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Status of Sustainable Smart Cities in India

Dr. Anita Chauhan, Neelu Verma

Abstract

Human race is immensely growing on the earth and destroying biotic system including flora and fauna. The survival of human being will become challenging on this planet in the forthcoming years. Unplanned growth of cities and vehicles, population explosion, high level of pollution, deforestation, soil erosion and lopsided business policies are continuously threatening natural habitat and damaging entire universe. Unfortunately leading pecuniary groups and powerful folks are ruling on this earth and destroying severely the vital composers and decomposers, killing animals, cutting plants and mutilating earth’s fertility for creating space for mankind. The unplanned growth, concentrated human colonies in urban areas, population concentration at one place are causing many severe problems i.e., disposal, parking, ventilation, sewage, water, electricity, air pollution, solid wastes, greenery and delimited mobility etc. Smart cities are offering a unique solution to many problems and are firmly planned to achieve optimum use of limited resources, area and infrastructure. India has a vision of developing “100 Smart Cities” and modernizing the existing mid-sized cities in next few years. Huge potential in sustainable cities in India is observed by investors. This paper presents an overview of smart cities, their governance, investment, carbon emission and policy of Indian government.

Key Words: Smart Cities, Smart Education, Smart Grid, Green Field, Brown Field, Information Communication Technology (ICT).

Role of Mobile Phones in Rural Market Consumption

Pooja Jain, Dr. J.K. Goyal

Abstract

Agriculture is the primary occupation of majority of Indians living in rural areas which constitutes of about 70% of India’s population. Major challenge is to create and improve the existing agriculture infrastructure which can improve the livelihood of rural masses. Penetration of mobile phones in India in the last 10 years has grown tremendously. Many service providers have emerged as players in this market providing a portfolio of services to consumers. Mobile-enabled information services have been introduced in agriculture to empower farmers with updated relevant information related to farming and marketing of agricultural produce. Mobiles are acting as an aggregator between the availability and delivery of agricultural inputs and agriculture infrastructure.

The objective of this paper is to explore the potential of mobile phones and mobile-enabled agricultural services in raising the agricultural income of farmers and thereby its impact on their consumption of consumer durables. Farmers are benefiting from better access to information through mobile phones on seed variety selection, weather update, crop diseases and getting a better market price for their produce. Farmers equipped with information have a stronger bargaining position within existing trade relationships. Mobile phones can serve as the backbone for early warning systems to mitigate agricultural risks and safeguard agricultural incomes. Present paper also attempts to study the challenges related to adoption of mobile phones in agricultural business.

Keywords: Mobile Telephony. Agriculture. Agri Marketing. Information Access. Consumption
Status of Sustainable Smart Cities in India

Dr. Anita Chavan Neela Verma

Abstract

Human race is immensely growing on the earth and destroying biotic system including flora and fauna. The survival of human being will become challenging on this planet in the forthcoming years. Unplanned growth of cities and vehicles, population explosion, high level of pollution, deforestation, soil erosion and lopsided business policies are continuously threatening natural habitat and damaging entire universe. Unfortunately leading pecuniary groups and powerful folks are ruling on this earth and destroying severely the vital composers and decomposers, killing animals, cutting plants and mutilating earth’s fertility for creating space for mankind. The unplanned growth, concentrated human colonies in urban areas, population concentration at one place are causing many severe problems i.e., disposal, parking, ventilation, sewage, water, electricity, air pollution, solid wastes, greenery and delimited mobility etc. Smart cities are offering a unique solution to many problems and are firmly planned to achieve optimum use of limited resources, area and infrastructure. India has a vision of developing “100 Smart Cities” and modernizing the existing mid-sized cities in next few years. Huge potential in sustainable cities in India is observed by investors. This paper presents an overview of smart cities, their governance, investment, carbon emission and policy of Indian government.

Keywords: Smart Cities, Smart Education, Smart Grid, Green Field, Brown Field, Information Communication Technology (ICT).

The Past and Future of Knowledge Management: Are Organizations Really Benefitted

Dr. Kamaljit Kaur Dr. Geeta Mahajan Dr. Bhan R. Bhanderw

Abstract

Effective use of knowledge has been crucial to the organization’s survival and success in competitive global markets and has a strong potential to problems solving, decision making, organizational performance enhancements and innovation. Knowledge Management (KM) defines a systematic, explicit and deliberated building processes required to manage knowledge, the purpose of which is to maximize an enterprise’s knowledge-related effectiveness and create values (Bisket, & Stankosky, 2005). The aim of the paper is to analyze the past and future of knowledge management and how organizations have been benefited from the concept of knowledge management and became an effective organizations. The secondary data is collected with the help of various research papers and reports of the organization. The examples of the organizations have been taken to analyze the aim of the study. Successful KM needs a trust-based organizational culture to facilitate knowledge sharing and should be supported by an organization structure which can result in organization learning and fits in the trust and open cultural environment.

Keywords: Knowledge Management, Knowledge Based Organizations, Explicit Knowledge
Role of NABARD in Spreading Financial Awareness

Kanti Miglani, Prof. Harsh Purbhoo

Abstract

This paper analyses the initiatives taken by National Bank for Agriculture and Rural Development (NABARD) in order to spread financial awareness. There are various schemes introduced by NABARD for rural development and various roles it has been playing for uplifting the excluded sector in terms of the policy and research. Since our economy is growing therefore education and knowledge in terms of financial perspective is important, especially in the Indian economy which has witnessed significant changes in the past few years. This paper talks about how weaker sections of the society and low income group (residing in rural areas) are excluded from the basic services and the initiatives introduced by government authorities in order to meet out the interest of rural section. It is an attempt made to study the role of NABARD in rural development in sustainable way.

Keywords: Financial Awareness, Rural Development, NABARD

A Comparative Analysis of Risk and Returns of Equity Mutual Fund Schemes

Dr. Swati Narula

Abstract

Mutual funds are one of the important classes of financial intermediaries enabling many small and large savers across India to participate in and get the benefits of the capital market. The present study looks into the risk and return analysis of selected mutual funds in India. Based on equity mutual funds, nine equity funds have been selected with three funds each from three segments viz. large-cap, mid-cap & small-cap. The study has been conducted for a period of ten years (2006-2015). Different statistical tools and techniques have been used to evaluate the performance of mutual fund schemes namely, mean return, beta coefficient, Sharpe Index, Treynor Index and Jensen alpha. It was hypothesized that the returns of all mutual funds do not significantly differ which was tested with the help of ANOVA. Comparing the overall performance of all the selected mutual fund schemes, Canara Robeco Emerging Equities fund-Regular Plan emerged as the best mutual fund scheme, as it had the best ranking as per the selected parameters.

Key Words: Beta Coefficient, Equity Mutual Funds, Risk, Return, Sharpe Index
Green Business Management: Emerging Economic Scenario in India

Dr. Preeti Mishra

Abstract

In the modern era of globalization, it has become a challenging task to keep the customers and the natural environment safe because of the underlying trade-off between economic growth and environmental degradation. Customers are also alert of the environmental issues like global warming and its impact of climate change. The present paper focuses on Green marketing - a phenomenon which has gained increasing importance in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world. It is also seen as an important strategy for facilitating sustainable development. It explores the main issues in adoption of green marketing practices. The paper describes the current scenario of green marketing and explores the eco labelling, sustainable development and environmental changes as well as the opportunities and challenges the businesses have while practising green marketing.

Keywords: Environmental Orientation, Green Marketing, Eco-Labelling, Sustainable Development, Climate Change, Green Claims, Green Products
Big Data Analytics in Online Retail Case in Point: Amazon.com, Inc.

Dr. Priya Malhotra* Nobit Malhotra

Introduction

"Big data" and "Data science" may be the bigger buzzwords this decade, but they aren't necessarily new concepts. The idea of data science spans many different fields and has been slowly making its way into the mainstream for over fifty years now. In fact many considered last year the fiftieth year of its introduction.

The story of how data science became the most valuable tool of present generation is mostly the story of coupling of mature discipline of statistics with a very young one - computer science. The term "Data Science" has emerged only recently specifically to designate a new profession that is expected to make sense of huge chunks of big data, discussed in the later part. But making sense of data has a long history and has been discussed by scientists, statisticians and librarians, computer scientists and others for years.

The earliest account of Data Analytics dates back to 1962, when John W. Tukey in his Research paper "The Future of Data Analysis" deliberated on and brought the relationship between statistics and analysis into question, which laid the foundation of phenomenal role of statistics in making sense of data, interpretation, forecasting trends & much more. The use of database as a predictive tool however can be traced back to as early as 17th century when database(s) where used for actuarial predictions and claims that might arise as a result of the unforeseen covered.

However, it was in the year 1994, when the concept of Database Marketing came into being with the publishing of a cover story in the Business Week. It was then, the readers got to know the news of companies collecting all kinds of data in order to make predictions about consumer purchase decision, precisely to use the knowledge gathered in crafting marketing campaigns.

Big Data, the tool

Big Data is a term for data sets that are so large and complex that the traditional data processing application are inadequate to deal with them. Challenges posed by such large chunks of data include analysis, capture, curation, search, sharing, storage, transfer, visualization, querying, updating and the most important information privacy. The term “big data” refers simply to use of predictive analytics, behaviour analytics or certain other advanced form of analytics to extract value from data and has no linkage to the size of data being analysed. Analysis of data sets can find answers, new correlations to “spot business trends”, prevent diseases, combat crime, make consumer demand predictions, detect frauds early, trends in the economic cycle and so on. Data sets grow rapidly—in part because they are increasingly gathered by cheap and numerous-sensing mobile devices, aerial, software logs, cameras, microphones, radio-frequency identification (RFID) readers and wireless networks. Coupled with the growing internet penetration and average times spent online, data captured is available in capacities unthinkable in the past.

Big data “size” is a constantly moving target, as of 2012 ranging from a few dozen terabytes to many petabytes of data. Big data requires a set of techniques and technologies with new forms of integration to reveal insights from databases that are diverse, complex and massive.

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