

An Overview: Social Media - Challenges and Opportunities

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Abstract: *In recent years, social media has emerged as a powerful new marketing tool. It continues to be an integral part of marketing strategies across various industries, but as it is still relatively new, the learning curve is steep. As social media and social media marketing evolves, knowledge of the field is gained by marketing professionals largely through trial and error.*

We understand it can be overwhelming, frustrating and often confusing to navigate the world of social media management, and we know there's an ample amount of social media challenges small businesses face every day. So social media is serving as an all-purpose medium to engage with consumers at all stages of the consumer decision journey. India is in transition stage we are moving from traditional marketing tools like, TV, radio, magazine etc. to modern marketing tools i.e. Social media tools face book, corporate blogs, video channels, banners as on social nets. The trend of online marketing is increasing all over the world as well as in India also. Main focus of the proposed study is to provide an understanding to the concept social media and to find out the challenges and opportunities for social media in India.

Keywords: *Concept of Social Media, Challenges and Opportunities.*

I. INTRODUCTION

Nowadays technology is consistently ever-changing, and once your complete may be a part of the social networks it's obvious that it's able to amendment with it. Globally, firms are progressively mistreatment social media and adopting new variety of networked enterprises to use rising market opportunities. Consistent with a survey by McKinsey & Co. discharged in November 2011, "Two thirds of massive firms currently use social networks or blogs." Most firms are mistreatment social media to extend their monetary performance and market share. firms use social networking technologies for a variety of business processes as additionally generate new ideas. Social networking and blogs, particularly, are used mostly in outwardly centred processes that gather competitive intelligence and support selling efforts. Social media has modified the manner firms move with customers. a completely networked business setting suggests that higher access to client profiles and preferences. firms seeking advantage over competitors cannot ignore social media because it helps them connect and have interaction with customers. The that means of the term 'social media' are often derived from 2 words that represent it. Media usually refers to advertising and therefore the communication of ideas or info through publications/channels. Social implies the interaction of people at intervals a bunch or community. Taken along, social media merely refers to communication/ publication platforms that are generated and sustained by the social interaction of people through the particular medium or tool. Social media selling consists of the try to use social media to influence customers that one's company, product and/or services are worthy. Social media selling is selling mistreatment on-line communities, social networks, journal selling and additional.

Objective of the study

1. To provide understanding about social media
2. To find out the challenges and opportunities for social media in India.

II. LITERATURE REVIEW

Trusov, Buckling, and Pauwles, (2009), explained that social media platforms give a easy tool for users to ask and converse with alternative. this sort of interaction has given voice to countless shoppers United Nations agency currently have the capability to speak to every alternative and are ready to share their experiences and opinions with a world audience at very little or no value.

Joseph, (2010), urged that social media presents marketers with the chance to execute a lot of emotional bit points in areas wherever shoppers are ready to connect with one another and share their experiences. These bit points are massively emotional and provide marketers the chance to attach and interact with shoppers properly and generate exposure for the organization's brands.

Gunelius (2011), outlined that social media selling as a kind of direct or indirect selling that's wont to build awareness, recognition, recall and action for a complete, business, and towards the merchandise with victimisation the tools of social internet, like blogging, micro-blogging, social networking, social bookmarking, and content sharing.

The Necessity of Paternity Leave Underpinning the Role of Males in Child Development

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Abstract: Unlike many other European countries, India has no paternity leave policy giving fathers the right to take paid time off work for the mothers undergoing the period onwards child birth or following a birth or adoption of a child. Reserving a share of the parental leave period for fathers is considered essential in order to encourage fathers to take leave, and to increase men's participation in nurturing and upbringing of a child. Sometimes this policy is prescribed as "dual-earner" and "dual-care" family. This research paper explores how men's individuality, competency, responsibility and concern as a parent is assumed and communicated. Pictures of 'new father' should be analyzed in relation to equal status policy, stressing mothers and fathers equal responsibility for child care as well as for economical requirements. The precise role played is considered by prolonged time off immediately after the birth of a child in organizing that experience. By representation fathers into the daily impracticalities of child care, free of workplace restraints, extended time off delivers the space necessary for fathers to develop the child-rearing skills and sense of responsibility and accountability that then permits them to be active co-parents rather than assistants to their spouses. This swing from a manager-helper dynamic to that of co-parenting generates the chance for the growth of a more gender-unbiased division of labor.

Keywords: Paternity leaves, Fathers, Childbirth, Child care, Co-parenting

I. INTRODUCTION

There are several appliances through which children and families are affected by parental leave policies. In case, the leave period is punished in the market, paternity leave will directly shake the relative earnings of both male and female (Datta Gupta and Smith (2002)). In households where managing the requirements of one's family struggles with meeting the loads of a job, keeping balance can be challenging. When a child is born to a parent (or a set of parents) who are employed, the parents must figure out a method to both care for their child and meet other responsibilities (professional, financial, etc.) as comparative benefits within a family evolve dynamically, the income gap between men and women may also be altered in the longer run (Becker (1985)). Some fathers are able to take benefit of paternity leave for a period following the birth of their child to help facilitate the changeover between personal and professional life. Paternity leave is a comprehensive term that comprises to care for a newborn, as well as leave taken to care for a kid who has been placed through adoption or nurture care. Paternity leave should provide job protection for fathers and can be fully paid or partially paid by the organization they are employed with. Provisions of paternity leave sometimes differ throughout the world with regard to time approved and level of pay.

Compared with other nations, while we are still lagging, evolution has been made by Indian public and private companies from no paternity leave to five days, with organizations further planning to lengthen it but still there are many organizations who have not yet implemented the leave policy for the fathers of a new born infant, especially in the profession of educationalist. But unfortunately, no one understands its needs and effects of fathers spending more time with their children for their nurturing. While several papers have investigated how maternity leave (or general parental leave) impacts parent and child outcomes but hardly there are any thesis or studies that have reflected the particular effects of paternity leave. Since Sweden announced the first gender-neutral parental leave policy in 1974, many other nations have also introduced leave policies for parents: not only for mothers but also for fathers as well (O'Brien, Brandth & Kvande 2007).

This study have pointed out, 'a necessary part of the paternity leave among educationalist.' There are numerous causes for demanding this, since providing fathers with job-protected leave has the following benefits: it creates opportunities for harmonizing work and family life; it build up fathers' rights, especially those of working professionals, in relation to employers; and it may act in the best interests of both children and fathers as it offers fathers time off from job with economic compensation for creating social bonds with their children.

A Study on Competency Mapping in Textile Industry

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Abstract: Competency could be a set of skills, connected data associate degree attributes that enable a personal to with success perform a task or an activity within a particular operate or job ability Mapping could be a method of identification of the competencies needed to perform successfully a given job or role or a collection of tasks at a given purpose of your time. It consists of breaking a given role or job into its constituent's task or activities and distinctive the competencies (Technical, Behavioural, and soft skills etc.) required to perform the identical with success. The aim of the study is to judge the ability of the staff of the textile industry. To accomplish the aim the author has collected the requisite knowledge Indo Rama Textile Ltd., Nagpur. A ability are some things that describes however employment may be done excellently; a ability solely describes what needs to be done, not how. Core ability are some things that cannot be derived and it's the pillar upon that individual rest.

I. INTRODUCTION

Nowadays organizations are all speaking in phrases of competence. Human beings used to talk in time period of ability units, which could make their companies aggressive. Now people trust in excelling and no longer competing. It's miles higher to improve a centre competency in an effort to see them through crisis. And what other manner to increase the people, for human resource is the precious resource to any agency. Corporations of the future will have to rely more on their capable employees than another useful resource. It's far a major element that determines the achievement of an organisation. Skills are the inner equipment for tactics, Directing systems and motivating employees and guiding the commercial enterprise towards common desires that allow the corporation to increase its value. Competencies offer a not unusual method that may integrate all the most important HR functions and services like career and succession making plans, included Human resource control machine, Recruitment, schooling and performance. Abilities include the gathering of fulfilment factors essential for accomplishing essential outcomes in a specific activity or work role in a specific agency. Achievement elements are mixtures of knowledge, skill and attributes (extra historically referred to as "KSA's") that in the ones jobs or work roles. Attributes includes: personal characteristics, tendencies, reasons, values or ways of questioning that impact an individual's behaviour.

Idea of Competency Mapping

It is a method of identification of the abilities required to perform correctly a given process at a given point of time. It consists of breaking a given job into its constituent responsibilities or activities and figuring out the abilities (technical, managerial, behavioural, conceptual understanding, competencies and mind-set, and so on) had to carry out the equal efficiently.

- Competency Map. A competency map is a listing of an character's skills that constitute the factors most crucial to achievement in given tasks, departments, organizations, or industries that are part of the man or woman's cutting-edge career plan.
- Competency Mapping. Competency mapping is a method an man or woman uses to discover and describe competencies which are the most crucial to achievement in a work state of affairs or work function
- Competency profiling it is the method of figuring out the KAS and judgment required for effective overall performance in a specific profession or profession. It is a business/organization particular.

What is Competency?

Any underlying traits required for performing a given position, undertaking or pastime can be considered as competency .

Competency may also take the following paperwork:

[Knowledge, Attitude, Skill]. Character characteristics along with [Motives, Values, Traits, Self Concept]

Steps in Competency Mapping

The steps in competency mapping with an give up result of activity evaluation includes the subsequent:

Step1: become aware of departments for competency profiling.

An Analytical Study of Employee Engagement (faculty) in Management Institutions w.r.t. to Pune City

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Abstract: Employee engagement is a very popular construct for today's management. Organisations are using innovative employee engagement strategies in order to stay competitive and improve employee performance. The purpose of this paper is to explore the impact of employee engagement on organisation in various Management Institutions of Pune. An efficient, motivated, and skilled workforce is a catalyst for positive change in any organization, one of the most powerful ways to effectively improve profitability over time is to shift focus toward the high-value resource of personnel.

Keywords: Employee engagement, Job performance, motivation, skilled workforce.

I. INTRODUCTION

An organization can gain competitive advantage through people facilitated the concept to gain popularity. According to the late management guru, Peter Drucker, the most influential and important five letter word begins with P, which stands for people. The most powerful source of competitive advantage for an organization is undoubtedly people. "Employee engagement is about treating employees as people, not merely as employees".

An engaged employee is more productive, customer focused, profitable and is more likely to stay with the organization. Also, in best organizations, employee engagement is the way they do business, in such Organizations employee engagement excels a human resources initiative.

Employee engagement has become a focal point in today's workforce because companies are finally beginning to grasp that in order to keep your customers happy, you need to have happy, engaged employees.

Employee engagement is an important worry of today's Management. Over the past decade, HR professionals, consultants and researchers have linked employee engagement to business outcomes within the organizations, including stronger intentions to leave, increased staff turnover, and low employee morale and overall satisfaction at work. Organizations today invest a considerable amount of financial and staff resources to actively measure, track and manage levels of engagement among their employees. Dedicated teams of HR professionals are assembled to accomplish these activities through various surveys, activities and managerial interventions and applying innovative strategies. As a result HR professionals understand how employee engagement is directly linked within organizations, the role it plays in driving staff morale and productivity and the implications levels of engagement have on human capital management and overall business success.

II. OBJECTIVE OF THE STUDY

The study shall be undertaken to have an in-depth view to measure the following

- To assess the level of employee engagement in teaching faculties.
- To identify the factors affecting the level of engagement amongst the faculty members.
- To identify the measures required for enhancement of engagement amongst the faculty members.

Assumptions of the research

- The random data collection from faculties of various Management Institutes from University of Pune is applicable to all other Universities.
- It is assumed that the respondents have provided genuine inputs.
- The engagement levels of male and female faculties have not been analysed separately.

Statement of problem

Hypothesis

1. Employee Loyalty has significant impact in predicting employee engagement .
2. Organizational Communication has significant impact in predicting employee engagement
3. There is a significant relationship between Leadership and Employee Engagement.

Organisational Impact on HR and Knowledge Management Strategies

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Abstract: Knowledge is most important asset for any organization. It recognized as resource and the person who involve in creation, storage and dissemination of knowledge are called knowledge workers. If an organization wants to be successful, its managers, must find out an efficient and effective way to manage knowledge worker. The knowledge worker's knowledge helps the organization to achieve their expected objectives and it can successfully achieve only through proper HRM practices. Knowledge is an intellectual thing and cannot~ fulfilling without human brain. Therefore, HRM play important role in KM.

Keywords: Human Resource Management (HRM), Knowledge Management, Knowledge workers, HRM Innovation, Intellectual capital

I. INTRODUCTION

Knowledge management (process of managing knowledge) requires both effective and efficient information management skills and HRM practices. The term Knowledge management(KM) was first introduced in the key note address of European management conference held in 1986 and now it become a discipline that promotes an integral approach to identify, capture, retrieves, share and evaluate an enterprise's knowledge assets. KM is a concept or strategy of systematic and constructive management of vital knowledge. Now days, KM has become a key issue for any government, industry and academic institutions. All the organizations are attractive increasing aware of the importance of managing knowledge to improve their competitiveness. For success of any organization, KM is very essential. KM is not helps in discovering these sources but also help in evolving new professional role, rules and models. For proper use and application of KM, it required skilled human resources and which are very important assets in every activities of KM. The application of knowledge management in the organization is results of business strategy and objectives & practices of these organizations are specified with the available information and human resource strategy. The information strategies define objective and practices for managing information resources (i.e. information system and their information). It determines the way of managing explicit knowledge in organization. The human strategy defines objective & practices for managing human resources (i.e. worker and their knowledge). It determine the way of managing tacit knowledge in the organization. Therefore, the application of KM in the organization leads to efficient and effective management of information and human resources.

Knowledge

Knowledge plays an important role in an organization of modern world. It is commonly distinguished from data and information. Data represent observations or facts out of the context. Information results from placing data within some meaningful context often in the form of a message. Knowledge is that which we come to believe and value based on the meaningfully organized accumulation of information (message) through experience, communication or reference. Knowledge can be viewed Human Resource and Knowledge Management both as things to be stored and manipulated and as a process of simultaneous knowing and acting that is applying expertise. Knowledge is not only just an explicit tangible "thing" like information but information combined with experience, context, interpretation and reflection, Knowledge involves the full person, integrating the elements of both thinking and feeling. "Knowledge is a fluid mix of framed experience values, contextual information and expert insight that provides a framework for evaluating and incorporating new experience and information. It originates and it applied in the mind of knower. An organization, it often becomes embedded not only in documents or repositories but also in organizational routines, processes, practices and norms".

Type of Knowledge

Knowledge may be classified in following three groups:

- 1. Explicit Knowledge:** It is formal and easy to communicate to others. It is the knowledge of rationality i.e. policies, rules, specifications and formulae. It is also known as declarative knowledge.
- 2. Tacit (Implicit) Knowledge:** It is complex form knowledge. It has two dimensions namely technical and cognitive. This is a personal knowledge which is in human mind and difficult to formalize and also difficult to communicate.
- 3. Cultural knowledge:** The cultural knowledge includes assumptions and beliefs. It is used to understand, describe and explain the reality as well as conventions. It is also useful to form the frame

A Conceptual Study about Social CRM: A Literature Review

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Abstract: Social CRM may be a business strategy supported by technology platforms to supply dependent price for corporations and their target teams. In apply, one issue clogging Social CRM implementation is that the lack of performance measures, that assess Social CRM activities and monitor their success. An analysis has been conducted work performance measures so as to develop a Social CRM performance activity model. To handle this gap, this text presents the qualitative a part of a two-stage multi-method approach. It includes a scientific and rigorous literature review moreover as a sorting procedure. During this effort, sixteen Social CRM performance measures and 4 classes of a performance activity system are known. The sorting procedure validates the corresponding classification and ensures a high degree of external validity. During a consequent study, formative survey instruments are developed from the several findings and are tested by applying a confirming correlation analysis.

Keywords: Social Media, Customer Relationship Management (CRM), Networking, Media

I. INTRODUCTION

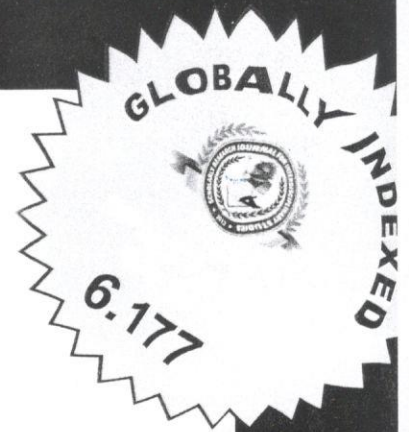
Organizations within the late Nineteen Nineties through early 2000s, participated within the widespread preparation of client relationship management (CRM) technologies. However, in recent years, the event of web, data systems and Social media have LED to the explosive growth of information. Web 2.0, normally cited as Social media, have become vital tools at intervals the expansion of knowledge and communication technology (ICT) within the previous few years. The Web 2.0 and Social media have modified the usage of the web essentially. Web 2.0 technologies have hyperbolic the potential for making a lot of fast and in depth social networks and business relationships (Askool & Nakata, 2010). enabling internet two.0 tools like blogs, Wiki, Social media applications and alternative services, that are wide utilized by people, have an impact on ancient CRM systems (Askool & Nakata, 2010).

For this reason, the normal CRM systems have become obsolete. Moreover, the quantity of individuals United Nations agency use Social media are growing. As a result, people are not passive any longer, however are connected and sceptered (Malthouse, Haenlein, Skiera, Wege & Zhang, 2013;). Thanks to the increase of Social media, today's managers are integrating Social media information with existing systems and processes to develop new capabilities that foster stronger relationships with customers (Trainor, Andzulis, Rapp & Agnihotri, 2014). This LED to the new idea of Social CRM, that is rising as a brand new paradigm for integration social network applications with ancient CRM systems. The term Social CRM describe the new manner of developing and maintaining client relationships (Greenberg, 2010). The idea of Social CRM distinguishes itself from ancient CRM by the subsequent reasons:

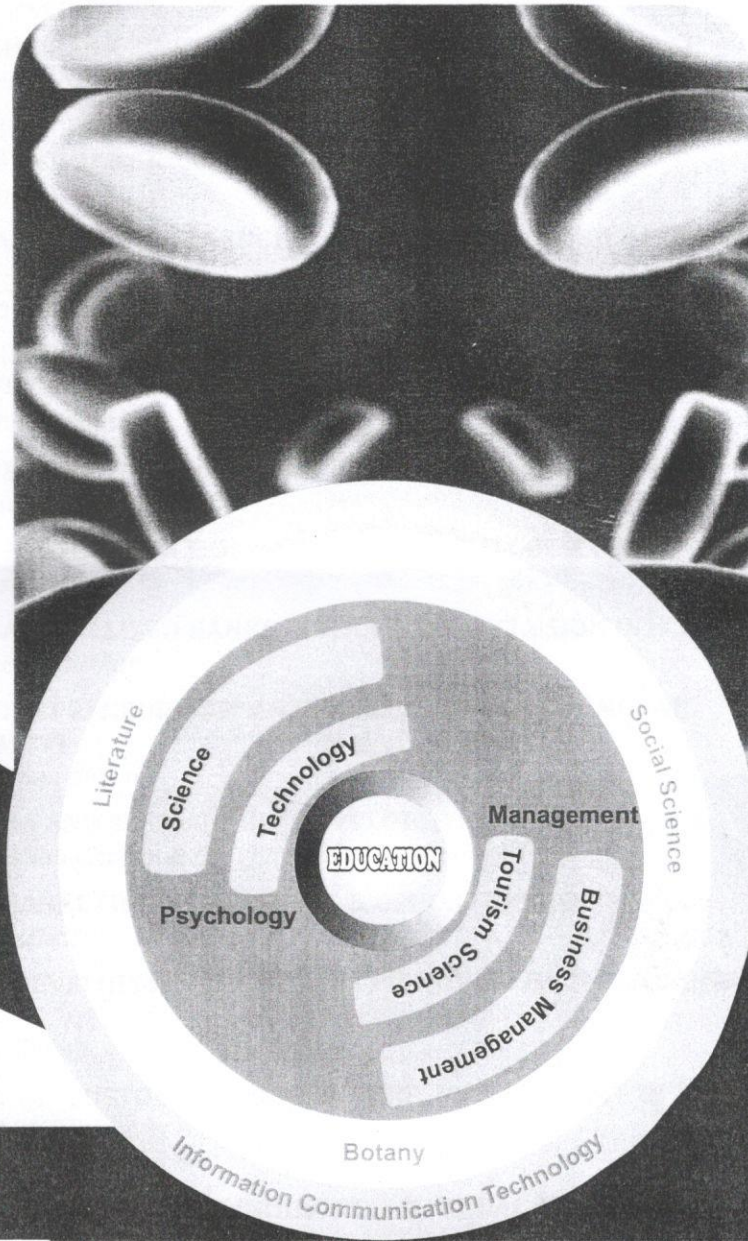
- With Social CRM, it'll be potential to manage the relations with current similarly as potential customers, that wasn't potential with ancient CRM thanks to the focus on customers' existing in a company it's info.
- Social CRM is considered a brand new strategic approach (Woodcock, inexperienced & Starkey, 2011).
- It extends ancient CRM by suggests that of using internet 2.0 technologies and Social media so as to adapt to customers' demands (Lehmkuhl & Carl Jung, 2013).
- By linking and integration Social media information with existing CRM systems, organizations could doubtless improve their selling activities (Marolt, Pucihar & Zimmermann, 2015).
- The distinctive characteristics of Social CRM allows corporations and customers to move and communicate, turn out and consume edges and price in new ways that haven't been captured by previous ways (Larivière, Joosten, Malthouse, Birgelen, Aksoy, Kunz, & Huang, 2013).
- In line with Marolt et al. (2015) the most edges of Social CRM are: "building trust, gaining client insights, establishing client loyalty, achieving customer retention, involving customers in new development, up client time period price and company name, and lowering the value of service" (p. 261).

To summarize, Social CRM give new opportunities for collaboration, social interactions and price creation that supports a customer-centric management.

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RURAL INDIA AND SUSTAINABLE DEVELOPMENT: A STUDY

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Abstract

Rural Development is a process which aims at improving the well being and self realization of people living outside the urbanized areas through collective process. The sustainable development of rural areas is necessary for the welfare of the human society of the whole world including developing, undeveloped and economically most backward countries. The soul of India lays in villages. Rural population in India was reported at 66.86 per cent in 2016. Planned development involves translating the ideas into concrete actions. New attitudes towards policies and management of the rural development process in India, will offer sustainable and inclusive growth. Present paper attempts to explore the basic issues related to the rural development process in India.

Key-Words: Rural, Problems, Govt. Initiatives, Sustainable, Development.

1.1 Introduction: "Gandhi's concept of rural development was based on self-supporting, self-governing and self-reliant village community". -Wofford Clare, Harris

Of the 121 crore Indians, 83.3 crore live in rural areas while 37.7 crore stay in urban areas (Census 2011) Rural development has always been an important issue in all discussions pertaining to economic development, especially in India. According to Robert Chamber, rural development is a strategy to enable a specific group of people, poor rural women and men, to gain for themselves and their children more of what they want and need. It involves helping the poorest among those who seek a livelihood in the rural areas to demand and control more of the benefits of rural development. The group includes small scale farmers, tenants and the landless. There are cascading effects of poverty, unemployment, inadequate infrastructure in rural areas on urban centers causing slums and consequential social and economic tensions manifesting in economic deprivation and urban poverty. Development implies creating conditions in a given society for whole some leaving of its members. Logically it stands for the rise in the standard of living of the weaker sections, greater participation in the affairs of the largest society and the state, freedom from poverty, unconstrained development of individual's among the varies sections of the social composition. (Ghani, N., 2006).

Agriculture is the main sustaining force for the majority of rural population. The economy of Population is directly depending on the agriculture - animal husbandry, poultry, forestry, fishing and horticulture. In the developing countries the primary goal of rural development is, to improve the living standard of people by providing food, shelter, clothing, employment and education; to increase productivity and reduce poverty in rural areas. Planned development involves translating the ideas into concrete actions and it depends on the resources at the disposal of a particular region/area. (Chaudhury, S.K. 1990)

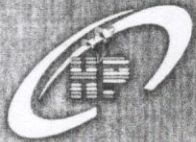
1.2 Conceptual Framework:

S.R.Mehta.1987-, Rural is differentiated from the urban in terms of its geo-physical location, spatial distribution of household on kinship-family complex lines, close knit interactional pattern between individuals and families, agricultural based occupational structure, informal clientele system formalized through established traditions and institutions, ascribed control and authority pattern and a belief system based on faith and conviction in religious ethics and themes. The purpose of

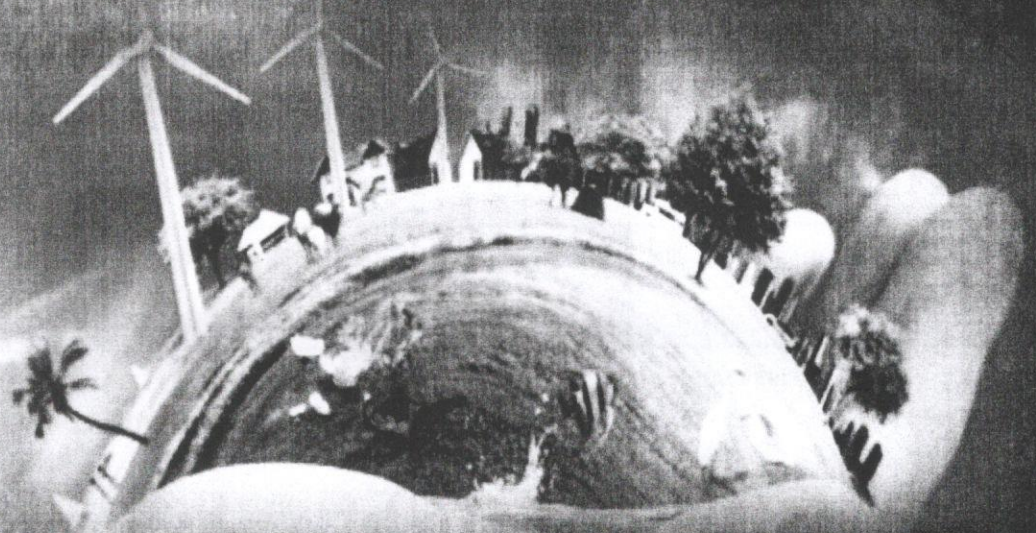
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Globalization And Developing Nations: A Study

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Abstract :

Globalization has introduced the concept of border-less and integrated world economy. The primary purpose of this paper to review the complex process of Globalization in the context of developing economies.

The word globalization describes the idea that the world is becoming a single global market. It brings modernization. Globalization has changed the picture of World Economy, It is the process of market liberalization which is necessary for a good human society. The process reduces the cultural barriers as the global village effect increases.

The question is whether the globalization is beneficial for our world or is it harmful, is still unsolved over the years. The term Globalization has become the key idea for the practice of theory and business as well as came in academic debates .

Globalization has increased the connectivity across the entire world throughout the centuries . yet current situation is different from what it was before . This process of Globalization has increased the volume of trade and provided the better opportunities to the developing economies .

Keywords: Globalization, Impact, Developing, Nations, Advantages .

1.1 Introduction:

Globalization has changed the picture of World Economy. A lot of research has been done

in previous years on Globalization, but the world does not clearly know about its effects on economic development. Empirical evidence suggests that globalization has significantly boosted economic growth. Globalization is not a new concept for us , it has been in frame since the ancient times, even the great empires like Greek, Roman, Egyptian, and Babylonian. These empires has tried the globalization method as they used to travel to other places to gain control on others lands, for finding out the better living style and to earn profits by selling different regions.

Globalization is a process of liberalizing the trade. Developing countries over the last two decades, concerning the impact of globalization over their economies. Liberalization leads to greater economic growth. Globalization has a great influence on society and affected human behavior. This paper will examine some influences of globalization over the social lives, economic process. Economic impact of Globalization in India has been great over the years, that People can now easily execute the trade services such as medical advice to software writing to data processing that could never really be traded before, all these could occur due to the Globalization. There are billions of products that pass on various countries in order to reach all the societies around the world and get the products to every individual around the universe only due to the latest communication and technology via globalization. The influence of the globalization can be seen in every place in the world in different ways.

Social welfare on local or global scale is the need through the process of globalization.

The whole world has accepted Globalization that has increased rapidly all over the world. This paper is an attempt to verify what Globalization means. Market economic policies spreading around the world with more liberalization than earlier decades.

A LOOK INTO THE ARTIFICIAL INTELLIGENCE AND ITS APPLICATIONS IN VARIOUS FIELDS OF LIFE

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ABSTRACT:

Artificial intelligence, defined as intelligence exhibited by machines, has many applications in today's society. More specifically, it is Weak AI, the form of AI where programs are developed to perform specific tasks, that is being utilized for a wide range of activities including medical diagnosis, electronic trading, robot control, and remote sensing. AI has been used to develop and advance numerous fields and industries, including finance, healthcare, education, transportation, and more.

The scope of AI is disputed: as machines become increasingly capable, tasks considered as requiring "intelligence" are often removed from the definition, a phenomenon known as the AI effect, leading to the quip "AI is whatever hasn't been done yet."^[3] For instance, optical character recognition is frequently excluded from "artificial intelligence", having become a routine technology.^[4] Capabilities generally classified as AI as of 2017 include successfully understanding human speech,^[5] competing at a high level in strategic game systems (such as chess and Go^[6]), autonomous cars, intelligent routing in content delivery networks, military simulations, and interpreting complex data, including images and videos.

Introduction:

Artificial intelligence (AI, also machine intelligence, MI) is intelligence displayed by machines, in contrast with the natural intelligence (NI) displayed by humans and other animals. In computer science AI research is defined as the study of "intelligent agents": any device that perceives its environment and takes actions that maximize its chance of success at some goal.^[1] Colloquially, the term "artificial intelligence" is applied when a machine mimics "cognitive" functions that humans associate with other human minds, such as "learning" and "problem solving".^[2] See glossary of artificial intelligence.

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Artificial intelligence was founded as an academic discipline in 1956, and in the years since has experienced several waves of optimism,^[7]^[8] followed by disappointment and the loss of funding (known as an "AI winter"),^[9]^[10] followed by new approaches, success and renewed funding.^[citation needed] For most of its history, AI research has been divided into subfields that often fail to communicate with each other.^[11]

The traditional problems (or goals) of AI research include reasoning, knowledge, planning, learning, natural language processing, perception and the ability to move and manipulate objects.^[12] General intelligence is among the field's long-term goals.^[13] Approaches include statistical methods, computational intelligence, and traditional symbolic AI. Many tools are used in AI, including versions of search and mathematical optimization, neural networks and methods based on statistics, probability and economics. The AI field draws upon computer

science, mathematics, psychology, linguistics, philosophy, neuroscience, artificial psychology and many others.

The field was founded on the claim that human intelligence "can be so precisely described that a machine can be made to simulate it".^[14] This raises philosophical arguments about the nature of the mind and the ethics of creating artificial beings endowed with human-like intelligence, issues which have been explored by myth, fiction and philosophy since antiquity.^[15] Some people also consider AI a danger to humanity if it progresses unabatedly.^[16]

In the twenty-first century, AI techniques have



The Impact of Goods and Services Tax (GST) in Maharashtra

Ankit Jain

Abstract:

This paper talks about GST and its effects to be faced by the states and revenue crunch that might be faced by Maharashtra. Maharashtra has the highest revenue from its own taxes, as a share of total revenue, at 66% pre GST implementation. This has reduced by implementation of GST. This paper also talks about challenges and problems that are ahead for states as direct revenue collection has been reduced for the state and also address the problem of revenue shortfall. Taxes that will be subsumed by the GST are explained in this paper. Possible loss of state and working of GST Council has also been discussed in this paper.

Keywords: GST, Maharashtra, Revenue.

Introduction:

Tax reforms are an Integrated part of development process. Goods and Service Tax commonly known as GST is one of the biggest tax reforms that replaced all indirect taxes (like Central Excise Duty, Additional Exercise duty, Service Tax, Customs duty, State VAT etc.) levied on goods and services by the government both center and state after its implementation. It is an indirect consolidated tax, based on a uniform tax rate fixed for both goods and services (namely automobile, food products, telecom, insurance etc.) payable at the final point of consumption through a tax credit mechanism. GST subsumes a series of all indirect taxes under a single domain.

In 2000, the discussion on GST Bill was started. During the Central Budget of 2007-08 it was announced to be introduced on April 1, 2010, but the Empowered Committee missed its deadline. In 2014, Constitution Amendment Bill introduced in the Lok Sabha and taken up for discussion. On 6 May, 2015, Lok Sabha passed the bill and it is introduced in Rajya Sabha with minor

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Role of Social Media in Business Development: A Study

SURYADATTA

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Ankit Jain**

Abstract:

This research paper talks about the information of social media and how it helps in the business development. Marketing in social media is very crucial for growth of sales, promoting content and organization in totality. Social media plays an important role in business development in a way which helps to increase net worth and provides vast recognition via networking. Researcher has tried to explain ways through which social media can showcase, promote and sell products and services for any business or organization. Importance has been laid on power of social media, social media marketing, challenges of social media, opportunities and benefits arising out of social media. Benefits like increasing brand awareness, reporting and analyzing, humanizing brand, boosting sales and promoting content through social media are focused by researcher. Advantages through social media marketing like brand awareness, cost effectiveness, brand loyalty, website traffic and its evaluation, customer interaction and target audience are briefly discussed. Disadvantages of social media marketing like ineffective use, resources and challenges in evaluation are emphasized in this paper.

Introduction:

Two-thirds of net users worldwide frequently visit social media channels. At the beginning of 2018, Facebook had 1.4 billion daily users, whereas Twitter had a hundred million and Instagram five hundred million. This is a large audience for your business to promote if you are not utilizing these platforms and social media apps to have interaction along with your clients and alternative firms, you could get left behind. But at identical time, you would like to be savvy exploitation these sites, as businesses will find yourself trying inexperienced if they fall for 'fake' social media news.

Social media marketing will facilitate to extend whole awareness, whole loyalty, client service, and result in

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CHALLENGES AND ISSUES OF EDUCATION IN THE FIELD OF ANIMATION AND VFX IN INDIA : A STUDY

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ABSTRACT

Animation and VFX is one of the booming and fast growing industries in India at present. Animation and VFX requires a specific skill set by an aspirant. These specific skills are not catered by the traditional education as they require additional learning and practicing. In fact Private educational institutes capitalized the opportunity and introduced various certificate and diploma courses in order to fill the skill set gap. After identifying and realizing the need of authenticated certification, leading Universities have taken adequate efforts to introduce degree courses with enhanced curriculum. As an appreciation of the efforts of the leading Universities, the researcher has tried his best to highlight the challenges arising out of this effort. Failure by leading Universities to recognize Animation and VFX as one of the streams of education and recognizing Animation and VFX as a single discipline has no doubt resulted in confusion and dilemma for the aspirants. Also challenges in recognition of Animation and VFX as a field of education as compared to traditional field are briefly explained in this research paper.

Keywords: Animation Nomenclature, Capitalization, Design Education, Non Traditional Education, NET, UGC.

Relevance to Design Practice - Problems arising out of recognition of Animation and VFX education in India by Universities, Premium Institutes and Private educational institutes are discussed.

Introduction

With Animation and VFX industry growing at an alarming rate of 16.4 percent, it becomes one of the attractive career options especially for the younger generation. According to a FICCI - KPMG 2017 report (FY 2016-2017), Animation and VFX industry grew at 16.4%, with majority of growth coming from VFX at a rate of 31%, and is expected to grow at a CAGR of 17.2 percent over 2017-21. Animation and VFX is a talent-driven media and entertainment industry. This sector requires skilled professionals in the film, animation, VFX and gaming sectors. Kids in the age group of 0 to 14 are the primary audience for animation. Moving alluring young audience 'Motu Patlu - King of Kings', 'Chhota Bheem: Himalayan Adventure' and 'Chaar Sahibzaade 2', etc., registered a great success.

Jaw dropping Visual Effects (VFX) in big-budget Bollywood films like 'Sultan', 'Dangal', 'Fan' and 'M.S.Dhoni: The Untold Story' grabbed considerable audience attraction. 'Bahubali - The Conclusion' proved to be a benchmark for the Indian VFX Industry. 'The Jungle Book' on the other hand raised the bar for the depiction of photorealistic animated animals.

With this success and scope of the Animation and VFX industry and requirement of skilled professionals, quality education is indeed the need of the hour. In order to fill this gap between the traditional education and skills required for the industry, a lot of private educational institutes have mushroomed now-a-days. These private institutes did fill the skill gap for a few years up till now, but their education and authenticity of certificates has always been a suspicious question. Some colleges and leading Universities have also tried to benefit from this boom. However, requirements of animation education are not fulfilled properly leading to necessary establishment of animation as a traditional means of education.

Objectives

1. To ascertain the skill set required for of Animation and VFX.
2. To study the efforts and challenges before leading Universities and other private educational institutes in the field of Animation and VFX.

Research Methodology

Nature of data collected by the researcher is secondary. Researcher has used internet and e-references to collect the data required for the research. Links to the source of data is mentioned in the Bibliography located at the end of this paper.



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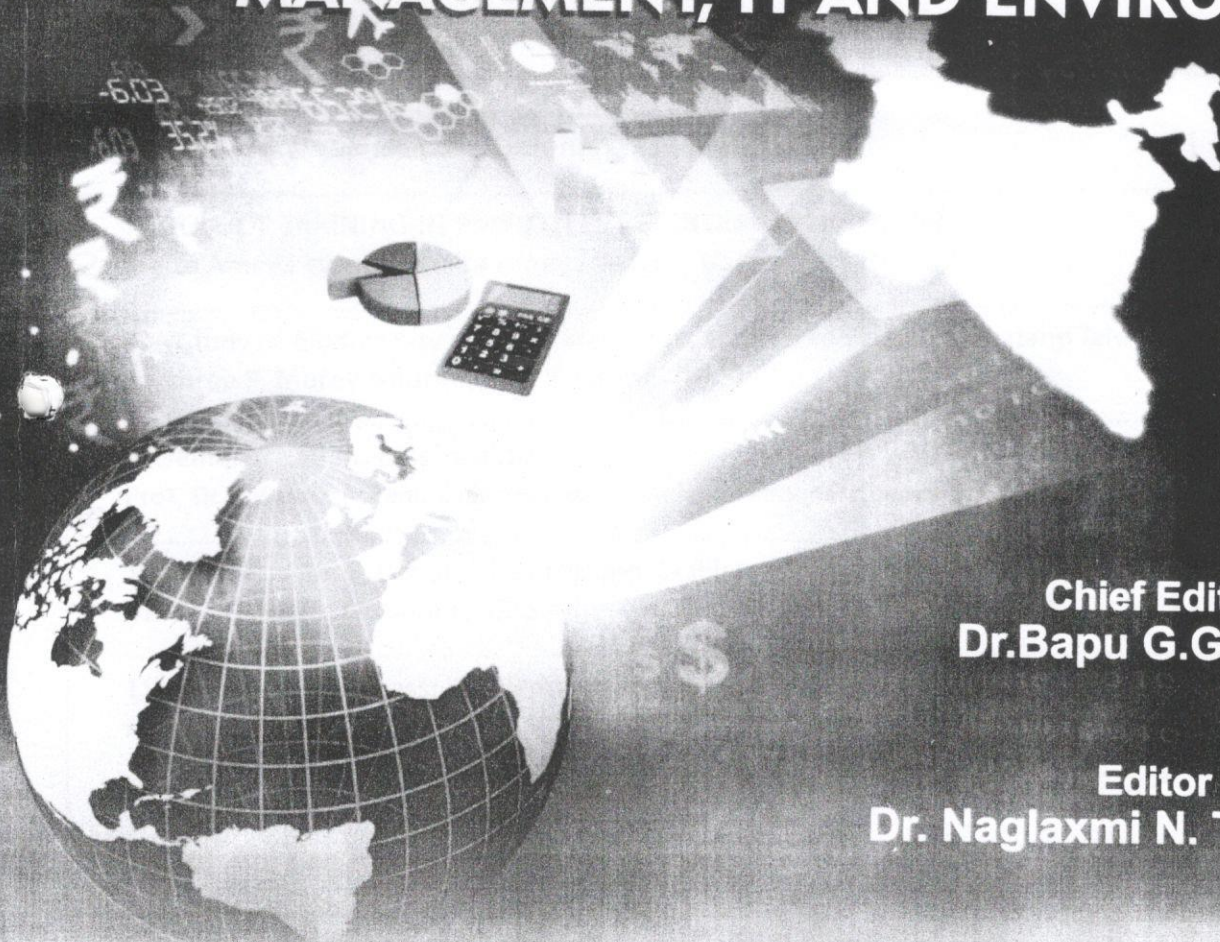
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E- Commerce: An Analytical Study

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Abstract:

The strongest growth in the e-commerce is in the services such as publishing, media, finance, education, entertainment, software and retailing consumer products such as clothing, footwear etc. Online advertising has been proved very useful in brand developing and direct response. Methods and techniques of e-commerce are being improvised and innovated for the more convenience and the comfort of the upcoming generation. This innovation of information and technology has been proven a boon for the well being and economical development of human society.

Electronic commerce commonly known as e-commerce, is the buying and selling of product and service over electronic system such as the internet and other computer network.

Customers service and marketing are main elements in e-commerce. In this system the customer and the product/service providers are directly connected through the reach of network.

Key- Words: E-commerce, Internet, Growth, Interchange, Computer, technology.

1.1 Introduction :

E-commerce has made a profound impact on society. E-commerce is becoming more popular now days by reducing transaction

cost and time and by providing much more opportunities to traders, consumers, managers, retailers, executives etc. E-commerce is also creating opportunities for many rural regional communities to revitalize their economic bases. E-commerce has affected the conduct of business, trade patterns, learning, social and political interactions.

E-commerce has existed in a variety of formats for a number of years. The banking and retail industries were among the first industry to apply technology to business and customer transaction with the introduction of Automatic Transfer Machines (ATMs) and Electronic Point of Sales (EPOS) technologies. (Kay Handerson)

Interchange of goods and services through e-commerce is becoming more popular day by day. E-commerce utilizes electronic network to implement daily economic activities such as pricing, contracting and payment etc. electronic commerce increased the speed, accuracy and efficiency of business and personal transactions, reducing time and errors.

That's why e-commerce occupied the important place in the world of trade and business.

Methods and techniques of e-commerce are being improvised and innovated for the more convenience and the comfort of the upcoming generations. This innovation of information and technology has been proven a boon for the well being and economical development of human society.

E-commerce utilizes electronic network to implement daily economic activities such as pricing, contracting and payment etc. electronic commerce increased the speed, accuracy and efficiency of business and personal transactions, reducing time and errors. That's why e-