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# CONSTRUCTION OF EQUITY MUTUAL FUND OPTIMAL PORTFOLIO

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## **ABSTRACT**

*A portfolio is beneficial for investors since it minimizes risk and increases return on investment. However, building a portfolio is a challenging task. To solve this complicated task optimal portfolio construction process is developed. The present study has selected a total of 30 equity mutual fund schemes from a variety of equity schemes based on their return performance from December 2017-December 2022 (five years). Out of these 30 selected equity funds, Invesco India Large-Cap Fund, PGIM India Mid-cap Opportunities Fund, Kotak Small Cap Fund, Quant Active Fund, Parag Parikh Flexi Cap Fund, IIFL Focused Fund, Templeton India Equity Income Fund, SBI Contra Fund, and PGIM India Long Term Equity Fund were chosen for future investments that will provide the best return. Investors can select from the aforementioned range of schemes to create the ideal portfolio based on their level of risk tolerance and asset allocation.*

*Keywords: Mutual Fund, Optimal Portfolio, Annualized Rate Of Return, Standard Deviation, Beta, And Sharpe Rate, Alpha*

# MEASURING ALTMETRICS IN INTERNET FINANCIAL REPORTING: USAGE, CAPTURES AND SOCIAL MEDIA INSIGHTS OF HIGH-IMPACT PUBLICATIONS

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## **ABSTRACT**

*The initiation of alternative metrics, or "altmetrics," has brought a transformative shift in how research impact is gauged in today's academic landscape. This study explores altmetrics within the empire of Internet Financial Reporting (IFR), exploring the complex interplay between user engagement, online visibility, and social media interactions when assessing high-impact research articles. While conventional research impact metrics like journal impact factors and citation counts have been indispensable, they prove inadequate in capturing the complete impact in the digital age. Altmetrics offer a comprehensive view, encompassing indicators like social media shares, downloads, bookmarks, and discussions, enriching our understanding of a publication's influence. In the context of IFR, where financial information disseminates rapidly across digital platforms, altmetrics play a crucial role, compensating for traditional metrics' limitations in capturing real-time impact across diverse digital channels. This multifaceted study employs quantitative analysis of 210 IFR publications from Scopus, revealing that usage and captures metrics significantly correlate with Scopus citations, while social media metrics show a similar trend of correlation. Citation metrics exhibit a robust positive correlation with Scopus citations. These findings highlight the true nature of research impact assessment in the digital era, offering valuable insights to shape the future of scholarly publishing and evaluation practices.*

**Keywords:** *Altmetrics, Internet Financial Reporting, Social Media Publications, Scopus Database research*

# OVER THE TOP (OTT) PLATFORM: A DOUBLE EDGED SWORD

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## **ABSTRACT**

*Over the top industry has witnessed tremendous growth in the last few years especially after Covid-19 pandemic. It has brought a revolutionary change in the online entertainment industry. The present study is an attempt to gain insight into the growth and adoption of OTT and it being a blessing or curse. Of late, it is being seen as a double edged sword with both positive and negative impact. The study mainly used the Scopus database for literature search and examined the bibliography of articles to recognize additional related articles that were not available in the database research. This study can provide an insight for future researchers with similar interest as there is a tremendous scope to carry out further empirical work towards various aspects of consumers' attitude towards OTT impact*

*Keywords: OTT, Scopus, Pandemic*

# IMPORTANCE OF PACKAGING IN SUPPLY CHAIN MANAGEMENT

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## ABSTRACT

*Establishment of efficient linkages and making a strong and transparent supply chain is the essence of modern day manufacturing. The inventory costs and transportation costs constitute a large proportion of the overall costs. In a competitive world efficiency of manufacturing would be to reduce the cost of manufacturing to increase profit rather than increase selling price to increase the profit. It is true that customer would be displeased with a product in case it is damaged or tampered. So for reduced inventory, transportation cost and safety and security of the product transported packaging is an important aspect. With the emphasis on Green supply chain efforts are being made to reduce the dependency on packaging materials, more so an effort to go in for reusable packaging materials<sup>1</sup>. The proposed research work has the aim of analyzing the importance of packaging in supply chain management. Review of literature indicates that the aspect of packaging is crucial in the field of supply chain management. Studies carried out on the financial aspects of supply chain management have brought out factors such as lack of attention given to packaging of products. A descriptive research methodology is adopted. In the past such a correlation has not been attempted realistically, thus it was found that a study would be enriching, useful and interesting. The findings will give an insight on to the relevance of practicable methods to undertake innovation in the field of packaging not only at the industry level but also at global operations level and may serve as input in improving profitability, ensuring efficiency in business methods and support further research on the subject. Keywords: Supply Chain Management, Packaging, Profitability, Customer Satisfaction, Globa*

# TOMATO ARRIVAL AND PRICE PREDICTION OF INDIAN AGRICULTURAL PRODUCE MARKET COMMITTEE (APMC)

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## ABSTRACT

*India is a nation steeped in agricultural tradition. It's necessary to modernize our ancient agricultural practices by providing the farmers with suitable conditions. The Indian agricultural transformation is often done via dynamic business ideas that might be a readily-accelerated techno-economic technique. With the evident development in production technology, input supply, and infrastructure, we are able to see the upward trend in arrivals. The key constraints or factors that influence the prices within the market are because of the newcomers of the selective commodities and their competitive crops. The aim of this study are (i) To investigate the trend in the appearance of tomatoes in Kolar and Chintamani market, (ii) To evaluate the trend in costs of tomatoes in the Kolar and Chintamani market and (iii) To forecast the market-wise costs of tomato. The analysis reveals the fallouts of the findings: variations in the price level, the government's necessity to create buffer stock schemes that may facilitate to stabilize the market value of tomatoes by getting hold of suppliers who merchandise once harvests square measure masses, and marketing stocks of the merchandise onto the market once suppliers square measure low. These methods needed high-finish technology and infrastructure.*

**Keywords:** *Behaviour, Arrivals, Prices, Tomato, India*

# EMPIRICAL EXAMINATION OF THE INFLUENCE OF ANCHORING PREJUDICE ON THE DERIVATIVES MARKET

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## **ABSTRACT**

*Anchoring prejudice, a subset of behavioral biases, is the tendency to rely excessively on initial information or arbitrary reference points when making decisions. Investors often base their choices on such reference points, leading them to delay selling their holdings and holding onto their investments for an extended period, sometimes until they cannot recover their initial investment. Within the scope of this study, the primary objective is to delve into the influence of anchoring bias on the intricate decisionmaking processes employed by retail traders operating within the derivatives market. This study is characterized by a rigorous reliance on original data, collected directly from respondents situated in the central region of India. The study adopts a meticulous analytical approach, aimed at scrutinizing, dissecting, and interpreting the collected data comprehensively. The outcomes of this rigorous examination provide a significant revelation: anchoring bias, a psychological phenomenon, does exert a tangible influence on the decision-making practices of retail traders navigating the intricate world of the derivatives market. By employing this analytical approach and gleaned insights from primary data, the study contributes to a deeper understanding of how cognitive biases can significantly impact financial decision-making, particularly in the context of the derivatives market, offering insights that can prove invaluable to both traders and investors in this sector*

**Keywords:** *Anchoring Prejudice, Behavioural Biases, Derivatives Market, Decision-Making, Retail, Traders Etc.*



# DETERMINANTS AFFECTING BANKING PERFORMANCE IN A DEVELOPING COUNTRY: EVIDENCE FROM INDIA

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## ABSTRACT

*Banks are the critical part of the financial system which play vital role in contributing to a country's economic development. This paper intends to review the determinants that affect the performance of banks to identify the gap in the current body of knowledge. Various papers have been reviewed in order to reach at some conclusion. Papers depict that, researchers who have undertaken the study of determinants in Indian context or otherwise have studied majorly two types of determinants one is internal determinants and second is external determinants. It is identified gap from the present study that other independent determinants such as Mergers and acquisitions, Corporate governance, market capitalisation, intellectual capital etc. should be taken into consideration altogether. Another area of research is selecting structural approaches (Parametric and non-parametric approaches) to measure banking performance and providing theoretical backing to the studies.*

**Keywords:** *Banking Performance, Determinants, Bank-Specific, Macro-Economic, Structural Approaches and Endogenous Growth Theory*

# EMERGENCE OF TECHNO - ENTREPRENEURSHIP DURING COVID- 19

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## ABSTRACT

*On such a global scale, a never-seen-before crisis COVID-19 tumult, and left the planet pact with paramount sequel. The Indian government with the edge of department of biotechnology and Department of science and technology inaugurated many schemes under National Science and Technology Entrepreneurship Development Board and CCAMP for converting innovation to technopreneurship. The term that was derived when technology was combined with entrepreneurship is called techno-entrepreneurship. And person, who adapt and work on this combo is called as techno-preneur. The schemes like NIDHICOVID-19, CAWACH and CCAID were the impactful ventures which were launched to bring up the out-of-box ideas to tussle against COVID-19 and to bring different emulsions to stop the escalation of this disease. The CCAID scheme focused the testing of symptoms in human body at different COVID-19 test centers, which employed many youngsters.*

*The paper is also covering the postulates that one can follow to bring the emerging technologies at national level. This postulates are somewhere solution to the question “why ratio of death of new firms is high?”. Predicates also give the difference between struggles faced by fresh techno-preneurs and old techno-preneurs to keep up the stake of continuity in the ever growing market.*

*Keywords: Techno-Preneurs, Incubators, COVID-19*