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# Financial Accounting

**T.Y. B.Com. Semester-V**

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**Ashwat Desai**  
**D. A. Kembulkar**  
**Dr. Hema S. Dhaware**  
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**(Semester - V)**

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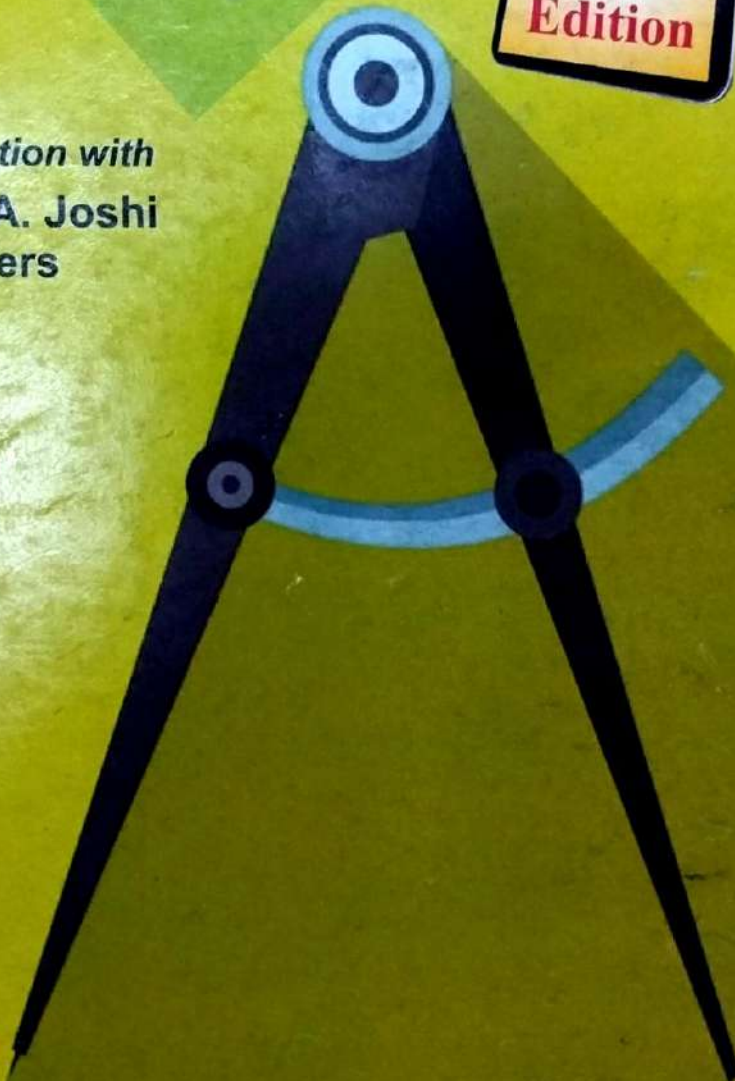
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M.Com. (Advanced Accountancy)  
Semester-I

Prasanna Shripad Choudhari  
Yogita Prashant Mahimkar

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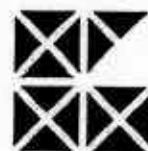
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**A PROJECT ON COMPARISON OF TRENDS IN DIGITAL PAYMENT  
FROM 2017-18 TO 2021-22**

**Patrisha Cyril Britto**

**Mamta Chhajer**

*Ghanshyamdas Saraf College of Arts and Commerce*



**Abstract:**

*Digital payments are payments done through digital or online modes, with no exchange of hard cash being involved. Such a payment, sometimes also called an electronic payment (e-payment), is the transfer of value from one payment account to another where both the payer and the payee use a digital device such as a mobile phone, computer, or a credit, debit, or prepaid card. The Digital Payment Platforms selected were Unified Payments Interface, National Electronic Funds Transfer and Bharat Bill Payment System. The research examined that as the years are passing by more and more people are using Digital Payment as a means to transfer money or make payments.*

**Keywords:** *Digital Payment, Digital Payment Platforms, Financial, Revenue.*

**Introduction:**

A digital payment, sometimes called an electronic payment, is the transfer of value from one payment account to another using a digital device such as a mobile phone, POS (Point of Sales) or computer, a digital channel communication such as mobile wireless data or Society for the Worldwide Interbank Financial Telecommunication. This definition includes payments made with bank transfers, mobile money, and payment cards including credit, debit and prepaid cards.

Digital payments are transactions that take place via digital or online modes, with no physical exchange of money involved. This means that both parties, the payer and the payee, use electronic mediums to exchange money.

The Government of India has been undertaking several measures to promote and encourage digital payments in the country. As part of the 'Digital India' campaign, the government has an aim to create a 'digitally empowered' economy that is 'Faceless, Paperless, Cashless'. There are various types and methods of digital payments.

It should be noted that digital payments can take place on the internet as well as on physical premises. For example, if you buy something from Amazon and pay for it via UPI, it qualifies as a digital payment. Similarly, if you purchase something from your local Kirana store and choose to pay via UPI instead of handing over cash, that also is a digital payment.

The digital payments system in India has evolved the most among 25 countries with India's Immediate Payment Service (IMPS) being the only system at level five in the Faster Payments Innovation Index (FPII). India's Unified Payments Interface (UPI) has also revolutionized real-time payments and strived to increase its global reach in recent years.





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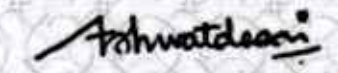
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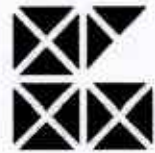
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**GREEN MARKETING: A STUDY OF CONSUMER BUYING BEHAVIOUR IN  
RELATION TO GREEN PRODUCTS**

**Preet Rathod & Poorva Vijayvargiya**

*TYBMS (MARKETING)*

*Ghanshyamdas Saraf College of Arts and Commerce*



**Abstract:**

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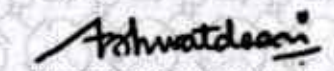
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**CORRELATION STUDY OF PROFITABILITY AND MARKET VALUE ADDED OF SELECTED  
FMCG COMPANIES IN INDIA**

**Prof. Bhumika Shah**

*Ghanshyamdas Saraf College of Arts & Commerce*



**Abstract:**

*Value or Wealth Maximisation is an universally accepted as an operational decision criterion for financial management decisions. Profit Maximisation approach is a traditional approach and considered as a part of wealth maximisation strategy. Hence, it is very important for business entity to determine the growth in market value of share and its relationship with profitability of the company. This research paper will study the relationship between Profitability and Market Value Added of selected FMCG Companies in India from 2017-18 to 2021-22. The purpose of the research paper to study the impact of profitability trend on market value of equity shares of the companies and it significance with respect to shareholder wealth creation.*

**Keywords:** *Profitability, Market Value Added (MVA), Earning Per Share (EPS), Return on Equity (ROE), Return on Capital Employed (ROCE)*

**Introduction:**

Jack L. Treynor (1981) states that "Those who regard shareholder wealth maximisation as irrelevant or immoral are forgetting that shareholders are not merely the beneficiary of a corporation's financial successes, but also the referee who determine management's financial power". Shareholder wealth maximisation is regarded as underlying purpose of corporate activity. The concept of shareholder value has gained worldwide acceptance since the original work of Rappaport (1986).

Wealth maximisation is one of the important measures for evaluation of company's financial prosperity. Shareholder wealth maximisation approach implies increase in the market value of company's share. If company successful in increasing market value of company's share year by year suggest that company is maximising the wealth of the equity shareholders. Market Value Added measures the increment in the wealth of the equity shareholders. This approach links the company's performance with external market view. Khan and Jain (2017) states that the Market Value Added approach reflects market expectations. The investors, willing to pay a different price (other than book value), are guided by the individual company's future prospects, future growth rates, risk complexion of the firm, industry to which the firm belongs, required rate of return and so on.

Traditionally profitability measures like return on investment, return on equity, earning per share etc. were considered for evaluating company's performance but due to limitations like ignorance of time value of money it is not considered for measuring true economic value of





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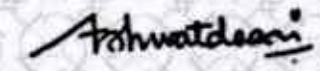
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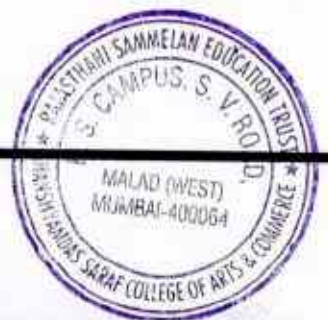
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**A STUDY ON SUSTAINABLE ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO  
DIGITALIZATION**

**Prof. Jyoti Sonpal**

**Prof. Kinjal Sanghavi**

*Assistant Professor*

*Ghanshyamdas Saraf College of Arts & Commerce*



**Abstract:**

*Digital technologies are helping to tackle challenges in sustainable way. The entrepreneurs' employ digital technology in their business. Digitalisation helps to automate the business system within the organization, scale their business and thereby helps to tackle climate change and promote sustainable development. We explore in this research that digital toolbox employed by the organization can spur the growth of the business. We propose a research agenda that generates novel questions for entrepreneurship. The paper tries to offer a framework contributing to the role of business models by merging scalability, sustainability and digital technologies.*

**Keywords:** *Digitations, Digitalization, Digital Transformation, Sustainability*

**Introduction:**

Digital sustainability is the organisational activities for the sustainable development goals through deployment of technologies that use or source electronic data. The digital nature of these activities enhances to be less constrained by geographic boundaries and improves scalability of business. It's therefore trade-off between profit and purpose. In present scenario digitalization in business is essential for business success. A business uses digital technologies in its business model and thereby provides new value-producing opportunities. But it's mistaken for digital transformation. Digitations, Digitalisation and Digital transformation are terms which are interchangeably used by entrepreneurs. Digitalization in business has brought countless changes and we'll go through a few so one can get a better grasp on digitalization. Digitalization enables a large variety of people to group together, connecting IT and non-IT departments and impacting the way businesses creates value. From automating their marketing activities to processing their orders, businesses have fully leveraged digital technologies. **Digital technologies have reconfigured the whole business landscape, transitioning from traditional analog to digital. Data isn't stored anymore on any storage devices but on the cloud.** By using cloud storage, data loss is prevented and data backups are automated. Digitalization in business has brought countless changes and thereby attains sustainable entrepreneurship.





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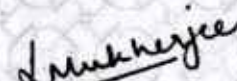
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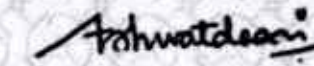
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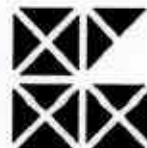
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**COMPARTMENTAL MODEL FOR UNDERSTANDING DYNAMICS OF SOLID WASTE IN  
MUMBAI WITH RESPECT TO POPULATION**

**Yogita S. Naik**

*Assistant Professor,*

*Ghanshyamdas Saraf College of Arts & Commerce.*

**Dr. Mahesh S. Naik**

*SVKM's NMIMS Mukesh Patel School of Technology Management & Engineering, Mumbai*



**Abstract:**

*Solid waste is the unwanted, harmful substance's Management of the solid wastes can be described as the methodology of managing solid waste generation, storage, collection, transport, treatment, and disposal. The need for a method to predict the solid waste generated is pressing, so that authorities can take proactive measures in managing it. This paper presents a deterministic mathematical model based on compartmental analysis, which can be used to anticipate the amount of solid waste that will be generated and the necessary treatment, given the growth of the population. The model is then analysed using the stability theory of differential equations, giving a qualitative assessment.*

**Keywords:** *Solid Waste Management, Deterministic Compartmental Mathematical Model, Differential Equations.*

**Introduction:**

Solid Waste management is an active and challenging problems of municipalities all over the world. Every country in fact city has its own model of solid waste management. Mumbai, the financial capital of India, generates around 9000-10000 tons of solid waste per day. The solid waste management system in Mumbai is under the jurisdiction of the Brihanmumbai Municipal Corporation (BMC), which is responsible for collecting, transporting, and disposing of the city's solid waste.

The solid waste generated in Mumbai consists of biodegradable, non-biodegradable, and hazardous waste. The biodegradable waste includes kitchen waste, vegetable waste, and garden waste, while the non-biodegradable waste includes plastic, glass, metal, and paper. The hazardous waste includes medical waste, electronic waste, and chemical waste.

The BMC operates a number of landfill sites within the city to dispose of the solid waste. However, due to the rapid population growth and urbanization, these landfill sites are becoming overcrowded, leading to environmental and health problems. In addition, the lack of proper management and enforcement of waste disposal regulations has resulted in the illegal dumping of waste, causing further environmental degradation. To address these issues, the BMC has implemented a number of initiatives to improve the solid waste management system in Mumbai. [6] These include the introduction of source segregation,





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**ANALYSIS OF FINANCIAL MARKET PREDICTION USING DEEP LEARNING  
WITH LONG SHORT-TERM MEMORY NETWORKS**

**Prof. Laxman Chaudhary**

*Assistant Professor*

*Ghanshyamdas Saraf College of Arts and Commerce*



**Abstract:**

*Long short-term memory (LSTM) networks are a state-of-the-art technique for sequence learning. They are less commonly applied to financial time series predictions, yet inherently suitable for this domain. We deploy LSTM networks for predicting out-of-sample directional movements for the constituent stocks of the NSE from 2000 until 2021. With daily returns of 0.45 percent and a Sharpe ratio of 4.8 prior to transaction costs, we find LSTM networks to outperform memory-free classification methods, i.e., a random forest (RAF), a deep neural net (DNN), and a logistic regression classifier (LOG). The outperformance relative to the general market is very clear from 2000 to 2021, but as of 2023, excess returns seem to have been arbitrated away with LSTM profitability fluctuating around zero after transaction costs. We further unveil sources of profitability, thereby shedding light into the black box of artificial neural networks. Specifically, we find one common pattern among the stocks selected for trading – they exhibit high volatility and a short-term reversal return profile. Leveraging these findings, we are able to formalize a rules-based short-term reversal strategy that yields 0.24 percent prior to transaction costs. Further regression analysis unveils low exposure of the LSTM returns to common sources of systematic risk .*

**Keyword:** *LSTM, Deep Learning, KNN, Time Series Analysis Algorithm , Linear Regression Analysis, Random Forest Algorithm , DNN Algorithm, A Logistic Regression Classifier (LOG).*

**Introduction:**

In this paper, we primarily focus on deep learning, and on further exploring its potential in a large-scale time series prediction problem. In this respect, we make three contributions to the literature.

First, we focus on long short-term memory (LSTM) networks, one of the most advanced deep learning architectures for sequence learning tasks, such as handwriting recognition, speech recognition, or time series prediction (Graves, Lisicki, Fernández, Bertolami, Bunke, Schmid Huber, 2009, Graves, Mohamed, Hinton, 2013, Hochreiter, Schmidhuber, 1997, Schmidhuber, 2015). Surprisingly, to our knowledge, there has been no previous attempt to deploy LSTM networks on a large, liquid, and survivor bias free stock universe to assess its performance in large-scale financial market prediction tasks.

**Literature Review:**

Xiang, Nichols, and Shen (2015), focus on predicting the volatility of the S&P 500, on





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**STUDY ON DIGITALISATION OF BANKING SECTOR AND SUSTAINABILITY**

**Mr. Ramkrishna Shikhare**

*Assistant Professor*

*Department of Commerce,*

*Ghanshyamdas Saraf College of Arts and Commerce.*



**Abstract:**

*In banking, digitalization is the process of keeping transaction details in digital form. But digital banking is the business process of keeping records in digital form, interpreting the data to useful information through application of analytical methods. Online banking is one of the most significant developments for the banking industry in its long history. However, despite the many benefits that online banking provides to customers, there are also a number of major concerns and challenges for marketers in the online banking sector. Traditional banking habits, security, technical issues, transaction difficulties, and small marketing budgets a real major challenge that online banking marketers will have to reconcile if they are to succeed in this field. However, demand for this industry continues to be very strong. So, it is likely that online banks will only grow more advanced and successful as they strive to resolve their marketing challenges. However, despite the benefits of online banking, there is also a number of distinct issues and challenges in the online banking sector. These are highly significant both for banks that offer online banking, but also for their customers, who depend on the banks to operate effectively. Online banking marketers need to know these challenges so that they can efficiently navigate them. Digitalization of banking results into the various terms such as Online Banking transaction, Mobile banking options, Unified Payment System (UPI), Digital Wallet Rewards and Loyalty Program(s), Non-Internet Based Phone Banking, Digital Coupons and cash back, Automatic Bill Payments etc*

**Key words:** *Digitalization, Banking, Online, Customer, Security, Transaction*

**Introduction:**

Bank is an institution which deals with finances or the money.

Indian Bank is an Indian state-owned financial services company established in 1907 and headquartered in Chennai, India. Digitization is the process of converting data into digital format. Conversion of an analog audio signal into its digital form is an example. In this process, strings of binary numbers, 1 and 0 are used to represent the converted data.

Digitalization goes beyond digitization. Digitalization offers complete interactive and multimedia experience. It offers better outcome through effective customer engagement. In banking, digitization is the process of keeping transaction details in digital form. But digital banking is the business process of keeping records in digital form, interpreting the data to





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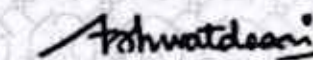
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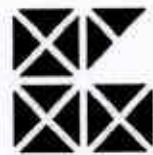
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**A STUDY ON INFLUENCE OF SOCIAL MEDIA ON BUYING BEHAVIOUR OF  
YOUTH**

**Prof. Shreya Phanse**

**Prof. Nikita Rastogi**

*Ghanshyamdas Saraf College of Arts and Commerce.*



**Abstract:**

*The research aims to investigate the influence of social media on buying behaviour of youth in Mumbai, Maharashtra. This study explains a deeper understanding of the effectiveness of social media sites on different parameters of consumer buying behaviour. The study focuses to determine the factors affecting buying behaviour of youth particularly from the age group of 15 to 30 years. This study is empirically supported by the results of a survey conducted by the authors in Mumbai city in February 2023 on a sample of 100 people mainly students (social media users).*

**Keywords:** *Social Media, Youth Market, Consumer Behaviour, Social Media Browsing, Buying Behaviour, Social Media Sites and Variety- Seeking Buying Behaviour.*

**Introduction:**

➤ **Social Media Browsing Behaviour:**

Social Networking Site is known as the web-based services that allow every individual to create their profile and connect people. It has provided a medium or platform where users can interact, communicate, and share different types of important documents, images, and videos and provide ease of understanding and work. The number of social media users increases with growing popularity and advancement among the people, some famous and familiar social media (WhatsApp, Facebook, and YouTube). Social networking is also a significant opportunity for marketers seeking to engage customers.

➤ **Consumer Behaviour:**

In the not-too-distant future, the industry will be able to make the shift from marketing strategies centred on customers to marketing strategies centred on technologies customers use. Because of shifting purchasing habits, marketers need to have a deeper understanding of young people in order to create effective marketing tactics that will both keep the existing market and capture the future market.

➤ **Youth Market:**

There are around 33 billion individuals in India who fall within the age range of 15 to 29 years and are regarded as being part of the country's youth population, as stated under the current National Young Policy. They constitute the overwhelming majority of a sizeable portion of the market sector in India. Every marketer, in order to be successful in the days





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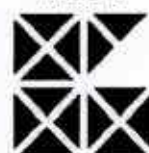
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SURVIVAL, RESURGENCE AND  
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**A GLOBAL PERSPECTIVE**





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**“Survival, Resurgence and  
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**A STUDY ON BUS PASSENGER PERCEPTION AND LEVEL OF SATISFACTION  
WITH USAGE OF SMART CHALO CARD OF BEST BUS**

**Prof. Ramson Menezes**

*Ghanshyamdas saraf college of arts & Commerce*



**Abstract:**

*This paper examines the passenger satisfaction of BEST bus smart card Chalo service in Mumbai Suburban. With respect to the perception on variables in customer value on Smart card bus service, there is no significant association between the satisfaction of gender and BEST bus services.. Mumbai BEST Bus is the connected to all parts of Mumbai and it's the cheapest and fastest mode of transport. Digitalization plays an important role to study the change in experience of the commuters traveling BEST Bus. The purpose of the study is to examine chalo application which changes passenger satisfaction towards BEST Bus Mumbai region. Chi - square method is applied to evaluate association between gender and satisfaction level of passenger. It is to be seen that passengers are satisfied in all the dimensions of the service quality. Further studies can be conducted building a structural equation model and evaluating impact of service quality on passengers' satisfaction.*

**Key Words:** *BEST Bus, Satisfaction Level, Smart Card, Digitalization.*

**Introduction:**

The BrihanMumbai Electricity Supply and Transport Undertaking (BEST) is a civic transport and electricity provider body based in Mumbai. It was originally set up in 1873 as a tramway company called "Bombay Tramway Company Limited and in the year 1947, the company changed their name to "Bombay Electric Supply & Transport which was taken over by the Municipal Corporation and further in the year 1995 it was further renamed as "BrihanMumbai Electric Supply and Transport.

In a city like Mumbai Best buses are said to be the second lifeline of the Mumbaikars. It gives a great opportunity to the people to travel from one route to another. The BEST services has made the commuter to avail the facilities of smart card which has given a lot of preference to the commuters to travel in BEST bus. Though the services are offered by the Metro, Ola and Uber cabs but still majority of the people of the middle class, working women's school going children senior citizens choose to travel by BEST buses. At the same time BEST buses has also reduced the cost of travelling tickets because of the competition they are facing due to introduction of the new modes of transportation.

A present study is made taking into consideration new modes of transportation to find out the commuters perception and the level of satisfaction while travelling in BEST buses in Mumbai by availing smart card facilities.





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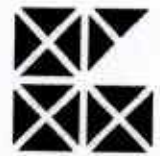
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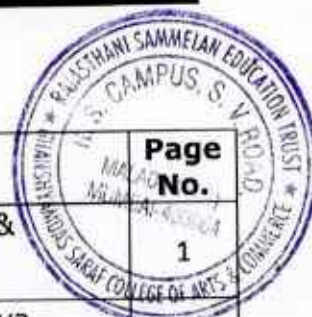
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**A STUDY ON IMPACT OF IMPULSIVE BUYING ON CONSUMERS BUYING  
BEHAVIOUR**

**Ishita Saraf**

TYBMS

Ghanshyamdas Saraf College of Arts & Commerce

**Abstract:**

*In the field of consumer behaviour, an impulse purchase or impulse buying is an unplanned decision by a consumer to buy a product or service. This paper explains the impact of impulsive buying on consumers and the factors influencing impulse purchase. This study evaluates the effects of impulse purchase on consumers. It will understand consumer perception. Primary research is carried out through a questionnaire. As many as 67.5% responses were clearly indicating that they are likely to buy out of impulse.*

**Keywords:** *Impulse Buying Behaviour, Consumer Behaviour.*

**Introduction:**

In the field of consumer behaviour an **impulse purchase** or **impulse buying** is an unplanned decision by a consumer to buy a product or service, made just before a purchase. One who tends to make such purchases is referred to as an **impulse buyer**. Research findings suggest that emotions, feelings, and attitudes play a decisive role in purchasing, triggered by seeing the product or upon exposure to a well-crafted promotional message. For instance, a person may not be specifically looking for mints or candies while in a supermarket. However, such items are prominently displayed at the checkout aisles to trigger impulse buyers to buy what they might not have otherwise considered. Impulse buying disrupts the normal decision-making models in consumers' brains. Preventing impulse buying involves techniques such as setting budgets before shopping and taking time out before the purchase is made.

**Types of Impulse Purchase:**

- 1. Pure impulsive buying**-where the consumer breaks their normal pattern of consumption.
- 2. Reminder impulsive buying**-when a consumer forgets to add an item to their shopping list, and when they see the item in the store, they remember that they need the item and purchase it.
- 3. Suggestion impulsive buying**-where a consumer sees a product they have never seen before, and convinces themselves that they need the item even though this is their initial encounter with it.
- 4. Planned impulsive buying**-when a consumer goes into a store with certain items in mind, but is waiting for deals to entice them to make the purchase.





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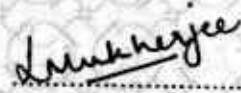
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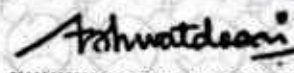
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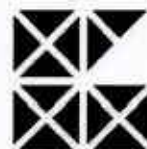
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**SUSTAIN & SURVIVAL THROUGH BLENDED LEARNING**

**Ms. Dimple Tanwar**

Assistant Professor

Ghanshyamdas Saraf College of Commerce



**Abstract:**

*The world is rapidly evolving, and the various domains are also impacted. Even in the field of education, there aren't exceptions. The evolution of digital learning platforms has had a significant impact on educational institutions, eventually pushing traditional methods to the sidelines. Even so, both technology and traditional learning methods are in demand. As a result, the practice of combining digital learning tools with more traditional face-to-face classroom instruction gives birth to the term "Blended Learning."*

*Blended learning is a useful approach that significantly increases learning engagement for people trying to study remotely during the COVID-19 lockdown. By combining the advantages of online and face-to-face instruction, as well as making the most of each teaching strategy's strengths, teachers and students can achieve the greatest gains. With the help of new technology, we can learn and teach more effectively by incorporating both traditional methods and new ways of learning. For example, we can use technology to help us learn from lectures in a classroom, but we can also learn at our own pace by using electronic resources.*

*Although blended learning lacks its own pedagogy, it derives its power from the three main theoretical viewpoints on learning: constructivism, cognitivism, and behaviourism. This paper investigates how students, teachers, and other factors influence how well they discover in a blended learning environment, in addition to how they can survive and sustain this learning.*

**Keywords:** *Blended Learning, Digital Learning, Hybrid Learning, Traditional Learning.*

**Introduction:**

In this fast-paced world, the government recognizes the growing importance of online teaching and learning. All educational activities, from in-class teaching and learning activities to assessments were suddenly required to be online-based. As a result of the COVID-19 pandemic, the global education landscape has changed and the visionary idea that education should not be limited by where or how you learn has been strengthened. What matters is that you learn from anywhere, at any time. Because of recent technological advancement, technologies are playing an important role in this situation. As a result, universities have begun to develop blended learning approaches that make use of key technologies in order to prepare themselves to survive and thrive together in order to ensure the continuity of education even in emergencies.





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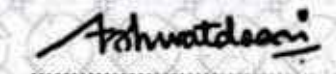
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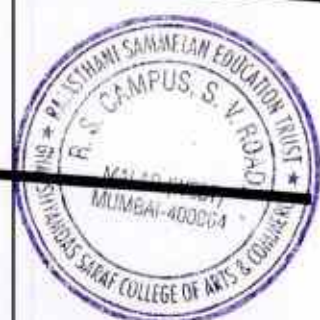
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**ROLE OF E-GOVERNANCE IN HIGHER EDUCATION THROUGH DIGITAL  
INITIATIVES – A PERSPECTIVE**

**Prof. Swati Chandak**

Ghanshyamdas Saraf College of Commerce



**Abstract:**

*India is moving towards achieving e-governance. The spread of e-governance initiatives had a positive impact on the quality of governance. A good higher education system is required for overall development of a nation. E-Governance is understood as a set of activities involving the effective contribution of information and communication technology (ICT) for strengthening administration and management in higher education system in India.*

*Indian higher education sector is currently undergoing rapid transformation process. Digital content and smart classrooms are becoming lifeline of education. Govt. of India has made huge investment in higher education to digitize the educational content and delivery using information and communication technology.*

*The aim of this paper is to discuss how E-Governance have played a pivotal role in higher education and various digital initiatives of Govt. of India for improving quality of higher education are discussed. The goal of this paper is to create awareness that what are various digital initiative taken by government in field of higher education for the youth development.*

**Keyword:-** E Governance, Digital Initiatives, Government, Higher Education

**Introduction:**

E-governance can be defined as giving citizens the choice of when they access the government information and services as e-governance is a process of reforms in the way government works, share information and deliver services to external and internal clients for benefit of both government and citizens and business that they serve.

E-Government can transform citizen service, provide access to information to empower citizens, enable their participation in government and enhance citizen economic and social opportunities, so that they can make better lives, for themselves and for the next generation. Traditional governance versus e-governance- Under traditional governance if citizens have to access to some information, he/she was supposed to go to the particular department to seek that information. On the other side in e-governance now the scenario has been changed as government departments has come one step behind and information system are there so citizens can now use web service, web portals, or other media to get the information.

The three main target groups that can be distinguished in governance concepts are Government, citizens and businesses/interest groups. In e-Governance there are no distinct boundaries. Generally, four basic models are available-Government to Customer (Citizen), Government to Employees, Government to Government and Government to Business.





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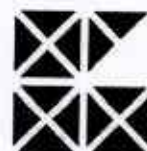
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**A STUDY ON UPI – THE DIGITAL PAYMENT SYSTEM**

**Kunjan J. Nansi**

Assistant Professor

Ghanshyamdas Saraf College of Commerce



**Abstract:**

*In today's world of banking, digitalization plays a crucial role. Individuals, business firms, corporate firms, IT firms and government wants to perform their regular financial transaction in a smooth, secure and an efficient manner. Hence, there has been a phenomenal growth in the use of digital payments. The recent trend highlights a tremendous increase in the value of Unified Payment Interface (UPI) in India. And not only UPI but also other digital platforms like IMPS, NPS, banking cards, mobile wallets, GooglePay, Phonepe, micro ATMs, Point of sales, USSD, mobile banking, internet banking, etc. These financial transactions must be Swift and safe to drive our economy towards a cashless society. By looking at the projections by NPCI and RBI the growth of cashless economy in India is inevitable. The study of the research investigated the recent trends in banking transactions in India both in terms of value and volume. In order to provide justice to the objectives data was collected from NPCI official website. The pandemic situation did not lead to a drift in the transactional value. In fact, UPI turned out to be the most preferred digital payment transactions. It is evident that the Indian economy will soon move towards a cashless economy.*

**Keywords:** National Payments Corporation of India, Unified Payment Interface, Digital Payments.

**Introduction:**

The Indian economy is predominantly a cash driven economy. It was observed that only six non-cash transactions happen every year by an individual citizen while 10 million retailers accepted card-based payment. Approximately 145 million families have no access to any form of banking. Therefore, RBI in the year 2012 released a vision statement for a period of four years that indicated commitment towards building a safe, efficient, accessible, inclusive, interoperable and authorized payment and settlement system in India. The use of Information and Communication Technology (ICT) has transformed the banking system to a large extent from paper-mode to virtual mode and it facilitated speedy and secure fund transfer between bank accounts. Moreover, ICT enabled a variety of electronic payment mechanisms, commonly called digital payment services; within which UPI (Unified Payments Interface) has gained popularity. Therefore, the National Payment Corporation of India (NPCI) was formed in April 2009, to integrate all the payment mechanisms in India. To facilitate digital payments, "National Payment Corporation of India (NPCI)" launched the "Unified Payment Interface (UPI)" on 11<sup>th</sup> April 2016 which is an amazing, revamped and





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SURVIVAL, RESURGENCE AND  
SUSTAINABILITY IN DIGITALISATION:  
**A GLOBAL PERSPECTIVE**



ISBN : 978-93-91199-12-8

**"Survival, Resurgence and  
Sustainability in Digitalisation: A  
Global Perspective"**

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Edited by  
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**TO STUDY THE APPLICABILITY OF BLOCK CHAIN TECHNOLOGY AND ITS  
SUSTAINABILITY IN THE INDIAN BANKING SECTOR**

**Prof. Swati Sharma**

*Department of Accountancy,  
Ghanshyamdas Saraf College of Arts and Commerce, Mumbai, Maharashtra.*

**Dr. Shubhada Apte**

*Associate Professor,  
Department of Accountancy,  
DTSS College, Mumbai, Maharashtra.*

**Abstract:**

*Banking and technology are closely related and innovations have changed banking system drastically over the period of time. The digitalization in the banking sector started with the introduction of money that replaced the barter system and then the replacement of wax seal with digital signatures. One such incredible innovation which is changing the banking sector globally is Blockchain Technology (BCT). The aim of this paper is to provide the information and overview of blockchain technology with its benefits emphasizing on the applications of the technology in the Indian Banking Sector. The paper gives the insight of various challenges and global perspective of blockchain technology in Indian Banking Industry.*

**Keywords:** *Blockchain, Indian Banking Sector, Digitalization, Cryptocurrencies.*

**Introduction:**

The 21st century is all about technology. With the increasing need for modernization in our day-to-day lives, people are open to accepting new technologies. From using a remote for controlling devices to using voice notes for giving commands; modern technology has made space in our regular lives. Technologies like augmented reality and IoT that have gained pace in the past decade and now there's a new addition to the pack i.e. Blockchain Technology.

**Blockchain Technology:**

Blockchain technology is an advanced database mechanism that allows transparent information sharing within a business network. A blockchain database stores data in blocks that are linked together in a chain. The data is chronologically consistent because you cannot delete or modify the chain without consensus from the network. As a result, you can use blockchain technology to create an unalterable or immutable ledger for tracking orders, payments, accounts, and other transactions. The system has built-in mechanisms that prevent unauthorized transaction entries and create consistency in the shared view of these transactions.





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**GOAL BASED PERSONAL FINANCIAL PLANNING IN THE ERA OF  
DIGITALIZATION WITH RESPECT TO INDIA- CASE STUDY APPROACH**

**Prasad Vijay Anareddy**

*Assistant Professor (BMS)*

*Ghanshyamdas Saraf College of Arts and Commerce*

**Abstract:**

*Personal Financial Goals vary from family to family. The most common goals are sufficient Insurance coverage, Children Education, Children marriage expenses ,creating Retirement corpus , investment planning etc.*

*Today due to the advent of Digitalization, it is possible for a layman to perform his/her own goal based financial planning roughly. The common man can be protected against unfair practices that may be performed by professional financial advisor.*

*To sum up, today Financial Technology played a crucial role by giving the power of knowledge to common man.*

**Keywords:** *Goals, Personal financial Planning, Digitalization.*

**Objective of Study:**

- To understand relationship between Goal based Personalized Financial Planning & Digitalization.
- To analyze the relationship between Goal based Personal Financial Planning & Digitalization.
- To give solution for achieving Personal Financial Goals through Digitalization.

**Methodology:**

- Secondary Data

**Introduction:**

A personal financial plan is a documented analysis of your personal finances, including your earnings, liabilities, assets, and investments. Its purpose is to help you assess the feasibility of your personal goals and to understand the steps that you will need to take – money-wise – to accomplish them.

Goals-based planning is the process of helping clients prioritize their financial goals and determine the optimal plan to fund them. Goals-based planning expands your focus into all aspects of your clients financial life like retirement, children's education, children's marriage, purchase of an asset, debt management, insurance requirement analysis and other such goals.

Let's understand with the reference of a Case study.







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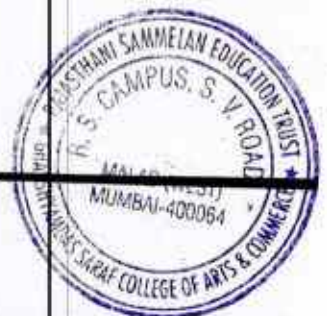
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**IMPACT OF LARGE LANGUAGE MODELS IN EDUCATION:  
FROM LEARNERS' AND TEACHERS' PERSPECTIVE**

**Prof. Niyati Kalyanpur**

**Prof. Shraddha Kokate**

Ghanshyamdas Saraf College of Arts & Commerce



**Abstract:**

*The field of AI has advanced significantly with the development of large language models. Large language models are here to stay, despite opposition and even outright prohibitions within communities and regions, as the underlying technology is essential to further advancements. The possible applications of extensive language models from the viewpoints of students and teachers are discussed in this research paper. We briefly go over the state of large language models today and their uses. Then, we describe how these models might be applied to develop educational materials, enhance student interaction and engagement, and customise learning experiences. Regarding difficulties, we contend that big language models in education necessitate that both instructors and students acquire the abilities and literacies required to comprehend both the technology and its limitations, as well as the unforeseen brittleness of such systems. Additionally, in order to fully include and benefit from the use of large language models in learning environments and teaching curricula, educational systems must have a defined strategy and pedagogical approach that places a significant emphasis on critical thinking and fact-checking techniques. Other difficulties, including as the possibility for output bias, the requirement for ongoing human supervision, and the potential for abuse, are not specific to the use of AI in education. However, we think that, if managed properly, these difficulties can provide opportunities and insights in educational contexts to introduce children to potential social biases, criticalities, and risks of AI applications at a young age. We finish with suggestions on how to deal with these issues and make sure that these models are applied in education in a responsible and moral way.*

**Keywords** Large Language Models — Artificial Intelligence — Education — Educational Technologies, GPT -Generative Pre-Trained Transformer

The GPT (Generative Pre-trained Transformer) model developed by OpenAI was the first large language model that was publicly released in 2018. GPT was able to generate human-like text, answer questions, and assist in tasks, such as translation and summarization, through human-like completion. Based on this initial model, OpenAI later released the GPT-2 and GPT-3 models with more advanced capabilities. It can be argued that the release of GPT marked a significant milestone in the field of NLP and has opened up many ways for dissemination, both in research and industrial applications. Another model that was released by Google Research in 2018 is BERT (Bidirectional Encoder Representations from





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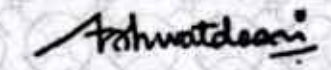
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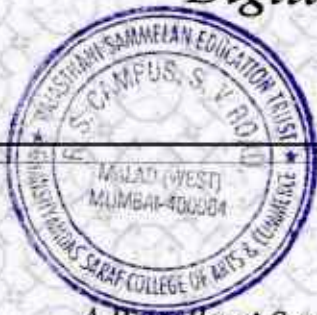
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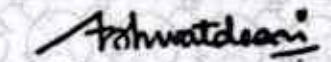
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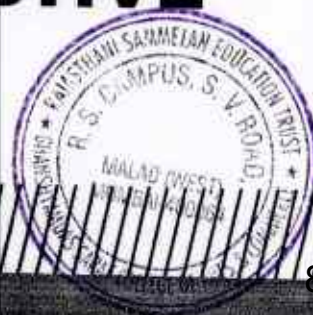
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**A STUDY OF IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING  
BEHAVIOUR**

**Prof. Ruddhi Rajendra Wadadekar**

**Prof. Harshada Subhash Bandekar**

*Assistant Professor*

*Ghanshyamdas Saraf College of Arts and Commerce*



**Abstract:**

*Social media plays an important role in our lives. We eat, sleep, and get up with social media activities. Our lives are totally influenced and controlled today by social media. Consumers have become king of the market in real sense all thanks to the power of social media. Businesses have realized that they can use social media marketing to stimulate demand and created targeted product offerings. In current digital world, social media, as a separate marketing technique has evolved. Recent development in this field is the use of Artificial Intelligence techniques like Chatbot are used by business which affect consumer buying behavior.*

**Keywords:** *Social Media, Marketing, Consumer Buying Behavior, Artificial Intelligence.*

**Introduction:**

The term **Social** in simple terms means something relating to Society and media means **medium** to connect. The term **social media** refers to a computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities. Social media is internet-based and gives users quick electronic communication of content, such as personal information, documents, videos, and photos. Users engage with social media via a **computer, tablet, or smartphone via web-based software or applications.** (Dollarhide, 2021) The largest social media networks include Facebook, Instagram, Whatsapp and Snapchat.

Marketing is the **process** of getting potential clients or customers interested in your products and services. The keyword in this definition is "process." Marketing involves **researching, promoting, selling, and distributing your products or services.** This discipline centers on the study of market and consumer behaviors and it analyzes the commercial management of companies in order to attract, acquire, and retain customers by satisfying their wants and needs and instilling brand loyalty. (What Is Marketing? Definition, Benefits, and Strategies, 2022).

Social media marketing (SMM) uses social media and social networks—like Facebook, Twitter, and Instagram—to market products and services, engage with existing customers, and reach new ones. The power of social media marketing comes from the unparalleled capacity of social media in three core marketing areas: **connection, interaction, and**





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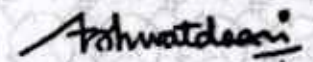
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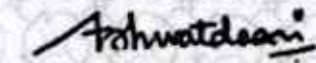
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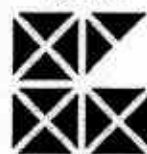
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**DIGITAL TRANSFORMATION AND CORPORATE SUSTAINABILITY REPORTING:  
A GLOBAL PERSPECTIVE**

**Dr. Anju Shyam Bohra**

*Assistant Professor*

*Department of Accountancy, Ghanshyamdas Saraf College of Arts and Commerce*



**Abstract:**

*In new age era we are living in a society where science and technology plays a vital role in every aspect of our lives. It is also observed in this decade when environment has taken a toll on our lives as COVID19 Pandemic situation. Such situations which are unpredictable has led to crucial challenges for business to shape and transform their business into more sustainable, encyclopedic and flexible business model. Present Study Focus on how digital transformation helps in Sustainability Reporting by the Industries. Digital Sustainable Data enables Corporates to report and publish their performance in environmental, social, and governance (ESG) criteria. Digital Transformation provides a technological improvement that fosters the production of relevant and timely information regarding corporate sustainability reporting. This paper also aims to review the relationship between digital technologies and corporate Sustainable Reporting Processes and proposes future research agenda.*

**Key Words:** *Digitisation Transformation, Sustainable Corporate Reporting, ESG*

**Introduction:**

In Today's era Businesses are expected to take extra efforts towards ethics, moral duty towards Society and there has been a shift in perception of Investors and Stakeholder. They include corporate responsibility towards Sustainable growth along with primary goal of wealth creation. Sustainability is becoming a key point for corporate around the world. The Modern Business houses is now expected to be more than a profit, revenue generating machine. Companies and organizations have started preparing sustainability reports disclosing their performance in environmental, social, and governance (ESG) Indicators. The Indian government has not mandated all companies to prepare these reports, it is strongly encouraged as such monitoring and accountability provides clarity to investors and other stakeholders about the company's responsible conduct of activities.

Meanwhile environment unpredictably has become a main reason of Shift in Digital transformation of corporate sustainability reporting. Comprehensive digital transformation not only allows a business to function faster and more efficiently, but it can also change the perception of how businesses solve problems. The same is true for ESG. Focusing on this will help businesses become more attractive and grow stronger. Nowadays, digital transformation and sustainability are becoming the mainstreams in the modern economy. Digital transformation will support businesses in making sustainable investment decisions,





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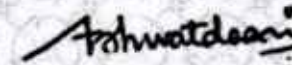
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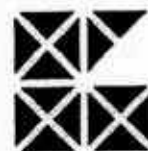
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SURVIVAL, RESURGENCE AND  
SUSTAINABILITY IN DIGITALISATION:  
**A GLOBAL PERSPECTIVE**





ISBN : 978-93-9199-12-8

**“Survival, Resurgence and  
Sustainability in Digitalisation: A  
Global Perspective”**

**Edited by**

**Dr. Lipi Mukherjee – Editor**

**Dr. Rupa Shah- Editor**



***Survival, Resurgence and Survival in  
Digitalization: A Global Perspective***

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**DIGITAL TRANSFORMATION & ITS SUTAINIBILITY IN THE GLOBAL ERA**

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Ghanshyamdas Saraf College of Commerce.



**Abstract:**

*Digital is a mindset. Both as a strategy and technology, currently digital has not been effectively leveraged for the sustainability of the planet. Digital is often equated with media, but it is much more. It is critical to make a distinction between digital marketing and social media. In the business context, digital marketing has disrupted business models, brands and consumer relationships. Social media, a powerful channel within the digital communications mix, influences how we communicate, purchase and share information.*

*Most often digital is seen as a noun through the lens of technology (hardware, software, AI, cloud). But by re-framing digital as an adjective (digital leader, digital media, digital mindset) we are forced to see how digital affects our operations and organizational culture.*

*Digital is the comprehensive force for transformation of values in organizations and society. In an environment of constant change, four TEST Values (Trust, Empathy, Sustainability, Transparency) have proven to have transformative power on content, business models and policy/planning. TEST Values open new doorways for engaging a diverse public, motivating them to quickly adopt sustainable practices, and fueling them to scale solutions globally. Digital used constructively and wisely can open a doorway to positive transformation. It can open new centers of power through the Rising Voices (Next Generation, women, marginalized) across the globe. Their messages are published, heard and distributed via social/digital media. It has democratized the voices of people and scaled their impact on society, while it has been used to suppress voices in China.*

**Key words:** *Digital Marketing , TEST Values , Sustainability Of The Planet , Technology , Transformative Power*

**Introduction:**

The Incorporation of digital media in the communications mix has transformed the customer experience — reaction to content, brand and call to action. The old sales funnel, published in 1890, was based on the premise that marketers needed to fill the top of the funnel with as many people as possible. Mass media advertising grew to fulfill that challenge. Organizations marketed and communicated to their constituencies to move them through the funnel, the AIDA processes (awareness, interest, desire, action).

In addition, Digital has transformed traditional marketing and this linear process of moving potential customers from the top to the bottom of the funnel. Now, the Customer





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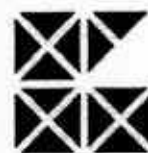
ISBN No.: 978-93-91199-12-8

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**A STUDY ON DIGITAL TECHNOLOGY IN TEACHING AND LEARNING OF  
EDUCATION IN INDIA**

**Dr. Megha Krishna Khedear**

*Assistant Professor, BMS Department  
Ghanshyamdas Saraf College of Arts and Commerce*



**Abstract:**

Digital technology has affected almost every aspect of life today, and teaching-learning is no exception. The digital technologies such as ICT based (e.g., mobile phone, tablet, notebook, computer, laptop, smart TV, etc.), social media (e.g., Facebook, YouTube, Blogs, Twitter, LinkedIn, Telegram, WhatsApp web etc.), and Programmed Learning (online courses, e.g., Swayam, Swayam Prabha, MOOC, etc.) have become increasingly popular in recent years. The effect of Digital technology on teaching and learning is examined in this article, which is based on analysis. The Objective of this Study Is to Understand Impact of Digitization in Education Sector.

**Keywords:** Digital Technology, Eco-Friendly, Online Courses, Teaching-Learning, Traditional Course.

**Introduction:**

The contemporary era is mostly regarded as the technological era. In the field of education Technology is the application of scientific knowledge about learning and the conditions of learning to improve the effectiveness and efficiency of teaching and learning. When the whole country was under lockdown for Covid-19, e-learning was the best and only alternative for students to learn. In present time, technology is playing a vital role in every aspect of human life. According to current situation, India has been reached to the highest place in the field of education. Digitalization is advancing into the education system of India and is replacing the conventional classroom practice. Indian education framework has received creative aptitudes in order to arrive at the final destination and making reformist methodology towards problem related phenomenon. Educational Technology is the field of study that investigates the process of analysing, designing, developing, implementing, and evaluating the instructional environment, learning materials, learners, and the learning process in order to improve teaching and learning.

**Literature Review:**

- Himakshi Goswami (2016). The study highlighted the different opportunities and challenges of digital India programme in India. Digital India programme introduced by government of India will help in transforming country into a digitally empowered economy. This will help government of India to integrate the Government Departments with the people





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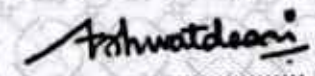
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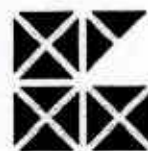
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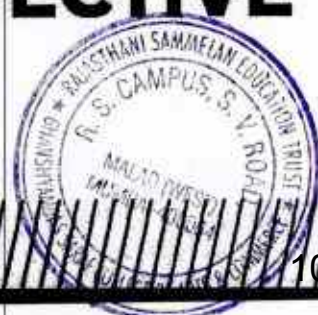
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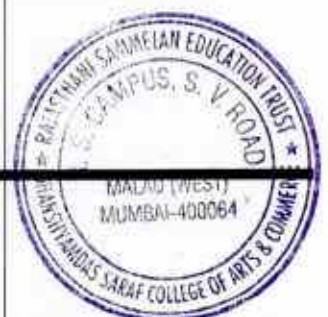
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**TITLE OF THE PAPER- THE IMPACT OF DIGITAL TRANSFORMATION ON  
FINANCIAL SERVICES**

**Prof. Mehak Gupta**

*Ghanshyamdas Saraf College Of Arts & Commerce*



**Abstract:**

*In this world where there are constant changes in business trends, it has become very evident that every organization, business or a company needs to evolve itself with the change in markets. This is where Digital Transformation comes into the picture. Nowadays with the ease of access to the internet everyone who can be a potential customer is available online on the web. Therefore I believe the need to be digitally visible is very essential. Being digital allows you to give a new perspective to the organization. The term financial services is a very broad vision. It majorly includes banking, investing and insurance agencies. FIIs provide financial services which impacts the economy on a national level. When there is a blend of digitalisation in the financial sector the end results impact the GDP. When the financial services start using digital modes the overall flow of money becomes more smooth. The end user can take advantage of supply of money*

**Keywords:** *Digital, Transformation, KPI- Key Performance Indicator, Financial Services, Economy,*

**Introduction:**

The term digital has become very necessary these days. But, what do you mean by digital?. It simply means to use digital technology to create new processes, culture and experience. The current or the existing business can further be modified and improved in so many ways by the use of digitalisation. Being digital not only helps you to reach out to a broader audience but also enhances your existing model and scope of reach for new customer acquisition. In the world of Digital transformation we are majorly dealing with main four broad categories namely- Process transformation, Business Model transformation, Domain transformation and lastly Cultural/Organizational Transformation. Process transformation deals with the foundation and the most primary step in an organization. The main foundation of this is to improve ground level problems. To make the existing process better, smooth and quicker. Further, it also deals with steps taken to reduce errors and evaluate organization's existing softwares. The next step is Business Model Transformation which is an attempt to convert a part of the organization's function digitally which was previously operated through various other modes. This can often be taken as a means of acquiring more customers and following similar trend lines of the competitor business. This step required potentially to hire a new set of skilled employees. Further, we move to domain transformation which basically is a scenario when an organization wants to enter a new market. Some potential reasons like the





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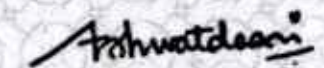
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Anand A. Jha  
Ram Singh Bairwa**

Knowledge Organisation in Academic Libraries 2023  
Chand, Anand A Jha and Ram Singh Bairwa

Aargon Press, 2023

Published by

AARGON PRESS

30, Inderpuri,

Delhi-110012, India

1-11-9958121300

Email: [info.aargonpress@gmail.com](mailto:info.aargonpress@gmail.com)

Website: [www.aargonpress.com](http://www.aargonpress.com)

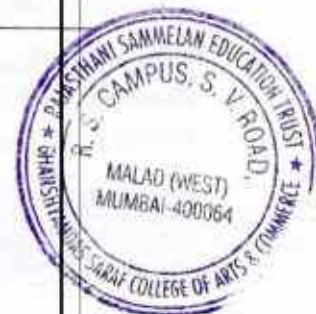
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ISBN: 978-93-94070-35-6

Printed at: Aargon Press, New Delhi





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# QUO VADIS ACADEMIC LIBRARIES? REFLECTION ON THEIR RELEVANCE IN THE UBIQUITOUS ERA OF DIGITAL ENVIRONMENT

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## ABSTRACT

*We are living in an age when information is infinite, ubiquitous, and relatively liberated in terms of its availability and accessibility. There has been a remarkable change in the value of our information ecosystem in the past few decades, surpassing any change in the ecology of any ecosystem on earth in a lifetime. Technology and the changing information environment have resulted in a change in the preferences of users in their search patterns for information. There has been a tremendous increase in consumers' appetite for digital information over the past few years. Academic libraries face a number of critical challenges in the context of today's complex digital environment. Increasingly, they are becoming digital gateways for access to information or portals providing access to global knowledge services. This paper aims to analyze the current trends and development in academic libraries, determine how these information centers will adapt to a changing environment, and provide several recommendations on how to do so. In this article, we examine how academic libraries have changed over time and their implications for professionals and institutions. The present paper does not provide any sort of apocalyptic scenario for academic libraries, but the questions posed is provocative: "Academic libraries have been under siege for years, though generally from the same enemies, who demand that they do more with less." But asking after the future of academic libraries is not a form of self-pity - it is the first step in identifying strategic goals and stratagem from which to mount a defense. This article concludes that it is time to pursue what matters to us in this age of digitization, information explosion, and widespread use of social media.*

**Keywords:** Information Environment, Academic Libraries, Future of Libraries, challenges and opportunities

## INTRODUCTION

The future of academic libraries is being shaped by the growing trends of decentralization, democratization, globalization, and individualization in the age of ubiquitous digitization. It is clear that web and cloud innovations are bringing profound changes in the design and operation of library tools and in the ecosystem for information and services, which presents both challenges and opportunities for academic librarianship. Technology-mediated learning may lead to the demise of the physical library, or it may be a catalyst for its reinvention. Digital-only libraries in emerging economies, for example, will enable widespread access to materials that would not have been possible in a physical library. The use of digital resources will, however, not diminish the importance of human interaction with librarians and other guidance staff. While some libraries will remain central and visible, others will become more private. It is anticipated that other libraries will be transformed into spaces that promote interactive learning and creativity through





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Dr. R N Malviya  
(President)

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## Chapter - 5

# Central Tendency: Meaning, Uses and Measures!

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Mumbai, Maharashtra

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### ABSTRACT

One of the objective of the analysis of data is to get one single value which can describe characteristics of the entire mass of data, which can be considered as representative of an entire distribution. A value satisfying this criterion is a central value or an averages.

In any research, enormous data is collected and, to describe it meaningfully, one needs to summarise the same. The massiveness of the data can be reduced by organising it into a frequency table. Frequency distribution organises the heap of data into a few meaningful categories. Collected data can also be summarised as a single index/value, which represents the entire data. These measures may also help in the comparison of data. Statisticians use a variety of numerical measures in order to summarise data in a concise yet informative manner. The best known of these measures is the arithmetic mean, popularly referred to as the average. Closely related measures include the median and the mode. All three measures define