



**VIDYABHARTI TRUST COLLEGE OF  
BUSINESS, COMPUTER-SCIENCE AND RESEARCH**  
**Department of Business Administration's Newsletter**

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**KNOW-WIZ**  
**Spreading Knowledge**

## career



### TOP 10 SITES FOR ENHANCING CAREER:-

1. LinkedIn
2. Indeed
3. Naukri
4. Monster
5. JobBait
6. Careercloud
7. Dice
8. CareerBuilder
9. Jibberjobber
10. Glassdoor



### Top 10 Tech Skills in demand in 2023:-

1. Machine Learning
2. Mobile Development
3. SEO/SEM Marketing
4. Data Visualization
5. Data Engineering
6. UI/UX Design
7. Cyber-security
8. Cloud Computing/AWS
9. Blockchain
10. IOT

### Top 10 Sites for Free Online Education:-

1. Coursera
2. edX
3. Khan Academy
4. Udemy
5. iTunesU Free Courses
6. MIT OpenCourseWare
7. Stanford Online
8. Codecademy
9. Open Culture Online Courses



### Top 10 Sites for Interview Preparation:-

1. Ambitionbox
2. AceTheInterview
3. Geeksforgeeks
4. Leetcode
5. Gainlo
6. Careercup
7. Codercareer
8. InterviewUp
9. InterviewBest
10. Indiabix

## The collection of 20 Open Access Journals for academicians and researchers

1. Taylor & Francis <a href="https://www.tandfonline.com/openaccess">https://www.tandfonline.com/openaccess</a>	11. KARGER <a href="https://www.karger.com/OpenAccess">https://www.karger.com/OpenAccess</a>
2. ELSEVIER <a href="https://www.elsevier.com/about/open-science/open-access/open-access-journals">https://www.elsevier.com/about/open-science/open-access/open-access-journals</a>	12. THIEME OPEN <a href="https://open.thieme.com/web/19/home">https://open.thieme.com/web/19/home</a>
3. WILEY <a href="https://authorservices.wiley.com/open-research/open-access/index.html">https://authorservices.wiley.com/open-research/open-access/index.html</a>	13. OMNICS OPEN ACCESS <a href="https://www.omicsonline.org/">https://www.omicsonline.org/</a>
4. SPRINGER <a href="https://www.springeropen.com/">https://www.springeropen.com/</a>	14. BMC <a href="https://www.biomedcentral.com/">https://www.biomedcentral.com/</a>
5. SCIENCE OPEN <a href="https://www.scienceopen.com/">https://www.scienceopen.com/</a>	15. MDPI <a href="https://www.mdpi.com/about/journals">https://www.mdpi.com/about/journals</a>
6. SCIENCE DIRECT <a href="https://www.sciencedirect.com/browse/journals-and-books">https://www.sciencedirect.com/browse/journals-and-books</a>	16. COGENT OA <a href="https://www.cogentoa.com/">https://www.cogentoa.com/</a>
7. JSTOR <a href="https://about.jstor.org/oa-and-free/">https://about.jstor.org/oa-and-free/</a>	17. OPEN ACCESS <a href="https://www.omicsonline.org/">https://www.omicsonline.org/</a>
8. (OAL)OPEN ACCESS LIBRARY <a href="http://www.oalib.com/">http://www.oalib.com/</a>	18. ERUDIT <a href="https://www.erudit.org/en/">https://www.erudit.org/en/</a>
9. OXFORD ACADEMIC <a href="https://academic.oup.com/journals/pages/open_access">https://academic.oup.com/journals/pages/open_access</a>	19. HIGHWIRE <a href="https://www.highwirepress.com/">https://www.highwirepress.com/</a>
10. LUND UNIVERSITY LIBRARIES <a href="https://www.lub.lu.se/en/services-support/publishing-registering/open-access">https://www.lub.lu.se/en/services-support/publishing-registering/open-access</a>	20. DIRECTORY OF OPEN SCIENCE ARTICLES <a href="https://www.doaj.org/">https://www.doaj.org/</a>

**-Dr. Payal M. Mahida**

**(Vice Principal and Associate Professor, VTCBCSR)**

## What is Green Marketing Myopia?



Green marketing myopia is a lack of discernment by companies to recognize that customers are as concerned with the idea of "What's in it for me?" as they are "How is this good for the environment?" In fact, maybe more so. Consumers are drawn to products that fulfil their wants and needs outside of eco-friendly product features.

Companies that focus exclusively - or rely heavily - on marketing the natural and organic product benefits without considering the direct consumer benefits may be setting themselves up for a disaster. Brands must navigate the delicate balance between eco-friendly claims and keeping customers happy in the checkout line or at home. When companies fail to adequately account for both, they enter the red zone known as green marketing **myopia**, or lack of insight.

### Avoiding Green Marketing Myopia

Making green products successful requires companies to take into account a few important tactics:

1. Show the value of the product. Green products must have obvious and immediate consumer benefits.
2. Marry the environmental and the everyday. Energy-efficient appliances are a good example. Consumers will be more likely to consider green benefits if there's something like a cost-savings in it for them.
3. Back up your green claims. Many products and even brands have been called on the carpet for touting environmental benefits in one area of their business and totalling disregarding them elsewhere.

### Challenges for business

Green product require high investment and that lead to loss of customer base and because Indian customers are very price sensitive we as brand not able to survive in the market. So brand have only one options they have to create niche market or made product which have same price as conventional product have.

***-Dr. Viral chauhan (HOD, BBA VTCBCR)***

## Getting back to basics

We all are talking, researching about green products recycling and recycled product, but very few are talking about **Reuse** because we have that extra money to spend on. So it's very practical to understand that when we choose a product that is environmental friendly over which not that sound good but when we choose not to buy and reuse product that is what you saving environment in actual manner

Because any recycled items has come from so many process and production procedure that actually done pollution and used so many natural resources. So choosing **reuse** instead of recycle that save environment in actual sense

We as an Indian are very good in reusing, whether it is plastic bag or soft drink bottle we are very smart in that and we don't need to be ashamed of that you do.

Before industrial revolution we don't have enough product to use we have wait for product to buy and that's how we adopted that reuse concept and which is very good and after industrial revolution we started manufacturing products which have no repairs and reuse like, mobile phone, automobile part, shoes etc.



Let's come to statistics

As per the annual report of CPCB in 2019-20, the total plastic waste generation is 34. 7 lakh tonnes per annum (TPA), of which 15. 8 lakh TPA of plastic waste is recycled and 1. 67 lakh TPA is co-processed in cement kilns. As per the report, the total solid waste generated is 1. 5 lakh tonnes per day (TPD), of which around 98% is collected and 50% of the collected waste is processed. The central government's additional central assistance of 35% as viability gap funding is provided as per guidelines, to supplement the efforts of states/ULBs in managing municipal solid waste. Collection of e-waste has increased by over 220% to 2. 2 lakh tonnes in 2019-20 as compared with year 2017-18, with 22% of the e-waste being recycled vis-a-vis about 10% in 2017-18

Long story short industrial revolution on is not bad nor too good but we as human, need to start from **Reuse** than **recycle** and that **made new**.

- **Prof. Nikunj Gamit**  
**(Ad hoc, VTCBCSR)**

## Deep life Thoughts

Crying till the tears run out, Chasing many broken dreams, Wondering what  
it's all about, Life is never what it seems.

Gazing (look steadily for a long time) a star filled sky, wondering if you feel  
my pain, hoping you can hear me now, Maybe I can smile again.

Missing days we shared back then, looking for a steady hand, you were  
always there for me, Life can never go as planned.

Walking through the meadows Green, Wishing you were here with me,  
Sounds of nature fill the air, Memories are so dear to me.

Waking to a brand new morn, Must let go of days back then, Find the  
strength to carry on, Deep breath now, let's try again.

- **Shruti k. Patel (Student, SYBBA)**



- **Mahek N. Bhandari (Student, FYBBA)**

## **Inflation – Deflation**

Inflation! Inflation! Inflation!

Inflation is like a disease which spread speedily and devour every person's income. Deflation is on the other hand. Deflation devours economy of the country. Let's know what Inflation is and what Deflation is.

First of all, let's know INFLATION. Inflation is the rate at which the prices of goods and services are increase. Inflation often affects the buying capacity of consumers. Most Central banks try to limit inflation in order to keep their respective economies functioning efficiently. There are certain advantages as well as disadvantages to inflation. Inflation I like a TERMITE which devour public income and on other hand, inflation is advantageous for businessmen.

There are some benefits of an inflation. Let's see.....

When the economy is not running at capacity, means there is unused labour or resources, inflation theoretically helps increase production. More dollars translates to more spending, which equates to more aggregated demand. More demand, in turn, triggers more production to meet that demand.

**Ronald Reagan** gives an amazing quote for inflation is that?

**“Inflation is as violent as mugger, as frightening as an armed robber and as deadly as a hit man.”**

There are some techniques to measure inflation in an economy. Inflation can be measured at three levels – **i) Producer, ii) Wholesalers, iii) Retailer/consumer**. Prices generally rise in each level till the commodity finally reach the hand of consumer.

Let's see inflation at **producer level**, as of now in India, there is no index to measure inflation at producer level. A **Producer Price Index (PPI)** is proposed, but so far this type of Inflation calculation is not started in India.

The second level is that **Wholesale level**, this is the most popular inflation rate calculation methodology in India. The index use to calculated wholesale inflation is known as **Wholesale Price Index (WPI)**. This inflation rate is often known as **Headline Inflation**. WPI is released by the ministry of commerce and industries. Though RBI used WPI for most of its policy decisions before 2014. But WPI based inflation calculation was not false proof. WPI shows the combined price of a commodity basket comprising 676 items. But WPI does not include services and it neither reflect the bottleneck between producers

and wholesaler nor between wholesaler and retailers. Hence, from 2014, as part of reforms initiated by RBI governor **Raghu Ram Rajan**, RBI shifted to CPI for policy decision.

The third level is that **Retail level/consumer level**. Consumer often directly buys from retailers. So the inflation experienced at retail shops is the actual reflection of price rise in the country. It also shows the cost of living better. In India, the index which shows the inflation rate at retail level is known as **Consumer Price Index (CPI)**. CPI is based on 260 commodities. But include certain services too. There were four **Consumer Price Indices** converting different socio-economic groups in the economy. These four Indices were CPI for industrial workers (**CPI-IW**), CPI for Agricultural Labour (**CPI-AL**), CPI for Rural Labour (**CPI-RL**) and CPI for Urban Non- Manual Employees (**CPI-UNME**). CPI is now using a new series on the base 2010= 100 for all India and states UTs separately for Rural, urban and combined. The **central statistics office (CSO)**, Ministry of Statistics and Programs Implementation release CPI. CPI is based on retail prices and this index is used to calculate the dearness allowance (DA) for government employees.

There are 6 type of inflation:-

- I) **Cost push inflation**
- II) **Demand pull inflation**
- III) **Built-in inflation and rising wages**
- IV) **The housing market**
- V) **Expansionary fiscal and monetary policy**
- VI) **Monetary devaluation**

This has happened, let's talk about inflation now deflation.

Deflation is general decline in prices for goods and services, typically associated with a contraction in the supply of money and credit in the economy. During deflation, the Purchasing power of currency rises overtime.

When anything occurs, there are definitely some reasons behind it. Deflation also brings some reasons. It caused by decrease in the supply of money or financial instruments redeemable in money. In modern items, the money supply is most influenced by Central banks, such as the Federal Reserve. When the supply of money and credit falls, without a corresponding decrease in economic output, then the prices of all goods tend to fall. Period of Deflation most commonly occur after long period of monetary expansion. The early 1930s was the last time significant Deflation was experienced in the United States. The major contributors to this deflationary period was the fall in the money supply following catastrophic Bank failures. Other nations, such as Japan in the 1990s, have experienced Deflation in modern items.

Deflation is measured using economic indicators like the Consumer Price Index. The CPI tracks the price of a group of commonly purchased goods and services and publishes the changes every month. When the prices measured in aggregate by the CPI are lower in the period before, the economy is experienced Deflation. Conversely, when the prices collectively rise, the economy is experiencing inflation.

People thought that Deflation and disinflation is same. But no! They are not same. They are totally different. Deflation is not to be confused with disinflation. Though they both sound like they would indicate decreases in prices, disinflation actually signifies that prices are still rising, just more slowly than they have been. Disinflation could be change from 4% annual inflation to 2% annual inflation, meaning a good that used to cost \$10 now retails for \$10.20, instead of a projected \$10.40. Deflation, on the other hand, describes actual decreases in prices, not a decrease in the rate that inflation is rising with 2% deflation, a good that used to cost \$10 now cost \$9.80.

There are some techniques to control inflation and Deflation. We will see one by one but not in detail. First we'll see inflation reduce strategies. There are four strategies that central banks have used to control and reduce inflation. Those strategies are

- I) Exchange rate pegging
- II) Monetary targeting
- III) Inflation targeting
- IV) Inflation reduction without an explicit nominal anchor, which for want of a better name might best be referred to as 'just do it'.

Now let's see deflation controlling technique. Deflation can be controlled by using various monetary policy measures. Quantitative easing, cutting tax rates, lowering interest rate, open market operations, lowering bank reserve limits, increasing spending by the government are the ways in which deflation can be controlled.

***-Henry Prajapati (Student, SYBBA)***

## **The Decision Making Guide: How to Make Smart Decisions and Avoid Bad Ones**

- What is Decision Making?

Let's define decision making. Decision making is just what it sounds like: the action or process of making decisions. Sometimes we make logical decisions, but there are many times when we make emotional, irrational, and confusing choices. This page covers why we make poor decisions and discusses useful frameworks to expand your decision-making toolbox.

- Why We Make Poor Decisions:

Like to think of myself as a rational person, but I'm not one. The good news is it's not just me - or you. We are all irrational. For a long time, researchers and economists believed that humans made logical, well-considered decisions. In recent decades, however, researchers have uncovered a wide range of mental errors that derail our thinking. The articles below outline where we often go wrong and what to do about it.

### [5 Common Mental Errors That Sway You from Making Good Decisions:](#)

Let's talk about the mental errors that show up most frequently in our lives and break them down in easy-to-understand language. This article outlines how survivorship bias, loss aversion, the availability heuristic, anchoring, and confirmation bias sway you from making good decisions.

### [How to Spot a Common Mental Error That Leads to Misguided](#)

[Thinking](#): Hundreds of psychology studies have proven that we tend to overestimate the importance of events we can easily recall and underestimate the importance of events we have trouble recalling. Psychologists refer to this little brain mistake as an "illusory correlation." In this article, we talk about a simple strategy you can use to spot your hidden assumptions and prevent yourself from making an illusory correlation.

[Two Harvard Professors Reveal One Reason Our Brains Love to Procrastinate](#): We have a tendency to care too much about our present selves and not enough about our future selves. If you want to beat procrastination and make better long-term choices, then you have to find a way to make your present self act in the best interest of your future self. This article breaks down three simple ways to do just that.

- [How to Use Mental Models for Smart Decision Making](#):

The smartest way to improve your decision making skills is to learn mental models. A mental model is a framework or theory that helps to explain why the world works the way it does. Each mental model is a concept that helps us make sense of the world and offers a way of looking at the problems of life.

You can learn [more about mental models](#), read [how Nobel Prize-winning physicist Richard Feynman uses mental models](#), or browse a few of the most important mental models below.

- [Top Mental Models to Improve Your Decision Making](#):
- [Margin of Safety: Always Leave Room for the Unexpected](#)
- [How to Solve Difficult Problems by Using the Inversion Technique](#)
- [Elon Musk and Bill Thurston on the Power of Thinking for Yourself](#)

Best Decision Making Books

- [Thinking, Fast and Slow](#) by Daniel Kahneman
- [Poor Charlie's Almanack](#) by Charles T. Munger
- [Seeking Wisdom](#) by Peter Bevelin
- [Decisive](#) by Chip Heath and Dan Heath

- ***Shaikh Tanzila Gulammustufa (Student, SYBBA)***