

MOTIVATION OF INDIAN TEENAGERS FOR FAMILY VACATIONS: AN EXPLORATORY FACTOR ANALYSIS APPROACH

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ABSTRACT

Motivation, in the context of family vacations is the force which drives the family members to go on such vacations, with different needs to be met from the vacation. In 'families with teenagers' the motivation of the teenagers for a family vacation might be different from that of the parents. This paper aims to identify the latent factors which constitute the dimension of motivation for teenagers for family vacations. A study was conducted on Indian teenagers in the age group 13 to 17 years, in Mumbai. An exploratory factor analysis was done and four factors emerged for the teenagers' motivation for family vacations. The four factors reported were 'exploring cultural and natural heritage', 'status and indulgence', 'excitement' and 'relaxation'. This paper can give vital inputs to marketers in the hospitality industry about the motivation of Indian teenagers for family vacations and help to target the specific factors through appropriate strategies.

PERCEIVED QUALITY AND LOYALTY RELATIONSHIP BETWEEN PARENT BRANDS AND BRAND EXTENSIONS

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ABSTRACT

The relationship between perceived quality and loyalty of parent brands and their extensions was studied. A sample of 522 was taken through convenience sampling methods in the Delhi /NCR region. A special website was constructed to collect the data and it was accessible only that area. Popular FMCG brands and their brand extensions were taken in the study. Correlation and regression analysis was used to analyze the data. The results of the study indicate that when brand extension was perceived to have similar quality as the parent brand, customers showed loyalty towards the parent brand. Furthermore, satisfaction with the quality of the parent brand had a positive relationship with the buying of brand extension frequency. Lastly, a positive relationship was found between the behavioral loyalty and perceived quality of a brand extension.

TRANSLATIONAL LEGAL RESEARCH FOR SOCIAL JUSTICE

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Research is creation of knowledge which leads to new and efficient solutions for the society.

Shiv Nadar

THEATRE- AN EFFECTIVE TRADITIONAL COMMUNICATION TOOL & WEAPON OF SOCIAL AWARENESS

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ABSTRACT

Theatre is a contiguous form of song, ballad, story telling and drama with music majorly. Some times as needed some elements from pantomime, ballad recitation, poetry can be added which make theatre more impressive and impactful. As a traditional communication tool the theatre having roots in culture, custom and traditions. As a native form of communication which developed from our own societies customs and belief theatre's reach and impact is remarkable and its appeals directly to the people. Theatre has been used not only for the medium of entertainment also used for spreading the awareness for political, cultural and majorly the social issues among the people. Social virtues are the worst evils of society, which are the biggest obstacles for social development. This paper explores those social evils and the role theatre to minimize these evils from the society. The present paper tries to explore the various aspects of theatre as a communication medium and analyze how this media is useful in present era for social development.

EXPLORING EMPLOYEE ENGAGEMENT FROM EMPLOYEE'S PERSPECTIVE: A QUALITATIVE STUDY OF A HYDRO POWER PUBLIC SECTOR ORGANIZATION

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ABSTRACT

In the face of rapidly changing global markets and shifts in economic power centres, organizations seek innovative ways to increase productivity and enhance employee performance. Human resource regardless of the business, can provide a competitive edge to the organization and employee engagement (EE) can play a crucial role in it. The value addition that an engaged workforce can bring into the organization is acknowledged both by academicians as well as the practitioners. The ability to manage engaging relationship with the employees can provide long term benefits to the organization, however the factors affecting EE may vary due to the psychological nature of the concept. This paper attempted to explore the building blocks of employee engagement from the employee's perspective. Primary data was collected by conducting in-depth interviews with HR members and selected managers in the selected hydro power public sector organization to explore the factors influencing employee engagement from an employee's perspective. The research was conducted using a blend of qualitative and reflexive approach.

USE OF IMPORTANCE–PERFORMANCE ANALYSIS MODEL FOR MEASURING SERVICE QUALITY GAP IN HIGHER EDUCATION: A PROACTIVE APPROACH

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ABSTRACT

The growth in number of higher education institutions has made higher education as emerging service sector. Now a days the institutions are charging high tuition fees from students and still fail to retain them. With special reference to India, Universities are not able to perform at par with foreign universities and high number of students specially from Punjab are migrating from here to pursue their higher education. This clearly indicates that the students being the service receiver are not satisfied with the quality being delivered by higher education institution. Realizing the need of hour, this research paper has been structured to know the process of retrieving the students' expectations and perceptions with regard to quality of education being delivered to them. Adapted RATER based IPA model has been applied to an affiliated college of Punjab and the analysis revealed that the institutions are lacking in terms of offering professional courses, campus placement, industrial tie ups, faculty quality and focusing more on infrastructure and being student friendly which otherwise students don't consider to be important for them while evaluating the institution in terms of quality. The paper has been discussed in different sections including conceptual framework, data analysis and recommendations.

COMPETING MODELS PREDICTING CONSUMERS' ONLINE BEHAVIOUR: A CASE OF NORTH INDIAN CONSUMERS

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ABSTRACT

The propagation of commercial websites providing customers with a new medium to shop for products has accelerated the importance of comprehending the determinants of online shopping intentions of consumers. This study compared the theory of reasoned action, technology acceptance model and the theory of planned behaviour to scrutinize which model best helps to envision online consumer intentions in India. Data were collected from 585 North Indian consumers, and structural equation modelling was used to compare these three models in terms of overall model fit, explanatory power and path significance. Results indicated that all three models were at par in explaining consumer online shopping intentions with TAM demonstrating a slightly higher explanatory power and a more parsimonious fit. Implications for online research and retail practice are presented.

A STUDY OF CONSUMER BEHAVIOUR TOWARDS PURCHASING SPORTS GOODS

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ABSTRACT

India has always been a sport playing nation. Though there has been a major inclination towards Cricket, people play other sports as well. In the recent years with increase in awareness about health and fitness more and more people have tend to start playing different sports. Other than this the major factors for the growth of sports in India is the Introduction of sports leagues. Leagues like Hockey India League, Pro Kabaddi League, Premier Badminton League and recently launched India Kho Kho League has given completely new perspective to these games. The aim of this paper is to study the behaviour of the consumers while purchasing the sports goods for themselves or for their children. The paper aims to understand the intention of consumers to purchase sports goods and the various options available for them.

PERCEPTIONS AND EXPECTATIONS OF PATIENTS CONCERNING THE QUALITY OF CARE PROVIDED AT PUBLIC HOSPITALS OF PUNJAB, INDIA

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ABSTRACT

Nowadays, the perception of a patient is considered as the most prominent gauge of quality in health care services. This concept has gained importance amongst service providers as it provides feedback to the hospitals regarding services delivered by them. Also, with an increase in awareness, patient's expectations with regard to the quality of services provided to them have also amplified. In spite of the fact that the significance of service quality is increasing in the health care sector still, there is paucity in the research conducted related to health care service quality in India especially in Punjab. This study contributes to the previous research in the field of service quality, by shedding light on the service quality gap that exists between the expectations and perceptions of patients taking services at public hospitals. SERVQUAL scale was used to identify the gap and results were calculated using the paired t-test. Data from 375 respondents taking services from public hospitals of Amritsar, Jalandhar and Ludhiana cities of Punjab was collected. Results demonstrate that there exists a service quality gap between services provided at seventeen different hospitals of Punjab. This study contributes by directing health care service providers towards gaps that need to be addressed on an immediate basis so as to meet the expectations of patients.

EMPOWERING WOMEN IN INDIA FOR THE INDUSTRIAL 4.0 REVOLUTION

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ABSTRACT

The World Bank database shows a rise in the number of females trained and employed. Contextually, however, gender equality is still noticeable throughout the world. Achieving gender equality is an essential precondition for demonstrating progress on the UN's sustainable development program for the year 2030, under which global leaders committed themselves to be full and productive jobs and decent work, including for young people and people with disabilities, and equal pay for equal-value employment and' to achieve equal-value employment. Access to schooling, economic and physical resources, jobs, and liberty from violence are seen as being restricted to females and girls throughout the world. Women have restricted access to data and technology and opportunities for social and political participation. A study of the ILO shows that 48.5% of the involvement of women in the labor force is 26.5% smaller than males. Much of the work of women in the unorganized industry is concealed or unknown in their amount. The IMF has emphasized the financial and social empowerment of women by participating in the workforce.

INDIAN KNOWLEDGE TRADITION'S PERSPECTIVE ON ECONOMICS & VALUES

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ABSTRACT

The practical aspect of Indian philosophy is about using culture, rituals, festivals, & most importantly human work to peacefully prosper & elevate oneself & the society. The Vedas-Yoga traditions are full of this realistic approach towards work life. These concepts need further exploration & practical applications in the modern management field which is currently ethically drowning & taking society down with it. Liberation is the ultimate goal in the Indian knowledge tradition's perspective with Atmabal (soul force) as its key driver. The Liberation comes along with ethical collection of wealth, balanced enjoyment, & societal wellbeing using such wealth. This theoretical study used integrative approach of research. It enabled merger of Indian knowledge tradition's conscious human evolution based integral knowledge, & modern Management. Rather than putting efforts & resources in newer discoveries, this integration & application of diversely existing fields generates extraordinary insights & solutions to currently unsolved problems for the Management fields. The careful exploration of economic features of Indian knowledge traditions will aid practical approach to the ethical, prosperous, & sustainable management. This will further contribute to growing research in Yoga-Management-Spirituality-Religion-Work Psychology interdisciplinary fields & their subsequent applications.

AN ANALYSIS OF GROWTH OF SECTORAL MUTUAL FUNDS IN INDIA

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ABSTRACT

Mutual fund refers to trust which pools the savings of a large number of investors who share a common financial goal. The money collected from the investor is invested in the capital market instruments based on the fund's objective. The income earned and capital appreciations realized out of these investments are shared by its unit holders in percentage to the number of units owned by them. The main objective of this research paper is to assess the growth of selective open-ended equity sectoral Mutual Fund in the Indian market. To conduct this study Banking & Financial Service Sector Fund- G, Technology Sector Fund – G, FMCG Sector Fund- G and Infrastructure Sector Fund- G selected schemes have been studied for 60 months data which is from May 2015 to May 2019. The analysis has been made based on CAGR. The study found that AUM of all sectors is continuously increased. The CAGR of selected schemes of FMCG sector is continuously positive and AUM also increases every year. By comparing all the sectors, it has been seen that CGR of FMCG sector is highest i.e., 20.92%.

CREATING REAL LIFE THROUGH BELIEF SYSTEMS

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ABSTRACT

Being the captain of our life's vehicle. Human's beings are the creator of all the worldview, events, success and failures emerging and showing –up in their journey of life. Being the most sophisticated Machine on the planet "HUMAN'S" are self-programmed for all creations, coming in their vision. Breakthroughs and Breakdowns are the ultimate outcomes within the confined focus of our "belief system "Exploring our limiting beliefs and acknowledging their hidden unseen shield towards life. It seems past experience, informative learning is the true access that drives our life and emerging strong belief systems to play in limited frame .But at the fulcrum is getting present to the limiting beliefs and acknowledging the hidden realm of unlimited beliefs. An attempt has made to acknowledge the source of our belief system, which give us a limited, confined access to outer world to view. the belief system which is further our strong points or traits to achieve certain success in life , but same time a big hurdle for our extraordinary life and success in life . To explore possible access not only to acknowledge the rigid belief system, but get an practical distinction to move beyond the limiting belief systems and create anything and everything in any situation . On ontological level, getting deep in one's belief system and perception patterns to know our self-created frame for our self and execute life from that frame

A STUDY ON DEMOGRAPHIC FACTORS AFFECTING AN INVESTMENT DECISION OF SALARIED PEOPLE FROM SELECTED DISTRICTS OF GUJARAT – WITH SPECIAL REFERENCE TO INSURANCE POLICIES

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ABSTRACT

In this fast moving world we can earn more and more if our decisions are wise. As we all know more risk equals to more profits but there are certain factors which plays an important role in the decision making process. We have to overcome such factors affecting investment decision in order to earn a good or moderate amount of profits. This study focuses on how the demographic factors affecting the investment decision of investors. Here in terms of investor only salaried employees are included as they are having a fixed amount of source of income. Further insurance policy is selected for the survey as they were high on both awareness level & investment. The study concluded that investment decision pertaining to insurance policies is independent of all the demographic factors like age, gender, educational background & monthly income.

WEBSITE ATTRIBUTES AND THEIR INFLUENCE ON FUTURE E-PURCHASE INTENTION: AN EMPIRICAL STUDY OF ONLINE APPAREL CONSUMERS

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ABSTRACT

Website quality has been the object of substantial empirical research in the field of online marketing. Websites can be seen as the interface mediating the encounter and interaction between consumers and companies, in an environment characterized by any level of technology. The purpose of this research was to evaluate the impact of perceived attributes of Apparel retailers websites on the future online buying Intention of consumers. Survey data was gathered from 100 colleges going students of age group 18 -25 years who had prior online apparel purchase experience from Delhi, NCR Region. Four Apparel website attributes were identified through exploratory factor analysis (i.e. product information, privacy and security, customer service and navigation). Regression analysis results showed that there was a significant influence of privacy and security, customer service and navigation attributes of apparel website on future e-buying intention. But product information was not found to be related to future e buying intention. The study gave some managerial implications for effective apparel website designing for apparel marketers that they need to focus on website and aesthetic features and most importantly the quality and fit of apparels as apparels constitute the part of most sensory products.ss.

ROLE OF SOCIAL MEDIA IN MAKING PURCHASE DECISIONS FOR HERBAL PRODUCTS IN RURAL INDIA

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ABSTRACT

Today our life is getting busy and we all want to be healthy every time. We are struggling to survive as there is cut throat competition in the world these days. We never compromise with our work but yes we are compromising with our health. Due to this compromise we are inclined to medicines which make us fit to complete our task or which may keep us away from any disease without ignoring its side effect. Though rural consumers follow their traditional medicines as they have more faith in traditional medicines than conventional medicines but they have started trying new products in herbal segment. As the internet has reached in rural areas and following speed standards as per urban area, changed the way of marketing for herbal product manufacturers. Companies have started to strike rural market with Social media and it is helping organizations to position their brand(s) and capturing of the market earlier than their competitors. This study will help to identify the role of Social Media in awareness of respondents in Rural markets for use of Herbal Product as all modes of awareness is not expedite due to the size of the population density and the opportunities of business in Rural Market as Social Media can be utilized in a better way than the present scenario.

AN EMPIRICAL ANALYSIS INTO THE VARIOUS DIMENSIONS ON THE BASIS OF WHICH EFT SESSIONS ARE RECOMMENDED. A STUDY ON B-SCHOOL STUDENTS

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ABSTRACT

EFT Modality is energy psychology modality, which is largely utilized to heal the traumatic ailments and disturbances. Even though it has huge influence on Oratory skills or public speaking and other fear's associated with psychological factors. Study of EFT desired to know the results in management students in Indian culture is novel and yet not applied in Delhi/NCR. Scarcity of eminent -skilled trained EFT practitioners/expert's in India was one of the Challenge's addressed during the study, nevertheless the trust and belief on the technique. EFT and Associated researches encouraged to complete the study, moreover it was new in Indian society. The objective/intention of the work is to recognize the diverse dimensions of Emotional Freedom Technique EFT. The data was collected from a total of 1500 respondents who attended the EFT sessions in various B-schools in NCR, out of which 1430 responses were considered for data analysis. Stress, Anxiety, Appearance stress, performance stress and social stress have found to be the major dimensions for recommending EFT. Counselling session have been conducted amongst the students of B-Schools on these dimensions, discussed the various factors involved is given and take care in further study to reduce the elements, so that they can cope up the five dimensions and become successful in their careers. A monthly or quarterly EFT session on how to cope up with stress and anxiety would enable the students to have a better understanding of work life balance.

TRENDS OF DOMESTIC SAVINGS OF INDIA AND ITS IMPACT ON GDP

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ABSTRACT

Indian economy registered many strides over the past seven decades after Independence of the Country. It has grown with the initiatives taken for the development of all sector by the Government. In which saving is considered as an essential factor to the working of its economic growth. Accumulated saving is playing a crucial role for creating investment, production and employment in our country. And all these activities eventually enhance the economic growth. So, the present paper attempts to analyze the contributions of household sector, private corporate sector and public sector on Gross Domestic Savings and their impact on Gross Domestic Product of India with the help of time series data. It also presents India's position in savings in international prospective. For this, the secondary data has been used and analyzed by percentage method. Therefore, the result reveals that the maximum contribution to Gross Domestic Savings is made by household sector following by private corporate sector and public sector to Gross Domestic Product of India.

ORGANISED APPAREL RETAIL STORE: IS IT A FUTURE OF TOMORROW

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ABSTRACT

The Indian retail market was traditionally closed. People were less interested in apparel shopping. They used to shop as the need arises. So mainly prevalent sector was the traditional retail sector popularly known as unorganised sector. It is the sector that are privately owned, not recognised nor registered and deal in apparels/products that are produced in the local market. But with the passage of time and after 1990's policies, India witnessed huge growth in the retail sector as well. With the opening of FDI in 2006, the culture of brands and organised retail entered in the Indian market. People have shown keen interest in fashion clothes and are now brand conscious. Although brand cost the customers dearly but the fever of 'The Brand' has swept the minds of the youth both male and female. This resulted in huge growth of organised retail apparel sector that is recognised and registered. This further opened the door of development of organised retail sector in urban, semi-urban and rural areas as well. Thus this paper attempts to find the significant difference in the preference of urban and rural youth towards organised retail and unorganised retail sector. It also aims to find out the type of apparels and brands preferred by youth of today. It was found that urban youth has shown keen interest in branded apparels specially sports/gym wear. On the other hand, rural youth likes to shop more at unorganised retail stores.

SPIRITUAL INTELLIGENCE IN MANAGEMENT EDUCATION FOR THE PERSPECTIVE BUSINESS MANAGERS: A TOOL TO MEET CONTEMPORARY BUSINESS CHALLENGES

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ABSTRACT

In all organizations, where a group of human beings assemble for a common purpose, management principles come into play through the management of resources, finance and planning, priorities, policies and practice. To practice this, a manager/leader come across a number of challenges in the form of decision making, managing diversity, corporate governance, stress management, corporate social responsibility, work life balances, situation of risk and uncertainty etc. To achieve not only the organization's goals but also to meet the emerging external challenges, corporate world nowadays becoming aware of the need for recognizing new intelligence among the workforce i.e. Spiritual intelligence. Education is a tool for total human development and if any one aspect of human personality is ignored, it can effect very adversely. The paper synthesizes the spiritual intelligence as the academic link which provides answers to all the questions/ challenges raised by such abrupt changes. This paper describes about ideal education system to form a vision that can guide and enlighten the Management learners as the perspective business managers. Finally, the paper suggests the role of spiritual intelligence in the management education to enable the perspective business managers to meet challenges of the modern world.

DETERMINANTS OF FACTORS OF RETAIL STORE ATTRIBUTES AND ITS IMPACT ON CONSUMER PERCEPTION AND ADOPTION OF STORES.

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ABSTRACT

Organized retail in India is growing exponentially. India has replaced China as the most attractive destination for retail. Many formats are emerging and retailers are still endeavoring to understand the consumer preferences. There are many empirical studies focusing on various attributes. However not many studies have been done in India context to delve into multiple factors that influences consumer perception about retail stores. Impetus for this study emanated from the fact that it is crucial for organized retailers to understand the various factors, attributes and emotional connect which influences consumer perception towards adoption of a retail store. This study will enable retailers to align their marketing strategies in line with consumer preferences. Major factors that emerged as important drivers of consumer preference was availability of products and ease of shopping, Brand image, Advertisements and offer, Relationship with store and store ambience

RECENT TRENDS AND DEVELOPMENT PRINT MEDIA IN INDIA: AN ANALYSIS

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ABSTRACT

This article significantly studies the circulation trends, Page design trends, News source, Virtual media, Rise of regional language newspaper, Circulation motion, increased revenue, the magazines Trends and price wars. Recent days print media adopting new technology changing in recent era change daily bases work habits. Transmit some future ideas are also discussed for the new trends and authentication of the print media. Today various modern and digital sophisticated technologies are applied by the print media in both developed and under-developed countries and they also present stiff challenges from electronic media, social media, social networking sites. Print media industry is changing scenario of mass media significantly, changing so many things in mass media. Print media as a traditional media plays a significant role in the social and community development In India.

ESTIMATION OF PURCHASING PRODUCT BY CUSTOMER USING ARTIFICIAL NEURAL NETWORK

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ABSTRACT

The paper highlights deployment of the ANN classification model over e-commerce site data. The main objective was to demonstrate the efficiency of the Neural Network Algorithms for predicting the customer's buying behavior through e-commerce site interactions. The overall experimentation have proposed two different approaches, one, the trial and error technique i.e. sensitivity analysis for different hidden neurons and, second, the application of thumb rule. These two approaches were compared to find optimal of the ANN structure. All these computations were performed using Python and R tools. It was observed that the Resilient Back Propagation with weight and Resilient Back Propagation without weight algorithms found to be more suitable for the data set at hidden neuron has been found 14-14-1, 14-15-1 respectively. Whereas the thumb rules approach, the optimum number of hidden neurons went to be 4. The Resilient Back propagation without weight gave more suitable results.

TO UNDERSTAND THE LINK BETWEEN WOMEN'S EMPOWERMENT AND THEIR RESILIENCE

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ABSTRACT

This paper explores different concepts of empowerment and its possible linking to resilience within gender. It takes a theoretical perspective of power and empowerment into account, reviews dimensions, and relations influencing women's. Based on the concepts of empowerment, this paper covers the concepts ranging from simple to complex ones that which engages with social change. This paper approaches the issues related to understanding of women's empowerment and their resilience. According to Kabeer, empowerment is "the process by which those who have excluded from the ability to decide on their life can now have such an ability." According to Kabeer's (1999); empowerment as the ability to make decisions which result in desired outcomes incorporates three correlated dimensions: resources and achievements. Rowland attempts to distinguish between power at an individual and community. Lukes' put across in 1974 the three-dimensional view of power. His perspective highlights that measuring engagement in taking decision is a behavioral aspect and does not examine hidden conflicts (for example whether grievances are intentionally made or power is used to such an extent that perceptions are even twisted). Based on the concept of "critical consciousness" of Freire (1996), the awareness of alternatives to gendered cultural norms, communication processes, and knowledge transfer can strengthen the concept of power towards empowerment. Hence it highlights the relevance of understanding socio-culturally embedded roots of gendered relations.

AWARENESS AND SATISFACTION AMONG NATIONAL PENSION SYSTEM (NPS) SUBSCRIBERS IN INDIA: A COMPARATIVE ANALYSIS OF ORGANISED AND UNORGANISED SECTOR

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ABSTRACT

Old age income security is most important factor for any government to resolve the problem of financial insecurity in the later days of every individual. For the financial security in old age, government of India has launched National Pension System for organised as well as unorganised sector of society. The primary focus of the study is to analyse and compare the awareness level of investors regarding National Pension System. Study also explores the satisfaction level of respondents for their investment in NPS. Purposive sampling technique was used to collect the data from 200 NPS investors. Collected data has been analysed with the help of independent sample t test and chi-square test. The research found that the awareness level of organised and unorganised sector of investors is different. Unorganised sector respondents are more satisfied with their investment in NPS as compared to organised sector. The study suggests that government should aware the organised sector employees for NPS and provide more benefits such as scheme and fund choice option for organised sector investors, tax on withdrawal amount, safety of funds etc.

STUDY OF CRM FACTORS INFLUENCING THE PERFORMANCE OF MANAGEMENT INSTITUTES

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ABSTRACT

Client relationship management is recognized as critical to organization's accomplishment and success in the present aggressive environment. However, scientific evidence display blended help to the affect of CRM initiatives on performance. Therefore, the main objective of this study is to investigate the factors influencing the performance of management institutions. We try to see that how the performance of an organization is affected by the achievement of CRM. A self administrated questionnaire has been designed as data collection instruments. We make an effort to observe that how an efficiency of a company is afflicted with the achievement of CRM. A self design questionnaire has been developed as information collection instruments. Using the convenience sampling 750 questionnaires was given to management students and only responses of 691 students are analyzed. For the purpose of analysis factor test is used. The finding shows that there are six main factors (student's satisfaction, student retention & loyalty, profitability of an organization, information process, well planned CRM system and CRM Technology) which influence the performance of the management institutes.

ENGAGING 21ST CENTURY EMPLOYEES

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ABSTRACT

Employee Engagement is a workplace strategy that gives all members of an organization the correct conditions to offer their best every day. Employee engagement is based on confidence, integrity, bilateral engagement and communication between an organization and its members. It is a strategy that improves opportunities for company achievement, contributing to efficiency, productivity and well-being of organizations and individuals.

EXPERT SYSTEMS: CASE STUDY OF MYCIN

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ABSTRACT

Artificial Intelligence deals with various methods of developing systems which display different aspects of intelligent behaviour. These systems are designed and developed to imitate the human capabilities of sensing and thinking. Among the first truly successful types of AI are Expert Systems. In Artificial Intelligence, an expert system is a computer that emulates the decision-making capability of a human expert. Expert Systems are a knowledge-based system which applies knowledge about its application field and uses a reasoning procedure to solve problems that would otherwise require human competence or expertise. There are several examples of Expert System and in this research paper Case Study of MYCIN expert systems has been done to better understand expert systems. Further the advantages and disadvantages of Expert Systems have been brought forward. In my viewpoint I would like to state that it depends on the organization/individual how well it makes use of various expert systems so that he/she/organization can take maximum benefit from its advantages while simultaneously delicately handling the disadvantages. The nature of this study is qualitative and the author recommends there are many possible directions of research in expert systems which can be helpful for the development of society and the world.