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DIGITAL MEDIA AND SOCIETY IN INDIAN CONTEXT

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ABSTRACT

The word "internet" refers to "communication media," as well as the structures and organisations in which people operate (the newspaper, theatre, television, publishing, and so on), as well as the cultural and material products of those institutions. Print and electronic media denotations moved from analogue (print and electronic) to digital media, encompassing media integration and separation. With the advent of the Internet in the 1990s, the media sphere was significantly restructured, ranging from the point of media creation to the mechanisms by which content and media images are transmitted, accessed, and absorbed by its viewers, as well as how the media is governed and owned by the state or the market. However, with the transition from analogue to digital in the 1980s, digital media originated as a term. Nonetheless, the influx of new media has transformed the media landscape as well as the technological, political, economic, and cultural realms of life. As a result, when researching digital media in culture, we investigate and examine the new dynamics of digital media in the social, educational, political, and economic spheres, all of which comprise society as a whole.

**MONTE CARLO SIMULATION METHOD Vs. BACK PROPAGATION METHOD
ANN: A COMPARATIVE STUDY USING VOLATILITY INDEX OF INDIA**

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ABSTRACT

Stock forecasting is one of the complex process involved in investments. There are many past studies and working papers are based on effective forecasting methods and techniques. The more the accurate prediction would help the investors and the financial advisors to take appropriate investment decision in the field of investment. This paper is an endeavour to find out whether the Artificial Neural Network method can accurately predict the option price comparing to conventional method (Monte Carlo simulation). Daily data from Volatility Index were considered for the study from January 2019 to December 2019. Both the models are compared and the accuracy of these two models are measured using Mean Absolute Error (MAE), Root Mean Square Error (RMSE), Mean Absolute Percentage Error (MAPE).

LONG RUN FINANCIAL PERFORMANCE ANALYSIS OF BSE ESG CONSTITUENTS

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ACADEMICIAN**

**B-201, RADHE-SHYAM RESIDENCY, NR.AASHRAY BUNGLOWS, GERI COMPOUND ROAD,
GOTRI, VADODARA**

ABSTRACT

The Objective of this paper is to Study Comparative long run performance of the SRI and Non-SRI Stocks. Study is based on Top 10 BSE ESG Constituents (SRI Stock) and its peers by taking the daily stock prices from 2014-15 to 2018-19. AARs and CAAR is computed and checked statistically at 5% level of significance. In short run Average Daily stock prices return generates good economic return than the market. But overall performance of Securities (CAAR) is not giving good return in short run 2 months period. For the holding period of 2 years study found positive consecutive return. [SRI Stock CAAR-8.35(14-15), 8.83(15-16)-Non SRI Stock 6.14(14-15),5.33(15-16)]. Whereas in long run CAAR values of both SRI & Non-SRI stocks also gives positive return. SRI stocks CAAR shows more positive return in 5 years (8.35,8.83,3.97,2.43,5.46) as compared to Non-SRI (6.14,5.33,1.89,1.96,2.24). So, like other studies on long run security prices return this study even proves that in long run BSE ESG Constituents generates Positive return and it is advantageous to invest in it. The computed figures here only show the market adjusted abnormal return without considering certain company specific factors like size, profitability, investment in total assets etc. This limitation can be overcome in the future research.

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