CONTEMPORARY PRACTICES IN MANAGEMENT AND INFORMATION TECHNOLOGY

Dr. Hiral Parikh
Dr. Rachna Gandhi
Ms. Vidhi Sutaria

K.S. School of Business
Management & Information Technology
Gujarat University, Ahmedabad - 380 009

CONTEMPORARY PRACTICES IN MANAGEMENT AND INFORMATION TECHNOLOGY

Editors:

Dr. Hiral Parikh
Faculty of Management
K.S. School of Business Management and Information Technology,
Gujarat University,
Ahmedabad,
Gujarat, India

Dr. Rachna Gandhi
Faculty of Management
K.S. School of Business Management and Information Technology,
Gujarat University,
Ahmedabad,
Gujarat, India

Ms. Vidhi Sutaria
Faculty of M.Sc.(CA &IT),
K.S. School of Business Management and Information Technology,
Gujarat University,
Ahmedabad,
Gujarat, India

K.S. SCHOOL OF BUSINESS MANAGEMENT AND INFORMATION TECHNOLOGY
GUJARAT UNIVERSITY, AHMEDABAD, GUJARAT

© Contributors

First Published 2022

No part of this publication may be reproduced, stored in a retrieval system, or ted, in any form or by any means, electronic, mechanical, photocopying, record out the prior permission in writing of the publisher. Application for such pe should be addressed to the publisher.

Published by:

K.S. School of Business Management and Information Technology,

Gujarat University, Ahmedabad

in association with;

ACADAMIS PRESS

Cellar, Four.Seven.Nine/E,
Vaishali Nagar, Jaipur (India)
Ph: +91 96021 48842
E-mail : acadamispress@gmail.com

ISBN 978-93-92010-11-8

Typeset by Guruji Computers, Jaipur
Printed in India at Trident Enterprises, Noida
Printed on paper from sustainable resources.

ABOUT THE EDITORS

Dr. Hiral Parikh is an Assistant Professor at MBA Department of K.S. School of Business Management and Information Technology since 2005. She has been awarded her Ph.D in the area of Accounting, Commerce from Gujarat University in the year 2016. She has qualified UGC NET, and M. Phil, M. Com and LLB from Gujarat University. Her field of special interest is Accounting, Finance, Direct Taxes, Corporate Taxation and Business Laws. She has participated and presented papers in various National and International Conferences in India and Abroad. She has to her credit several research papers published in National and International Journals.

Dr. Rachna Gandhi is an Assistant Professor at MBA Department of K. S. School of Business Management, Gujarat University, for the last eighteen years [since 2004]. She holds a Ph.D degree in the field of Management and her research area is 'Marketing to Children: Pester Power'. She is a Ph.D Guide at Gujarat University. Five research scholars have been awarded Ph.D degree under her supervision. She has also authored a book 'Young Emperors of the Market: The Growing Pester Power' published by LAP Lambert Academic Publishing, Germany in 2015. She has published several articles in national and international journals and has attended various seminars and conferences for paper presentation. She teaches various subjects at BBA and MBA programme like Management, Organizational Behaviour, Marketing Management, Strategic Management and Marketing Research. She also enjoys taking Corporate Training Assignments for Soft Skills Development and Organizational Development at various business organizations and educational institutions. She loves to speak on 'Positivity', 'Creativity' and 'Perception' as a Guest lecturer.

Vidhi Sutaria, is a faculty member at K.S. School of Business Management and Information Technology in the course M.Sc.(CA&IT) since June 2008. Her research interest lies in the area of programming languages, ranging from theory to design to implementation. Her major research area is Machine Learning. She has served K.S. School of Business Management and Information Technology for almost 15 years as a faculty.

CONTENTS

- *Acknowledgement* *vii*
- *Preface* *ix*
- *About the Editors* *xi*
- *Contributors* *xvii*

1. Empowerment Of Rural Women In Goa-With Special Reference To Griha Aadhar Scheme — *Ms. Deepa V. Dhumatkar & Dr. (CA) Subrahmanya Bhat* 1
2. Impact of GST on Indian economy and FMCG products — *Niki Sharma & Dr. Dharmendra S. Mistry* 8
3. Impact Of Exchange Rate Fluctuations On Share Prices Of Global I.T. Giant "Tata Consultancy Services (Tcs)" From 1st January 2018 To 31st December 2019 — *Dr. Snehal Hargovind bhai Kotak & Keval Maheshkumar Varia* 16
4. Effect of Foreign Exchange Exposure on Stock Returns of the Selected Indian Textile Companies — *Meera J. Savani & Dr. Dharmendra S. Mistry* 25
5. A Comparative Study on Financial Performance Analysis Through Cash Flow Ratios of Selected Cement Companies In India — *Kanchan Kishorkumar Khatri & Dr. Kapil K. Dave* 31
6. A Paper on Literature Review on Various Mergers and Acquisition — *Kripalsinh Rajendrasinh Rathod* 43
7. A Comparative Analysis Between Indian Private Banks and Public Banks With Context to Their Closing Share Prices and Daily Average Returns From Year 2015 To 2020 — *Dr. Snehal Kotak, Keval Varia & Dr. Chintan Vora* 52
8. An Empirical Study on Detection and Prevention of White-Collar Crimes — *Ms. Aashna Trehan & Prof. (Dr.) Manoj Shah* 67
9. Impact of GST on Economy of India— *CA Urvish R Patel & CA Dr. Marzun E. Jokhi* 72
10. Cash Conversion Cycle and Firm's Profitability: A Study of Cement Companies of India — *Shweta Oza & Dr. Maulik Desai* 77
11. A study on Financial Soundness of Selected Diamond and Jewellery Companies by using Springate's Model — *Hetal J. Shanaliya & Dr. Dhara M. Jethwa* 88
12. Application of Beneish M-Score Model on Financial Statements of Selected companies of Bombay Stock Exchange — *Ms. Asha Bhupendrakumar Brahmakshatriya & Ms. Khushbu Pravinkumar Prajapati* 94
13. Indirect TAX Vs. GST : A Comparison — *CA JainikVakil & CA Dr. Marzun E. Jokhi* 103
14. An Empirical Investigation on Bankruptcy Model — *Dr. Jayshree Nirav Siddhpuria* 110

15. Tax Planning and Investment Behaviour of salaried in Surat City
— Dr. Ranjan Jaykant S
16. A Study of Awareness of Mutual Funds Investment in Ahmedabad City
— Dr. Hiral Parikh, Shrushti Shah & Nikunj Pr
17. Development of Capital Structure Theories: A Critical Literature Review
— Komal B.
18. A Study of Customer Perception on Services Offered by Small Finance Ban
the City of Ahmedabad — Aiman M. Bhabhrawala & Dr. Ismail Boo
19. Issue in Work Life Balance / Integration and Its Solutions: Pre and Post Pand
Literature Review — Vrusty
20. Performance Appraisal Practices in the New Normal — Parth I. Chh
21. Rehiring Former Employees - An Important Source of Recruitment
— Dr. Himani Siddharth S
22. Effect of Demographic Characteristics on Emotional Intelligence and
Satisfaction: An Empirical Study on Bank Employees of SBI
— Kalindi Kanjibhai Jadav & Dr. Rachna Gan
23. Work Life Balance and its impacts on mental health
— Sonali Dineshkumar Morkhiya, Vrutika Goradhanbhai Suhagiya
Kwachit KaivalyaVo
24. Best Methods to Attract Customers to a Consumer Durable Retail Store: A Stud
— Dr. Cedric Thomas Silvei
25. Study on Survival of Study Abroad Industry During The Pandemic
— Monarch B. Patel & Maulik R. Shah
26. A Study of E-Commerce Risk Perceptions Among B2C Consumers
— Nishita Mistry, Darshil Shah, Vidhi Shah & Vishwa Shah, Shraddha Soni
27. A Study on Consumer Perception about Facial kit — Bruhati B. Trivedi,
Hiral K. Vaghela & Jinal R. Sondarva
28. Netflix - A Journey of One of The Biggest OTT Platform and It's Future Scenario
— Vijay Darji, Dhwanya Shah & Diya Parikh
29. Prototype Development using Arduino for WSN based Crowd Monitoring
Architecture — Ms. Jenny S. Kasudiya & Dr. Ankit R. Bhavsar
30. Artificial Intelligence in Higher Education; Learning and Teaching Experience and
Challenges — Hamis Juma 2
31. Impact of E-Governance on Peoples Life — Asst. Prof. Rahul S. Bhusari 2
32. Use of Technology in the field of Education– A Blessing or A Curse!
— Dr. Arun Maity 29
33. A Survey on Credit Card Fraud Detection using Machine Learning
— Mr. Dhwanir P. Shah & Dr. Lokesh Kumar Sharma 300
34. Dynamic Graph to Study Computer Graphics for Students
— Mr. Bhaveshkumar Parmar 311
35. Impact of Artificial Intelligence (AI) on Education — Raj Gohel 315
36. The Quality of E-Governance Services and Role In Achieving Citizen Satisfacti
In The State of Goa — Ms. Shilpa D. Korde & Dr. Sitaram V.