

**PARTICIPATION IN SEMINAR / WORKSHOP / CONFERENCE / REFRESHER COURSE ETC.**

Sr. No.	Seminar / Workshop / Conference / Refresher Course etc.	Level (International / National / State / University etc.)	Date/s	Theme / Title	Venue	Title of the Paper/ Poster presented (if any)	Title of the journal	Impact Factor	ISSN / ISBN No.
1	Seminar	International	5th and 6th February 2020	Changing Dynamics of Commerce and Management for Sustainable Growth	Changu Kana Thakur Arts, Commerce and Science College, New Panvel	Role of GST as a revised taxation system to transform the Indian Economy	Studies in Indian Place Names (SIPN) Vol-40-Issue-04	6.3(RF)	2394-3114

Faculty Name: Dr. Jayant Apte

Sr. No. 1

Academic Year 2019 - 2020

## **"ROLE OF GST AS A REVISED TAXATION SYSTEM TO TRANSFORM THE INDIAN ECONOMY"**

**Dr. Jayant Apte**

Principal: Ghanshyamdas Saraf College of Arts & Commerce

**Dr. Ameya Tanawade**

Lecturer: Ghanshyamdas Saraf College of Arts & Commerce



### **1. Abstract:**

One of the most important reasons for recent tax reforms in many developing and transitional economies has been to evolve a tax system to meet the requirements of international competition (Rao 1992). The transition from a predominantly centrally planned development strategy to market based resource allocation has changed the perspective of the role of the state in development. The transition from a public sector based, heavy industry dominated, import substituting industrialization strategy to one of allocating resources according to market signals has necessitated systemic changes in the tax system. In an export-led open economy, the tax system should not only raise the necessary revenues to provide the social and physical infrastructure but also minimize distortions. Thus, the tax system must adjust to the requirements of a market economy to ensure international competitiveness. As far as GST has been implemented since July 1, 2017 the new taxation system has been implemented and acquired throughout India.

The revised taxation system with effect from 15 November 2017, GST is a single tax right from the manufacturer or service provider to the consumer. In this system, taxes paid at each stage will be credited in the subsequent stage of value addition. Thus, Goods and Services Tax charged by the final dealer (seller or service provider) is the final tax borne by the customer, with set off all taxes paid at all earlier stages in the supply chain. So, there are many Benefits of GST at every stage.

This Research paper concentrates on the role of GST as a tool to transform business tactics. The study is based on the secondary sources that are from various online sources, government official websites, repeated journal articles, related to GST. Quantitative data has been used for analysing the concept of GST and its impact on Indian business sector and economy.

**Keywords:** GST, Tax, Direct Tax, Indirect Tax, Business, etc.



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1	Seminar	International	5th and 6th February 2020	Changing Dynamics of Commerce and Management for Sustainable Growth	Changu Kana Thakur Arts, Commerce and Science College, New Panvel	Changing Dynamics in Television Advertising and branding : The influence on buying motives for kids	Studies in Indian Place Names (SIPN) Vol-40-Issue-04	6.3(RF)	2394-3114

Faculty Name: Prof. Gopal Sonar

Sr. No. 2

Academic Year 2019 - 2020

# Studies in Indian Place Names



## ***About Journal***

*Studies in Indian Place Names* (SIPN) [ISSN 2394-3114] was UGC Care listed journal for research publication.

SIPN has been Discontinued from April 2020 (from UGC Care list of India)

## ORGANISED BY:

Department of Commerce & Department of Management Studies , CHANGU KANA THAKUR Arts, Commerce and Science College, New Panvel (Autonomous) Under the aegis of Rashtriya Uchchatar Shiksha Abhiyan (RUSA) Organizes

## NAME OF CONFERENCE:

Two days International Multi-Disciplinary Seminar on "Changing Dynamics of Commerce and Management for Sustainable Growth"

## HELD ON:

5 & 6 February 2020





## **“CHANGING DYNAMICS IN TELEVISION ADVERTISING AND BRANDING : THE INFLUENCE ON BUYING MOTIVES FOR KIDS”**

**Prof. Gopal Sonar**

Vice-Principal , Ghanshamdas Saraf College of Commerce.

### **ABSTRACT**

The world belongs to kids. Kids today mean business. Marketing to kids may be your passport to growth. Companies are using this segment to rake in profits. Kids have a firmer grip over the society than what their parents ever had. Not only are they consumers in their own right, they also have a major influence over the family's purchasing power. "Kid influence" is the direct or indirect influence kids have over family household purchases. Indirect influence means that the kids' preferences are given consideration when parents make a purchase decision. The major driving force behind this sweeping change is the Advertising. Advertising has changed the way kids learn, react and behave to a large extent.

While savvy marketers in India have long known that children are a key target audience, television advertising have made it easier to engage with school children throughout India. The world belongs to kids. Kids today mean business. Marketing to kids may be your passport to growth. Companies are using Television Advertising to rake in profits. Kids have a firmer grip over the society than what their parents ever had. Not only are they consumers in their own right, they also have a major influence over the family's purchasing power. "Kidfluence" is the direct or indirect influence kids have over family household purchases. Indirect influence means that the kids' preferences are given consideration when parents make a purchase decision.

**Key words :** Television marketing, children, positive behavior, Kid influence, companies.

### **INTRODUCTION**



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Organized

Two Days International Multi- Disciplinary Seminar on

"Changing Dynamics of Commerce and Management for Sustainable Growth"

## Certificate of Participation

This is to certify that Dr./Mr./Ms./Mrs. Gopal Sonas of Ghanshyamlal Sonas  
College of Arts & Commerce has participated / presented

in Two Days International Multi - Disciplinary Seminar held on 5<sup>th</sup> & 6<sup>th</sup> February 2020. He/ She presented a research paper entitled

Changing Dynamics in Television Advertising and Branding : The  
influence on Buying motive for kids

*Trupti*

Mrs. Trupti M. Joshi  
Organizing Secretary  
BMS Coordinator

*Elizabeth Mathews*

Dr. Elizabeth Mathews  
Convener  
Head of Commerce Department

*V. D. Barhate*

Prof. (Dr.) V. D. Barhate  
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1		International	January - March 2020			Metro Railway Smart Technology: Opportunities and Challenges in Mumbai Region	International Journal of Advance and Innovative Research Volume 7, Issue 1 (V) Part - 2	7.36	2394-7780
2	Seminar	International	5th and 6th February 2020	Changing Dynamics of Commerce and Management for Sustainable Growth	Changu Kana Thakur Arts, Commerce and Science College, New Panvel	A study on challenges faced by powerloom industry and role of government in bhiwandi dist Thane	Studies in Indian Place Names (SIPN) Vol-40-Issue-04	6.3(RF)	2394-3114

Faculty Name: Dr. Shripad Joshi

Sr. No. 3

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[SJ] Shrivipad Joshi [2019-20] SR No 2  
~~S.R. No 2~~  
**Studies in Indian Place Names**

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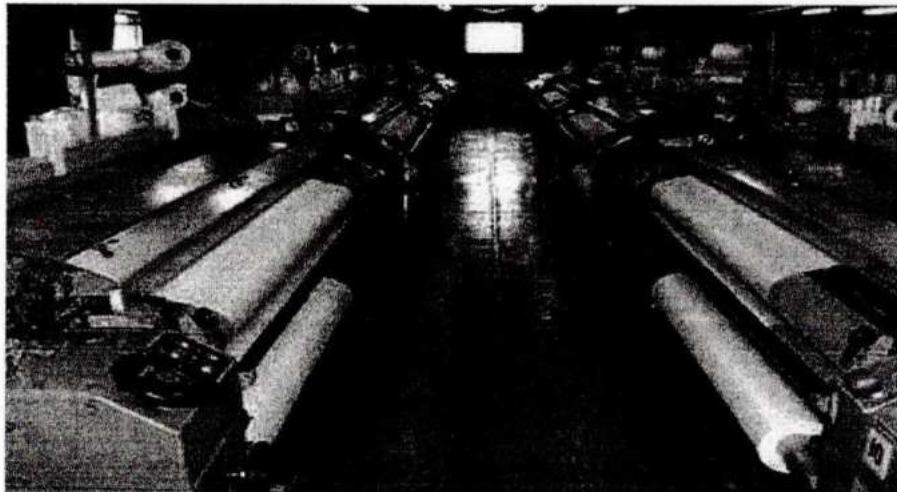
Two days International Multi-Disciplinary Seminar on "Changing Dynamics of Commerce and Management for Sustainable Growth"

**HELD ON:**

5 & 6 February 2020



**“A STUDY ON CHALLENGES FACED BY POWERLOOM  
INDUSTRY AND ROLE OF GOVERNMENT IN BHIWANDI REGION  
DIST THANE.”**



**Dr. Shripad Joshi.**

Associate Professor Incharge Research Cell Center (University Of Mumbai)

At Ghanshyamdas Saraf College, Malad

&

Ms. Neelam Patil

Asst Prof. Research Scholar, Research Center, Ghanshyamdas Saraf College, Malad Under  
University Of Mumbai

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1	Conference	International	23 <sup>rd</sup> November, 2019	Heritage and ongoing innovations: The magic of achieving unrealistic heights	K. B. College of Arts and Commerce for Women, Thane	Mathematics, A Magic Tool to connect with society	Aarhat Multidisciplinary International Education Research Journal	6.236	2278-5655
2	Conference	International	15th February, 2020	Impact of Social Media on Reading Habits	Smt. Kamaladevi Gauridutt Mittal College of Arts and College Malad (W)	Impact of social media on student's reading habits	Our Heritage (UGC CARE JOURNAL) Vol-68-Issue-03-January-2020	6.8	0474-9030

Faculty Name: Dr. Seema Agarwal

Sr. No. 4

Academic Year 2019 - 2020



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One Day International  
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Conference  
ON

**HERITAGE AND ONGOING INNOVATIONS:  
THE MAGIC OF ACHIEVING  
UNREALISTIC HEIGHTS**

Saturday, 23th November 2019

Chief Editor  
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Seema A. S.R.No-01  
2019-2020



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Mathematics, A Magic Tool to Connect with Society at International Conference on  
23 November 2019.

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## Impact Of Social Media On Student's Reading Habits

Dr. Seema Agarwal

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### ABSTRACT:

Social networking has become a common international trend which has spread its reach to almost every corner of the world. The use of Social media sites have exploded and evolved into an online platform where people create content, share it, bookmark it and network at a prodigious rate. A vast majority of Social Media users are youth. Thus most of the positive and negative impacts of Social Media usage fall on the youth. The amount of time allocated for internet usage of the youth has increased dramatically with the increase of latest Social Media networks and as a result the reading habit of the youth seems to be dramatically decreasing. This research intends to examine how the Social Media has influenced the reading habits of the youth. This Study sought to find out the effects of social networking on reading habit of undergraduate commerce college students of Mumbai region. It is conducted through questionnaires and thereafter the collected information is analyzed systematically to find the final result. It further investigates the negative impact of the youth by the social media on their reading habit. Reading is capable of enriching one's intellectual capabilities and it develops insights into human problems and has a major impact on their attitudes towards society. Social media which is designed with the intention of promoting social connection seems to be not fulfilling its main objective by reducing the reading habit of the youth. Owing to the rapid change or the update of content on social media sites the youth is not given a reasonable time to cultivate one particular thought and think about it analytically which again makes a negative impact on their intellectual and profound thinking habit which is an essential quality for a good personality which is mastered by reading books.

**Key Words:** Reading Habits, Social Networking, undergraduate students, Social Media

### 1. INTRODUCTION:

Reading is essential for international understanding and world brotherhood. It helps to understand and appreciate the common achievements of the global family. Reading is an essential tool for lifelong learning. It is important for everyone to develop the rudiments of reading and the culture of reading always so as survive in life. Reading is the ability to understand words contained in a document and make use of the knowledge for personal growth and development. This implies making meaning out of recorded information either printed or non-printed in the life of an individual. People read for different reasons and purposes, some of which include for pleasure, leisure, relaxation, information and for knowledge.

The art of reading is a priceless instrument for everyone. It is one of the most important activities of life through which we enter the life and experiences of others and extend our knowledge, scope of experience and enjoyment.

Social networking has become a common international trend which has spread across almost every corner of the world. The Use of Social media sites have exploded and evolved into an online platform where people create content, share it, bookmark it and network at a prodigious rate. Because of its ease of use, speed and reach, social media is fast changing the public discourse in society and setting trends and agenda in topics that range from the environment and politics to technology and the entertainment industry.

The proliferation of mobile phones and advancement of media technology has had a great influence on the way people now communicate on a daily basis. The use of the social media among the youths of





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Media on Reading Habits" Organized by Library and IQAC on Saturday 15th Feb. 2020. He/She has  
Presented a paper titled IMPACT OF SOCIAL MEDIA ON STUDENT'S READING HABITS

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**Dr. Shagun Srivastava**  
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1	Seminar	State	31 <sup>st</sup> July, 2019	Challenges to Women's Development, Empowerment and Liberation in Contemporary India	RSET Ghanshyamdas Saraf College of Arts and Commerce Malad (W)	A study of work life balance of women and challenges faced by working women	AJANTA: An International Multidisciplinary Quarterly Research Journal Volume - VIII, Issue-III Part - II	5.5	2277-5730
2	Seminar	International	5th and 6th February 2020	Changing Dynamics of Commerce and Management for Sustainable Growth	Changu Kana Thakur Arts, Commerce and Science College, New Panvel	A study on challenges faced by powerloom industry and role of government in bhiwandi dist Thane	Studies in Indian Place Names (SIPN) Vol-40- Issue-04	6.3(RF)	2394-3114

Faculty Name: Dr. Rupa Shah

Sr. No. \_\_\_\_\_

Academic Year 2019 - 2020



*Dr. Rupa Shah*



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**Challenges to Women's Development, Empowerment & Liberation in Contemporary India**

organized by **Women Development Cell** of Ghanshyamdas Saraf College of Arts & Commerce  
in association with Maharashtra State Commission for Women and Women Development Cell,  
University of Mumbai held on July 31, 2019.

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**Dr. Shagun Srivastava**  
Convener, WDC

**CA Dr. Jayant Apte**  
Principal

Studies in Indian Place Names (SIPN) with ISSN 2394-3114 is UGC Care listed journal

## About Journal

**Studies in Indian Place Names** (SIPN) [ISSN 2394-3114] was UGC Care listed journal for research publication.

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## Current Issue

Vol. 40 No. 44 (2020): International Conference on REDEFINING ANCIENT TRADE, COMMERCE AND BUSINESS MANAGEMENT THROUGH SANGAM ERA – (ICRAT- 2020)

International Conference on REDEFINING ANCIENT TRADE, COMMERCE AND BUSINESS MANAGEMENT THROUGH SANGAM ERA – (ICRAT- 2020)

**Date : 13<sup>th</sup> March 2020.**

**Published: Mar 11, 2020**

## Articles



*Studies in Indian Place Names*  
(UGC Care Journal)

Vol-40-Issue-

## **"CHANGING DYNAMICS ON SUSTAINABLE GROWTH THROUGH GREEN MARKETING : A CASE STUDY"**

**Dr. Rupa Shah**

Asst. Professor, Ghanshamdas Saraf College of Comm

### **ABSTRACT:**

Green marketing is the marketing of products that are presumed to be environmentally friendly. Green marketing incorporates a broad range of activities, including changes to the production process, packaging changes, as well as promotional changes. Organisations such as Unilever, IT giant Wipro and regional players like Mathrubhoomi are working on initiatives that use children to increase social and environmental awareness. These social and environmental campaigns fall broadly into three categories. The first includes initiatives that engage children to push for positive behavioural change. Excel's Keep India Clean, where children urge adults not to litter, is an example. The second focuses on behaviour change among children. Unilever brand Lifebuoy's Reach 5 seeks to develop a hand-washing habit among children to prevent the spread of germs. While savvy marketers in India have long known that children are a key target audience, the availability of on-the-ground activation teams, the openness of the new generation to corporate sponsorship and the leverage of digital media have made it easier to reach school children throughout India. The world belongs to kids. Kids are the future. Marketing to kids may be your passport to growth. Companies are using this strategy to increase profits. Kids have a firmer grip over the society than what their parents have. As they are consumers in their own right, they also have a major influence over





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Changing Dynamics on Sustainable Growth of kids through  
Green marketing : A case study & Review.

*Mrs. Trupti M. Joshi*

**Mrs. Trupti M. Joshi**  
Organizing Secretary  
BMS Coordinator

*Dr. Elizabeth Mathews*

**Dr. Elizabeth Mathews**  
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1	Journal		December - January 2020		New Delhi	Challenges and opportunities for Academic libraries under landscape of massive open online courses	University News: A Weekly Journal of Higher Education Vol.57 No.52		

Faculty Name: Dr. Neha Joshi

Sr. No. 6

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# UNIVERSITY NEWS

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**Mohammad Sohail**

Promoting and Regulating Equitable Access to Higher Education in India: Assessing the Role of the University Grants Commission

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Challenges and Opportunities for Academic Libraries under Landscape of Massive Open Online Courses

**M Venkaiah Naidu**

Let's Keep Up with the Pace of Fast Moving India  
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# Challenges and Opportunities for Academic Libraries under Landscape of Massive Open Online Courses

Neha M Joshi\*

The Higher Education in India is changing from customary face to face and chalk and talk paradigm to online learning archetype. The Higher Education (HE) in India has witnessed phenomenal expansion in the last few decades in terms of access, equity and inclusiveness. In the recent few years the focus is on quality inculcation and employability enhancement. Pedagogical tools designed to move learning outside of the physical classroom dates back at least to the decade of 1990s and the advent of the correspondence course started emerging during those olden days. The online era in higher education gradually picked up and recorded exponential growth in recent years though a higher percentage could be brought under the online footprint with certain policy reforms. During academic year 2016-17, the total number of students enrolled in the universities and colleges were reported to be 284.85 lakhs and in terms of percentage at various levels it was observed as UG (86.33%), PG (9.71%), Research (0.77%), Diploma/ Certificate (2.63%) and Integrated (0.56%). (Annual Report, Ministry of Human Resource Development 2016-17). In spite of these facilities higher education in India is not accessible to more than six percent of the young population. To meet the growing demand for higher education, the number of distance education programmes are growing up in India. In spite of stringent regulations of the Distance Education Council (DEC) (<https://www.ugc.ac.in/deb>) the effectiveness of this medium is yet to be achieved. On the other hand due to digital movement in India the country has gone through various waves of transformations. The Government initiatives like National Knowledge Commission, Digital India and so on, have encouraged people to move towards digital way of communicating, accessing and delivering services on e-platforms. The significant changes in use of the technology in online education has seen emergence of the concept of Massive Open Online Course (MOOC) which the Indian higher education sector has also facing.

The University Grants Commission (UGC) along with the Human Resource Development (HRD) Ministry has launched the MOOC program in India for higher secondary, bachelors and masters degrees. This will cover a wide range of subjects that may or may not be taught in regular campus studies. There is no doubt that MOOC's maximum visibility contributed to democratization of education; in a country like India MOOC culture has brought tremendous hope for the unprivileged community deprived of formal education. With the proliferation of MOOCs and their significance with respect to the massification of higher education, their impact is increasingly being compared with the traditional face to face education. Though not holistically but to a larger extent the traditional education is all set to incorporate the issues such as employability, soft skills, However the MOOCs in countries like India are yet to make their mark in the context of bringing the skills gap, knowledge acquisition tendencies of the students, retention rates and mismatch in graduation skills. The present paper analyzes the above said attributes from twofold perspective. It showcases the potential to enhance the effectiveness of the MOOCs by integrating the Library and Information Science (LIS) component for the LIS education itself as well as for other disciplines.

The paper gives overview of MOOCs and the role of other disciplines like library science under it. This is the right time to think about inclusion of other educational stakeholders like libraries in MOOCs, otherwise other aspects will be out of sight after a few years. On this background the paper discusses the challenges and opportunities for libraries and necessity of inclusion of libraries under MOOC by policy makers.

## Massive Open Online Course Overview

MOOCs are online courses designed for large numbers of participants, can be accessed by anyone anywhere as long as they have an Internet connection, are open to everyone without entry qualifications and offer a full/complete course experience online for free (Mulder & Jansen, 2015). It all started in 2011 when

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1	Seminar	International	5th and 6th February 2020	Changing Dynamics of Commerce and Management for Sustainable Growth	Changu Kana Thakur Arts, Commerce and Science College, New Panvel	Role of GST as a revised taxation system to transform the Indian Economy	Studies in Indian Place Names (SIPN) Vol-40-Issue-04	6.3(RF)	2394-3114

Faculty Name: Dr. Ameya Tanawade

Sr. No. 1

Academic Year 2019 - 2020



## **“ROLE OF GST AS A REVISED TAXATION SYSTEM TO TRANSFORM THE INDIAN ECONOMY”**

**Dr. Jayant Apte**

Principal: Ghanshyamdas Saraf College of Arts & Commerce

**Dr. Ameya Tanawade**

Lecturer: Ghanshyamdas Saraf College of Arts & Commerce



### **1. Abstract:**

One of the most important reasons for recent tax reforms in many developing and transitional economies has been to evolve a tax system to meet the requirements of international competition (Rao 1992). The transition from a predominantly centrally planned development strategy to market based resource allocation has changed the perspective of the role of the state in development. The transition from a public sector based, heavy industry dominated, import substituting industrialization strategy to one of allocating resources according to market signals has necessitated systemic changes in the tax system. In an export-led open economy, the tax system should not only raise the necessary revenues to provide the social and physical infrastructure but also minimize distortions. Thus, the tax system must adjust to the requirements of a market economy to ensure international competitiveness. As far as GST has been implemented since July 1, 2017 the new taxation system has been implemented and acquired throughout India.

The revised taxation system with effect from 15 November 2017, GST is a single tax right from the manufacturer or service provider to the consumer. In this system, taxes paid at each stage will be credited in the subsequent stage of value addition. Thus, Goods and Services Tax charged by the final dealer (seller or service provider) is the final tax borne by the customer, with set off all taxes paid at all earlier stages in the supply chain. So, there are many Benefits of GST at every stage.

This Research paper concentrates on the role of GST as a tool to transform business tactics. The study is based on the secondary sources that are from various online sources, government official websites, repeated journal articles, related to GST. Quantitative data has been used for analysing the concept of GST and its impact on Indian business sector and economy.

**Keywords:** GST, Tax, Direct Tax, Indirect Tax, Business, etc.



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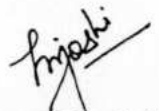
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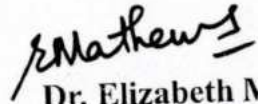
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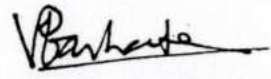
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1	Seminar	State	31 <sup>st</sup> July, 2019	Challenges to women's development, empowerment and liberation in contemporary India	RSET Ghanshyamdas Saraf College of Arts and Commerce Malad (W)	Role of Mass Media in portrayal of Indian Women	AJANTA: An International Multidisciplinary Quarterly Research Journal Volume - VIII, Issue-III Part - II	5.5	2277-5730

Faculty Name: Prof. Sonali Khade

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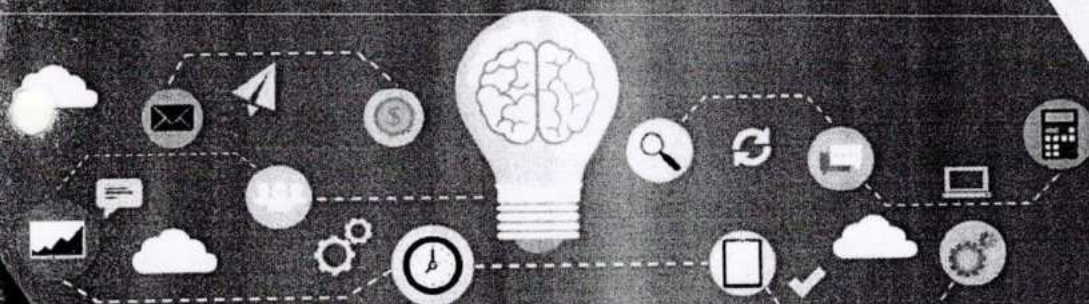
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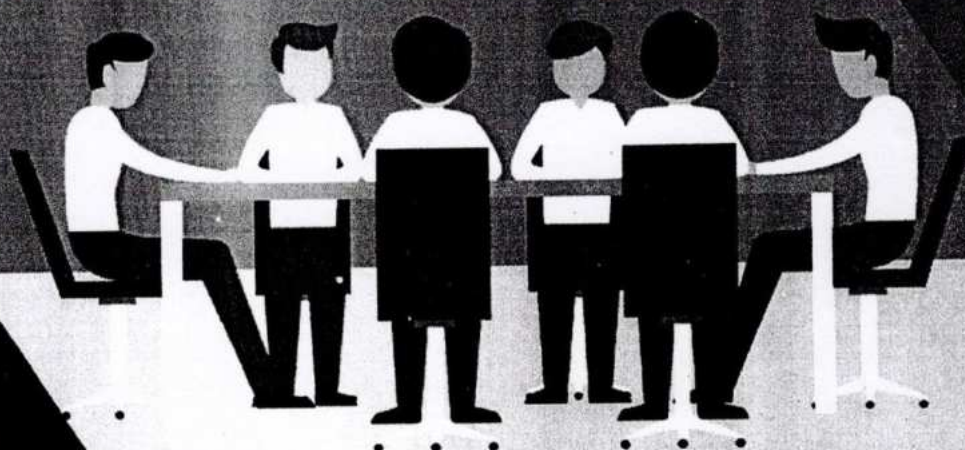


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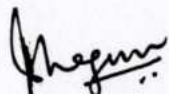
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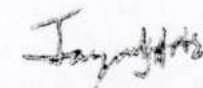
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1	Journal	International	July-September, 2019			Women empowerment through textile industry with respect to Maharashtra	AJANTA: An International Multidisciplinary Quarterly Research Journal Volume - VIII, Issue-III Part - II	5.5	2277-5730

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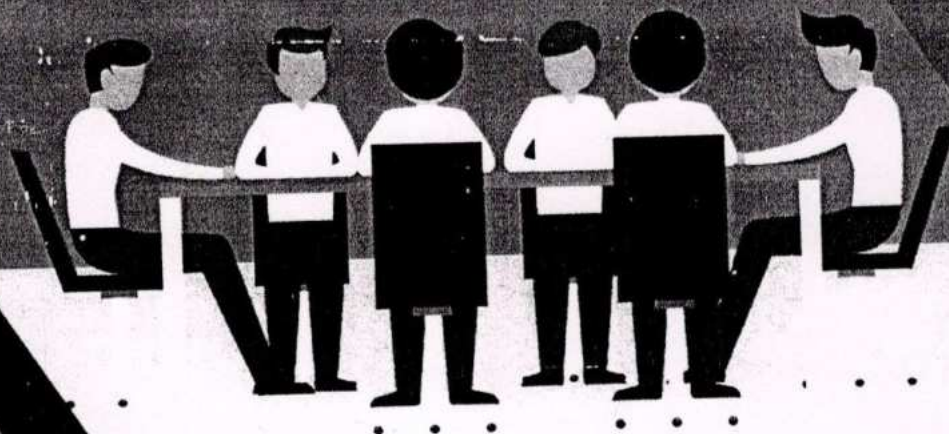
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Faculty Name: Dr. Lipi Mukherjee

Sr. No. 10

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## PREPARING FOR THE NEXT GENERATION OF AUDITING; THE ROLE OF THE INTERNAL AUDITOR

Christian Nyanor Ohene

Ghanshyamdas Saraf College of Arts and Commerce

Dr. Lipi Mukherjee

Chief Coordinator, Self-Finance

Ghanshyamdas Saraf College of Arts and Commerce



### ABSTRACT

A major way to ensure that organizations' resources are being used effectively and efficiently is to make sure that the usage of the resources are well accounted for. This is a way of relating accountability to responsibility and it involves effective control of the resources. The internal audit was therefore culminated to see to it that business processes conform to laid down procedures. Over the years internal auditors have resorted to the use of manual techniques with little or no involvement of computers to audit and develop an opinion of a subject matter under review. This is as a result of the nature of data used by internal auditors whilst conducting their activities. In recent times, technology has not stopped to evolve and everyday a newer way of doing things arise. Businesses are now dealing with big and cumbersome data which could no longer be easily processed by the traditional mechanisms. The big and cumbersome nature of data and the sophisticated methods in which transactions are carried out today requires for a newer and improved way of auditing so that enough audit evidences could be captured. This means the future would be more technologically oriented than the past and present but are businesses ready for this future? Are the internal audit departments ready to accommodate the future of big data? Is the individual internal auditor well equipped with the right skill for the present and future of the business world? This paper attempts to access the readiness of the internal auditor for the next generation of auditing where data is going to be bigger and more





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1	Conference	International	10 <sup>th</sup> August, 2019	Business Models in Banking and Finance – The Game Changer for Economic Growth and Development	Thakur College of Science and Commerce Mumbai	Awareness and Preference Towards Next Generation Digital Payments	International Journal of Advance and Innovative Research Volume 6, Issue 3 (I) Part - 2	7.36	2394-7780
2	Seminar	State	31 <sup>st</sup> July, 2019	Challenges to women's development, empowerment and liberation in contemporary India	RSET Ghanshyamdas Saraf College of Arts and Commerce Malad (W)	Financial Literacy and Women Empowerment	AJANTA: An International Multidisciplinary Quarterly Research Journal Volume - VIII, Issue-III Part - II	5.5	2277-5730

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"Business Models In Banking And Finance - The Game Changer For Economic Growth And Development" organized by IQAC & Department of BBI & BFM, Thakur College of Science & Commerce in association with University of Mumbai on 10<sup>th</sup> August, 2019

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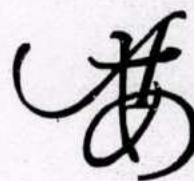




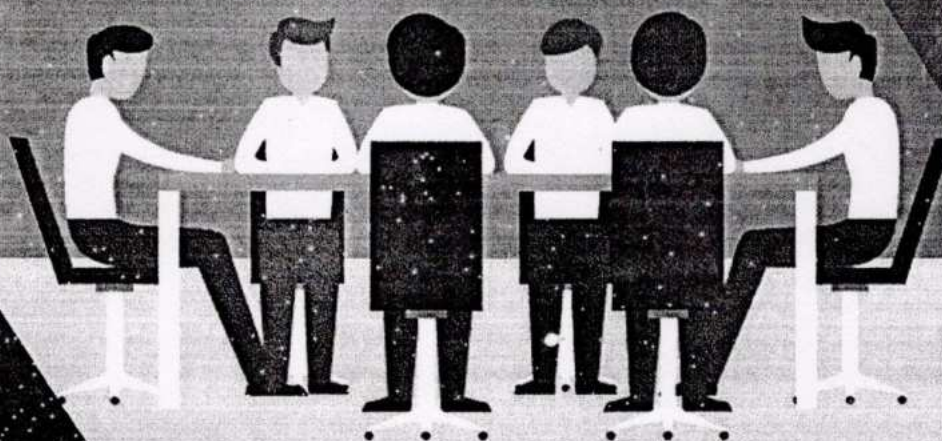


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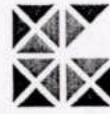
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2	Seminar	State	31 <sup>st</sup> July, 2019	Challenges to women's development, empowerment and liberation in contemporary India	RSET Ghanshyamdas Saraf College of Arts and Commerce Malad (W)	Financial Literacy and Women Empowerment	AJANTA: An International Multidisciplinary Quarterly Research Journal Volume - VIII, Issue-III Part - II	5.5	2277-5730

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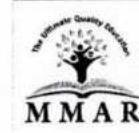
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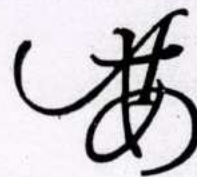




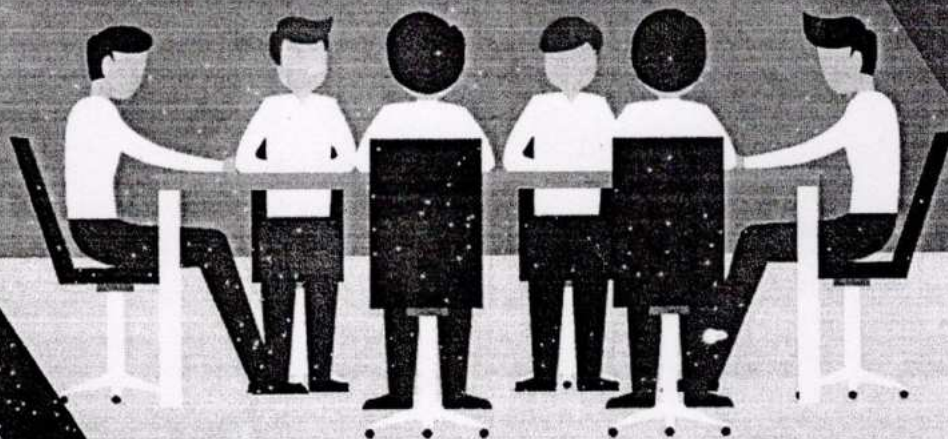


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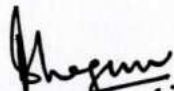
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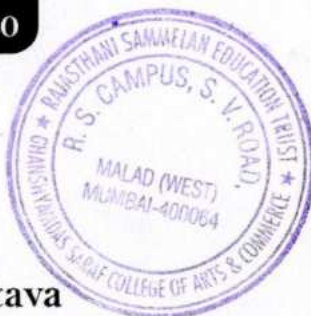
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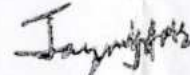
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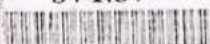
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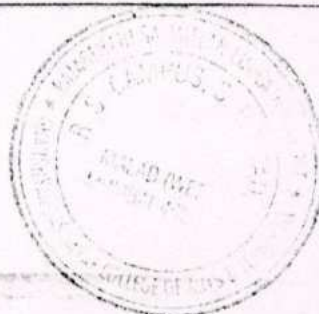




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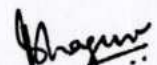
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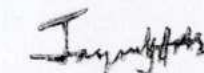
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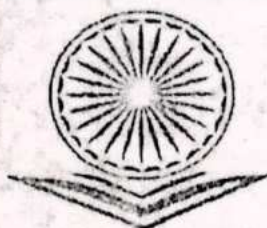
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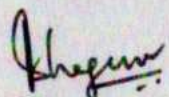
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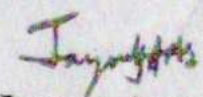
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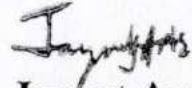
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1	Journal		28 <sup>th</sup> July, 2018			Online Education in emerging knowledge economies : Exploring factors of motivation, de-motivation and potential facilitators; and studying the effects of demographic variables	International Journal of Education and Development using information and communication technology Vol. 15, Issue 2		1814-0556

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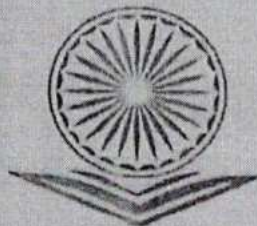
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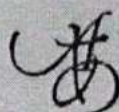
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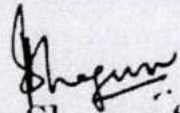
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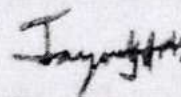
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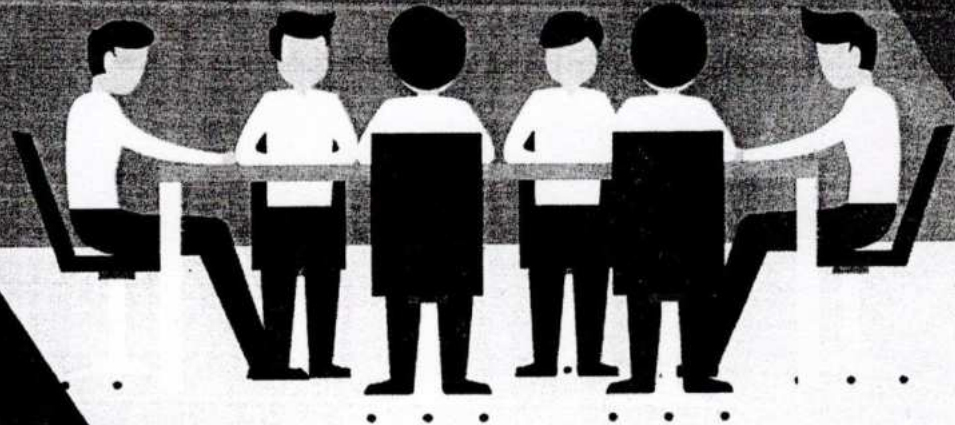


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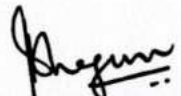
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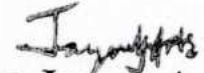
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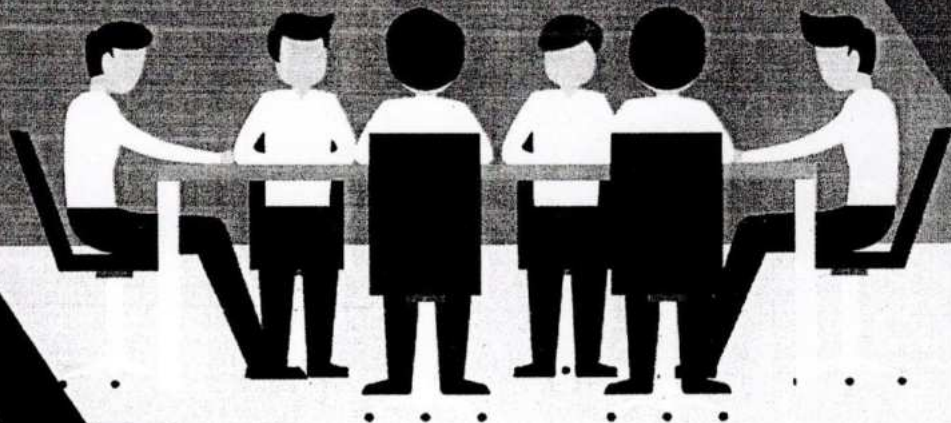


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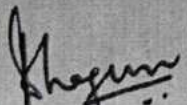
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## **Role of AI (Artificial Intelligence) in Business System**

**Dr. Pradhnya M Wankhade**

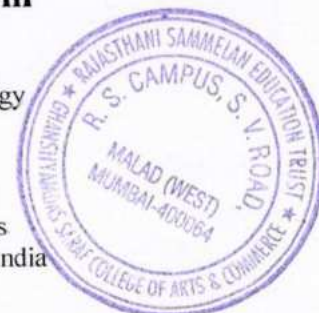
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### **ABSTRACT**

*Artificial intelligence is already widely used in business applications, including automation, data analytics, and natural language processing. Other common uses for AI in business include: Transferring and cross-referencing data; updating files. Consumer behavior forecasting and product recommendations. From marketing, IT, and HR to customer experience and even finance, artificial intelligence (AI) seems destined to profoundly impact all aspects of business. Its promise: less human error and more time for creativity due to the elimination of mundane tasks and endless virtual assistance. This paper focuses on the overall impact of AI on businesses - from research, innovation, market deployment to future shifts in business models.*

*Keywords: Artificial Intelligence, Automation, Digitization, Business Strategies, Innovation Business Contexts*

### **INTRODUCTION**

Artificial intelligence can be used to solve problems across the board. AI can help businesses increase sales, detect fraud, improve customer experience, automate work processes and provide predictive analysis. Logistics companies can use AI for better inventory and delivery management.

The emerging technologies viz. internet of things (IoT), data science, big data, cloud computing, artificial intelligence (AI), and blockchain are changing the way we live, work and amuse ourselves. Primarily, the advancement in AI is the heart of the enhanced performance of all other technologies and the evolution of Industry 4.0. This technological advancement, attributed to AI, would facilitate human-to-machine interactions, change the logic of business models, and transform the lifestyle and living standards of the human. The adoption of AI is resulting in a world which is smarter and innovative. Route and traffic mapping by Google maps, price estimation of rides by Uber and Lyft, friends' tag suggestions at Facebook, spam filters in our email, recommendation for online shopping and cancer detection are only a few examples of AI technological innovations simplifying our lives. The incredible speed with which AI is entering every sector is forcing companies to get into the race to make their company an AI company. This is also impelling business, strategists, pioneers, entrepreneurs and investigators to use AI to design new strategies and create new sources of business value.

### **AUTOMATION**

The advent of advanced technology like AI and automation, cyber-physical systems, and cloud computing and cognitive computing are radically transforming businesses. As these technologies become increasingly more mainstream, we are quickly approaching the next industrial revolution – Industry 4.0.

Industry 4.0 will transform how we work, produce products and even live. Harnessing this technology will allow us to increase our workload while working less hours, streamline manual and rather dull tasks and cut costs for businesses. We'll attain greater productivity and efficiency as well as cheaper production costs. AI apps and systems can even make everyday life easier.



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Sr. No.	Seminar / Workshop / Conference / Refresher Course etc.	Level (International / National / State / University etc.)	Date/s	Theme / Title	Venue	Title of the Paper/ Poster presented (if any)	Title of the journal	Impact Factor	ISSN / ISBN No.
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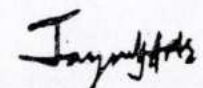
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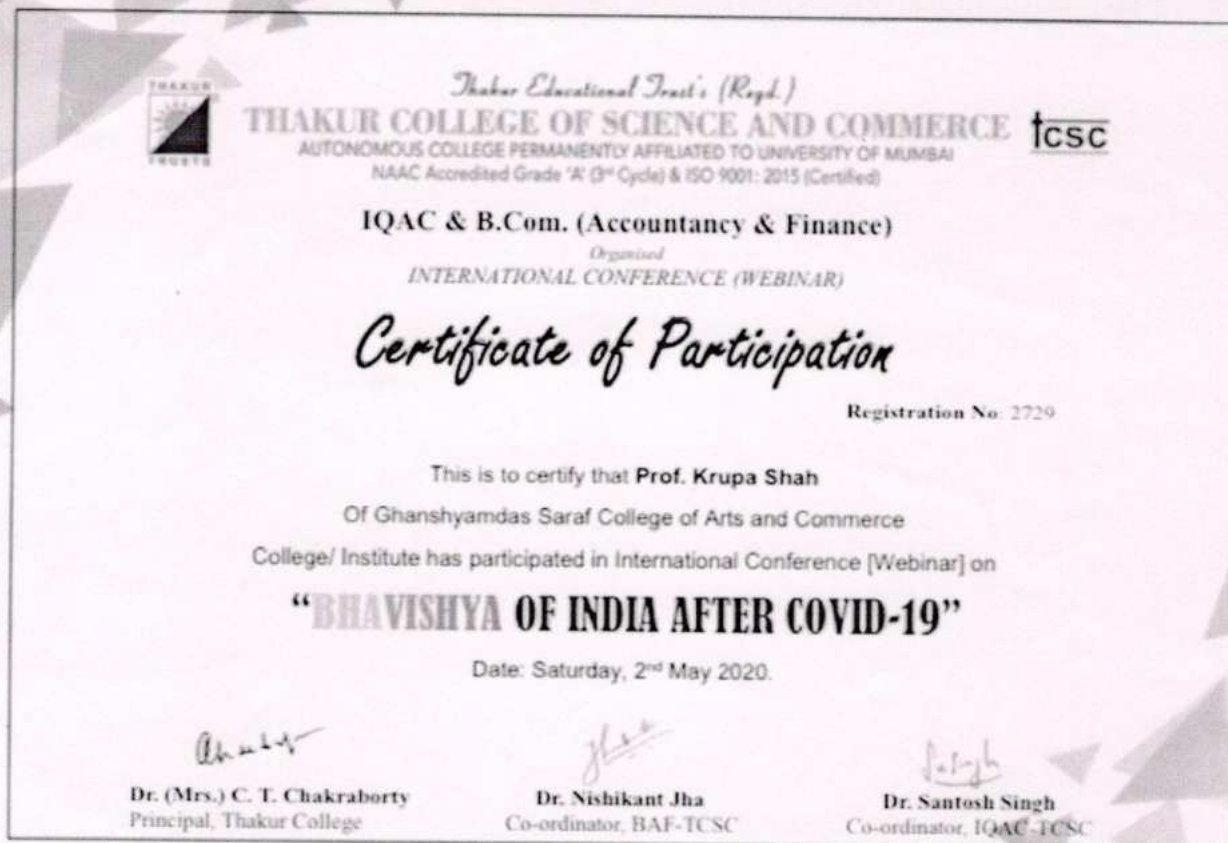




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