

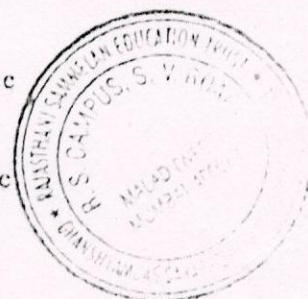
## “ROLE OF GST AS A REVISED TAXATION SYSTEM TO TRANSFORM THE INDIAN ECONOMY”

**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.



# Studies in Indian Place Names



## ***About Journal***

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

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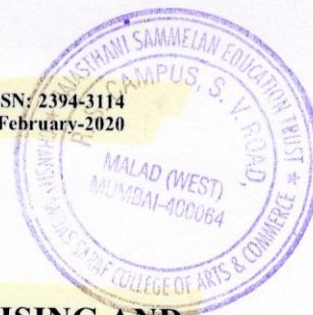
## NAME OF CONFERENCE:

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 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 ifluence, companies.

### **INTRODUCTION**



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Changing Dynamics in Television Advertising and Branding : The  
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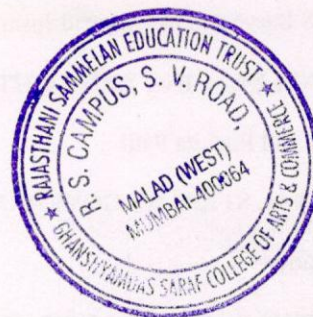
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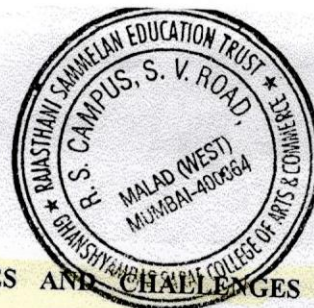
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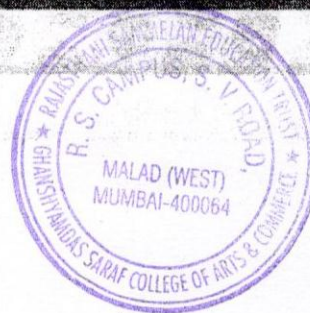


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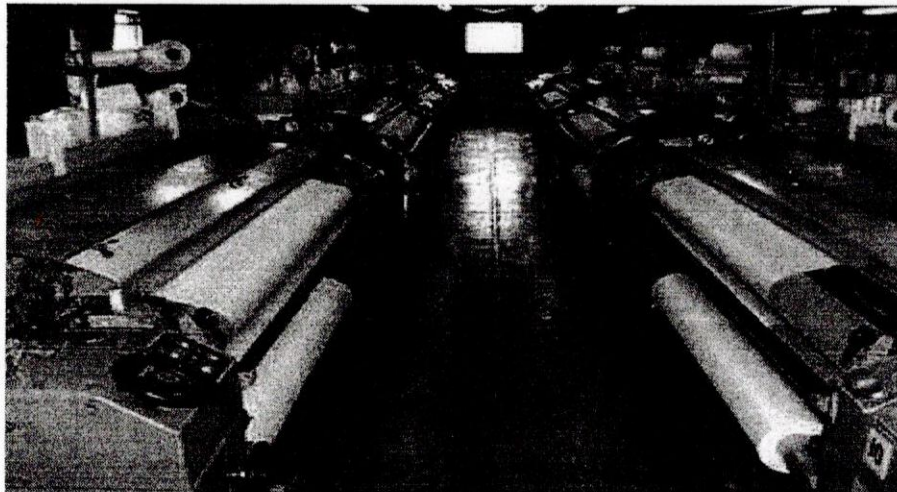
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5 & 6 February 2020



**“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



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

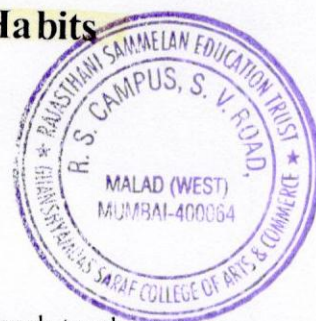
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### ABSTRACT:

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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Presented a paper titled IMPACT OF SOCIAL MEDIA ON STUDENT'S READING HABITS

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## 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 Mathrubhoomi are working on initiatives that use children to increase social and environmental causes. 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 corporate sponsorship and the leverage of digital media have made it possible to reach school children throughout India. The world belongs to kids. Kids Marketing to kids may be your passport to growth. Companies are using kids to drive 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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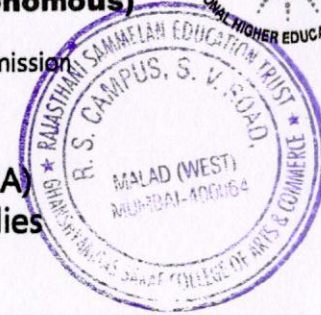
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Changing Dynamics on Sustainable Growth of kids through  
Green marketing : A case study & Review.

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# UNIVERSITY NEWS

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**Mohammad Sohail**

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**Kuljinder Kaur**

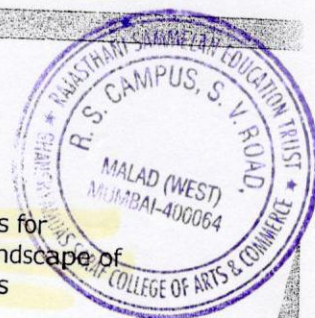
Higher Education in 21<sup>st</sup> Century: A Journey from Socio-political Concerns to Economic Skills

**Neha M Joshi**

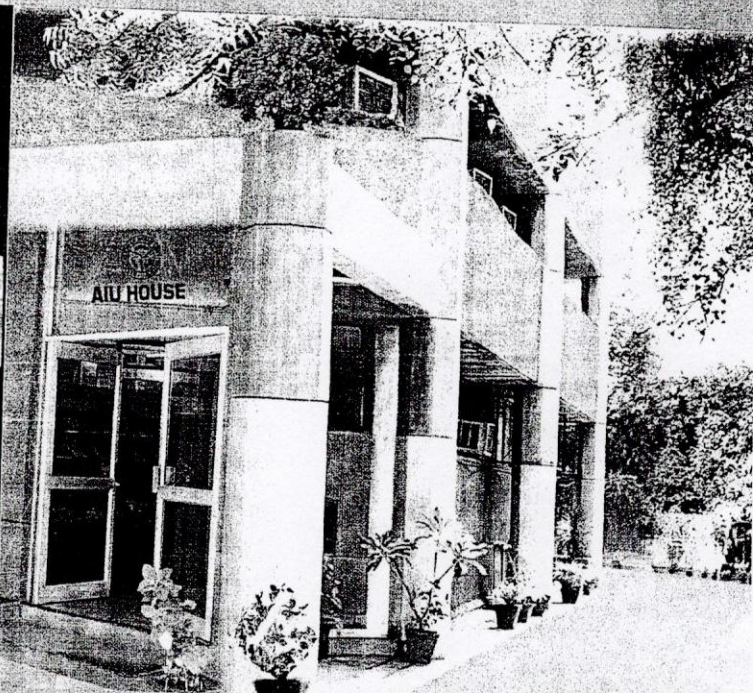
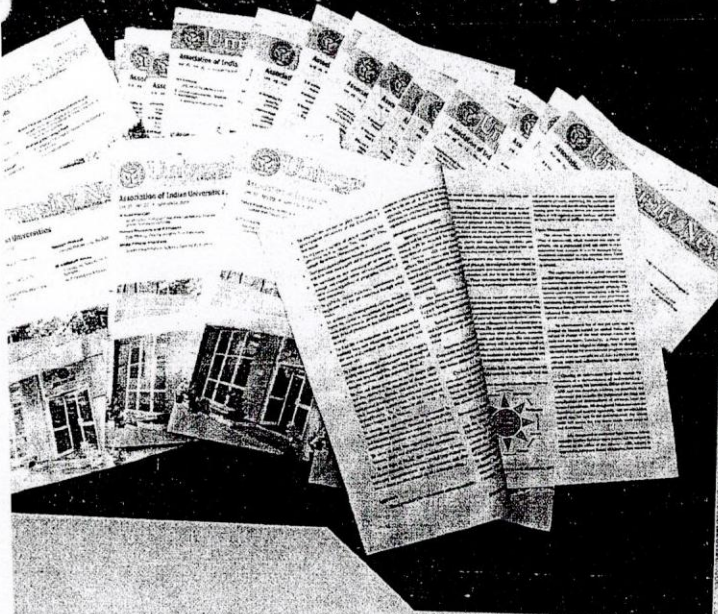
Challenges and Opportunities for Academic Libraries under Landscape of Massive Open Online Courses

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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.

\*Librarian, Ghanshyamdas Saraf College of Arts and Commerce, RSET Education Campus, S. V. Road, Malad (West), Mumbai- 400064 [nehamjoshi78@gmail.com](mailto:nehamjoshi78@gmail.com)

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



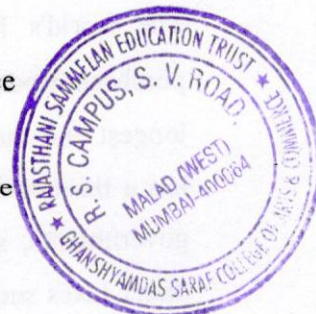
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### **1. Abstract:**

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.

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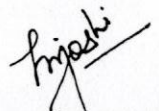
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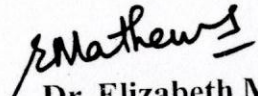
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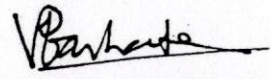
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## PREPARING FOR THE NEXT GENERATION OF AUDITING; THE ROLE OF THE INTERNAL AUDITOR

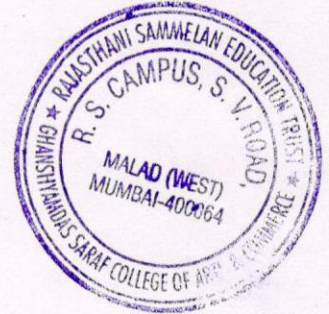
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### ABSTRACT

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





॥ विद्या विनयेन शोभते ॥

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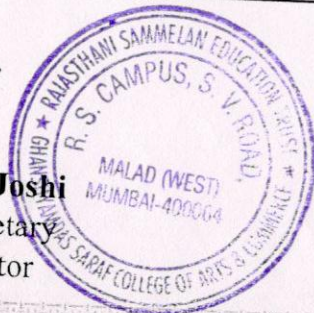
Under the aegis of Rashtriya Uchchatar Shiksha Abhiyan (RUSA)  
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Preparing for the Next Generation of Auditing : The role of the  
internal auditor

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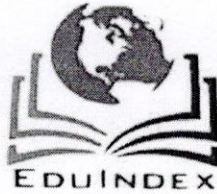


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## **Role of AI (Artificial Intelligence) in Business System**

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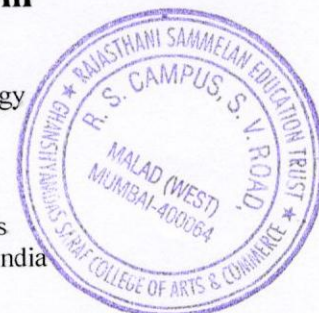
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### **ABSTRACT**

*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**

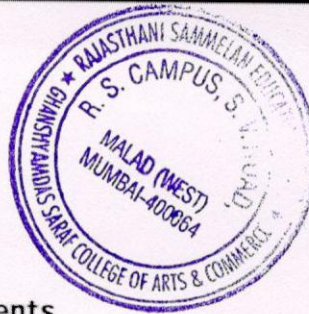
The advent of advanced technology like AI and automation, cyber-physical systems, and cloud computing and cognitive computing are radically transforming businesses. As these technologies become increasingly more mainstream, we are quickly approaching the next industrial revolution – Industry 4.0.

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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## Two-day International e-Conference

on

**'Changing Landscapes in Business, Finance and Economy: A Global Perspective'**

*Organised by*

**Department of Commerce in Collaboration with IQAC**

**Sidho-Kanho-Birsha University, Purulia, West Bengal, India**

**Date: November 28-29, 2020**

### Certificate of Participation

This is to certify that **Dr. Rupa Shah** of **Ghanshyamdas Saraf College of Arts and Commerce, Mumbai, Maharashtra, India** has participated in the 'Two-day International e-Conference on CLBFEGP' organised by Department of Commerce in collaboration with IQAC, SKBU, Purulia, West Bengal, India during November 28-29, 2020.



**Prof. Dipak Kumar Kar**  
Hon'ble Vice-Chancellor



**Prof. Dhananjoy Rakshit**  
Chairman & Director, IQAC



**Prof. Pradipta Banerjee**  
Convener





# **TWO-DAY INTERNATIONAL e-CONFERENCE**

**ON**

**Changing Landscapes in Business, Finance and Economy: A Global Perspective**

**Organised by:**


**Department of Commerce in Collaboration with IQAC**

**Sidho-Kanho-Birsha University, Purulia, West Bengal, India**


**Date: November 28-29, 2020**

## **Certificate of Presentation**

This is to certify that **Dr. Rupa Shah of Ghanshyamdas Saraf College of Commerce and Arts, Maharashtra, India** has presented a paper entitled '**A STUDY ON CONSUMER PREFERENCE TOWARDS ONLINE FOOD DELIVERY SERVICES A REVIEW**' in the Two-day International e-Conference on CLBFEGP held during November 28-29, 2020.

  
Prof. Dipak Kumar Kar  
Hon'ble Vice-Chancellor

  
Prof. Dhananjoy Rakshit  
Chairman & Director, IQAC

  
Prof. Pradipta Banerjee  
Convenor





## A STUDY ON CONSUMER PREFERENCE TOWARDS ONLINE FOOD DELIVERY SERVICES : A CASE STUDY & REVIEW

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### ABSTRACT

A consumer's perception always plays a vital role in understanding the decision-making process of the consumers. The traditional way of dining out has become a thing of the past now; as online food delivery systems are easy & convenient options of ordering food, people now prefer ordering food online than dining out especially during covid outbreak. This shift of people towards online food delivery systems, is the foundation behind this study. A structured questionnaire was prepared, which had four parts - preference, reliability, consistency, and problems to analyze the perception of consumers towards online food ordering services. The study gave an overall view about what the consumers' think, what uncertainties they face, and how often they rely on it for ordering from a wide range of restaurants. The Internet has endorsed everyone in many ways and the recent development is food delivering applications, where the desired food items are delivered at the user's doorstep. It has freed customers from visiting the eateries and also the long waits in restaurants are taken out of the equation; which minimized the risk of getting infected by the virus during a pandemic. This trend has changed the mindset of customers, gratifying users of different age groups & they are most likely to persist with it in times to come; as this will be the way forward considering the digital era we are living in. The online food ordering system sets up a food menu online with the help of mobile applications like Zomato, Swiggy, Foodpanda, UberEats etc. The ANOVA & frequency analysis were used to interpret the result of the data collected. The result showed that the consumers mostly prefer uniqueness in terms of price, quality, convenience and delivery.

**Keywords:** Online food delivery services, Consumer perceptions, Convenience, Internet, Covid-19 pandemic

### 1. INTRODUCTION

Technology has played a pivotal role in revolutionizing the food services. It has contributed to the changes in customer preferences as their dependency on technology has motivated them to do everything online consisting of getting even the delivery of cooked meals to their doorstep. Convenience is the prime factor along with the changed & fast-paced work-life pattern of customers; as they are just a click away from getting food delivered at home in almost no time by the help of these different food delivery services. This research paper is aimed at investigating consumers' views about the services they receive from different portals. This paper will also help us to understand the consumers' perception, needs and views on the basis of the result of a survey. To start this discussion, a look at the relevant literature, particularly in relation to the online food ordering and delivering services has been described below. The survey and its results, followed by findings and conclusions on how the consumers perceive the services can be used to design & develop better strategies to market their mobile application even more successfully, to serve customers even better & by minimizing discomforts.

### 2. REVIEW OF LITERATURE:

According to Mangar Gaurav K, Arneja Ramandeep Singh & Thakur Deepti, "A study on customer perception towards hike in prices of online food delivery channels" (2020), Online Food Delivery channels have emerged in recent years which have made all the customers almost their slaves across India as most of us heavily rely upon them. At a lesser cost, these help us to order our food items with a wide variety of choices. When it comes to cost, delivery charges play a major factor in determining the price of different items through different online food channels. This research paper explains the customer perception towards their ordering capacity when delivery charges are taken into consideration by them and more often are possibly charged by these food delivery partners.

According to H.S. Sethu & Bhavya Saini "Customer Perception and Satisfaction on Ordering Food" (2016), their aim was to investigate the student's perception, behavior and satisfaction of online food ordering services. Their study reveals that online food purchasing services help the students in managing their time





# Role of Academic Libraries in Open Access Environment

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**ABSTRACT:** Academic libraries is the subfield of libraries which distributes academic research and scholarship. Most academic work is published in academic libraries articles, books or theses. The part of academic written output that is not formally published but merely printed up or posted on the Internet is often called "grey literature". Most scientific and scholarly libraries, and many academic and scholarly books, though not all, are based on some form of peer review or editorial refereeing to qualify texts for libraries. Peer review quality and selectivity standards vary greatly from libraries to libraries, publisher to publisher, and field to field.

**KEYWORDS-**academic,libraries,open,access,environment,literature,texts

## I. INTRODUCTION

Most established academic disciplines have their own libraries and other outlets for libraries, although many academic libraries are somewhat interdisciplinary, and publish work from several distinct fields or subfields. There is also a tendency for existing libraries to divide into specialized sections as the field itself becomes more specialized. Along with the variation in review and libraries procedures, the kinds of libraries that are accepted as contributions to knowledge or research differ greatly among fields and subfields. In the sciences, the desire for statistically significant results leads to libraries bias.<sup>[1]</sup>

Academic libraries is undergoing major changes as it makes the transition from the print to the electronic format. Business models are different in the electronic environment. Since the early 1990s, licensing of electronic resources, particularly libraries, has been very common. An important trend, particularly with respect to libraries in the sciences, is open access via the Internet. In open access libraries, a libraries article is made available free for all on the web by the publisher at the time of libraries.

Both open and closed libraries are sometimes funded by the author paying an article processing charge, thereby shifting some fees from the reader to the researcher or their funder. Many open or closed libraries fund their operations without such fees and others use them in predatory libraries. The Internet has facilitated open access self-archiving, in which authors themselves make a copy of their published articles available free for all on the web.<sup>[2][3]</sup> Some important results in mathematics have been published only on arXiv.<sup>[4][5][6]</sup>

## History

The Libraries des sçavans (later spelled Libraries des savants), established by Denis de Sallo, was the earliest academic libraries published in Europe. Its content included obituaries of famous men, church history, and legal reports.<sup>[7]</sup> The first issue appeared as a twelve-page quarto pamphlet<sup>[8]</sup> on Monday, 5 January 1665,<sup>[9]</sup> shortly before the first appearance of the Philosophical Transactions of the Royal Society, on 6 March 1665.<sup>[10]</sup>

The libraries of academic libraries has started in the 17th century, and expanded greatly in the 19th.<sup>[11]</sup> At that time, the act of libraries academic inquiry was controversial and widely ridiculed. It was not at all unusual for a new discovery to be announced as a monograph, reserving priority for the discoverer, but indecipherable for anyone not in on the secret: both Isaac Newton and Leibniz used this approach. However, this method did not work well. Robert K. Merton, a sociologist, found that 92% of cases of simultaneous discovery in the 17th century ended in dispute. The number of disputes dropped to 72% in the 18th century, 59% by the latter half of the 19th century, and 33% by the first half of the 20th century.<sup>[12]</sup> The decline in contested claims for priority in research discoveries can be credited to the increasing acceptance of the libraries of papers in modern academic libraries, with estimates suggesting that around 50 million libraries articles<sup>[13]</sup> have been published since the first appearance of the Philosophical Transactions. The Royal Society was steadfast in its not-yet-popular belief that science could only move forward through a transparent and open exchange of ideas backed by experimental evidence.