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EDITORIAL

Greetings to all the readers. Continuing the tradition of presenting the captivating research articles to the readers, this issue also covers certain thought-provoking papers in the contemporary business world.

Vivek Singh, Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. In the presented research work, the online purchasing is demonstrated by age, gender etc group wise.

Gouri Shankar Khanday, Internet banking is the movement of the future. It provides large benefits to consumers in terms of ease and cash of transactions, either through Internet, telephone or other electronic delivery. Electronic finance (E-finance) has become one of the most necessary technological changes in the financial Industry. E-finance as the provision of financial services and markets using electronic communication and working out. The research has focused on Canara internet banking services. In this research work, the methodologies i.e., multiple regression is implemented on sample size of 120 respondents to . The data is collected through questionnaire. After collecting, the data the data is classified and tabulated through SPSS. The findings of the study are 59 % out of 100% is find interested influence on adoption of Canara internet banking. In this research it came to know that the factors such as security has significant influence in the adoption of Canara internet banking with p – value of 0.040, trust has significant influence in the adoption of Canara internet banking with p – value of 0.010, risk has significant influence in the adoption of Canara internet banking with p – value of 0.027.

Vivek Singh,The Indian electrical equipment industry is one of the most flourishing and extremely diversified sectors. This sector has been growing at a rapid pace during the last few years with the invention of innovative technologies and an ever increasing customer inclination towards more sophisticated and safe electrical products. Havells India Ltd. is one of India's leading retail lighting equipment manufacturers and owns some of the most prestigious brands with the aim of providing the best lighting solutions throughout the country.

This research work has undertaken to understand the brand awareness in towards Havells' lighting products. Also included in the study is the comparative analysis of perception of customers towards the products of Havells competitors.

Gouri Shankar Khanday,SCM can be seen as the process of strategically managing the procurement, movement and storage of materials & parts & finished goods inventory (related information flows) through the organization & its marketing channels in such a way that current & future profitability are maximized through the cost effective fulfilment of orders. The SWOT Analysis is carried out in order to assess the supply chain of more retail.

Akahay kumar sahu,Promotion is the fourth major components of a company's total marketing mix (along with product planning, pricing and distribution). Promotion is the synonymous with selling. Its intent is to inform persuade and influence people. It is a basis ingredient in non-price competition and it is an essential element in modern marketing. The two major forms of promotions are advertising and sales promotions. Mass communication is needed to reach mass market at a reasonable cost. Advertisement and sales promotions are just the tools for this job.

Dr. Smita Prasad,The purpose of the study was factors which factors influence the Poultry production and overcome the disruptive parameters in the evaluation of poultry farm. The objectives of the study were to establish how farm inputs influence poultry production, to determine how technology adaptation influences poultry production. Data for analysis was collected from the towns of Bilaspur. The data collected solicited information in the form of farm inputs such as land area under poultry farming, quantity of feeds used, quantity of vaccines administered, quantity of labour used and quantity of energy used and socio-economic factors, which include age of the farmer, level of education, experience in poultry farming, engagement in other income generating activities other than poultry farming and access to credit. other variables namely; education, age and farming experience were found having negative significant correlation with poultry production.

Govind Sahu, Now a day's YouTube has become an important platform for companies to connect with their target audience and make them to attractive. The factors that persuade customers to accept YouTube advertisement as an advertisement medium are not yet fully understood; the current study identified four dimensions towards YouTube advertising i.e., Entertainment, Customization and Irritation which may be affected on YouTube advertising value. The hypothesis results prove that Entertainment has rejected and remaining three variables are (In formativeness, Customization, Irritation) accepted. For this research data were collected from the students, total 200 set of questionnaires were chosen in order to analysis of data for the Constructs.

Rahul soni and Akahay kumar sahu,The Raipur saree holds a special position among the wide range of silk sarees available in India. Raipur sarees are available all around the world. "The production of these silk sarees is centered in Raipur. The town Raipur is fine known as 'Silk Town' because roundabout of its population is reliant upon the silk industry". In the order 25,000 Hand loom and 250 power loom are there in Raipur silk loom, filled within town. More than 60,000 people are depending on this silk industry in Raipur. In spite of having a great history in the Silk industry Raipur still is not a bright name in silk production and export. Although the agro-climatic situation in Raipur greatly favours the development of silk industry.

Raipur produces high amount of silk products every year, whereas India, situated beside Bangladesh, is the second largest producer of sericulture. To investigate the reason behind this, a questionnaire survey has been undertaken in which only the owners and workers have been considered as representatives of the industry. A total of 250 silk industry people were randomly sampled. Data analyses show that almost 57% of the silk enterprises have less than 40 decimal of land while only 19% have more than 100 decimal of land. These enterprises provided very limited facilities for their workers and mostly depended on imported raw materials. Owners pointed out several constraints to the development of silk industry in Raipur including insufficient government patronization and recommended several remedial measures including that the Raipur Silk gives out production credit without too much conditions, adoption of modern technology, and information dissemination. Collect data all relating to their personal life and what are the health problems etc.

Dr. Smita Prasad,In today's scenario, evaluation of the most appropriate human resource has become one of the key factors for sustaining the organization/ manufacturing sectors/production units at competitive market place. So, Multi Criteria Decision Making (MCDM) provides the help to the manager to evaluate and select the best human resource from available alternatives.

In MCDM, due to inherent ambiguity, vagueness and inconsistency associated with subjective information against indices (measures); the assessment of expert panels has acquired for the preferred alternative in linguistic terms and transformed in to the data from the consequence. Grey theory has become a very effective method of solving uncertainty problems under discrete data and incomplete information. So, in this context, we have effectively introduced the grey number concept coupled with MCDM and its operator role to evaluate the best alternative from preferred alternatives under the group decision making environment.

Revendra Verma, A forecasting methodology will surely promote the efficiency of control actions by providing insight on the future. Today's every firm wants to maintain efficient inventory for avoiding losses, increase benefit and also make good relation with customer. To avoid this problem make a forecast for Commercial Engineers and Body Builders Co. Ltd. Jabalpur store. First compile all data (demand and supply) of stores in A B C Analysis on the basis of their prices. In this paper forecasting is done by two methods and compare on them which one is more close to supply. Moving average method and Exponential method is apply on the last 12 month supply data and verify to the last 9 month data.