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CHANGING BUSINESS DYNAMICS IN ERA OF TECHNOLOGICAL DISRUPTIONS

MONICA GUPTA
ASST. PROFESSOR
DEPARTMENT OF MANAGEMENT
ITFT COLLEGE
CHANDIGARH

Dr. SHASHI SHEKHAR
PROFESSOR
QUEST GROUP OF COLLEGE
MOHALI

Dr. KAVITA AGGARWAL
ASSOCIATE PROFESSOR
DEPARTMENT OF MANAGEMENT
RAYAT BAHRA UNIVERSITY
MOHALI

ABSTRACT

There is no doubt that digital business is changing the nature of competition. Today, it is not just traditional industry competitors we need to worry about, but new entrants from outside our industry, equipped with new digitally based business models and value propositions. This is often tech giants and startups that have envisioned and built a new business model from the ground up, powered by a new platform ecosystem for digital business. In effect, tomorrow's leader may not be someone we know. We often think of industry competition as a perpetual battle between the same set of incumbents, but in reality, things are far more dynamic and transitory. As an example, whereas 89% of the Fortune 500 went out of business between 1955 and 2014, in recent years, according to R "Ray" Wang of Constellation Research, 52% have been merged, acquired, gone bankrupt or fallen off the list solely since 2000. Why can new entrants move in so easily? Digital business changes the rules by lowering the traditional barriers to entry. A digitally based business model requires far less capital and can bring large economies of scale for example. In this research article, focus will be on Porter's model of the five forces of industry competition; Digital Transformation And Innovation In Today's Business World; Leadership in the Era of Digital Disruption; Changing Retail, Dynamics in the Face of Technology Disruption; How Disruptive Technology Is Changing Business for Good and The Coming Wave of Digital Disruption.

INFLUENCE AND VALIDITY OF ONLINE REVIEWS ON CUSTOMERS PURCHASE DECISION – A STUDY

MONISHA D
IPE/ICSSR DOCTORAL RESEARCH FELLOW
DEPARTMENT OF COMMERCE
CHEPAUK CAMPUS
UNIVERSITY OF MADRAS
CHENNAI

Dr. S. GURUSAMY
PROFESSOR & HEAD, DEPARTMENT OF COMMERCE; &
DEAN (ACADEMIC)
UNIVERSITY OF MADRAS
CHEPAUK CAMPUS
CHENNAI

ABSTRACT

India is under a transition period with emerging digitalization; hence, there is wide change over in shopping behaviour. Nowadays many customers prefer online shopping to the traditional shopping. In this scenario, it is essential that to make this study on impact of online reviews because online reviews are the major significant reason in making online shopping. This research paper were also made in relating the AIDA model with online reviews.in this study, an attempt has been made to identify the products purchased online based on reviews, to explore the preferred website for online reviews and to examine the impact of online reviews in the customers purchasing behaviour. The study has revealed that the purchase decision based on good reviews and good rating is quite strong and positive to shop in online. Overall, the study is benefits of the modern marketing towards the digitalization.

FINANCIAL STRUCTURE OF SELECT BATTERY COMPANIES IN ANDHRA PRADESH – AN ANALYTICAL STUDY

Dr. KOMMINENI KALYANI
D.NO.15-30/1 (UPSTAIRS)
PADMAVATHI NAGAR
TIRUPATI

Dr. P. MOHAN REDDY
HEAD
DEPARTMENT OF COMMERCE
SRI VENKATESWARA UNIVERSITY
TIRUPATI

ABSTRACT

Any business enterprise requires a combination of both long term and short term funds so as to equip itself with an appropriate combination of fixed assets and current assets. The long term financial strength as well as profitability of a business enterprise are influenced by its financial structure. The financial structure brings to the fore relative size and changing importance of both long term and short term funds as two components of total capitalization. The aim of present research paper is to analyse the trends in the financial structure of select battery companies in Andhra Pradesh. The present study is based on the secondary data only. The present study needs a ten year period commencing with the financial year 2002-03 and ending with 2011-12. Various tools like trend, average, percentages are applied. Graphs and diagrams are presented to illuminate the facts and figures at appropriate contexts. It reveals that ARBL and NBL, had heavily relied on internal source of funds for meeting their financial requirements. In other words, these companies could find it very easy to generate internal funds to finance their activities. But only one company, HBL had depended more on external funds than on internal funds for financing its projects. Long term funds were more than the short term funds in all the battery companies during the entire study period under observation. Hence all individual battery companies and the industry in Andhra Pradesh were heavily depended on long term funds in order to finance their fixed and current assets requirement.

A STUDY ON THE IMPACT OF GST ON GOODS TRANSPORT AGENCIES (GTA) WITH REFERENCE TO TAMIL NADU

ANAND SHANKAR RAJA M
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
CHRIST (DEEMED TO BE UNIVERSITY)
BENGALURU

KRISHNA B
STUDENT
DEPARTMENT OF COMMERCE
CHRIST (DEEMED TO BE UNIVERSITY)
BENGALURU

ABSTRACT

The researchers have attempted to study the impact of GST on Goods Transport Agencies (GTA) in select districts of Tamil Nadu namely Erode, Tirupur and Coimbatore. The paper aims to follow a qualitative approach and hence proper review of the literature has been taken into consideration. The review of literature provided a basic understanding on how to proceed with the research work and provided insights to learn new information. Since there are no much articles and published sources on GST and its impact on GTA, the researchers have collected literature reviews from various sources. The study also concentrates on primary data collection using a focus group approach. The study concludes that GST has been finally implemented officially throughout the Indian scenario and has a confused effect. Experts are looking forward to find solution for these problems. Transporters will have to make a significant investment in making technological advancements in the system of booking. Experts must be employed in order to comply with the rules and guidelines of the law. Now is the time to make reforms in business. The researchers have spent quality time to analyze and understand each component concerned with this research work. This research outcome will be favorable to all the connected parties and will be a very strong mechanism for transport agencies. The researchers have concentrated only on Tamil Nadu, which is the limitation of the study. The future researchers can conduct a comparative study and explore various industries and sectors.

ENHANCED SPARSE SYSTEM FOR MULTI-CHANNEL MANAGEMENT USING REDUCED MONOTONE GEOMETRIC ALGEBRA

Dr. R. MARIMUTHU

**BS_2, VARADHA APARTMENT, VASUDHARA, ANDALPURAM
MADURAI**

ABSTRACT

Sparse representations are mainly used in colour image processing. However, existing sparse models are used only in scalar methods to demonstrate colour image pixels. In these models, loss is very high compared to structured monotone geometric algebra. If we use vector matrix in multichannel management it gives more computational complexity. In our proposed system for novel enhanced sparse system for colour image that bears multi channel management based on monotone geometric algebra. Firstly, a novel theory of monotone vector geometric algebra (MVGA) is provided, including monotone vector matrix sparse basis and the reduced geometric operations. Secondly, taking advantage of the MVGA theory, the model represents colour image with multi-channel as a matrix vector with the spatial and spectral information in MVGA space. Thirdly, the dictionary learning algorithm is provided using the K-MVGA-based multi value decomposition (K-MVGAMVD) (Generalized K-means clustering for MVGAMVD) method. The comparison results demonstrate that the proposed model can remove the data redundancy and reduce the computational complexity, and can mean while effectively preserve the inherent colour structures. The result suggests its potential as a heterogeneous and efficient tool in various applications of colour image analysis.

THE STUDY OF CRYPTOCURRENCIES AROUND THE WORLD

GURUCHARAN SINGH BAGGA
STUDENT
SHIV JYOTI CONVENT SCHOOL
KOTA

ABSTRACT

In this article, the author has given the detail about the origin of Cryptocurrencies and specially focussing on first cryptocurrency in the world. Bitcoin has emerged as the most successful cryptographic currency in history. Within two years of its quiet launch in 2009, Bitcoin grew to comprise billions of dollars of economic value despite only cursory analysis of the system's design. In my research, my main result was to discuss the various possibilities related to the market capturing of different Cryptocurrencies. I have given brief account of mining and the analysis of impact of Bitcoin and other Cryptocurrencies across the world. A general equilibrium monetary model is developed to study the optimal design of a cryptocurrency system based on a blockchain. The model is then calibrated to Bitcoin transaction data to perform a quantitative assessment of the scheme. Many Cryptocurrencies studies are included in this paper for better understanding.

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With sincere regards

Thanking you profoundly

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Sd/-

Co-ordinator

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