. Anusha Ampavathi

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Author's Profile



Dr. Anusha Ampavathi is an Assistant Professor in the Artificial Intelligence Department at Vidya Jyoti Institute of Technology Hyderabad, India. Holding a Ph.D. in Computer Science from Koneru Lakshmaiah Education Foundation, she brings a deep understanding of the field and combines it with a passion for teaching and research. She has published several papers in reputed journals and conferences. Her areas of interest include Machine Learning and Data Mining predominantly in the field of Medical Image Processing. She has over a decade of experience in teaching undergraduate and graduate courses in computer science.



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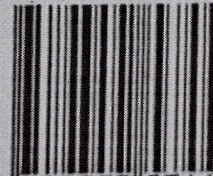


Dr. Vijay Kumar Salvia, Scientist and Educationist has 24 years of experience in Academic, Industrial Research, Innovation, Start Up, Self-Employment and Employment. He has served as Presidential Advisor equivalent to Director General (to Chancellor, Pro Chancellor, VC, P-VC), Director, Dean, Principal and Professor of various universities and institutions international and national level. Dr. Salvia has above 101 patents granted & published in IOT, ML, AI, M2M, Robotics, Electronics, Telecommunication, Signal, RF, Data Science, Analysis Sensor Etc. He has 400 awards and papers published international and national level. He has guided 16 PhD Students. Completed more than 40 research consultancy projects. Dr. Vijay holds numerous Academic Qualifications as Post Doctorate from ECU Canada, Doctorate from ECU United Kingdom, M Tech in Instrumentation & B.E ECE India.



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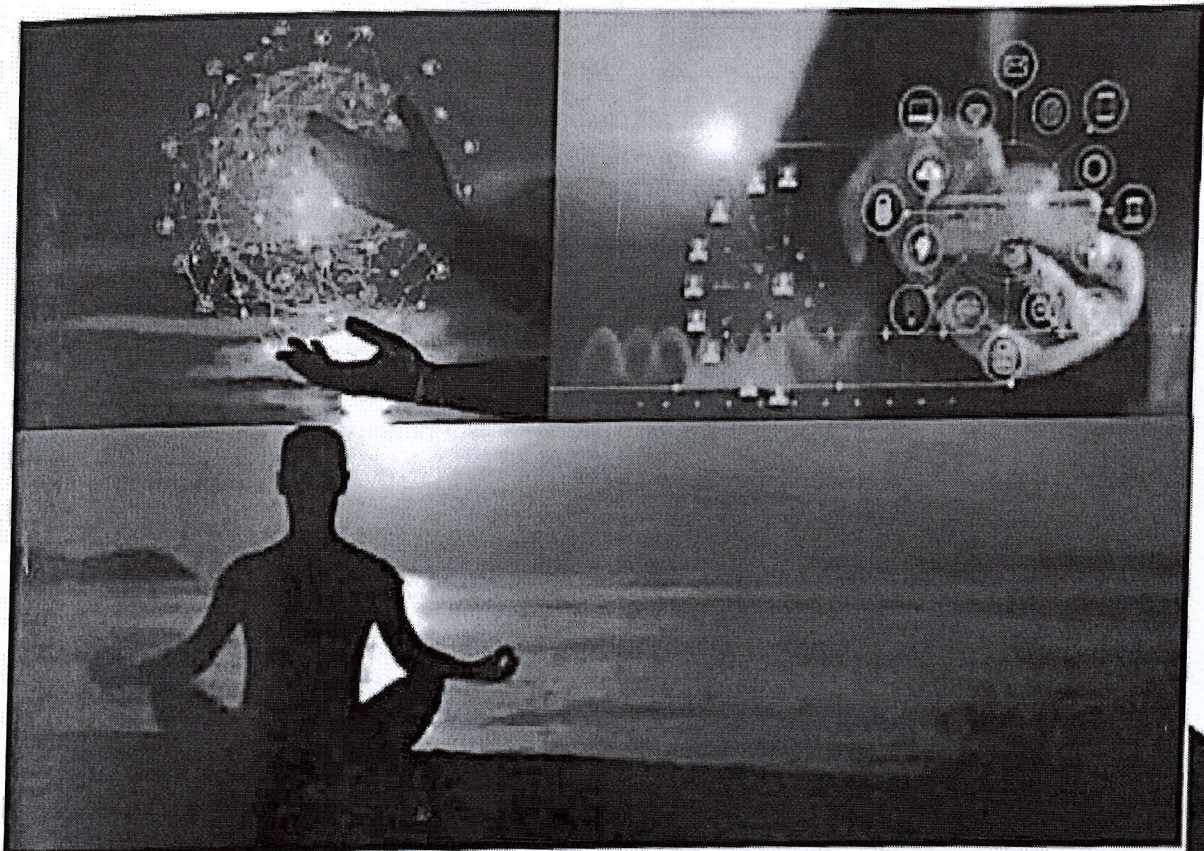
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Role of India's Management Education in Nation Building

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Introduction

As said by APJ Abdul Kalam that in the end, education in the truest sense is the search for the truth. The pursuit of knowledge and enlightenment is an endless one. Indeed, Indian culture has a remarkably deep and rich body of knowledge that dates back thousands of years. Numerous intellectual and spiritual traditions have their roots on the Indian subcontinent, and as a result, the world has benefited from a great corpus of books and ideas that come from these traditions. Indian civilization has also made significant contributions in other fields of knowledge. Mathematics and astronomy flourished in ancient India, with notable contributions such as the concept of zero, decimal numerals, and the development of the decimal system. Indian astronomers made accurate observations of celestial bodies and formulated sophisticated models to understand their movements.

The concept of "knowledge of India" would encompass information about ancient India, its contributions to current India, its accomplishments and problems, and a comprehensive understanding of India's future ambitions in terms of education, health, the environment. As per the Nation Education Policy 2020, These elements are integrated in a scientific and precise manner in the school curriculum wherever pertinent. Tribal knowledge, as well as indigenous and conventional learning methods, is all included in Indian Knowledge Systems through hastronomy, architecture, medicine, mathematics, agriculture, philosophy, games, sports, yoga, literature, engineering, linguistics. Students in secondary school might choose to take an interesting course on Indian Knowledge Systems. In schools, competitions may be arranged to teach various themes and subjects using enjoyable native games. At the appropriate times during the academic year, video films about inspiring Indians from the past and present who have made

Impact of Minimum Support Prices (MSP) on the Area under Cultivation of Wheat in India

*Gaurav Bhardwaj

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Abstract

The paper attempts to find out the association between area under cultivation of wheat in India and its Minimum Support Price (MSP) decided by the government of India. The main objective of MSP is incentivizing the farmers to provide a safety net at the time when market prices are falling. In the light of this topic, there arises a question does there exist any long run association ship between MSP of wheat and area under cultivation? To find the solution, I have used the time series data on MSP of wheat and area under cultivation of wheat data and used ADF test, Cointegration test and Vector Error Correction Model. The result shows that there exists cointegration between MSP and area under cultivation of wheat in India. Further, the results of VECM shows that a rise in minimum support price of wheat by 1% leads to 0.115% rise in the area under cultivation of wheat in India.

Keywords: Minimum Support Price (MSP), Area under cultivation, Wheat, India, Agriculture, cointegration, VECM

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Neha Garg, Bharati Vidyapeeth Institute of Management and Research, India

Mamta Gupta, IP University, India

Neetu Jain, Bharati Vidyapeeth Institute of Management and Research, India

Presently, banks are fronting with many challenges such as deteriorating loan asset quality leading to increasing provisioning requirements, dissatisfied customers, falling profitability, and weakening capital adequacy position. Innovative cutting-edge technologies has made enough space for new, non-traditional players to enter the financial industry, making the banking sector more competitive than ever before. Traditional banks are facing stiff competition from new financial players and foreign banks who are accelerating their business volumes with the help of rising digitisation and AI technology in today's digital era. The focus of the chapter is on understanding how banking is changing in India with the advent of AI applications. The practical use cases of AI in the banking industry shall become inevitable for the entire financial industry in the near future. At last, this chapter analyses various opportunities and threats while adopting AI applications.

Chapter 9

Artificial Intelligence and Auditing: Benefits and Risks162

Derya Üçoğlu, Istanbul Bilgi University, Turkey

Artificial intelligence (AI) technology has impacted businesses and industries as well as audit companies. With the emergence of AI-enhanced systems, many tasks performed by auditors can now be completed more efficiently by these technologies. Such systems are used in different audit tasks, such as risk assessment, audit planning, fraud detection, audit inquiry, transaction testing, inventory count, and document testing. AI platforms designed for auditing provide time-saving, higher efficiency and accuracy, minimized risks and biases, and improved audit quality. This chapter provides examples of AI platforms and tools developed by Big 4 audit firms and discusses the benefits and risks of implementing AI technology in auditing regarding the extant literature.

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ABSTRACT

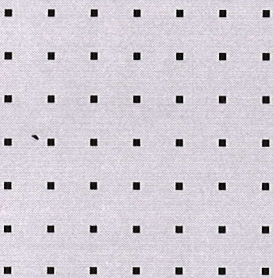
Presently, banks are fronting with many challenges such as deteriorating loan asset quality leading to increasing provisioning requirements, dissatisfied customers, falling profitability, and weakening capital adequacy position. Innovative cutting-edge technologies has made enough space for new, non-traditional players to enter the financial industry, making the banking sector more competitive than ever before. Traditional banks are facing stiff competition from new financial players and foreign banks who are accelerating their business volumes with the help of rising digitisation and AI technology in today's digital era. The focus of the chapter is on understanding how banking is changing in India with the advent of AI applications. The practical use cases of AI in the banking industry shall become inevitable for the entire financial industry in the near future. At last, this chapter analyses various opportunities and threats while adopting AI applications.

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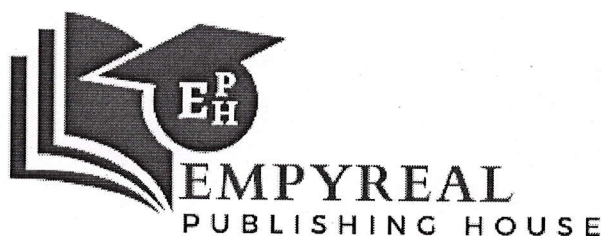


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DATA SCIENCE AND MACHINE LEARNING USING PYTHON



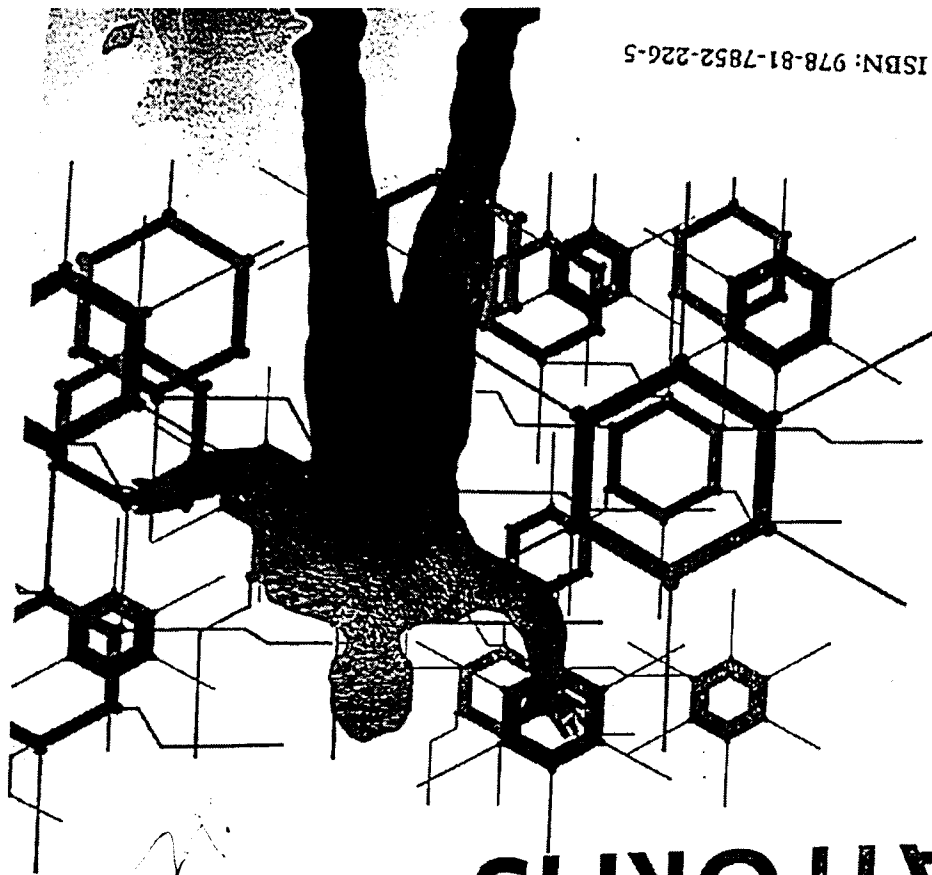
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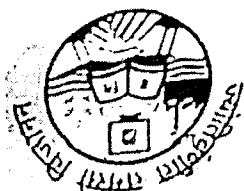
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7. Career Opportunities in Online mode of Education

Abstract

Education is necessary in everyone's life. It is an essential element not only for professional but also for personal survival and growth. Those who wish to learn new talents always do continuous learning in order to remain upgraded in this competitive world. Sometimes due to professional engagements people cannot afford to join courses in offline mode. For these people online mode of education proves to be blessings. In the present scenario where everyone is engaged in their professional and personal life and rarely getting any extra time for doing any course offline searching and joining courses in the online mode because of which the demand for online courses are increasing at a rapid rate. Online mode of education provides various career opportunities and develops various job enriching skills as well. These skills which have been developed through adopting online courses become very helpful in job enrichment and career growth. This research paper is secondary data based. The objectives for this paper are to study about online courses, discuss about the benefits of online courses and to study about the skills which are improved after online education.

Introduction

Education is necessary in everyone's life. It is an essential element not only for professional but also for personal survival and growth. Those who wish to learn new talents always do continuous learning in order to remain upgraded in this competitive world. Sometimes due to professional engagements people cannot afford to join courses in offline mode. For these people online mode of education proves to be blessings because it is through these online courses they can achieve their targets of up gradation in life whether it may be for seeking a better job or getting promotion on the same job etc. In the present scenario where everyone is engaged in their professional and personal life and rarely getting any extra time for doing any course offline is searching and joining courses in the online mode because of which the demand for online courses are increasing at a rapid rate. Since the online mode of education provides opportunities for the students and the professionals as well to get acquainted with the new techniques for their career development. Online mode of education provides various career opportunities and develops various job enriching skills as well. These skills which have been developed through adopting online courses

very helpful in job enrichment and career growth. This research paper is secondary data The objectives for this paper are to understand about online courses, discuss about the is of online courses and to study about the Skills which are improved after online

Objectives of the Study

- To understand about online courses
- To discuss about the benefits of online courses
- To study about the Skills which are improved after online education

Benefits of pursuing online courses:

Various of Program and Courses: As per the increase in technology and advanced development in our economy, higher education today offers a variety of option for people. There are many program and courses which can help candidates to choose and pursue it through an online medium; it is the fastest communication platform to learn and apply over to your work profile.

Cost Savings: In terms of cost we can say that in comparison to offline courses most of the online courses are either less expensive or stand at par to the offline courses. But in terms of cost savings it can be said that cost can be saved in terms of travelling expenses and many variable outputs. At the same point of time the students don't have to purchase books and other study materials as it is available online within the course fees. This saves the money of the student pursuing the online course.

Convenient Literature Environment: Taking online courses is more convenient for candidates, particularly those who are professionals who work in a company. You can read the study materials from any location in your home or business. There are no limitations in terms of time or anything else. You can access the site at any moment and begin studying.

Flexibility: When it comes to studies, everyone wants flexibility so that he or she may plan accordingly. Similarly, when taking an online course, people can choose flexibility in their schedules so that they do not have to stay with things like working while also attending classes.

Improve technical skills: At the end of the day, everyone needs to master new computer skills so that they can traverse various learning management tools. Students learn growth skills as part of their online courses, which not only help them study more, but also help them grow as people.

I.C.T. PRACTICES IN TEACHING LEARNING

Editors
Prof. Dhananjay Joshi
Dr. Anjali Shokeen



Handwritten signature

According to Oxford Dictionary, asynchronous means not existing or happening at the same time. In the context of education, it refers to the ability of the learners to access content/information at their own pace without any barriers of time and place. Also referred to as Location Independent Learning, it provides students with necessary tools and access to continue learning without any need to meet physically i.e. no real time interaction is needed. The process of learning may continue in offline

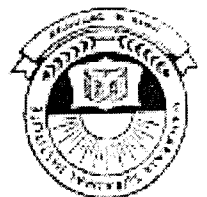
at all levels.
space; asynchronous learning offers invaluable possibilities to the learners availability of online content, ease of access and no constraints of time and the majority of teachers and taught being skilled in use of technology; opened new vistas for asynchronous learning like never before. With the application of ICT and ICT Tools in education in 21st century has

DR. VANITA ANAND

Asynchronous Learning: A Way Forward

11

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“Economic & Social Perspective of New Normal through Hybrid work models”

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Abstract

Due to its exceptional natural resources, culture, and hospitality, India is one of the most popular tourist destinations for both domestic and foreign visitors, which creates employment chances for millions of job-seekers. The pandemic has jeopardised the sector's growth possibilities, but it has also led to a serious economic downturn from which the industry will need some time to recover. As people become more conscious of climate change and the negative effects of tourism, sustainability may become more important in travel decisions. This paper discusses the various ways for promoting the Sustainable Domestic Tourism in India under New Normal.

Introduction

India is a beautiful country to explore and take in, and the nation's tourist industry aims to provide a balance of everyday conveniences and breathtaking views. It works to make the magnificent comfortable and the unusual available. The idea of tourism has evolved throughout time to encompass a variety of travel experiences, such as adventure, eco, and wildlife travel. India offers a variety of travel alternatives due to its size and diversity.

There are some statistics to give you an idea of how big the Indian tourist business is right now. In terms of its contribution to the Gross Domestic Product (GDP) and foreign exchange earnings, as well as the number of jobs it creates, the Indian tourism industry is among the major service sectors in the nation. The developing Indian middle class, with its quickly rising purchasing power and changing lifestyle, has been the primary factor behind the increase in domestic tourist traffic in India. The fact that there are now significantly more aircraft, trains, and roads connecting to most places in the country has also demonstrated how accessible popular tourist destinations are. From 630,000 in 2006 to 1.03 million in 2010, India's Aircraft Traffic Movement (ATM) rose by 62 percent. The growth of domestic tourism is crucial to the nation's total tourist industry. From 462 million in 2006 to 740 million in 2010, domestic tourist visits

Rationale of Study

- To study about the Domestic Tourism Practices in India
- To study the Impact of COVID-19 on the Indian tourism industry
- To discuss the resurgence strategy of the tourism industry

Review of Literature

In 2021, in the study conducted by Kezia H. Mkwizu, the concept of domestic tourism was rooted in physical sense of movements of individuals within their own destination or country while conducting tourism activities in the 'new normal', according to the report. However, in light of the 'new normal', in which virtual worlds are altering the dynamics of how people experience tourism, the definition of domestic tourism should be revised to include the virtual world. Domestic tourism has been re-defined as "residents visiting sites physically or virtually within their own country" in the 'new normal'. The consequence for this article is that redefining domestic tourism to fit the 'new normal' will help Destination Marketing Organizations (DMOs) and the tourism industry envision physical as well as

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Destination Marketing

Creating Memorable Tourism Experiences

This new volume provides a snapshot view of destination marketing, the art of using marketing to create memorable experiences for travellers at specific destinations. The book begins with an introduction to destination marketing that discusses its origin, how it evolved into its present state, important definitions, destination marketing environments, destination value chains, consumer behavior, along with information on segmentation, targeting, and positioning for destinations.

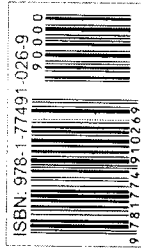
The authors cover the various tourism attractions, the most common of which include heritage tourism, agro-rural tourism, natural/scenic attractions, man-made attractions, spiritual/religious tourism, wildlife tourism, business tourism, festivals, art and culture tourism, sports and adventure tourism, wellness and medical tourism, culinary tourism, special interest tourism, and stopover tourism. The destination marketing mix is also discussed, covering the seven Ps of destination marketing. Promotional tools are discussed as well as destination branding methods along with various brand elements: destination names, URLs, symbols, characters, slogans, and jingles.

The book also addresses destination marketing organizations (such as convention and visitor bureaus that help promote and market local attractions), performance measurement tools, the use of social media and digital marketing, tried-and-true strategies for destination marketing, such as segmenting, targeting, and positioning, the role of sustainability in destination marketing, the gap between theory and practice in destination marketing, and the future of destination marketing, with a view to advancements in technology as well as health and safety issues.

ABOUT THE AUTHORS

Rupa Rathee, PhD, is Associate Professor in the Department of Management Studies, DCRUST, Murthal, Haryana, India. She has more than 19 years of teaching experience in marketing and human resources management. She has over 50 publications to her credit in national and international journals. She has also published several book chapters and attended more than 30 faculty development programs at prestigious institutes, such as the Indian Institutes of Management (IIM)-Bangalore, IIM-Gurgaon, IIM-Kozhikode, Management Development Institute-Gurgaon, IITM-Gwalior, etc. Dr. Rathee has also completed several consultancy projects and a UGC (University Grants Commission)-sponsored major research project.

Pallavi Rajain, PhD, is Assistant Professor at Maharaja Surajmal Institute, New Delhi, India. She completed her PhD at DCRUST, Murthal, India, her BEd from Kurukshetra University, and her MBA from DCRUST, Murthal, India. She has qualified UGC NET and worked as a project fellow on a major UGC-sponsored research project on women entrepreneurship. She has over 30 publications in national and international journals, including those of Emerald and Sage publications, to her credit.



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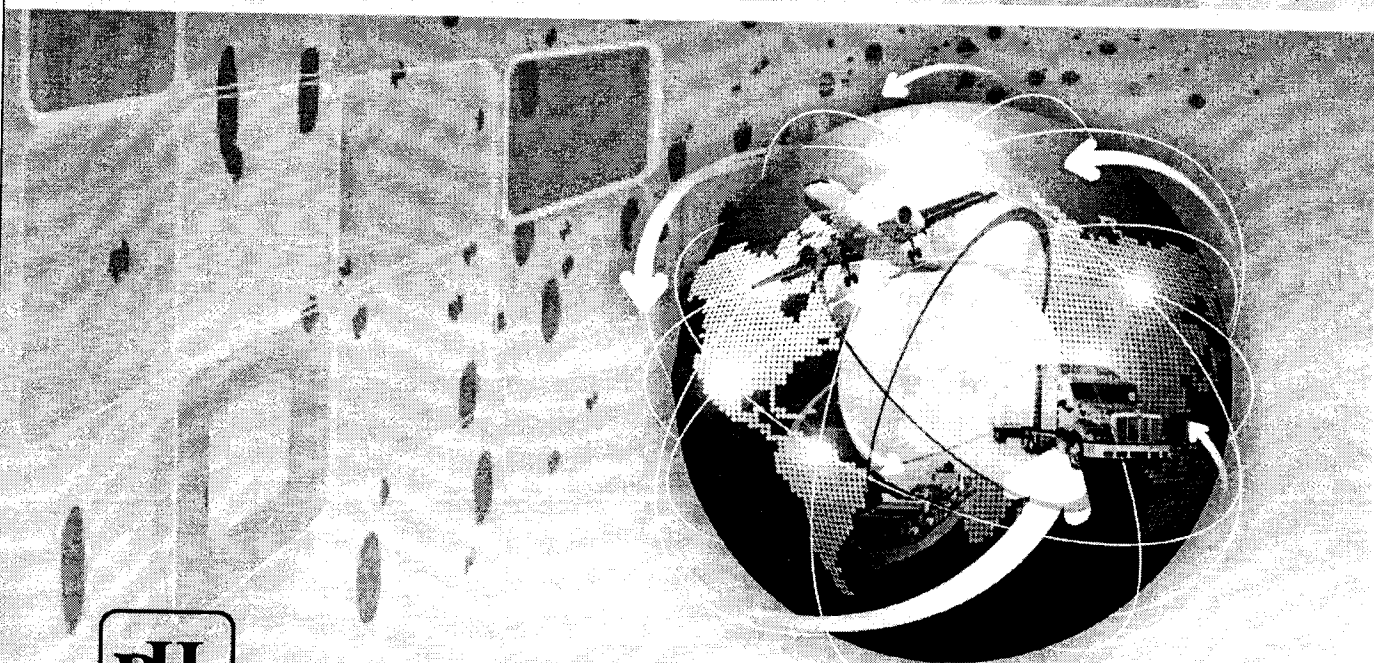
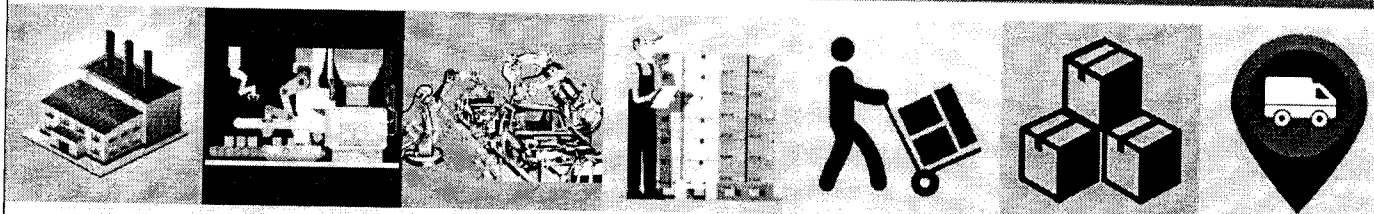
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Artificial Intelligence: How it is Changing the Marketing Scenario?

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Ms. Chanchal Phore¹ ✉

Dr. Pallavi Rajain²

Abstract

Artificial Intelligence has existed for several years but its involvement in marketing is very recent. With the advent of the digital era, there have been major shifts in the way of working in different fields including marketing. The application of AI in marketing is a change that needs research and analysis to understand its importance. Therefore, this study was undertaken to analyse previous research to find the functional areas of AI in marketing. Further, the research provided uses of AI in marketing. Through a review of 50 recently published papers, some of common functional areas found included integrated digital marketing, content marketing, experiential marketing, marketing operations, market research, precision marketing and interactive marketing. The use of AI in marketing is still in its nascent stage but holds huge potential in the future.

Keywords: Artificial Intelligence, Marketing, Functional Areas, Uses

JEL Classification: M31.

INTRODUCTION

According to the American Marketing Association (AMA, 2017), "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and

exchanging offerings that have value for customers, clients, partners, and society at large.

AI can be broadly defined as "intelligence exhibited by machines" (Siau, 2017).

-
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Digitalization At Workplace Post Covid-19

Dr. Pallavi Rajain

Abstract: Fast-forward digitalization has begun thanks to COVID-19. The trend of working remotely has been growing for a while, but requiring employees to “work from home” quickly altered businesses in a way that normally takes years. It’s referred to as “forced digitization.” Today, a lot of professionals, particularly knowledge workers, work from home. A significant investment in remote planning lowers risk and gets the company ready for the future. By investing in digital technology like cloud-based software and automated procedures, small businesses can get ready to continue working remotely. Although many organisations still find it difficult to convert to 100% long-term work, those who have already made investments in digital transformation have found the transition to be much simpler. Interaction can be a little more difficult when working long hours, but it can be made easier with the correct tools and methods. Therefore, the present study was conducted to find which key factors led to digital transformation. Secondly, to find how digital transformation has changed the way of working. Even, if one might not be accustomed with video conferences in today’s world, visual meetings with 20 people conversing are less effective. In addition to many other things, IT enabled video conferencing, online shopping, private delivery, telemedicine, e-learning, e-commerce, online marketing, and video streaming. Traditional operational procedures have seen a substantial change in processes. The application of contemporary information technology is one aspect of the broader spectrum of digital transformation.

Keywords: Digitalization, Digital transformation, Workplace, Covid-19, Work-from-home

1. INTRODUCTION

1.1 DIGITAL TRANSFORMATION

Digital technology offers new ways of collaborating and bringing distributed teams closer. Overall, they are found to increase the efficiency of the organization. Encouraged by these expectations, experts have learned the basics of mobility, collaboration, compliance and digital technology technostress in the workplace. In this research the author identifies the way to digital workplaces with the transformation of digital technologies. However, moving to a digital workplace also comes with expectations and cultural change.

Schwarz Müller (2018) found that in the digital age, organizations face leadership and cultural challenges. As a recent component, organizations want to transform their culture into a culture that promotes digital innovation. They incorporate digital technologies to provide employees with a variety of collaborative action skills. As the aspect of the study that finds different ways digital workplace construction are found to be the way of determining the digital transformation to different locations. Dery (2017) found that traditional companies are changing their work environment to support their digital business strategies. Colbert emphasizes the importance of a digital workplace and digital workforce for the future of organizations and Köfller (2015) recommends that organizations play a role in transforming their work environment. These studies report the findings of organizations that are incorporating digital technology with the workplaces to get digitalized more. In fact, they have to make a strong technical guide for this to setup a good level of digital workplace.

In recognizing importance of workplace transformation in the aspect of the digital transformation, people do not have strong explanations for how organizations are initiating changes in workplace practices that make it easier for them to achieve their digital transformation goals. In addition, research has been done to find out the different digital technologies which help to develop a digital workplace. This technological imperative to define Digital Workplace Transformation seems to overshadow the institutionalization that goes hand in hand with Digital Workplace Transformation, where organizations must also abandon established workplace practices.

The manufacturing industry is increasing the digital aspects to make use of the proper resources for building the different information models with them. stock handling, holograms, scans, software handling, data interpretation for the long term goal achievement of the organisation. find the solutions for the residents of the nearby locality of that area with different facilities for them.

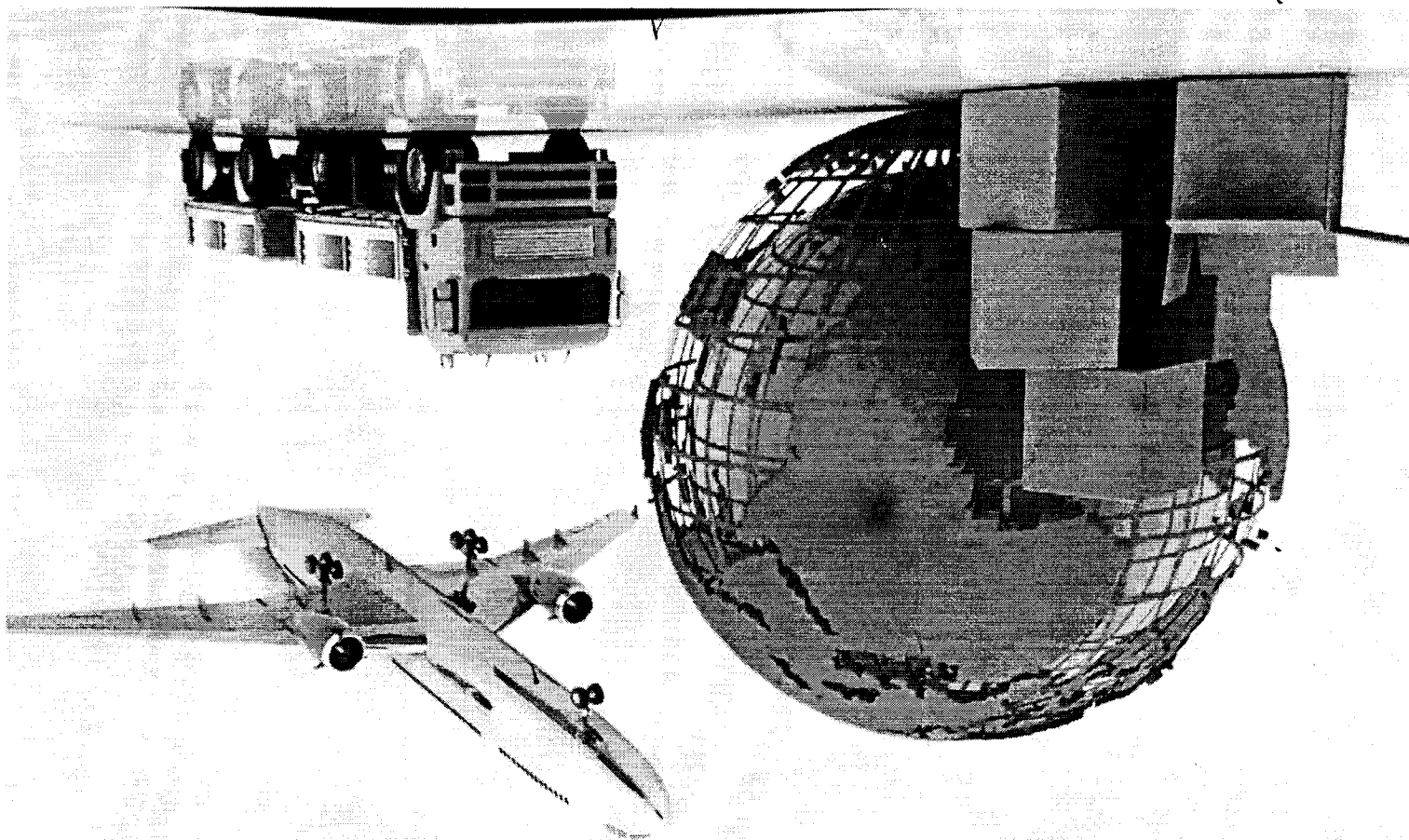
In Construction, for example, Old 2D Paper Designs are used in the past scenarios of the construction Based Design (Digitisation). These are also aspects which are allowing Project Purchase by Sharing Cad Projects of Different Businesses.

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Dr. Rajeshwari Malik | Dr. Parul Deshwal



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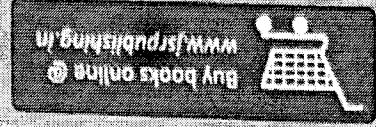
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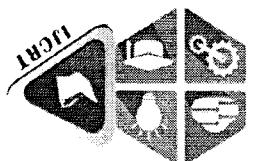
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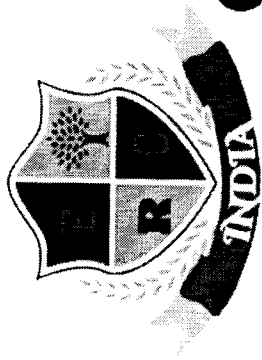
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ABSTRACT: Digitalization has drastically changed the use of work & content we consume. With the rapid improvements in technology and increasing levels of Internet penetration across India, the way people consume media is changing. The emergence of Over-the-Top media services has started to change media space significantly. OTT Platforms give us the freedom to watch movies and TV series, at our own convenience. While majority of the population of the country use Television, we can see a major shift towards OTT Platforms like Netflix, Amazon Prime, Disney + Hotstar, Sony Liv, Voot, MX Player and Zee5. Some of these services may charge a premium cost when compared with Television, they offer various benefits which make them an attractive option for entertainment. To Conduct Survey, the Sample population has been Choose by convenience Sampling. Primary and secondary data both has been used; the primary data has been collected through structured questionnaire with responses of 100 respondents from Students, working professionals & business class people from various age group. Data has been tabulated & analyzed to understand the perception of individuals towards OTT Platforms. The study revealed the satisfaction level of customers & analyzed that OTT Platforms like – Amazon, Netflix, Hotstar, Voot & Sonyliv etc. are now a day's become most popular and addictive not only among youths but also in homemakers, working man, businessmen & kids. Content of these platforms vigorously appeal to the people, which also creates demand & growing popularity.

Keywords: OTT Platforms, Television, Consumer Satisfaction, Content streaming, Internet penetration, Advertisements, Television

INTRODUCTION

The introduction of OTT platforms has made a wide variety of programs in various generations, languages, and production styles freely available for the whole world to view. In India, BigFix was the first OTT Platform which was launched by Reliance Entertainment in 2008. The market keeps evolving with the entry of new players and in the year 2016, big revolution took place into the entertainment consumption space with the entry of new media services that are Over-the-top platform with Netflix, Amazon Prime, Disney+ hotstar, Alt Balaji, Zee5, Voot and many more OTT platforms for regional cinemas. Over the last few years, entertainment has become more personalized and conveniently portable with the help of data. It has been increasingly used since the pandemic which started at the beginning of 2020. When we compare the Indian users with the other countries' users, we concluded that India has the second-largest OTT users after United States of America & it is estimated that it will reach the value of 142 billion by the end of 2024. According to the FICCI (Federation of Indian chamber of commerce & industry) report, in 2022, users using OTT platforms are 35-40 billion. This data shows that all OTT platforms like – Youtube, Amazon Prime, Netflix,



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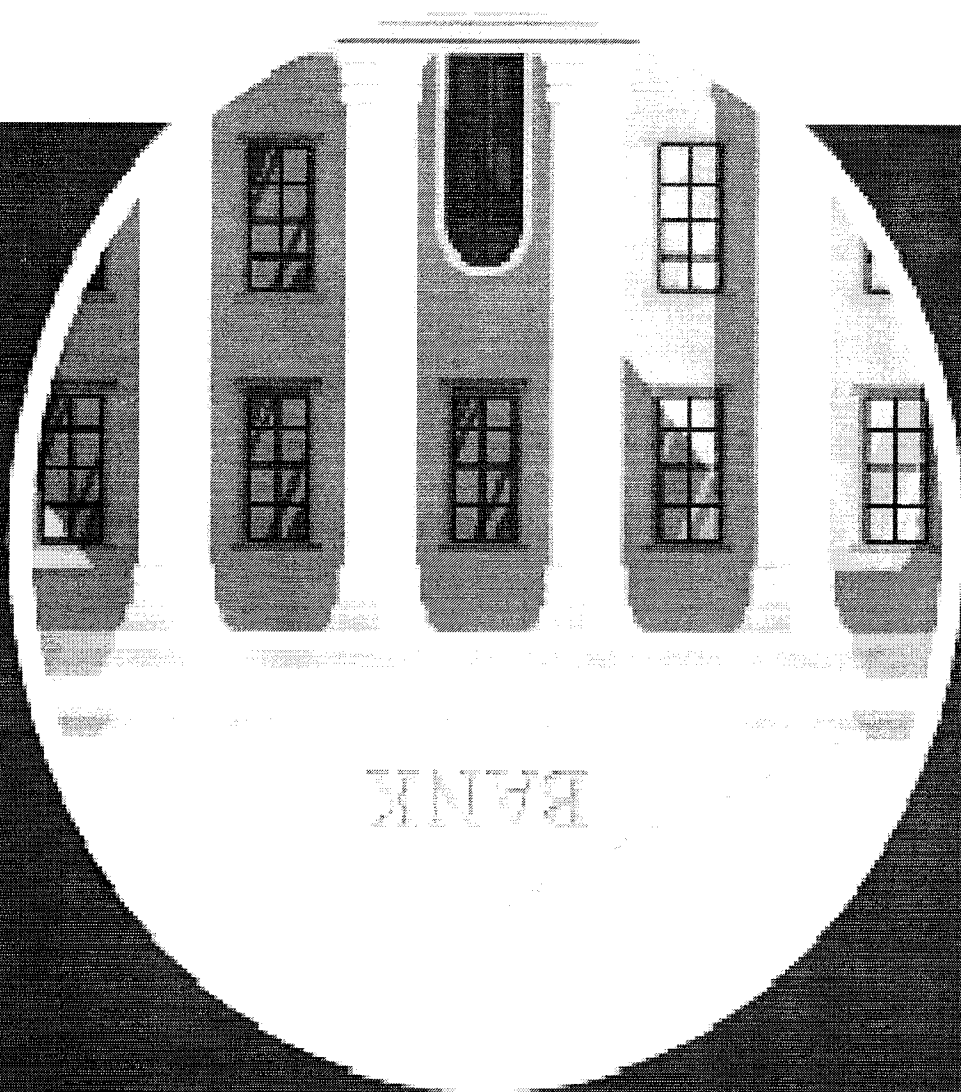


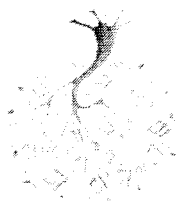
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Dr. Jasbir Singh

Role of Banks in the Development of Rural Haryana





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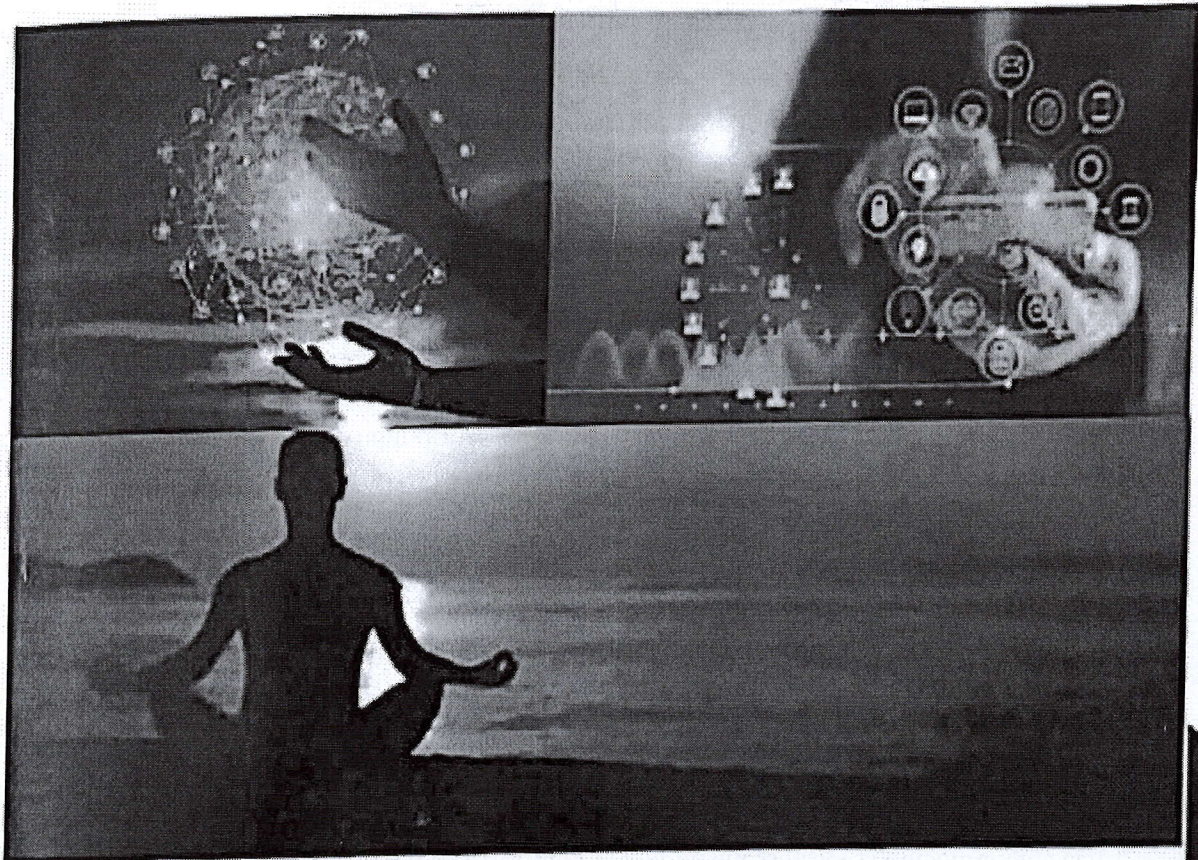
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Gujarat Tourism



Book chapter

Ancient Indian Wisdom for Business Transformation



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Deepti Prakash
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Ancient Indian Wisdom for Business Transformation

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Role of India's Management Education in Nation Building

Shruti Bhuttani¹, Gaurav Bhardwaj², Monisha Khanna³

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Introduction

As said by APJ Abdul Kalam that in the end, education in the truest sense is the search for the truth. The pursuit of knowledge and enlightenment is an endless one. Indeed, Indian culture has a remarkably deep and rich body of knowledge that dates back thousands of years. Numerous intellectual and spiritual traditions have their roots on the Indian subcontinent, and as a result, the world has benefited from a great corpus of books and ideas that come from these traditions. Indian civilization has also made significant contributions in other fields of knowledge. Mathematics and astronomy flourished in ancient India, with notable contributions such as the concept of zero, decimal numerals, and the development of the decimal system. Indian astronomers made accurate observations of celestial bodies and formulated sophisticated models to understand their movements.

The concept of "knowledge of India" would encompass information about ancient India, its contributions to current India, its accomplishments and problems, and a comprehensive understanding of India's future ambitions in terms of education, health, the environment. As per the Nation Education Policy 2020, These elements are integrated in a scientific and precise manner in the school curriculum wherever pertinent. Tribal knowledge, as well as indigenous and conventional learning methods, is all included in Indian Knowledge Systems through astronomy, architecture, medicine, mathematics, agriculture, philosophy, games, sports, yoga, literature, engineering, linguistics. Students in secondary school might choose to take an interesting course on Indian Knowledge Systems. In schools, competitions may be arranged to teach various themes and subjects using enjoyable native games. At the appropriate times during the academic year, video films about inspiring Indians from the past and present who have made

Impact of Minimum Support Prices (MSP) on the Area under Cultivation of Wheat in India

*Gaurav Bhardwaj

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Abstract

The paper attempts to find out the association between area under cultivation of wheat in India and its Minimum Support Price (MSP) decided by the government of India. The main objective of MSP is incentivizing the farmers to provide a safety net at the time when market prices are falling. In the light of this topic, there arises a question does there exist any long run association ship between MSP of wheat and area under cultivation? To find the solution, I have used the time series data on MSP of wheat and area under cultivation of wheat data and used ADF test, Cointegration test and Vector Error Correction Model. The result shows that there exists cointegration between MSP and area under cultivation of wheat in India. Further, the results of VECM shows that a rise in minimum support price of wheat by 1% leads to 0.115% rise in the area under cultivation of wheat in India.

Keywords: Minimum Support Price (MSP), Area under cultivation, Wheat, India, Agriculture, cointegration, VECM

Manisha Gupta
MBA Dept.

Revolutionizing Business Practices Through Artificial Intelligence and Data-Rich Environments

Manisha Gupta
Sharda University, India

Deergha Sharma
The NorthCap University, India

Himani Gupta
Jagannath International Management School, India

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*Manisha
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Neha Garg, Bharati Vidyapeeth Institute of Management and Research, India

Mamta Gupta, IP University, India

Neetu Jain, Bharati Vidyapeeth Institute of Management and Research, India

Presently, banks are fronting with many challenges such as deteriorating loan asset quality leading to increasing provisioning requirements, dissatisfied customers, falling profitability, and weakening capital adequacy position. Innovative cutting-edge technologies has made enough space for new, non-traditional players to enter the financial industry, making the banking sector more competitive than ever before. Traditional banks are facing stiff competition from new financial players and foreign banks who are accelerating their business volumes with the help of rising digitisation and AI technology in today's digital era. The focus of the chapter is on understanding how banking is changing in India with the advent of AI applications. The practical use cases of AI in the banking industry shall become inevitable for the entire financial industry in the near future. At last, this chapter analyses various opportunities and threats while adopting AI applications.

Chapter 9

Artificial Intelligence and Auditing: Benefits and Risks162

Derya Üçoğlu, Istanbul Bilgi University, Turkey

Artificial intelligence (AI) technology has impacted businesses and industries as well as audit companies. With the emergence of AI-enhanced systems, many tasks performed by auditors can now be completed more efficiently by these technologies. Such systems are used in different audit tasks, such as risk assessment, audit planning, fraud detection, audit inquiry, transaction testing, inventory count, and document testing. AI platforms designed for auditing provide time-saving, higher efficiency and accuracy, minimized risks and biases, and improved audit quality. This chapter provides examples of AI platforms and tools developed by Big 4 audit firms and discusses the benefits and risks of implementing AI technology in auditing regarding the extant literature.

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Emerging Need of Artificial Intelligence Applications and their Use cases in the Banking Industry: Case Study of ICICI Bank

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ABSTRACT

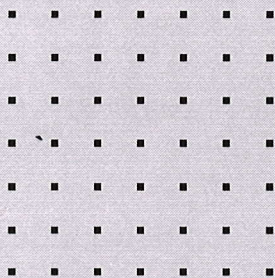
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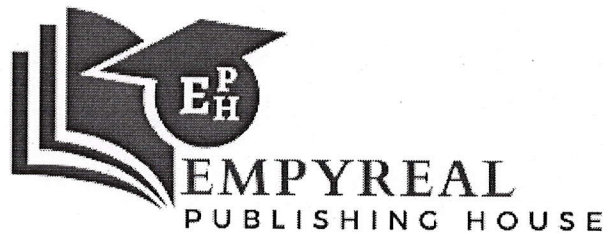
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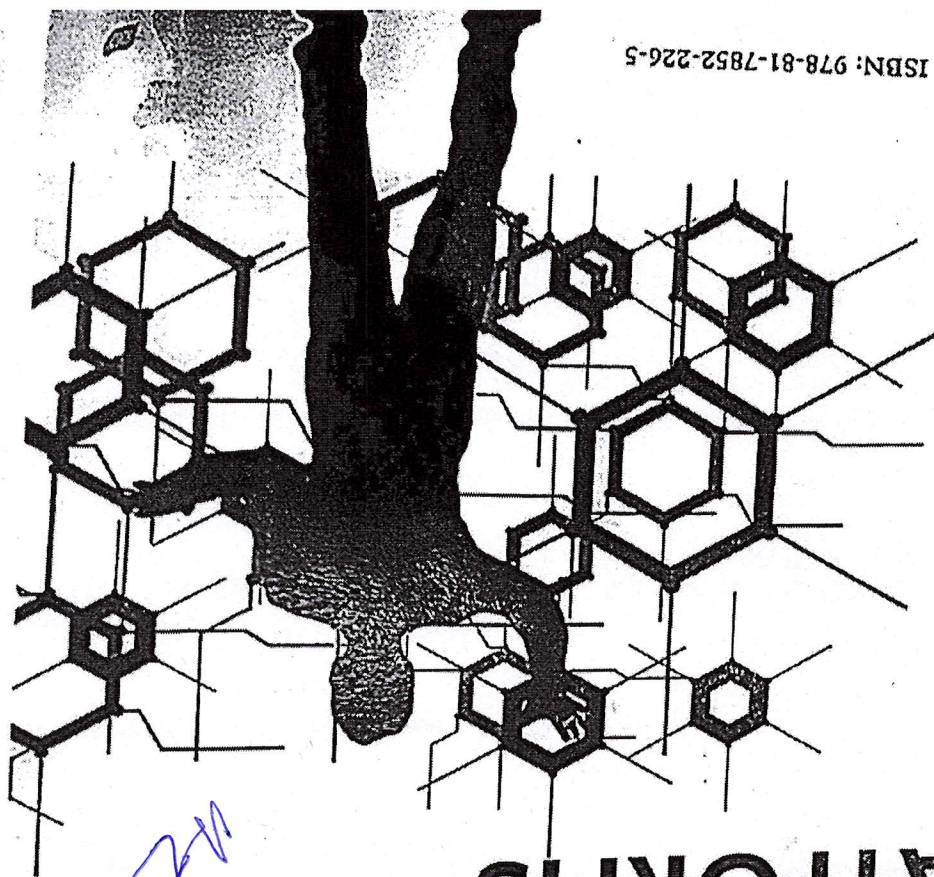
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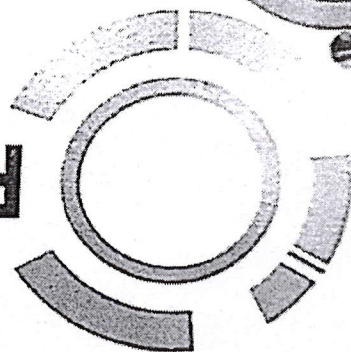
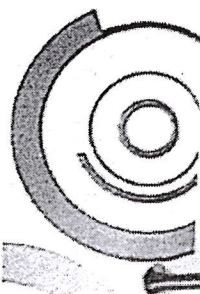
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7. Career Opportunities in Online mode of Education

Dr. Anita Sharma, Associate Professor and Head of the Department of Business Administration,
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Abstract

Education is necessary in everyone's life. It is an essential element not only for professional but also for personal survival and growth. Those who wish to learn new talents always do continuous learning in order to remain upgraded in this competitive world. Sometimes due to professional engagements people cannot afford to join courses in offline mode. For these people online mode of education proves to be a blessing. In the present scenario where everyone is engaged in their professional and personal life and rarely getting any extra time for doing any course offline searching and joining courses in the online mode because of which the demand for online courses are increasing at a rapid rate. Online mode of education provides various career opportunities and develops various job enriching skills as well. These skills which have been developed through adopting online courses become very helpful in job enrichment and career growth. This research paper is secondary data based. The objectives for this paper are to understand about online courses, discuss about the benefits of online courses and to study about the skills which are improved after online education.

Introduction

Education is necessary in everyone's life. It is an essential element not only for professional but also for personal survival and growth. Those who wish to learn new talents always do continuous learning in order to remain upgraded in this competitive world. Sometimes due to professional engagements people cannot afford to join courses in offline mode. For these people online mode of education proves to be a blessing because it is through these online courses they can achieve their targets of up gradation in life whether it may be for seeking a better job or getting promotion on the same job etc.

In the present scenario where everyone is engaged in their professional and personal life and rarely getting any extra time for doing any course offline is searching and joining courses in the online mode because of which the demand for online courses are increasing at a rapid rate. Since the online mode of education provides opportunities for the students and the professionals as well to get acquainted with the new techniques for their career development.

Online mode of education provides various career opportunities and develops various job enriching skills as well. These skills which have been developed through adopting online courses

very helpful in job enrichment and career growth. This research paper is secondary data. The objectives for this paper are to understand about online courses, discuss about the benefits of online courses and to study about the Skills which are improved after online education.

Objectives of the Study

- To understand about online courses
- To discuss about the benefits of online courses
- To study about the Skills which are improved after online education

Benefits of pursuing online courses:

Variety of Program and Courses: As per the increase in technology and advanced development in our economy, higher education today offers a variety of options for people. There are many programs and courses which can help candidates to choose and pursue it through an online medium; it is the fastest communication platform to learn and apply over to your work profile.

Cost Savings: In terms of cost we can say that in comparison to offline courses most of the offline courses are either less expensive or stand at par to the offline courses. But in terms of cost savings it can be said that cost can be saved in terms of travelling expenses and many variable outputs. At the same point of time the students don't have to purchase books and other study materials as it is available online within the course fees. This saves the money of the student pursuing the online course.

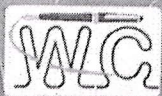
Convenient Literature Environment: Taking online courses is more convenient for candidates, particularly those who are professionals who work in a company. You can read the study materials from any location in your home or business. There are no limitations in terms of time or anything else. You can access the site at any moment and begin studying.

Flexibility: When it comes to studies, everyone wants flexibility so that he or she may plan accordingly. Similarly, when taking an online course, people can choose flexibility in their schedules so that they do not have to stay with things like working while also attending classes.

Improve technical skills: At the end of the day, everyone needs to master new computer skills so that they can traverse various learning management tools. Students learn growth skills as part of their online courses, which not only help them study more, but also help them grow as people.

Enhancement: Due to work engagements many people have to drop their studies early. Online mode of learning gives chance to the working people to enhance their knowledge.

I.C.T. PRACTICES IN TEACHING LEARNING



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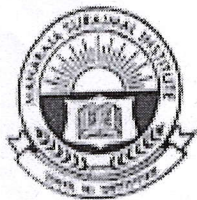
Chapter

Asynchronous Learning: A Way Forward

DR. VANITA ANAND

The application of ICT and ICT Tools in education in 21st century has opened new vistas for asynchronous learning like never before. With the majority of teachers and taught being skilled in use of technology, availability of online content, ease of access and no constraints of time and space; asynchronous learning offers invaluable possibilities to the learners at all levels.

According to Oxford Dictionary, asynchronous means not existing or happening at the same time. In the context of education, it refers to the ability of the learners to access content/information at their own pace without any barriers of time and place. Also referred to as Location Independent Learning, it provides students with necessary tools and access to continue learning without any need to meet physically i.e. no real time interaction is needed. The process of learning may continue in offline



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Abstract

Due to its exceptional natural resources, culture, and hospitality, India is one of the most popular tourist destinations for both domestic and foreign visitors, which creates employment chances for millions of job-seekers. The pandemic has jeopardised the sector's growth possibilities, but it has also led to a serious economic downturn from which the industry will need some time to recover. As people become more conscious of climate change and the negative effects of tourism, sustainability may become more important in travel decisions. This paper discusses the various ways for promoting the Sustainable Domestic Tourism in India under New Normal.

Introduction

India is a beautiful country to explore and take in, and the nation's tourist industry aims to provide a balance of everyday conveniences and breathtaking views. It works to make the magnificent comfortable and the unusual available. The idea of tourism has evolved throughout time to encompass a variety of travel experiences, such as adventure, eco, and wildlife travel. India offers a variety of travel alternatives due to its size and diversity.

Here are some statistics to give you an idea of how big the Indian tourist business is right now. In terms of its contribution to the Gross Domestic Product (GDP) and foreign exchange earnings, as well as the number of jobs it creates, the Indian tourism industry is among the major service sectors in the nation.

The developing Indian middle class, with its quickly rising purchasing power and changing lifestyle, has been the primary factor behind the increase in domestic tourist traffic in India. The fact that there are now significantly more aircraft, trains, and roads connecting to most places in the country has also demonstrated how accessible popular tourist destinations are.

From 630,000 in 2006 to 1.03 million in 2010, India's Aircraft Traffic Movement (ATM) rose by 62 percent. The growth of domestic tourism is crucial to the nation's total tourist industry. From 462 million in 2006 to 740 million in 2010, domestic tourist visits

(DTVs) grew. Domestic tourist visits increased by 18.8% in 2009 despite the nation's negative growth of 2.2 percent in foreign visitor arrivals (FTAs).

Due to its exceptional natural resources, culture, and hospitality, India is one of the most popular tourist destinations for both domestic and foreign visitors, which creates employment chances for millions of job-seekers.

According to estimates, tourism contributed directly 2.7% to the GDP and 6.7% to employment in the country in 2019-20. The comparable shares would increase to 5.2% and 15.3%, respectively, if indirect contribution were taken into account in these figures. The pandemic has jeopardised the sector's growth possibilities, but it has also led to a serious economic downturn from which the industry will need some time to recover.

Rationale of Study

- To study about the Domestic Tourism Practices in India
- To study the Impact of COVID-19 on the Indian tourism industry
- To discuss the resurgence strategy of the tourism industry

Review of Literature

In 2021, in the study conducted by Kezia H. Mkwizu, the concept of domestic tourism was rooted in physical sense of movements of individuals within their own destination or country while conducting tourism activities in the 'new normal', according to the report. However, in light of the 'new normal,' in which virtual worlds are altering the dynamics of how people experience tourism, the definition of domestic tourism should be revised to include the virtual world. Domestic tourism has been re-defined as "residents visiting sites physically or virtually within their own country" in the 'new normal.' The consequence for this article is that redefining domestic tourism to fit the 'new normal' will help Destination Marketing Organizations (DMOs) and the tourism industry envision physical as well as

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Destination Marketing

Creating Memorable Tourism Experiences

This new volume provides a snapshot view of destination marketing, the art of using marketing to create memorable experiences for travellers at specific destinations. The book begins with an introduction to destination marketing that discusses its origin, how it evolved into its present state, important definitions, destination marketing environments, destination value chains, consumer behavior, along with information on segmentation, targeting, and positioning for destinations.

The authors cover the various tourism attractions, the most common of which include heritage tourism, agro-rural tourism, natural/scenic attractions, man-made attractions, spiritual/religious tourism, wildlife tourism, business tourism, festivals, art and culture tourism, sports and adventure tourism, wellness and medical tourism, culinary tourism, special interest tourism, and stopover tourism. The destination marketing mix is also discussed, covering the seven Ps of destination marketing. Promotional tools are discussed as well as destination branding methods along with various brand elements: destination names, URLs, symbols, characters, slogans, and jingles.

The book also addresses destination marketing organizations (such as convention and visitor bureaus that help promote and market local attractions), performance measurement tools, the use of social media and digital marketing, tried-and-true strategies for destination marketing, such as segmenting, targeting, and positioning, the role of sustainability in destination marketing, the gap between theory and practice in destination marketing, and the future of destination marketing, with a view to advancements in technology as well as health and safety issues.

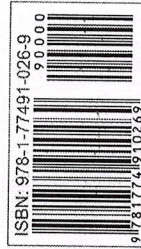
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DESTINATION MARKETING

Rathee | Rajain

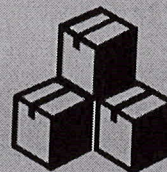
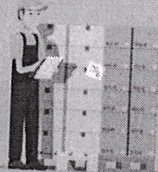
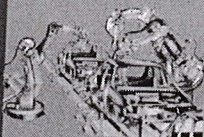
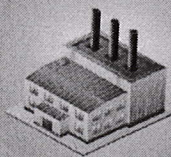
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Artificial Intelligence: How it is Changing the Marketing Scenario?

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Ms. Chanchal Phore¹ ✉

Dr. Pallavi Rajain²

Abstract

Artificial Intelligence has existed for several years but its involvement in marketing is very recent. With the advent of the digital era, there have been major shifts in the way of working in different fields including marketing. The application of AI in marketing is a change that needs research and analysis to understand its importance. Therefore, this study was undertaken to analyse previous research to find the functional areas of AI in marketing. Further, the research provided uses of AI in marketing. Through a review of 50 recently published papers, some of common functional areas found included integrated digital marketing, content marketing, experiential marketing, marketing operations, market research, precision marketing and interactive marketing. The use of AI in marketing is still in its nascent stage but holds huge potential in the future.

Keywords: Artificial Intelligence, Marketing, Functional Areas, Uses

JEL Classification: M31.

INTRODUCTION

According to the American Marketing Association (AMA, 2017), "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and

exchanging offerings that have value for customers, clients, partners, and society at large.

AI can be broadly defined as "intelligence exhibited by machines" (Siau, 2017).

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Digitaltalization At Workplace Post Covid-19

Dr. Pallavi Rajain

Abstract: Fast-forward digitalization has begun thanks to COVID-19. The trend of working remotely has been growing for a while, but requiring employees to “work from home” quickly altered businesses in a way that normally takes years. It’s referred to as “forced digitization.” Today, a lot of professionals, particularly knowledge workers, work from home. A significant investment in remote planning lowers risk and gets the company ready for the future. By investing in digital technology like cloud-based software and automated procedures, small businesses can get ready to continue working remotely. Although many organisations still find it difficult to convert to 100% long-term work, those who have already made investments in digital transformation have found the transition to be much simpler. Interaction can be a little more difficult when working long hours, but it can be made easier with the correct tools and methods. Therefore, the present study was conducted to find which key factors led to digital transformation. Secondly, to find how digital transformation has changed the way of working. Even, if one might not be accustomed with video conferences in today’s world, visual meetings with 20 people conversing are less effective. In addition to many other things, IT enabled video conferencing, online shopping, private delivery, telemedicine, e-learning, e-commerce, online marketing, and video streaming. Traditional operational procedures have seen a substantial change in processes. The application of contemporary information technology is one aspect of the broader spectrum of digital transformation.

Keywords: Digitalization, Digital transformation, Workplace, Covid-19, Work-from-home

1. INTRODUCTION

1.1 DIGITAL TRANSFORMATION

Digital technology offers new ways of collaborating and bringing distributed teams closer. Overall, they are found to increase the efficiency of the organization. Encouraged by these expectations, experts have learned the basics of mobility, collaboration, compliance and digital technology technostress in the workplace. In this research the author identifies the way to digital workplaces with the transformation of digital technologies. However, moving to a digital workplace also comes with expectations and cultural change.

Schwarz Müller (2018) found that in the digital age, organizations face leadership and cultural challenges. As a recent component, organizations want to transform their culture into a culture that promotes digital innovation. They incorporate digital technologies to provide employees with a variety of collaborative action skills. As the aspect of the study that finds different ways digital workplace construction are found to be the way of determining the digital transformation to different locations. Dery (2017) found that traditional companies are changing their work environment to support their digital business strategies. Colbert emphasizes the importance of a digital workplace and digital workforce for the future of organizations and Köffer (2015) recommends that organizations play a role in transforming their work environment. These studies report the findings of organizations that are incorporating digital technology with the workplaces to get digitalized more. In fact, they have to make a strong technical guide for this to setup a good level of digital workplace.

In recognizing importance of workplace transformation in the aspect of the digital transformation, people do not have strong explanations for how organizations are initiating changes in workplace practices that make it easier for them to achieve their digital transformation goals. In addition, research has been done to find out the different digital technologies which help to develop a digital workplace. This technological imperative to define Digital Workplace Transformation seems to overshadow the institutionalization that goes hand in hand with Digital Workplace Transformation, where organizations must also abandon established workplace practices.

The manufacturing industry is increasing the digital aspects to make use of the proper resources for building the different information models with them, stock handling, holograms, scans, software handling, data interpretation for the long term goal achievement of the organisation. find the solutions for the residents of the nearby locality of that area with different facilities for them.

In Construction, for example, Old 2D Paper Designs are used in the past scenarios of the construction Based Design (Digitisation). These are also aspects which are allowing Project Purchase by Sharing Cad Projects of Different Businesses.

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SALES AND DISTRIBUTION MANAGEMENT

Dr. Rajeshwari Malik

Dr. Parul Deshwal



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Sales and Distribution Management

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Bachelor of Business Administration (BBA), and Bachelor Commerce (Hons.) B.Com(H) are the most prestigious courses run by Guru Gobind Singh Indraprastha University, and other universities around India. Sales and Distribution Management is a compulsory subject in the final year i.e. either fifth or sixth semester of these courses. Sales and Distribution Management is the single most important skill required for the success of any organization. This book covers the subject in a student friendly, point-based manner, specially designed for the undergraduate students. It presents the theories; concepts and cases in simplified way. The questions at the end of each chapter can help the students to judge their performance. Also the previous year's question papers are attached for practice and reference. This book is the second in the series of books on Sales Management; and is revised to incorporate the Distribution Management along with Sales. We wish all the final year students of BBA and B.Com (H), happy reading, learning and also best wishes for a bright future. The authors would appreciate any feedback on the book on rajmalik2007@gmail.com.

Dr. Rajeshwari Malik is an Associate Professor at Maharaja Surajmal Institute, an affiliate of Guru Gobind Singh Indraprastha University, Delhi. She has a brilliant academic career. She obtained her Master degree in Business Administration from USMS, Kurukshetra University, Haryana. She did her Ph.D. from Faculty of Management Studies, Delhi University in the area of Management. She has 4 years of corporate experience in Advertising and media management and 15 years of teaching experience. She is actively involved in research and had published more than fifty research papers. A regular participant in various national and international conferences. She is also actively involved in case-writing and qualitative research. Her areas of specialization include Marketing Management, Sales & Customer Relationship Management, Marketing Research, and Consumer Behaviour. She can be reached at rajmalik2007@gmail.com.

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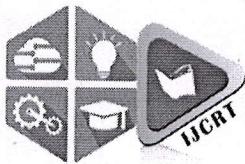
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“ADDICTION OR INNOVATION IN ENTERTAINMENT: CONSUMPTION OF OTT PLATFORMS AMONG INDIANS”

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ABSTRACT: Digitalization has drastically changed the use of work & content we consume. With the rapid improvements in technology and increasing levels of Internet penetration across India, the way people consume media is changing. The emergence of Over-the-Top media services has started to change media space significantly. OTT Platforms give us the freedom to watch movies and TV series, at our own convenience. While majority of the population of the country use Television, we can see a major shift towards OTT Platforms like Netflix, Amazon Prime, Disney + Hotstar, Sony Liv, Voot, MX Player and Zee5. Some of these services may charge a premium cost when compared with Television, they offer various benefits which make them an attractive option for entertainment. To Conduct Survey, the Sample population has been Choose by convenience Sampling. Primary and secondary data both has been used; the primary data has been collected through structured questionnaire with responses of 100 respondents from Students, working professionals & business class people from various age group. Data has been tabulated & analyzed to understand the perception of individuals towards OTT Platforms. The study revealed the satisfaction level of customers & analyzed that OTT Platforms like – Amazon, Netflix, Hotstar, Voot & Sonyliv etc. are now a day's become most popular and addictive not only among youths but also in homemakers, working man, businessmen & kids. Content of these platforms vigorously appeal to the people, which also creates demand & growing popularity.

Keywords: OTT Platforms, Television, Consumer Satisfaction, Content streaming, Internet penetration, Advertisements. Television

INTRODUCTION

The introduction of OTT platforms has made a wide variety of programs in various generations, languages, and production styles freely available for the whole world to view. In India, BigFix was the first OTT Platform which was launched by Reliance Entertainment in 2008. The market keeps evolving with the entry of new players and in the year 2016, big revolution took place into the entertainment consumption space with the entry of new media services that are Over-the-top platform with Netflix, Amazon Prime, Disney+ hotstar, Alt Balaji, Zee5, Voot and many more OTT platforms for regional cinemas. Over the last few years, entertainment has become more personalized and conveniently portable with the help of data. It has been increasingly used since the pandemic which started at the beginning of 2020. When we compare the Indian users with the other countries' users, we concluded that India has the second-largest OTT users after United States of America & it is estimated that it will reach the value of 142 billion by the end of 2024. According to the FICCI (Federation of Indian chamber of commerce & industry) report, in 2022, users using OTT platforms are 35-40 billion. This data shows that all OTT platforms like – Youtube, Amazon Prime, Netflix,



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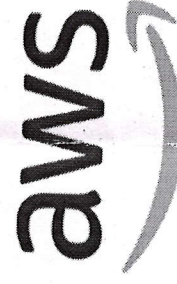
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Preface

Burnout is a state of emotional, physical and mental exhaustion caused by excessive and prolonged stress. It occurs when you feel overwhelmed, emotionally drained and unable to meet constant demands.

Most studies of burnout have focused largely on the investigation of background variables like marital status, age, year of teaching and gender as predictors of burnout. In fact, studies involving dimensions such as focus of control, extra version, neuroficism and emotional intelligence as antecedents are fewer in number.

This book aims at exploring factors that are suspected to influence the extent of burnout among teachers at secondary and senior secondary levels. Principal factors selected for investigation include focus of control, extraversion neuroficism and emotional intelligence.

—Dr. Poonam Beniwal

Burnout of Teachers Working in Secondary/Senior Secondary Schools



DR. POONAM BENI WAL

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Dr. Poonam Beniwal is currently working as Head of Department in Maharaja Surajmal Institute. She has more than 20 years of experience in academics, research, evaluation, supervision, planning and administration with University of Delhi, GGSIPU, IGNOU, NCERT, SCERT's, NIOS, SIEMAT, and DEP-SSA etc. She has served as IGNOU B.Ed. program incharge for 3 years from 2008 to 2010. She has done research project at Maharaja Surajmal Institute funded by SIEMAT UP government in 2014. Recognizing her talent and contribution Maharaja Surajmal Institute Awarded her Best faculty award in 2016. She has been involved in various NCERT projects. She has also been member of various curriculum development teams at IGNOU. She has conducted workshops for Educator, Shamli, Wayanad, Imphal and SCERT Gurugram etc. She has been supervising dissertation work at post-graduation level.

Recognizing her talent and contribution she had been assigned the responsibility of training teachers through teleconferencing at IGNOU. She has published and presented many research papers at National and International level. She has been invited as visiting faculty at various colleges.



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