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A STUDY ON THE IMPACT OF ONLINE SHOPPING SITES ON LOCAL RETAILERS WITH SPECIAL REFERENCE TO KOLLAM DISTRICT

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ABSTRACT

Views abound on the impact of the Internet and e-commerce on traditional forms of retailing. Scenarios range from, on the one hand, the almost total devastation of existing physical retailing to, on the other, limited if any impact upon “real” retailing. Despite excessive hype, spectacular failures, and the myriad of conflicting views and crystal-ball gazing, e-commerce processes and procedures provide the potential for a fundamental reassessment of how retailing operates and how retailers behave. Without a doubt, the existing ways of operating and the associated cost structures within retailing will be reassessed under the onslaught of new technology and new retail structure (1) The e-commerce market is on the rise, but that doesn’t mean the retail market has gone down significantly. You don’t see shopping malls closing down every other month or the retail stores of your favourite brand shutting down because the same products are available online. Yes, there has been a paradigm shift from retail to online shopping, and it has put the private sector employers in a harsh and peculiar position.

PREDICTION OF BLUE CHIP STOCK PRICES USING ARTIFICIAL NEURAL NETWORK (ANN)

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ABSTRACT

The fluctuations in the Stock prices has a considerable amount of attention. This paper is built on the previous research and seeks to determine whether improvements can be made in forecasting of ten most active Blue-Chip Stocks. This study is an attempt to predict the direction of the movement of the closing value of stocks of IT and Banking Sector. The attempt of several methods like fundamental analysis, technical analysis, statistical analysis and time series analysis to predict the price were not consistently successful. Artificial neural network (ANN) helps to recognize unknown or hidden patterns in data which are optimum to predict the share market. Time series data is considered for the analysis. The sample used for this analysis consists of five-year data of sectoral indices of IT and Bank, with 5 IT companies and 5 Banks, from 1st April 2015 to 31st March 2020. The network model was built on feed-forward algorithm and back propagation algorithm and the highest accuracy was reported by the back propagation model. There can be fluctuations in the prices due to the ongoing pandemic to which we can witness huge insignificant in the forecast.

IMPACT OF COVID-19 ON MEDIA AND ENTERTAINMENT INDUSTRY

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ABSTRACT

COVID-19 had an impact on every section of society in one or the other way. The Reserve bank of India (RBI) has predicted a negative economic growth rate for the economy. Government has imposed complete lockdown of more than two and half months to limit the outbreak of the lethal virus that had drastic and adverse effect on the manufacturing as well as the service sector. COVID-19 has effected multiple segments of the Media and Entertainment industry in different manner. Some of the segments have faced adverse effect whereas few others have flourish. The media and Entertainment industry is assumed to be one of the highest growing industries in the Indian economy. So in this paper, an attempt has been made by the authors to study the impact of the contagious Covid-19 on the different segments of Indian Media and Entertainment industry.

**EFFECT OF ADVERTISEMENT AND DIRECT DISPLAY OF PRODUCTS IN MALL ON
PURCHASE BEHAVIOUR OF CONSUMERS
(WITH SPECIAL REFERENCE TO BHILAI CITY, CHHATTISGARH)**

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SWAMI SHRI SWAROOPANAND SARASWATI MAHAVIDYALAYA
HUDCO, BHILAI**

ABSTRACT

Consumer is a Master of Market. The whole activity of Market revolves around only on this center point. Hence, no vendor would get successful without a study on purchase related activities of a consumer. The present research has been done to study the effect of advertisements and direct display of products on consumer's purchase behaviors. This study was done in a mall to know the effects of advertisement at purchase zones.

A STUDY ON THE ACCURACY OF ALTMAN Z SCORE MODEL IN PREDICTING BANKRUPTCY OF LISTED INDIAN COMPANIES

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ABSTRACT

Predicting bankruptcy is not a fresh concept in the present world scenario. In the past, there have been a lot of studies made on different models which are applied in predicting corporate insolvency. Over the years, various models have evolved that could predict insolvency from the company financial data. Because of this, certain models such as Altman Z score has obtained a reputation for being comprehensive models of bankruptcy prediction. However, in the Indian context, not many studies are conducted in this field. The purpose of this research revolves around testing the accuracy of Altman Z Score Model when applied on listed Indian companies and also drawing a comparison between the solvent companies and the insolvent companies. The objective of the study involves evaluating if financial information of a company is sufficient to predict any forthcoming bankruptcy and also to check the accuracy and predictive ability of the model on the given sample. Furthermore, this research also challenges the traditional theory of Dr. Edward Altman, which says that Z score can predict Bankruptcy two years prior to its occurrence. The data analysis proves the hypothesis that Altman Z score model can predict bankruptcy as far as 5 years before its occurrence. Precisely, companies from Auto ancillary industry, Infrastructure industry, Construction industry, Pharma, and textile industry form the stratified sample. The population under consideration includes the companies which are under insolvency proceedings of IBC from the year 2014 to 2020 and an equivalent sample of solvent companies is considered for ensuing uniformity in number. The importance of the research can be justified by looking at several instances of bankruptcy in the recent past that has put a lot of pressure on the Indian financial system. This paper reflects the importance of Altman Z score as a predictive model and how it can affect the decisions of various stakeholders.

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