

2019

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February 15, 2020

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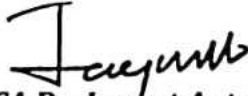
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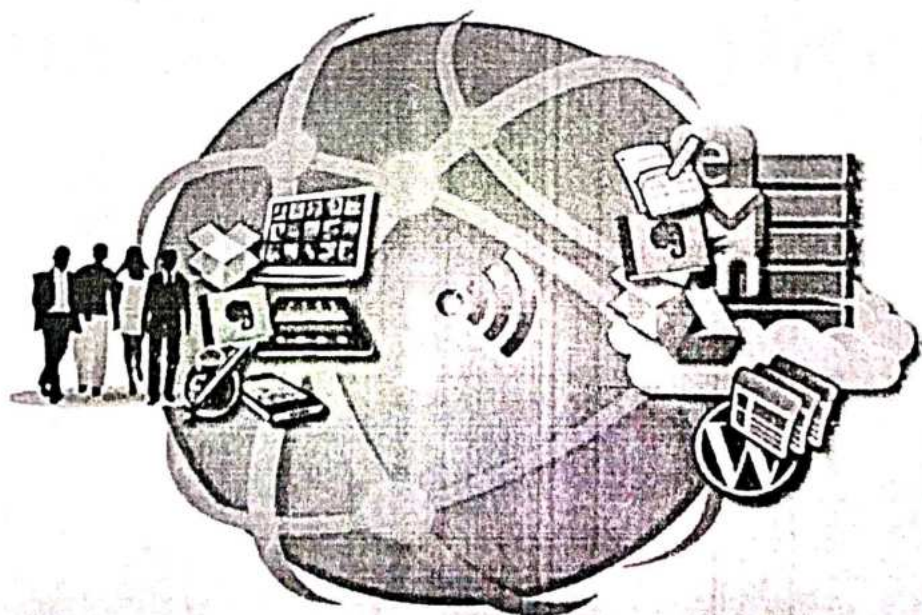
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“ROLE OF GST AS A REVISED TAXATION SYSTEM TO TRANSFORM THE INDIAN ECONOMY”

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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SR.No. 03
2019-2020
Ananya

**CUSTOMER INTERFACE APP., AI IN INVESTMENT ADVISORY
BUSINESS-THE GAME CHANGER.**

Dr. Ameya Tanawade

Lecturer, Faculty Of Accountancy
Ghanshyamdas Saraf college



ABSTRACT

In this 21st century when world has come on one click and flow of information is so much that anything is available on smart phone, importance of mobile apps have introduced tremendously. Be it booking of Railway or Movie Ticket shopping online or even banking transactions like making utility bill payment, fund transfer etc. So for corporate world to be very precise Investment Companies and Investment Advisory Services for them it has become necessary to act in direction where even investment decision and making investment should be brought on smart phone. Many Advisory Service Companies have developed their own App using which is very user friendly. This research paper attempts to understand importance of Artificial Intelligence (AI) with reference to Customer Interface App developed by Investment Advisory Service and its impact on industry.

KEYWORDS: APP, Bots, Artificial Intelligence (AI)

1. INTRODUCTION:

In 21st Century, the biggest innovation that has changed the world is 'Smart Phones'. These Smart Phones have changed entire life style of human race. It has made change in the way we live. Right from basic thing like booking cab, ordering food, booking movie tickets to banking transactions like making utility bill payments, making fund transfer everything is possible with the use mobile Apps. It has also reached to the stage where even taking decision and making rightful investment is also possible with mobile App. Gone those days when investment agents use to visit client's place repeatedly to convince client about investment plan. In this research paper, researcher attempts to study such App. used by Investment Advisory Company and how it will be game changer in future.

2. OBJECTIVES OF THE STUDY:

- To study the concept of Artificial Intelligence (AI) in Investment Advisory Services.
- To study how Artificial Intelligence (AI) will be useful for Investment Advisory Company.
- To study impact Customer Interface App in the field of Investment Advisory Services.

3. HYPOTHESES OF THE STUDY:

H0: Artificial Intelligence (AI) will not be useful in Investment Advisory Services.

H1: Artificial Intelligence (AI) will be useful in Investment Advisory Services.

H0: Customer Interface App will not bring positive changes in the field of Investment Advisory Services.

H1: Customer Interface App will bring positive changes in the field of Investment Advisory Services.

4. RESEARCH METHODOLOGY:

The study is based on secondary data collected from various sources like books, journal, web and internet support.



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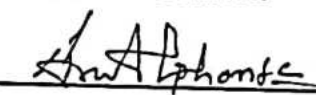


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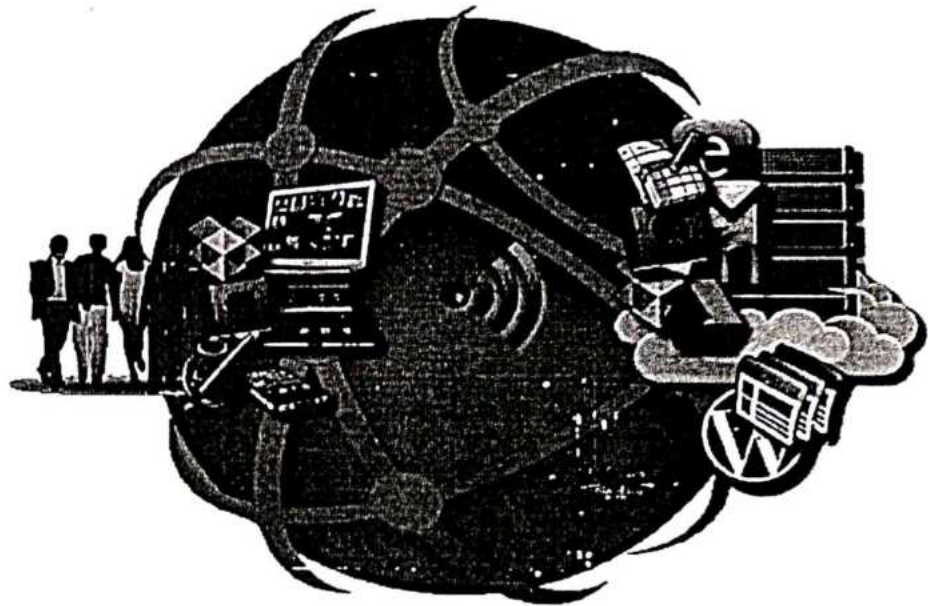
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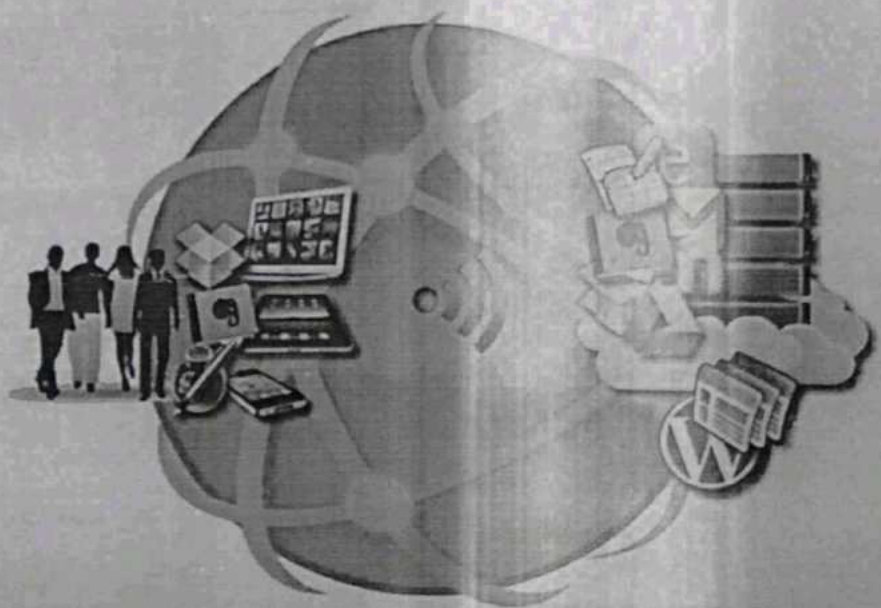
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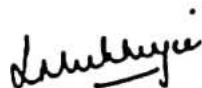
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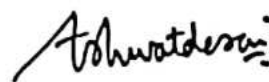
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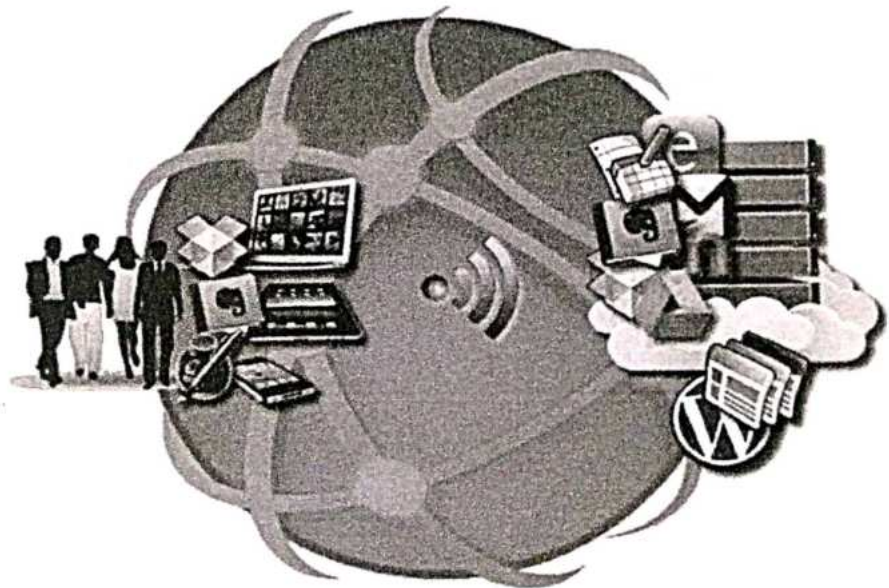
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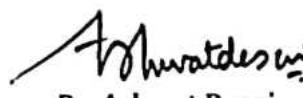
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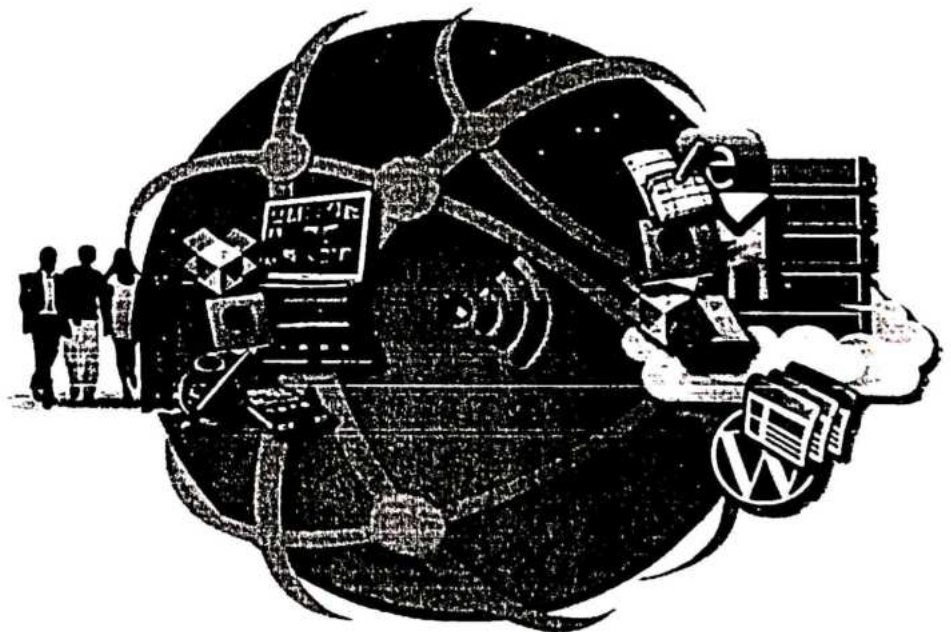
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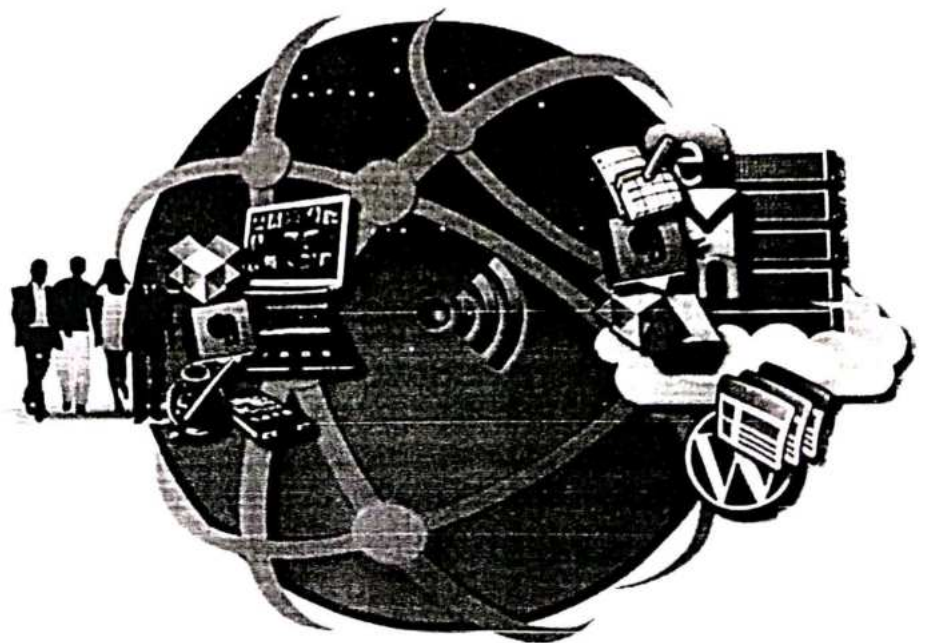
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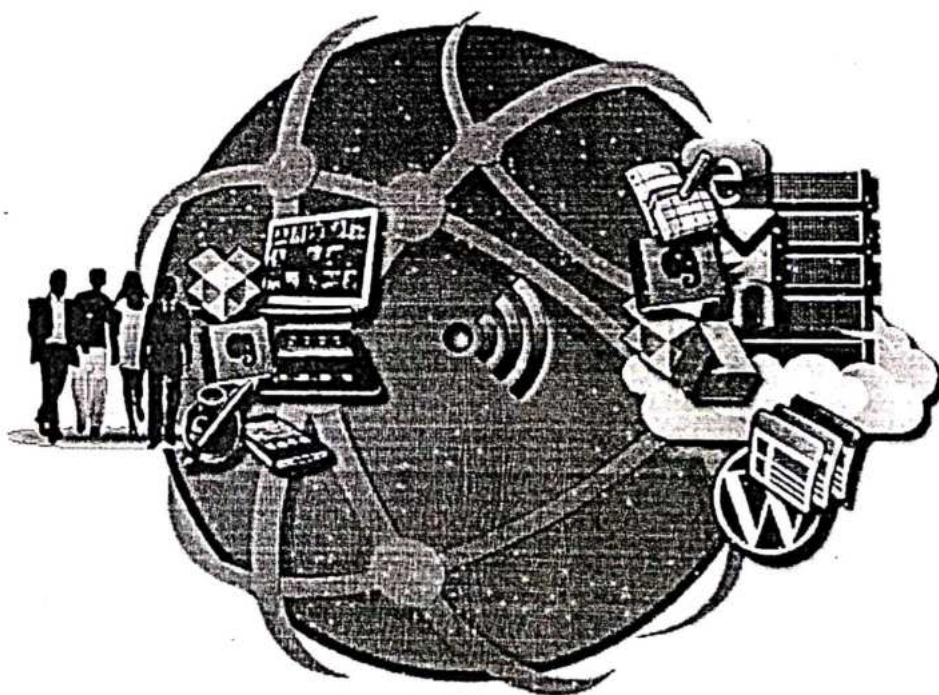
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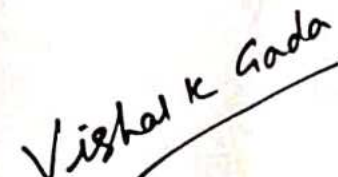
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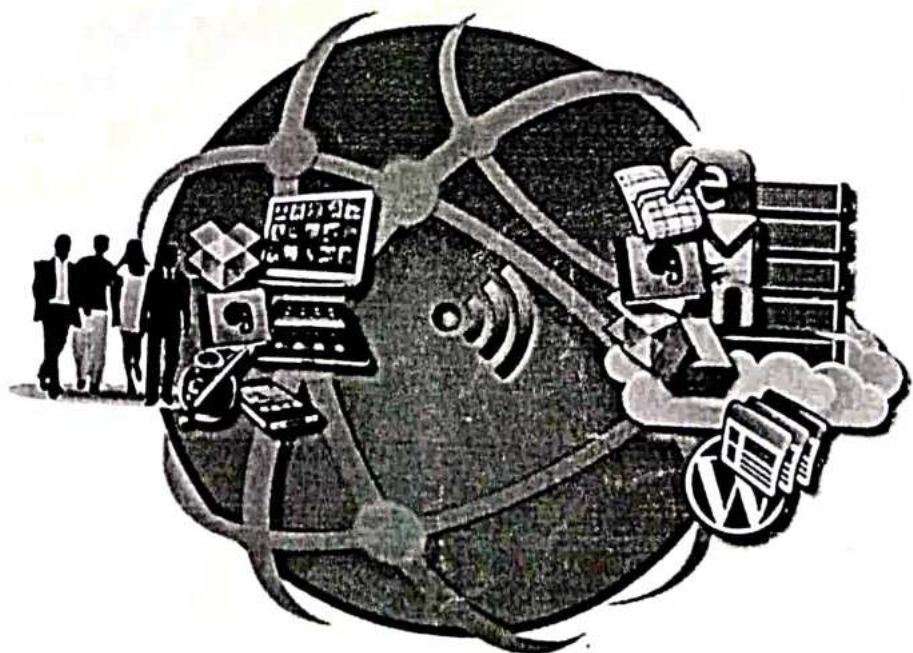
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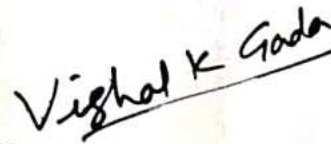
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ABSTRACT

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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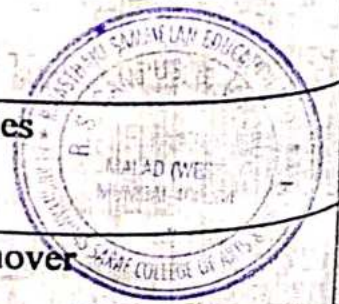


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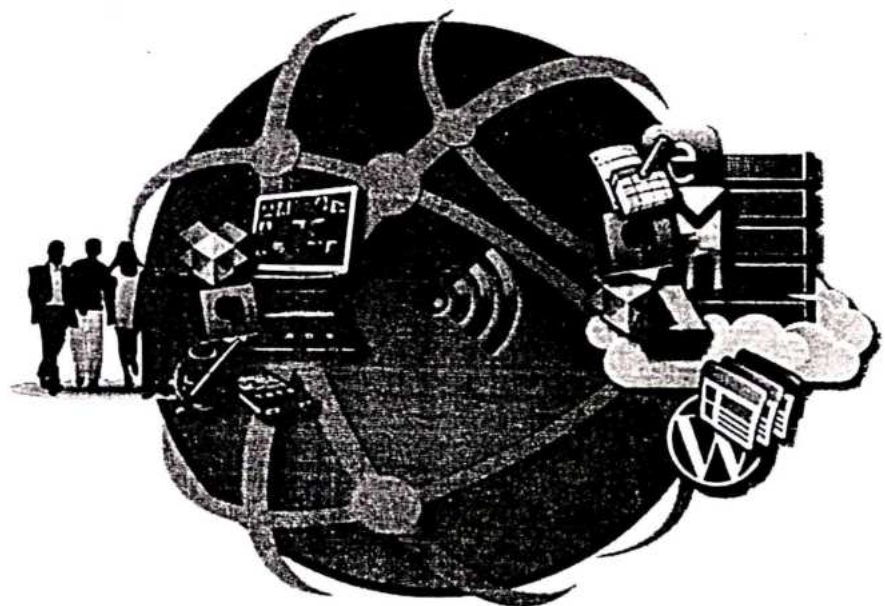
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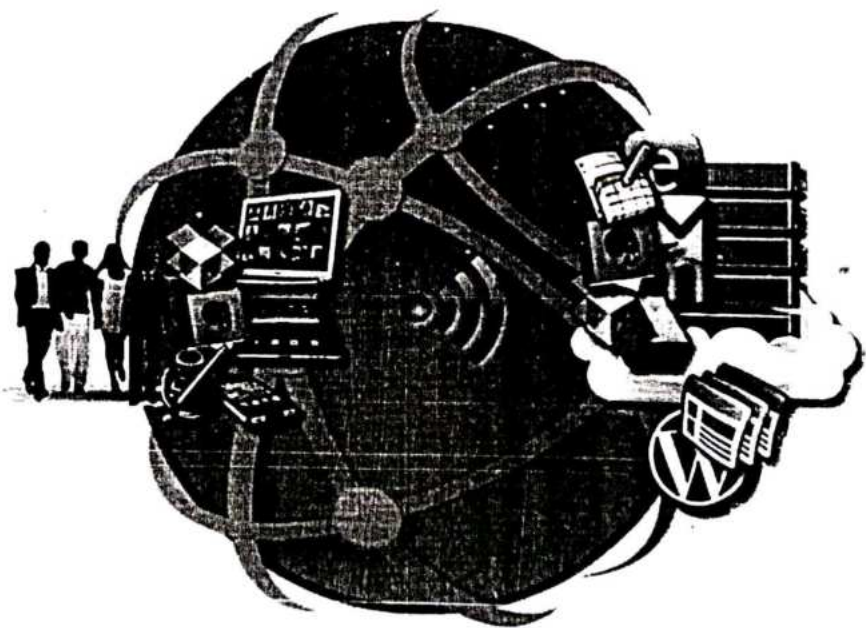
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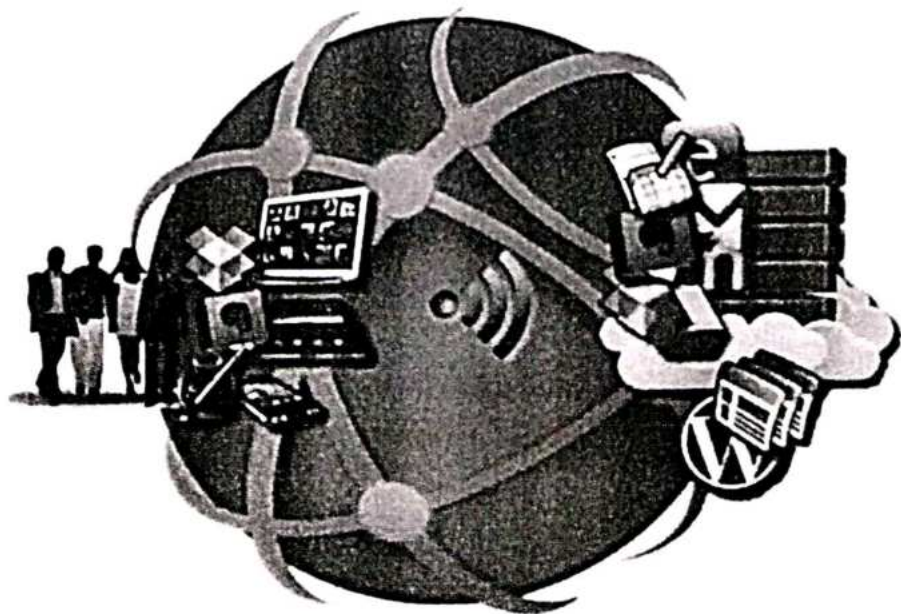
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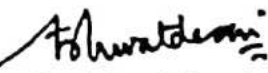
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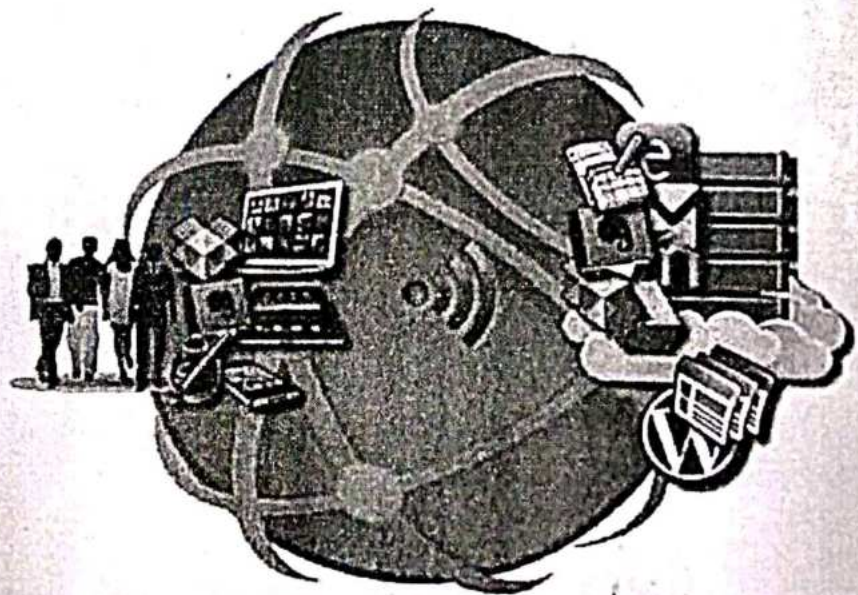
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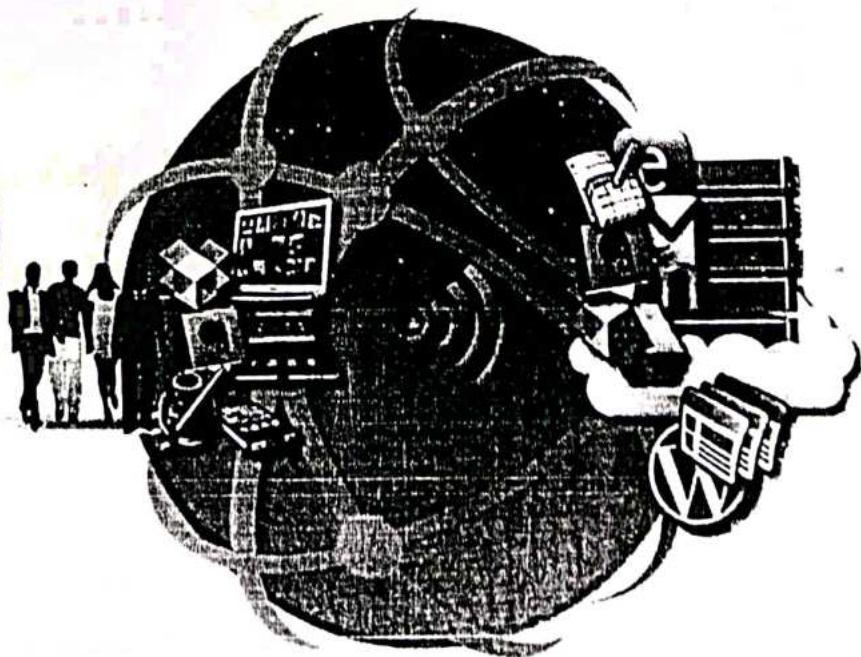
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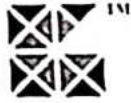
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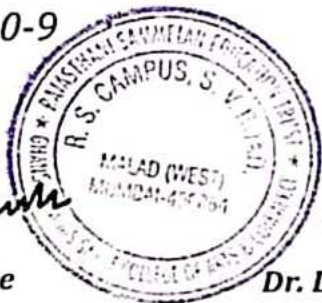
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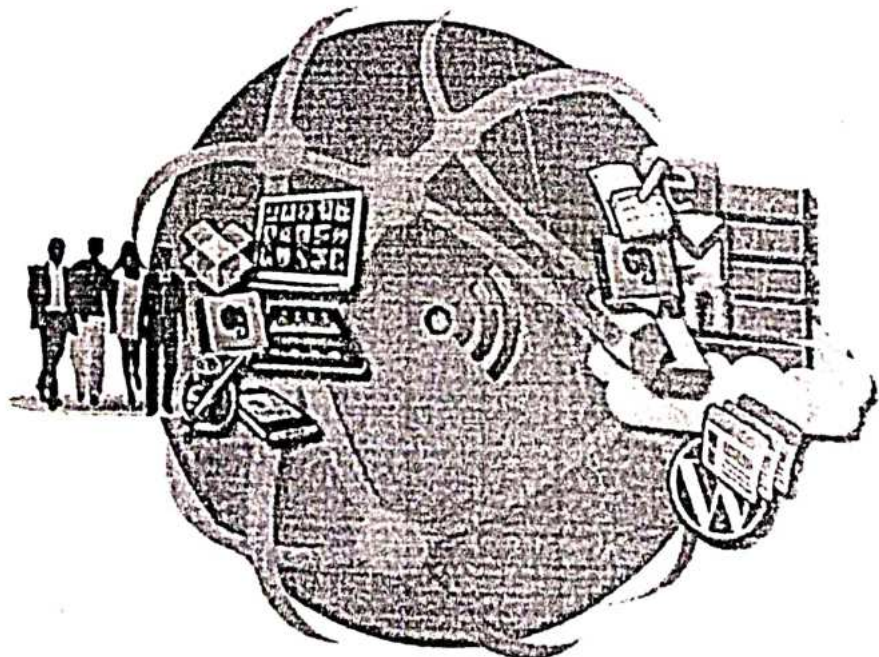
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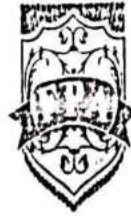
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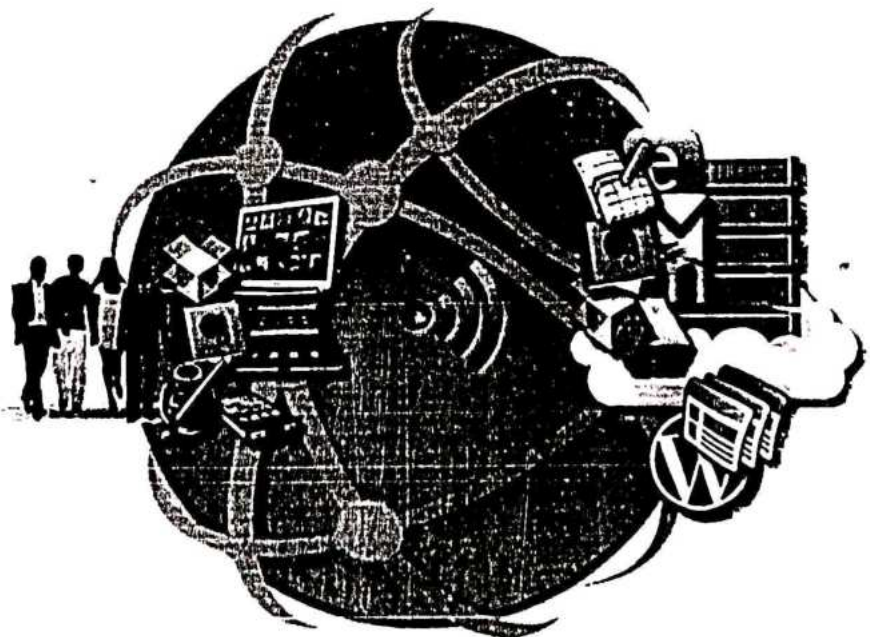
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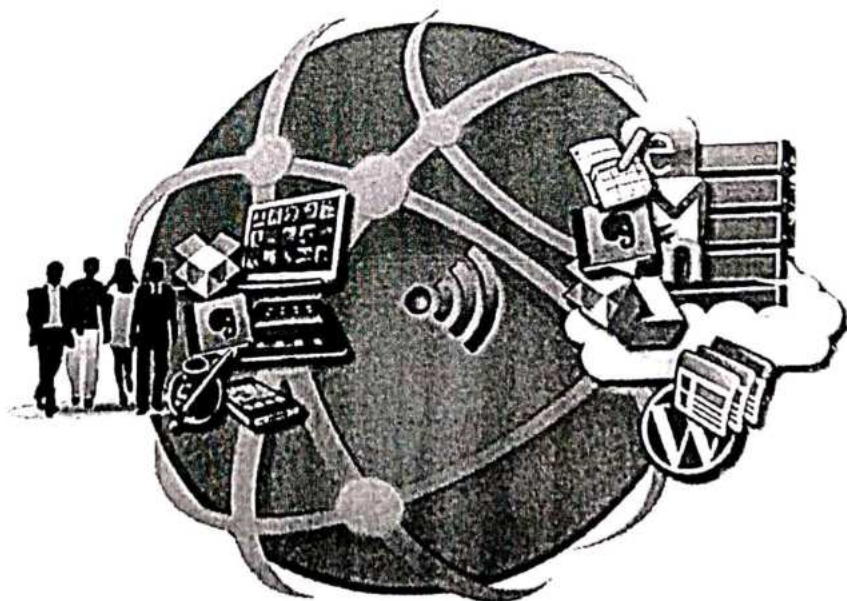
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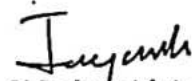


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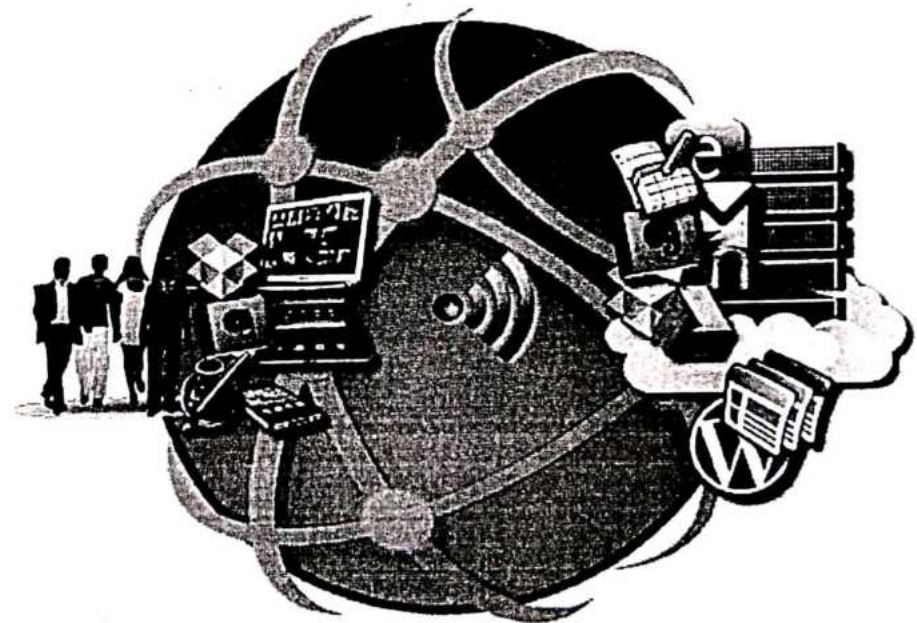
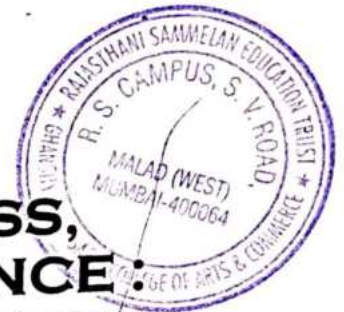
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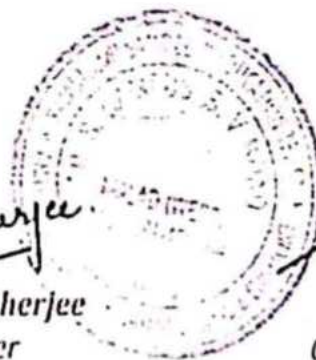
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ABSTRACT

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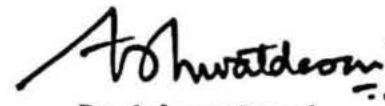
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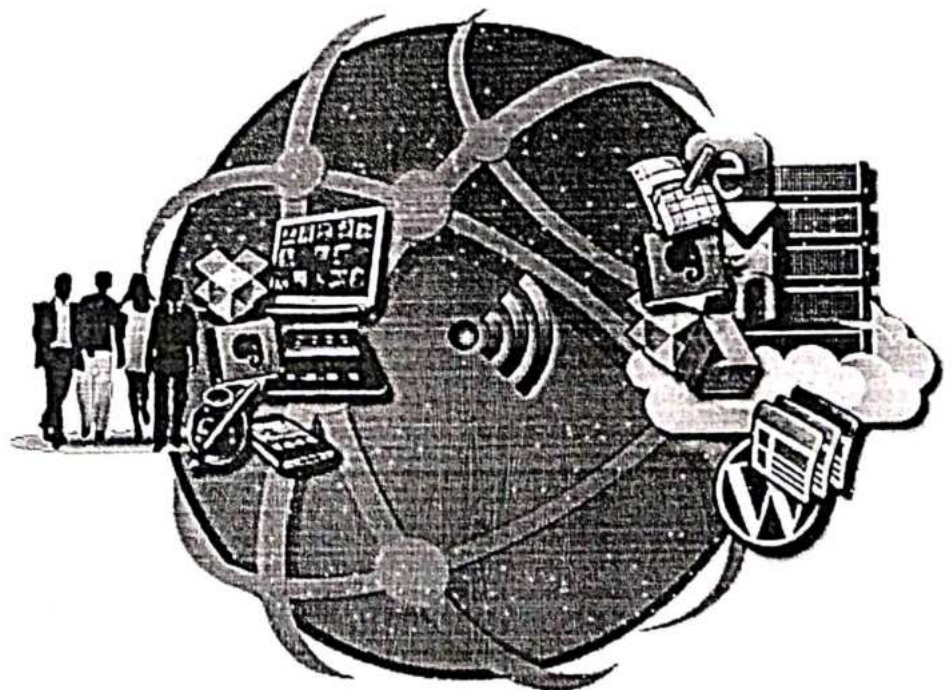
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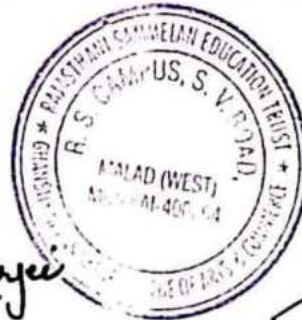
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“CHANGING DYNAMICS IN TELEVISION ADEVRTISING AND BRANDING : THE INFLUENCE ON BUYING MOTIVES FOR KIDS”

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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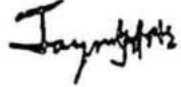
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University of Mumbai held on July 31, 2019.


Dr. Shagun Srivastava
Convener, WDC


CA Dr. Jayant Apte
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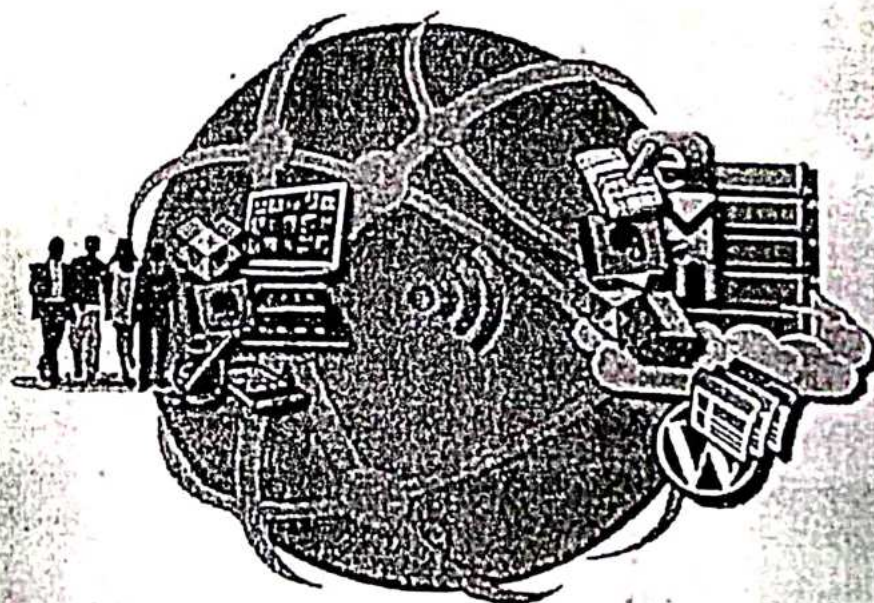
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A circular library stamp from the University of Pune. The outer ring contains the text 'UNIVERSITY OF PUNE' at the top and 'LIBRARY' at the bottom. Inside the ring, it says 'S. V. ROAD' and 'MUMBAI'. In the center, there is handwritten text: 'MALADWESI' and 'MUMBAI' on two lines, with 'INDIA' written below it.

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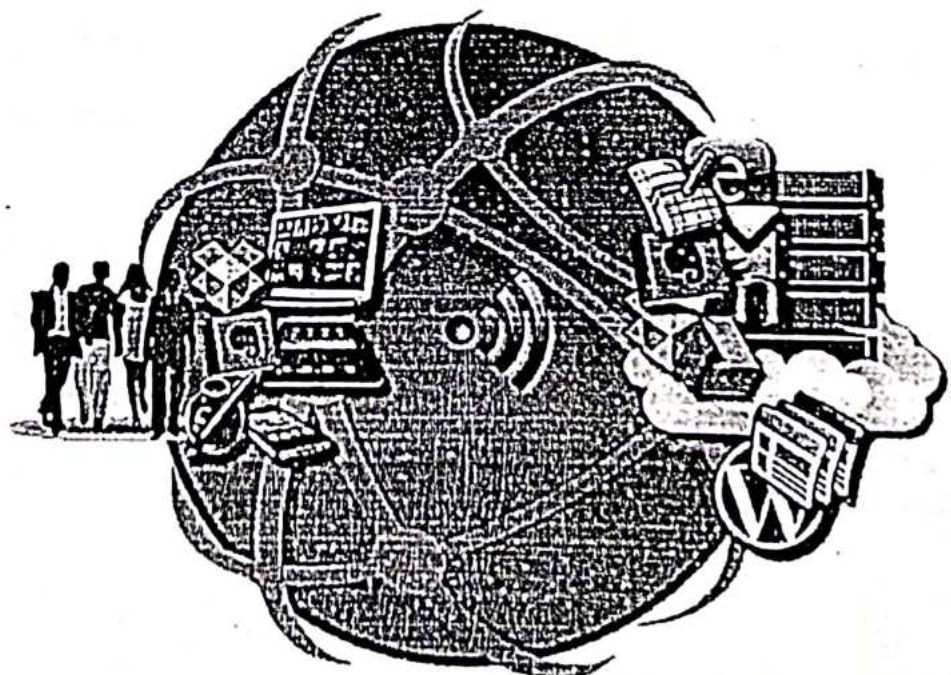
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