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FUTURE OF BITCOIN – A REVIEW

Pooja Kapoor
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ABSTRACT

A cryptographic digital currency, which has gained substantial popularity worldwide is Bitcoin. The competition among cryptocurrencies, legal and regulatory framework of Bitcoin and its possible future have been studied and discussed in this paper where different variables identified by different authors which are affecting the competition. Aspect of regulatory framework and the possible future of Bitcoin across the globe is discussed along with the limitations that Bitcoin has.

Keywords: Bitcoin, Blockchain, Cryptocurrencies.

A STUDY ON VOLATILITY OF S&P CNX NIFTY IN INDIAN SECURITIES MARKET

Kavita

ABSTRACT

S&P CNX Nifty is national stock exchange of India's benchmark stock market index for Indian equity market. The present paper attempts to investigate whether the Previous day's Nifty returns has an explanatory power for today's Nifty returns. Daily data of sample of 3671 observations from January 2000 to December 2015 has been used for the study. CNX Nifty returns are calculated as the first difference of the log of the daily closing price. GARCH (1,1) has been developed to model the volatility of CNX Nifty returns. The GARCH model is a time series modeling technique which provides for Heteroscedasticity in the observed returns. Empirical results have shown that previous day's Nifty returns have GARCH effect in the today's Nifty returns.

Keywords: Heteroscedasticity, ARCH, GARCH, Volatility, CNX Nifty, lagged returns.

MARKETING AT KUMBH MELA:
A BLUE OCEAN STRATEGY

Dr Ritu

ABSTRACT

The Kumbh Mela is a primer on heartland marketing. Blue Ocean Strategy is referred to a market for a product where there is no competition or very less competition. This strategy revolves around searching for a business in which very few firms operate and where there is no pricing pressure. Most brands are able to find ways to connect with millions at one shot. Brands are nice distractions in the absence of anything else happening. It has primarily been dominated by FMCG but we find mobile phones and finance too nowadays. Especially in the rural space is with any large religious opportunity on the basis of number of people, footfalls and eyeballs. This is the best place, the CPT (cost per thousand) reach is ridiculous; look at the number of exposures. I would describe it as taking advantage of a huge number of people, allowing them to interact with the brand by virtue of sampling, conversations, visits to booths etc. Brands are not doing this since it has anything to do with religion; they tend to be agnostic. They are doing it because of the number of people and India does not give us too many other occasions that let us get so many of them. Everybody has tried everything and so it's a great area to get our creative juices flowing. Big brands have graduated from billboards and signs to engagement that includes sampling product trials etc both from an awards POV and with real work.When there is limited room to grow, businesses try and look for verticals or avenues of finding new business where they can enjoy uncontested market share or 'Blue Ocean'. A blue ocean exists when there is potential for higher profits, as there is now competition or irrelevant competition.

Key words : Khumbh, Mela, Dabur, Maha, Blue ocean strategy

AN EVENT STUDY ON ABNORMAL RETURNS IN BANKING SECTORS

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Supriya Sardana

ABSTRACT

The study aims to find the impact of Government announcement of infusing 2.11 lakh crores to hit NPA in the banks on share prices of the banks with high gross NPAs of their advances. Event study methodology given by Elton and Gruber, 2002 using daily returns and Ordinary Least Square (OLS) market model (Brown and Warner, 1985) is used in the study to find the pattern of share price movement with respect to the announcement. The event taken in the study is Government announcement of infusing 2.11 lakh crores to hit NPA in the banks made on 24th October, 2017. Parametric t test has been used to test the significance of the abnormal returns during the event window. The results indicated that the announcement has a positive and significant impact on the stock prices. There was a possibility to make abnormal gains. The cumulative abnormal returns of 5.7 per cent were generated in the event window.

Research Limitations- *The study is done using five banks each from public and private sectors. The study with respect to only public sector bank or only private sector bank might provide different set of results.*

Keywords- Event study, NPA, Semi strong form, OLS Market model, Efficient Market Hypothesis, t test.

ESTABLISHING PUBLIC POLICY AS
A BRAND WITH SPECIAL REFERENCE TO RSBY

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ABSTRACT

Branding of public policy is a challenging task in a country with diversified culture like India.Recentlyone can witness a major change in Government Public policy initiatives in terms of branding as now most of them have a unique logo, name and even a brand ambassador. Where a citizen/consumer is looking at these initiatives in terms of brand as promise rather than brand as differentiation. Hence there is a need to investigate this further. This paper evaluates various branding strategies the public organizations can use to match their policy products with citizens need , building their trust, generating positive attitude & finally to create public connect with special reference to governments health insurance policy Rashtriya Swasthya Bima Yojana(RSBY) launched in April,2008.

Key Words : *Branding, Consumer trust, Rashtriya Swasthya Bima Yojana(RSBY),public policy.*

GREEN ACCOUNTING IN INDIA

Dr. Mandeep Kaur

ABSTRACT

Environmental accounting or green accounting is a new branch of accounting that aims at accounting for the Environment and its well-being. Although it is a completely new field/branch of study and practice; it's soon gaining relevance because of its importance. In addition to merely checking a Company's profit or loss or its revenue and expenses environmental or green accounting is a growing field that focuses or provides for accounting the environmental impact, certain factors may cause to a business or organization.

Key Words : *Green Accounting, GDP, Environmental Accounting, Environmental Costs, GAAP, Environmental Audits.*

IPR IS NOT A CUP OF TEA FOR TEACHING FRATERNITY: A STUDY OF IPR CHALLENGES

DR. SANGEETA GUPTA

MS. MANSI SAXENA

ABSTRACT

Digitalized and informative era invites new avenues to explore and invent. Invention so far is undermined as original creator is not equally rewarded and awarded IPR turned as rolling coin for all originators and gained revolutionary acceptance in all areas and industries: pharmaceutical to steel, printing to software, energy to mining, electrical to hospitality, music, art, literature and films to arm industry. Copyright, Patent, Trademark, License are the buzzwords but unexplored by academicians and learning resources. Today, teacher as a mentor/ facilitator are more engrossed in creating original study material, interesting and attractive to bring more participants in the classes. IPR is the shield encompassing a wide variety of rights pertaining and protecting the ownership of creative work. Exploratory research was conducted to analyze the major perceived challenges of IPR, impact of demographic profile on IPR, usage of social networking sites as teaching and learning process.

KEYWORD: Intellectual Property Right (IPR), Teaching & Learning Process, Copyright, Social networking site.

PROPOSED FRAMEWORK FOR PARTIAL VEHICLE IMAGE DETECTION USING SVM AND FUZZY

Padma Mishra
Dr.Anup Girdhar

ABSTRACT

Image of particular object as vehicle as image detection is mainly the important role in driver assistant system as well as in intelligent autonomous vehicles. Thus in real - time it run time performance in term of accuracy performance. Thus the proposed system is discussed with consideration of overlapping of one image with another and partial view of images etc.thus the partial vehicle detection module is basically on driver assistant system and intelligent auto-nous vehicles by considering what type of image as vehicle appears in which area should extracted and classification based color Histogram of Orientated Gradients. Thus it perform the conversion of the input image as vehicle into gray image then Supreme stable outer region thus extract input as stable object in the previous output with the use of more one or more frames .In upcoming research the support vector machine retrieve the image as data from maximum stable external region result and then matches with database of image. Thus the concurrently the fuzzy pattern cluster techniques retrieve the object of interest from SSOR result and then apply the colors after that it will matches it with existing database images of vehicles .

Keywords : Histogram of Orientated Gradients, Support Vector machine, Fuzzy

EVOLUTION OF INDIAN LIFE INSURANCE INDUSTRY POST SECTORS LIBERALISATION

Ninad Narwilkar

ABSTRACT

It's been nearly 2 decades that the Insurance sector in India was opened up for foreign investment. When the sector was opened up only 26% FDI was permitted in the sector. Currently the limit is increased to 49% (from 2014).

The article 'Evolution of Indian Life Insurance Industry Post Sectors Liberalisation' reflects on how post the sectors liberalisation, Life Insurance Industry has grown at a steady pace despite the global financial crisis and regulatory overhaul. The editorial is divided into two phases i.e. from 1999-2008 (when the Global Financial Crisis occurred) and post 2008 where the industry underwent slew of regulatory changes. The editorial has tried to encompass how despite various challenging external and internal factors, a sector has blossomed in India.

The article also highlights the demographic advantage India has over other countries and how the same will act as a booster for the Life Insurance Industry to grow in the decades to come.

Key Words : Life Insurance, IRDAI, New Business Premium, Life Insurance Council