

Di Mercatus

An E - Magazine

DEPARTMENT OF MANAGEMENT

GOLAGHAT COMMERCE COLLEGE (AUTONOMOUS)



VOLUME VI

NAVIGATING THE FUTURE OF BUSINESS

Are Women the Real Game-
Changers in Today's
Entrepreneurial World?

Can Artificial Intelligence
Outsmart Humans in
Business Decisions?

Is Digital Marketing the New
Power Behind Every
Successful Brand?

Di Mercatus

An E-MAGAZINE / GOLAGHAT COMMERCE COLLEGE(Autonomous)

Letter From The Editors



The Department of Business Management is pleased to present the sixth edition of its e-magazine. This edition captures the changing landscape of business and e-commerce, where innovation and opportunity go hand in hand.

The rise of artificial intelligence has significantly transformed the way businesses operate nowadays, opening new possibilities and reshaping strategies across various industries. As business students, we approach these changes with curiosity, creativity, and a sincere desire to make a meaningful difference.

This edition features insightful articles and thoughtful perspectives on topics such as digital marketing, cryptocurrency, AI in business management, women's entrepreneurship, and much more. Each article reflects the knowledge and enthusiasm of our contributors, portraying the dynamic nature of the modern business world.

We express our sincere gratitude to our mentors, writers, and readers for their guidance and continued support, which made this publication possible.

May this publication inspire you to think, create, and lead in the vast world of business.

Nayan Nilim Saikia & Smith Kanu

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E-MAGAZINE


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WOMEN ENTREPRENEURSHIP AND GENDER DIVERSITY

The Diversity Dividend.

Khushi Chandak, B.Com 5th Sem,
Marketing Group, GCC(A)



WOMEN ENTREPRENEURSHIP & GENDER DIVERSITY

Innovation, Leadership, Sustainable Development, Empowerment

In today's generation, women are increasingly self-sufficient, educated, and financially independent, which helps them to pursue their career in business, profession, or any other field they choose to. But the harsh reality is that after being so capable, they suffer very much injustice in regards to gender bias, societal expectations, underrepresentation, etc.

As we know that entrepreneurship is growing rapidly in recent years, and in this sector, women entrepreneurs are also emerging as dynamic contributors to innovation, leadership, and sustainable development. Women entrepreneurs not only drive economic growth through job creation but also contribute to social development by promoting gender equality and building motivation for others.

In the Indian economy, women are contributing about 17-18% of its GDP, providing employment opportunities to about 22 to 27 million people. In India, there are approximately 20% MSMEs (Micro, Small, and Medium Enterprises) are led by women. The Government of India is trying to increase this number and motivate women to start their own businesses by providing various subsidies and financial support for them.

The Government has launched various schemes for the upliftment of women entrepreneurs, like Stand-Up India, Pradhan Mantri Mudra Yojna (PMMY), Mahila Samridhi Yojna (MSY), Stree Shakti Package, Trade Related Entrepreneurship Assistance and Development (TREAD), etc.



These schemes provide financial support, mentorship, and skill development opportunities for women in the country. Empowering women is not only essential for the country's growth but also for the flourishing of society and to boost their morale. When women are provided with equal opportunities as men, they can enhance the living conditions of the people living in that country. We can take examples from Falguni Nayar (founder of Nykaa), Upasana Taku (founder of MobiKwik), Supriya Paul (founder of Josh Talks), Kiran Mazumdar-Shaw (founder of Biocon), and others.

Government initiatives for woman entrepreneurs

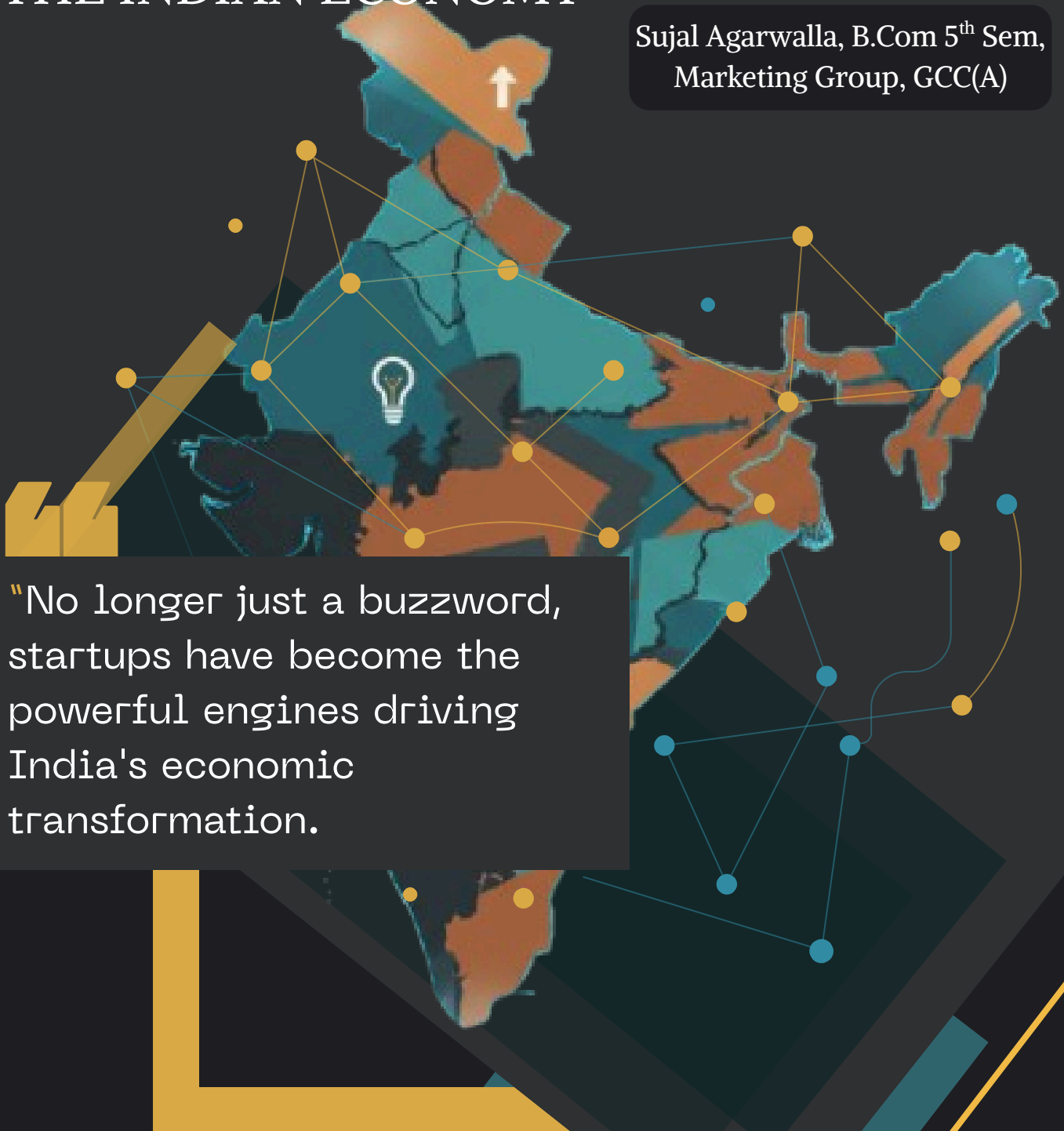
They have not only settled their own businesses but also motivated others to chase their dreams, regardless of their gender, caste, family background, or any other factor that might hold them back. Thus, encouraging women to move forward in the entrepreneurial world will not only boost their morale but also motivate the future generation to build their careers in this sector. This move will shape stronger communities and boost economic growth. Therefore, promoting gender diversity is a smart strategy for building a better and advanced future.

*“Invest in Her Idea:
The Dividend of
Gender Diversity”*



HOW STARTUPS ARE TRANSFORMING THE INDIAN ECONOMY

Sujal Agarwalla, B.Com 5th Sem,
Marketing Group, GCC(A)



"No longer just a buzzword, startups have become the powerful engines driving India's economic transformation."

In today's world, startups have become a symbol of ambition, innovation, and a gateway for new entrepreneurs. Nowadays, India is one of the largest ecosystems in the world, with thousands of ventures shaping the future of the economy.

Earlier, the concept of a startup was new to most Indian people, but now it has become a spirit for them to do something innovative that provides new exposure to others.

JOB CREATION & DIVERSITY

Every innovation is the soul of every startup, with certain companies like BYJU'S and Unacademy having changed student learning; Paytm and PhonePe are examples of simplified money transactions.

1 MILLION+

JOBS CREATED

while innovations have now made healthcare more easily accessible such as PharmEasy and Flipkart Health Plus.

Startups are transforming the Indian economy by providing certain opportunities to new beginners in the Indian economy, like creating job opportunities, which is one of the most visible impacts of startups that stream in employment opportunities. According to the Department for Promotion of Industry and Internal Trade (DPIIT), Indian startups have created over a million direct jobs. They don't just hire engineers and managers but also offer opportunities to people who don't have much qualification but whose knowledge and skills can make an idea more ambitious.

INNOVATION & DIGITAL INCLUSION

These innovation projects are not just making life easier but also improving efficiency and productivity across the economy. Startup ideas and innovation --

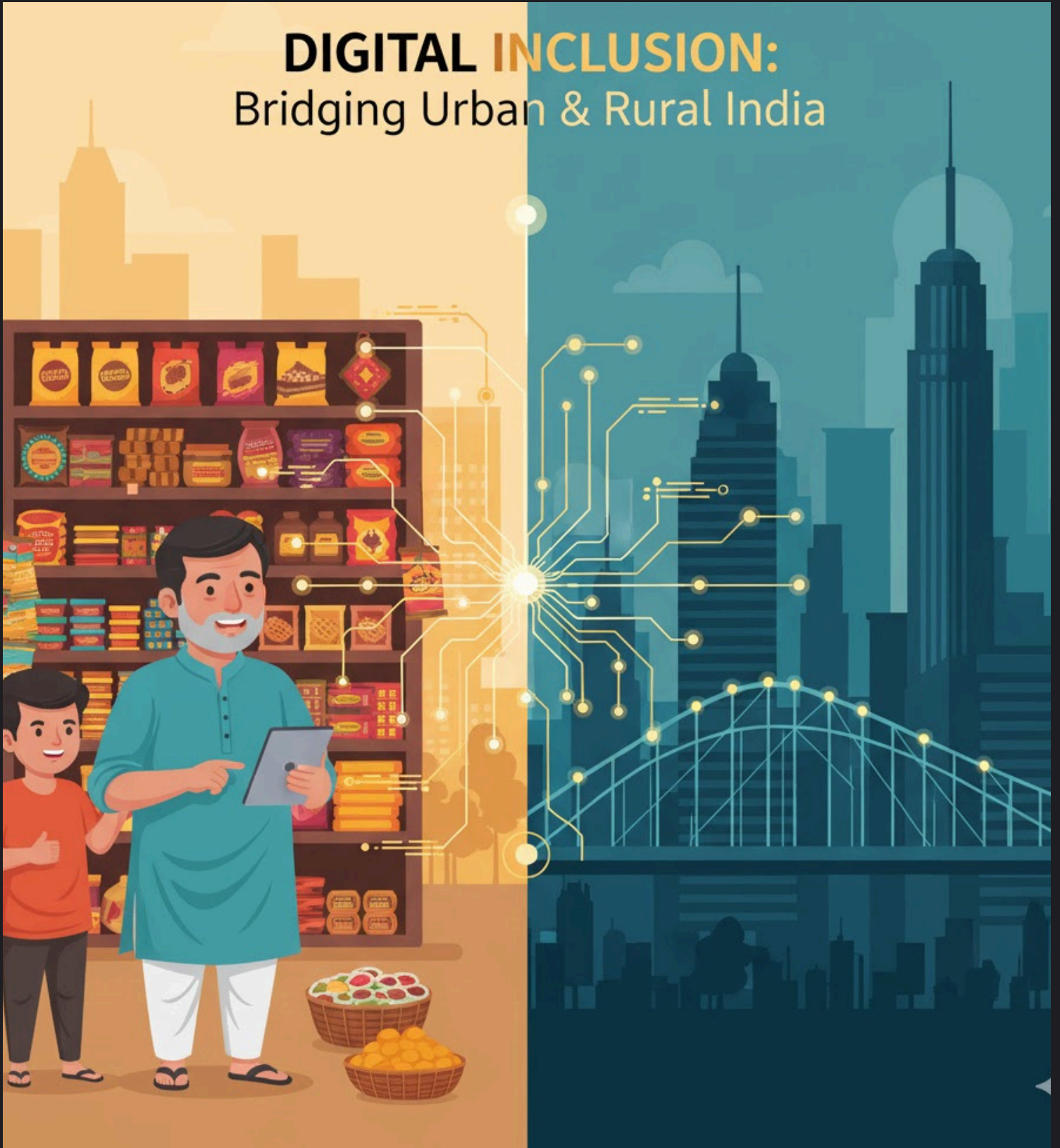
encourage a culture of problem-solving, which inspires others to think differently and take risks to do something innovative apart from it. Startups play a key role in making India digital with affordable access to the internet, and certain government initiatives, such as Digital India, SWAYAM, etc., even small businesses are becoming online. Due to e-commerce platforms like Flipkart and Meesho have enabled local shopkeepers have been enabled to sell their products nationwide. This digital inclusion has helped to bridge the gap between urban and rural India by creating a more balanced and connected economy.

GOVERNMENT SUPPORT

The Indian government has been a strong supporter of the startup ecosystem. Programs like Startup India, Atal Innovation Mission, and Make in India have encouraged entrepreneurship more easily through tax benefits, funding support, and simplified business regulations. These initiatives have helped build confidence and motivation for young entrepreneurs, innovators, and helped them to turn ideas into successful ventures. The Startups are more than doing a small business as they are called the engine of India's economic transformation, which represents courage and motivational belief that ideas become true and can change lives. Startups have truly redefined the business landscape of India.



DIGITAL INCLUSION: Bridging Urban & Rural India



IMPACT OF ARTIFICIAL INTELLIGENCE IN BUSINESS MANAGEMENT

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Artificial Intelligence (AI) is no longer just a buzzword for the future- it is becoming a vital part of how businesses operate today, from analyzing massive amounts of data to automating routine tasks. AI helps companies make smarter decisions more quickly. But beyond efficiency, it is also changing how businesses connect with customers and plan for the future.



“ *AI is no longer just a buzzword...* ”

In the current technological era, innovations and advancements are happening at the blink of an eye, and thus, this is perhaps the most thrilling period of human history. Working robots in industries, self-driving cars, fitness watches, and online tutorials are some of the AI technological innovations.

AI impacts business management by enhancing efficiency through automation, improving decision-making with data-driven insights, etc. AI has become an integral part of our lives today and is impacting humans, society, as well as business.

Last few years have been remarkable for Artificial Intelligence (AI), and today almost every business is reshaping their strategies and business models to adopt AI in each and every business process. About 56% of businesses are using AI to improve and perfect business operations, 51% are turning to AI to help with cybersecurity and fraud management, and about 46% are using AI for customer relationship management. However, businesses are not yet aware of the consequences of this AI adoption, and thus its impact needs attention.



About 56% of businesses are using AI

Through this paper, we intend to find out the impact of AI on businesses by investigating business decision-makers and regular employees in business firms. An online survey tool is employed for data collection from a sample. We have analyzed the data using various frequency tables and graphs, as well as the Analysis of Variance (ANOVA) method. For the analysis, 4 different parameters of business are considered that will help in ascertaining the influence of AI on business.

Results of the analysis show that AI holds numerous opportunities and potential to transform the workplace and is now widely accepted. AI will help businesses to get themselves ready for facing the challenges due to the rapid technological advancements in human life and business. AI has been proven to impact all business operations positively, as it enhances sustainability and market leadership.



DIGITAL MARKETING AND ITS IMPACT

Navigating the Digital Landscape

**Manmeet Kaur, B.Com 5th Sem,
Marketing Group, GCC(A)**

In the modern generation, most of our work is done through online means, i.e., through communication, e-commerce, and collaboration. With the rapid growth of technology and internet availability, many companies have shifted from traditional approaches toward modern approaches.

Digital marketing is the use of digital channels to market products to boost brand awareness, drive traffic, and to achieve marketing goals. Digital marketing promotes brands and connects them to potential customers via the internet. Therefore, it is an essential strategy for businesses of all sizes to remain competitive, visible and relevant.



*Digital is more than
just a channel—it's
the core of modern
business.*

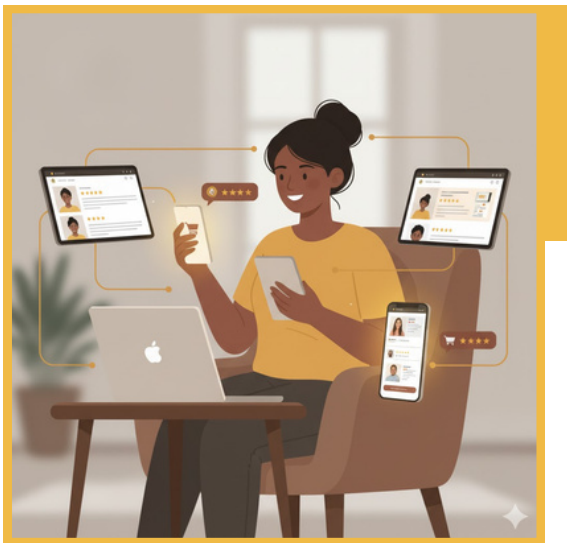
HOW DIGITAL MARKETING HELPS COMPANIES?

Since it involves promoting products online —think Google, email, websites, and platforms like Facebook—digital marketing offers a range of advantages that traditional methods cannot match. Compared to older methods, it enables businesses to connect with many people without spending a fortune. For smaller firms in India, this shift has been huge, reshaping growth alongside competition. Small companies can grow their name, connect with people, and get more sales without a huge ad budget. Showing off goods and chatting with buyers happens easily—think Facebook, YouTube, Instagram—all in real-time. Take Mamaearth alongside WOW Skin Science; they started small in India, gaining traction via online ads plus working with popular voices.

THE DIGITAL ADVANTAGE

Digital marketing also lets you target people efficiently. Companies can target people based on their location, age, interests, browsing history, and more. This makes campaigns work better and cuts down on money spent on ads that don't work. Small businesses with tight budgets get the most out of it because they can keep track of and measure every rupee they spend.

TARGETING AND ANALYTICS



Digital marketing has also influenced consumer behaviour. Customers now have easy access to product information, reviews, and price comparisons. They can now order any goods and services from anywhere they are, and the digital marketing services are becoming so good that the goods or services get delivered very fast.

Individuals are investing more time in online content, and companies that find it hard to digest this fact in their advertising strategy need to adjust quickly. The more time individuals spend on the internet every year, the more digital platforms they use play an ever-developing function in their lives. The main aim of Digital India is to promote the digital medium. Because people can use digital platforms from anywhere in the world, and because of that companies need to change their marketing strategy from traditional to digital.

Digital India / Future-forward thinking



Success isn't just revenue. It's routine

boAt



"Life is Better on a boAt"

"Designed by Smith Kanti"

INNOVATE & CONNECT: THE boAt STRATEGY

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Marketing Group, GCC(A)



In a world dominated by giants like Sony, JBL, Apple, and Samsung, an Indian brand, boAt Lifestyle has become a household name. boAt was founded in 2016 by Aman Gupta and Sameer Mehta, and has, in a short period, become one of India's most successful audio and wearable brands.

Selling Lifestyle, not a Product: Since the beginning, boAt has never marketed as an electronics company. They sold a lifestyle. The company calls their consumers as boAtheads, establishing a sense of community and belonging. boAt focused on attitude, energy, and uniqueness, trying to cultivate a personality that resonated with India's youth.



Understanding and Targeting Youth:

The most intelligent decision by boAt was identifying its target audience - the Indian youth. boAt understood that Gen Z and millennial consumers cared about trendy and fashionable products at price points they could afford. Rather than trying to establish itself as a "tech brand," it opted instead for a fashion-tech brand. The products are in bright colours and striking designs with modern, fashionable packaging that appeals to young professionals and college students.



“Do What Floats Your boAt”

The tagline "Do What Floats Your boAt" resonated strongly with youth, who value freedom, imagination, and one-of-a-kind experiences. The brand's tagline had a down-to-earth, relatable tone – not very corporate-like.

Celebrity and Influencer Marketing boAt's marketing campaigns are phenomenal due to their strategic use of influencers and celebrities. Trending stars Kartik Aaryan, Kiara Advani, Hardik Pandya, and KL Rahul became brand ambassadors, adding glamour and authenticity to the brand.

The brand also became a sponsor for college fests, music festivals, and gaming events, making sure they are always attached to the youth.

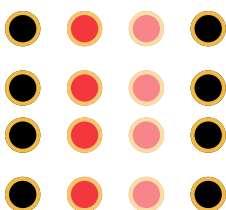
This direct interaction with the youth made the brand more relatable and friendly, and more visible.



Digital-First Strategy

Unlike traditional companies that relied on television or print advertisements, boAt opted for a digital strategy. The company turned to utilizing social media like Instagram, YouTube, and Twitter (X) to get in direct contact with its audience. boAt's social media strategy was cool, informal, and trendy – lots of memes, succinct videos, and influencer collaborations. The result? boAt became one of the most talked about online brands in India – without spending huge amounts on traditional advertising.

Affordable and Premium Combined boAt had an incredibly smart value-for-money pricing approach. The brand understood that Indian youth want a premium-looking product that does not cost an arm and a leg. While international brands like JBL or Sony were charging over ₹5,000 for earphones, boAt would charge ₹1,000–₹2,000 for the same class and look.



“Made for India”

boAt's advertising goes beyond selling things. They tell stories that inspire. With taglines like "Do What Floats Your boAt", "Made for India", and "Plug into Nirvana"—the brand encourages people to be themselves, follow their passions, and live life on their own terms. This emotional connection takes their customers from being loyal to being proud of being a part of the brand. When customers engage on the level of feeling empowered and not simply listening to music, that is something special. Co-Branding and Limited-Edition Product Collaborations. Another thing to note about boAt's strategy is the co-branding. boAt has partnered with international entertainment brands like Marvel, DC, and Netflix to co-brand items such as limited-edition earphones and smartwatches featuring characters like Iron Man, Captain America, and Batman.



These limited editions were an immediate hit with the fans, turning commonplace gadgets into collectible objects. The collaborative artwork created awareness, excitement, and uniqueness for the brand and drove sales.



THE ILLUSION OF CHOICE

in Consumerism

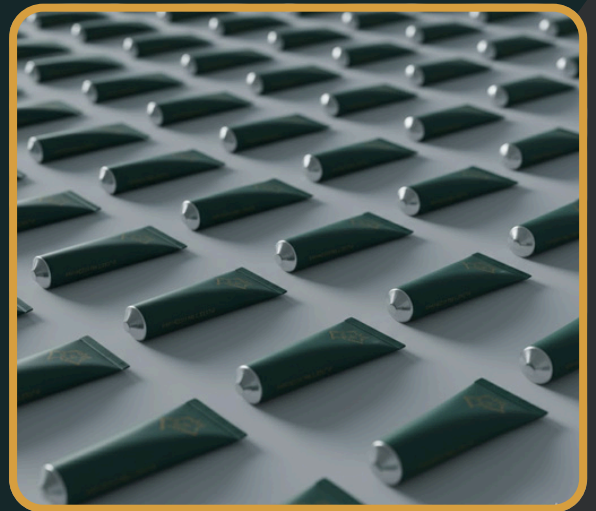
Sayan Bhowal (B.Com 3rd Sem)

Rabindranath Tagore University, Hojai

“IS YOUR CHOICE REALLY YOURS?”

Taking a sample size of toothpaste buyers, if one questions them about which toothpaste they use, the answers will vary at first. However, as the sample size increases, a common pattern emerges, and eventually the majority of the answers converge to an obvious point, Colgate.

One will find a similar pattern in other commodities as well. Taking, for instance, the example of detergents, two brands are obvious; the rest cannot be found in almost any household. But if one were to question the buyers about the feature that led them to their preference, it's almost certain that they wouldn't be able to answer. The choice is seldom conscious.



“COGNITIVE BIASES”

The same applies to asymmetrically preferred brands like Apple. If an average iPhone user is asked about their preference, they are almost unlikely to say something like the haptic engine, App Sandbox, Core ML, ATT, or HIG. Yet, those are the differentiating features of the iOS. The point is that the distribution matters much more than the features. That is to say, the market works on a variant of the Pareto Principle, which says that a small minority dominates the majority of any field. Few brands dominate the entire market, while the rest remain unnoticed.



“Are You Choosing, or Being Chosen For?”



Hopefully, by now, the point has been made that the choice one makes as a consumer, despite giving the illusion of freedom, is rarely chosen by the consumer themselves. It is mostly pre-made. This rather unwanted yet interesting infringement of free will is actually caused by a mix of one's brain's chemistry and the geniuses behind marketing.

To be fair, a lot of things work together to convince us into buying the things that we end up buying. Marketing uses one's own biases against them to give them an impressive illusion of choice.

"Limited Edition: Unlimited Desire."

The scarcity bias is an obvious one. Given all other variables to be the same, one will still prefer to gift another person, especially if the person is important, an expensive gift instead of a cheap alternative, irrespective of whether the expensive one is any better or not. That should explain the psychology behind the preference for caviar, despite the well-known opinion that it tastes terrible. Similarly, one is more likely to prefer getting a luxury bag despite the availability of an identical one in a Chinese factory. It also explains the psychology behind "Limited Editions."



Some companies exploit exactly the opposite end of the spectrum. Increasing exposure to the product so significantly that it instills an unconscious preference in their minds. That explains why many refer to toothpaste as 'Colgate', photocopy as 'Xerox', and detergent as 'surf'.



Identity Marketing



“Selling the Story: Identity and the Confirmation Bias”

The most effective companies do not sell commodities, but rather stories, emotions, and, most importantly, identities.

Identity is a significant one because that essentially controls the majority of one's tastes and preferences. One doesn't rise to the level of one's desires but rather falls to the level of their identity. This is called confirmation bias.

A common myth regarding human psychology is that the brain tries to look for the truth. That is inaccurate. That brain rather looks for evidence to confirm that one's existing beliefs are true. This explains why men are more likely to buy things that make them appear or feel more masculine, and women are more likely to buy things that make them appear or feel more feminine. Every commercial is designed accordingly.

Luxury brands like Rolex and Rolls-Royce don't sell commodities. They prefer to sell identities. One looks at the watches and cars and sees a solution to their identity problem. They are symbols of wealth, social hierarchy, and prestige, and thereby also a way to reinforce or confirm the beliefs that one desires to confirm.

The conclusion is, there is seldom any concept of choice in consumerism. The default is an autopilot that runs us all. The trick then is to be just a bit more mindful, ask a few questions, and be a good consumer.

THE ART OF EFFECTIVE LEADERSHIP

FUELING GROWTH & POTENTIAL

ABHIGYAN PHUKON, BBA 3rd Sem,
GCC(A)

Leadership is the ability of an individual to influence and guide others towards achieving a common goal. Effective leadership is a very essential component for every kind of business organisation in today's world. It ensures growth, work efficiency, goal achievement, and also boosts employee motivation and engagement. Leadership is a skill that one can develop and improve with practice and experience.

Hence, it is not an inborn talent or trait but a skill that can be developed through learning, experience, and self-awareness. An effective leader has a clear vision for the future, knows how to listen and speak actively and effectively, has strong decision-making ability, resilient confidence, etc.

An effective leader doesn't just manage people; they motivate, build trust, provide guidance, and bring the best out of every team member. Organisations need effective leaders to ensure goal achievement, growth, and employee efficiency. If we assume that an organisation is some kind of engine on a machine, then leadership is the fuel to the machine, so as fuel is essential for the smooth working of all the business operations. Employees are equally important for an organisation. If leaders are the brain that gives orders, then employees are the hands that carry out the tasks.

BUILDING TRUST & COLLABORATION

So it is the job of a leader to combine everyone's individual efforts to align with the achievement of the organisation goals or objectives.

Inspire.

Guide.

Achieve.



The main objective of a leader is to boost employee performance to ensure group efforts. Leadership influences employee behaviour, communication, work efficiency, and productivity. One of the most efficient impacts of leadership is employee motivation.

Leaders should appreciate and recognise employee efforts to create a sense of belongingness and loyalty. Motivated employees are more likely to engage efficiently, take initiative, and deliver high-quality work.

Effective leaders always clearly communicate what is expected from the employees, so that they can focus their efforts efficiently. Leaders also have to build trust, resolve conflicts, and ensure fairness and reliability. Trust is the foundation of strong employee performance. A trusting and peaceful environment reduces stress, ensures collaboration, communication encourages employees to share ideas and build relationships between them. This helps to maintain a positive and supportive work environment in the organisation.

In conclusion, the success and growth of an organisation depend on how well its leaders inspire their people to give their best.

**"Trust is
the foundation of
strong employee
performance"**



MASTER YOUR TIME, MASTER YOUR SUCCESS

**Abhinav Adhyapok, B.Com 1st Sem,
Marketing Group, GCC(A)**

Time management is one of the biggest keys to an entrepreneur's success; this is how they get things done and reach their goals. Imagine if you were well enough organized with time management that you could really focus on growing your business, spend time with family and friends, and finally have time to breathe? Amazing! Well, with great time management, you will really be able to maximize your time and reach your goals. Time management means you will be able to plan out the day, plan out the work, and identify

What is the most important task?
This means that you will be able to.....

- ⚙ Balance work-life very well.
- ⚙ Get all things done (productively) because you will be focused.
- ⚙ Since everything will be in your control, you will feel less stressed.
- ⚙ You will ultimately be on the success path and reach business goals.



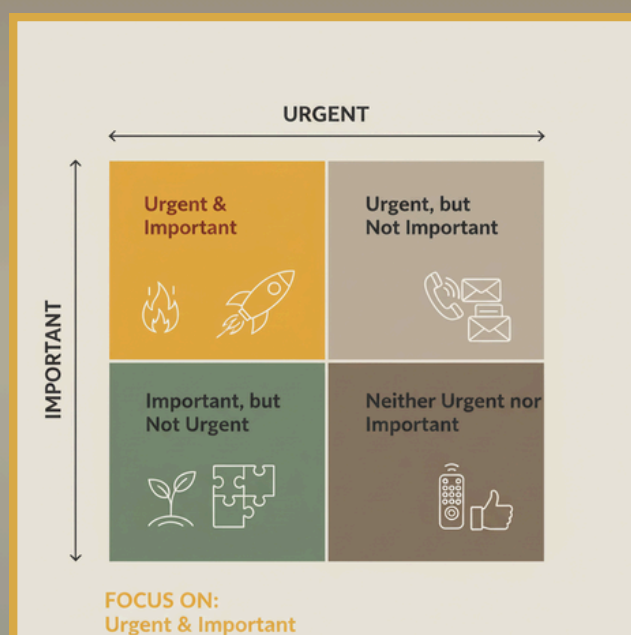
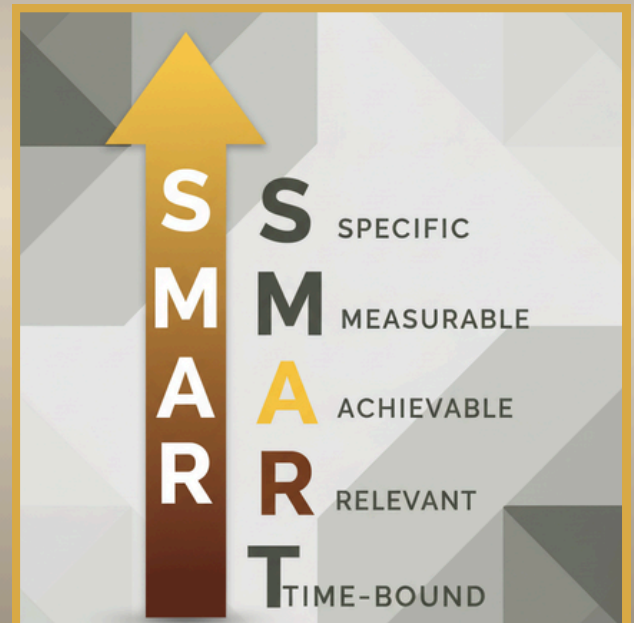
Strategies for Time Management for an Edifying Entrepreneur :

1. Smart goals – When you set goals, make sure they are Specific, Measurable, Achievable, and Time-based. For instance, instead of saying “I want to grow my business,” say “I want to grow my sales by 20% within the next 3 months.”

2. Determine what is important – This method helps sort tasks into four quadrants, i.e., Urgent & Important, Important & Urgent, Urgent, but Not Important, and Neither Urgent nor Important. Focus on the Urgent & Important tasks first, as they provide the most value and effectiveness.

3. Time-blocking – You can time-block your day, e.g., block 9-10 am for emails, 10-12 pm for larger projects, 2-3 pm for Meetings. This is a high-value technique, keeping you organized and at the same time reducing interruptions.

4. Work undistracted – This works well for entrepreneur’s, keeping you focused while allowing your brain periodic breaks from work to prevent burnout. Example: 25 minutes on, 5 off, with 15-30 minute breaks every four cycles.



5. Delegating tasks – Delegating tasks is to assign tasks to others (such as other team members) so you can stay focused on bigger picture items. It is about sharing the workload to help lessen the load; in fact, it also causes the task to be done faster--an all-around win.

6. Focus on one task – Focus on one task at a time. Multitasking leads to mistakes and stress. So, just focus on one item – “you’ll do it better”.

7. Minimize distractions – Minimize distractions like social media, unnecessary emails, or notifications. Use amazing devices or something simple, like the Freedom app or responder, to focus on the task during work hours.



8. Take breaks - Short breaks are crucial. Just like batteries die on a mobile phone after excessive use, short breaks help recharge entrepreneur batteries and renew the mind.

9. Say no - Learn to say NO; protecting your most valuable time, specifically with non-essential tasks or non-essential time requests, helps busy entrepreneurs stay focused on what really matters.

Mistakes to Avoid with Solutions:

1. Do not overload yourself - don't say yes to too many things.
2. Avoid multitasking - complete one task at a time and do it quickly and well.
3. Avoid distractions such as Social Media and Emails - have a specific time to manage emails and social media - use this time to catch up - otherwise stay focused on your work.
4. Avoid working without breaks - take short breaks to recharge and keep focus.



By managing time properly, Entrepreneurs can:

Plan their entire day to use their time smartly and efficiently; delegate tasks so that they can focus on the bigger things. Avoid wasting time on things that are not important; Focus their attention on paramount tasks that make the biggest impact; Plan contingently when things change in the business, making their business successful and grow. Achieving Effective Time Management - The Example of Elon Musk When we think about examples of a successful person that aligned their time quite well, we think of Elon Musk, whose every day was split into prescribed time blocks allocated to designated tasks and projects, sometimes even working more than 80 hours a week, all while attempting to include time to satisfy his personal wants and needs. There are other examples like Benjamin Franklin, Apple CEO Tim Cook, although their approaches were somewhat different, with early rising and prioritizing, they were also very effective in their approach, utilizing much, if not most, of their time.



Summary

To summarize, effective time management is an important part of any entrepreneur's journey towards success. If entrepreneurs employ the values and strategies in this short article, they should see a noticeable improvement in their productivity on a daily basis, and they will reduce their stress by keeping their goals in sight.

While this has merely suggested changing behaviors to effectiveness, with the proper strategies in place, entrepreneurs should see time as the entrepreneur lacking constraint and the possibility of immense self-actualization through time.

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TODAY'S PLAN

- URGENT & IMPORTANT
- PROJECTS
- BREAKS

FOCUS

DELEGATE

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TIME IS YOUR ASSET. INVEST WISELY

SOCIAL COMMERCE:

Connecting Brands & Buyers in the Digital Age



GLOBAL CONNECTIVITY

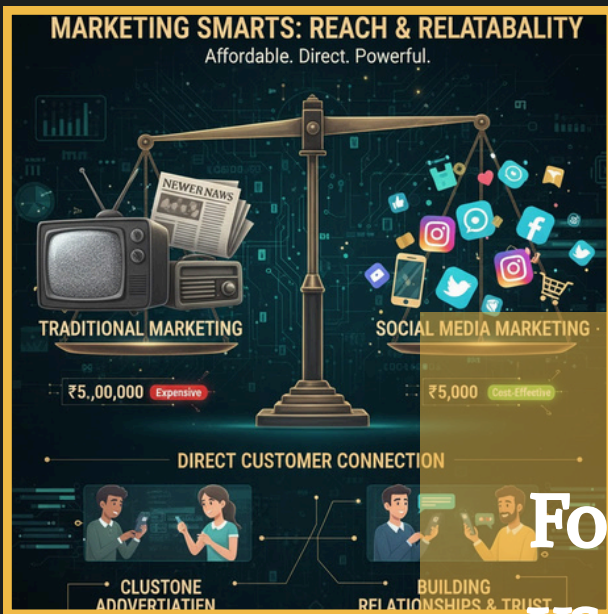
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of engineering and technology, Jorhat)

The Power of Social Reach in Modern Commerce

Social media has grown to become, in modern times, one of the largest influencers of commerce today. It connects consumers with companies and nurtures their desire for more products and services while leaving a lasting, positive view of brands in their minds. It gives companies of any size, from small startup companies to world corporations potential to reach millions of customers. With online shopping integrated into social media interaction, social media allows users to browse, share, and make purchases within the application.

Such e-commerce will enable users to discover, explore, and view product and service availability within posts, stories, live video and ads. An example includes adding a "shop" button for tagging products in posts added on Instagram.

In the digital world today, social media is embraced for connecting with customers and ensuring customer loyalty by practically all types of businesses, from small local ones to large multinational ones.



Focus on Advantages vs. Challenges

Even as social media provides many advantages to businesses in marketing today, there are just as many pros as cons. Social media has a broader reach; for millions of users worldwide, it is quickly accessible, enabling businesses to reach their target audiences and expand their markets beyond local boundaries.

It is cheaper compared to traditional ways of marketing through TVs, radios, and newspapers. It allows for direct messaging with customers: companies can interact, communicate, and answer questions directly, responding to feedback directly, hence building relationships and trust.

It creates brand awareness. Posting and engaging regularly with people improves the visibility of any brand. Most of the social platforms have analytical tools that can measure engagement, click rates, and performance overall. In fact, sales conversions provide a business with information to refine its overall strategy. Still, this type of marketing may lack the personal touch of the product they sell, sometimes causing issues in fulfillment. There is a lot of competition because there are many other brands fighting for attention on this platform. Security is always one concern - it could be data breaches or misuse of personal information. The relationship of social media to business marketing has completely changed how businesses communicate with their community. It gives companies a platform on which they can globally advertise, educate, engage in, and develop their brand-and though there may be downsides, the positives outweigh them. It is this triad of marketing, engagement, and access that makes social media one of the largest business tools today.



UNLOCKING GROWTH

Strategies for the Digital Marketing Age

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Unlocking Growth



Digital marketing is the marketing of products, services, and brands using various digital media, including websites, social media, search engines, emails and mobile apps. It has been indispensable in our contemporary world because of its broad reach, interactivity, and the ease with which the results of the activities can be tracked.

DIGITAL MARKETING: THE NEXT ERA BROAD REACH, INTERACTIVITY, TRACKABILITY



Digital marketing is just the traditional marketing capabilities which have shifted to the online platform. Rather than the customary TV and newspaper advertisement, businesses have shifted to Google and social media, like Instagram and Facebook, to intercept and access the market within a short time and efficiently. The combination of creativity, data, and technology is very promising in terms of customizing experiences for users and marketers to target advertisements.

“Is digital marketing cost-effective?”

More significantly, marketing processes are cost-effective, and make it easy to market globally, and it is also easy to track the efficiency in real-time through digital marketing. Digital marketing assists companies to narrow in and better decide their audiences using age, interests, and location. To students and those in the profession, digital marketing provides career opportunities in the fields of SEO, social media marketing, and content marketing.



The nature of marketing activities executed through digital channels offers a significantly more immediate feedback loop and greater strategic adaptability when compared to the slower, fixed processes inherent in traditional marketing methods.

Digital marketing comprises different activities, which include optimizing for search engines (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, content marketing, Marketplace Marketing, and influencer marketing. The alternative channels give the brands different avenues through which they can reach and interact with customers.



AI & ACCOUNTABILITY

Navigating Future Business Ethics

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THE FUTURE OF BUSINESS ETHICS: AI & MACHINES

Navigating the Automated Era with Moral Intelligence

#7c8824d



Technology keeps changing faster than before in this modern world; similarly, artificial intelligence and automation have changed the way business is done in many ways. Technology has made it more productive, easier, and more accurate to do business; it uses chatbots answering the questions posed by consumers or machines working in the factory. Nonetheless, with all those advantageous factors of technology, there is a new responsibility. That is what business ethics entails: doing what is right, fair, and honest in whatever business it is. In AI commercial operations, companies must be confident that their business systems are open, nondiscriminatory, and secure to everyone.

It is expected that a company shall disclose information about customers, show no discrimination, and eventually pay compensation for any damage or misconduct. With machines replacing substantial labor, a company should support the employees in training and give them an opportunity to grow. These are the large corporations that include Google, Microsoft, and TCS, all have practiced their application of AI in ethical manner in society. However, this is one of the ways to show how to apply ethics and become socially responsible.

THE POWER OF BRANDING

“Why small businesses fail or succeed with brand identity?”

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₹300 vs ₹3000

RECOGNITION

TELLS A STORY

EXPANSION

B

APPLE ECOSYSTEM

TRUST & QUALITY

PRICING POWER

CUSTOMER LOYALTY

An Introduction to Strategic
Brand Building

“Did that thought ever cross your mind? Why does a plain t-shirt cost 300 rupees in a local shop but costs 3000 rupees when it has an H&M logo on it?”

The answer to this question lies in the power of branding. In today's world of business, branding plays a vital role for any product to survive, as it gives the product the unique identity it requires to shine in the vast market of business. Branding is much more than just a shiny logo; it's about the reputation it carries in the market, the trust it has gained over the years, and the connection it has made with the customers.



What's truly a brand is, a brand is the unique selling point of a business, its own distinctive identity which tells a story of its own, that helps the product to stand out from the competitors selling the same product. So the company has to go through different processes to build that perception for a great branding in which people can trust. Branding is also about targeting the specific audience fitted for their products.

You will be surprised to know that, according to a simple and conservative analysis, more than 50% of a large business's profitability is driven by its brand. So, how exactly is branding related to earning profits? We can say earning profit is related to the many perks of a good branding offers:



1) Customer loyalty - Good branding comes with customer loyalty. When a brand offers premium quality products and provides the customers with what they are promised, then the customers start to trust the brand and continue to buy the products of the same brand.

2) Pricing - Pricing is interrelated to the previous point, customer loyalty. When a brand becomes strong with loyal customers, it allows the business to charge higher prices, and we have seen that customers are willing to pay a bit more for a product from a brand that they trust.

BRANDING = PROFITABILITY

4 Key Perks of Good Branding

1)
CUSTOMER
LOYALTY



TRUST →
REPEAT
PURCHASES

2)
PRICING
POWER



PREMIUM QUALITY →
→ WILLINGNESS
TO PAY

3)
RECOGNITION



FAMILIARITY →
INSTANT
CHOICE

4)
EXPANSION



TRUSTED NAME →
NEW PRODUCTS
(eg. AMUL DAIRY)

3) Recognition - Most businesses that create strong brands know that their brand needs to be seen everywhere. A well-established branding helps customers to recognise the product instantly. This creates a familiarity in the minds of the customers and becomes a must-choose.

4) Expansion- it's always easy for a well-established business to introduce a new product, as the customers are already familiar with the branding and have trust in it. For example, we can take Amul. Amul has launched a variety of dairy products under its name, as it has a strong reputation in the business market.

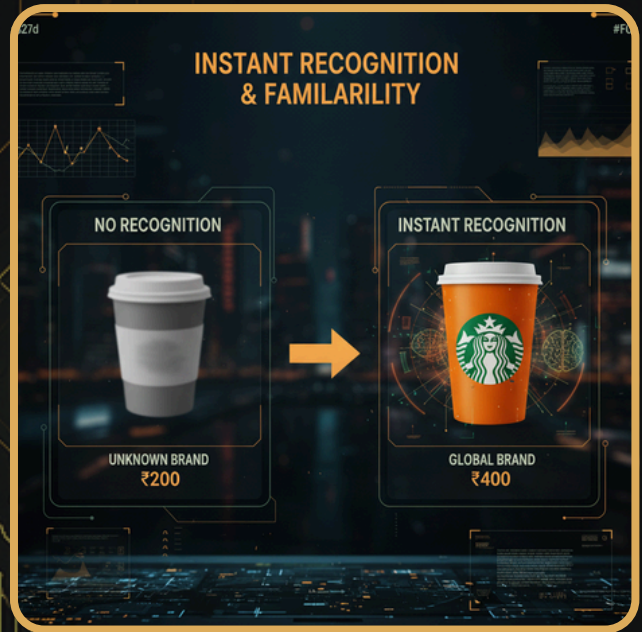
A case study of Apple, which includes Apple, one of the biggest, trusted, and recognizable brands in the world, shows us how branding supports high profit earning, operational efficiency, investor confidence, and long-term returns. Apple's ability to sustain a premium price strategy for its products, like iPhone, MacBook, and AirPods etc, maintains customer loyalty. It also says that brands like Apple, which create their own system of products (a closed ecosystem), continue to innovate within the system and can earn a very high profit.

We can also take the real-life example of the brand Amul, which I have also talked about earlier. Amul, which started as a small dairy cooperative in Gujarat, created its brand around trust, quality, and a relatable image. The Amul girl advertisement helped the brand to connect emotionally to the Indian customers, which led the brand to go from just a local product to a national brand. On the other hand, many small local established shops like clothing shops, fail despite having good products just because they don't bother to create a recognisable identity, or they are not well aware of how to do it.

No unique logo, no particular packaging style, no consistent customers, which ultimately leads customers to forget their shops. This shows the market isn't just about the product only, but it's more about how the product is presented. A clear branding helps the customers to recognise and remember the product and to trust it.



Although there are many challenges to building a successful brand identity. It's not something that's made over a night; it takes years or many decades to build a successful brand identity, but only a mistake can damage a brand's image and reduce customer trust. Building a brand or maintaining it in the digital world can be very challenging because opinions spread very quickly.



In conclusion, branding isn't just about the logo; it's a way in which customers perceive and feel connected with the business. A well-established brand not only attracts customers but also creates an everlasting relationship that generates profit every year. In the end, products are made in factories, but the profits are made in the minds of customers, and that is what we call the true power of branding.



THE CRYPTOCURRENCY REVOLUTION

FROM BARTER TO BLOCKCHAIN



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Marketing Group, GCC(A)

THE EVOLUTION OF EXCHANGE



BARTER



MONEY

#151512



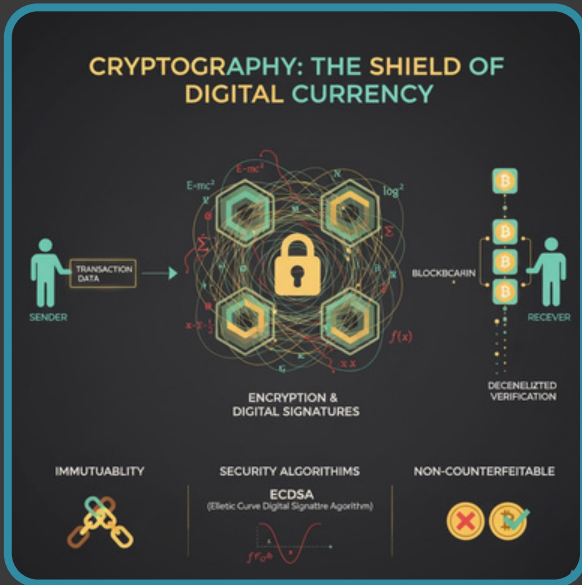
CRYPTOCURRENCY
BITCOIN & BLOCKCHAIN

“Have you ever wondered how people in ancient times used to buy and sell things using the barter system?”

We have all read about this system in which goods and services are directly exchanged for goods and services with no use of money. Then came the concept of money, which changed everything, created a new era, and solved the limitations of direct goods as a means of exchange. Now, another form of exchange has been created, known as Cryptocurrency. I think we all can agree with the fact that we have all heard the words Cryptocurrency and bitcoin at least one time in our day-to-day lives.

“So what are those?”

Cryptocurrency is a digital or, more accurately, virtual currency that is secured by cryptography, making it nearly impossible for someone to counterfeit. Cryptocurrency exists on decentralised networks that use blockchain technology; it is like a ledger secured by a network of computers. The crypto in Cryptocurrency refers to the various security algorithms and cryptographic techniques that protect its entries; we can take elliptical curve encryption as an example.



There are different types of Cryptocurrency, and the most well-known one is Bitcoin. Bitcoin is also the first Cryptocurrency, which was founded in 2009. Cryptocurrency catches the interest because it trades for profit, and this is one of the few reasons that people are interested in crypto, and the others are:

- 1) Decentralisation: The government doesn't control it.
- 2) Fast transactions: It can be sent and received from anywhere in the world within seconds.

3) Investment opportunity: many people invest in crypto not just to use it for work but to keep it to earn Profit on rising prices.

4) Security: The Blockchain technology used in it makes it difficult for someone to tamper with it.

“If it's that good, then why isn't it being used?”

Well, the answer is that although cryptocurrency offers many advantages, it also comes with challenges:

Price volatility: The value can rise or fall very quickly.

Lack of laws: Not all countries have clear laws for crypto.

Risk of scams: People new to this can be easily misled.



Ultimately, cryptocurrency is not just a form of digital money; it is a global experiment that is shaping the future of transactions. Just like a journey, this trip of cryptography requires more awareness. As we move forward in the journey, it will be fascinating to see whether cryptocurrency becomes the future of transactions or remains a revolutionary idea in progress.

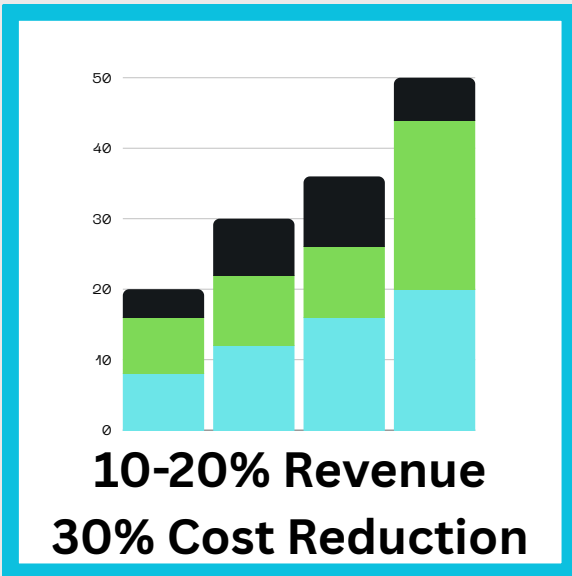


HARNESSING THE POWER OF IOT:

The Next Chapter in E-Commerce

Karambir Thakur, M.Com 1st Sem,
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IoT (Internet of Things) connects devices like sensors and wearables to collect real-time data, boosting E-Commerce through Automation, Efficiency, and Personalization. It can increase Revenue by **10-20 %** annually, and it reduces costs by 30 % and enhances Customer Retention by 25 % via data-driven insights. It helps in providing continuous Data Streams for predictive Maintenance and Inventory Optimization, enhancing decision-making, and feeds data into AI for Demand Forecasting and Personalized Recommendations, and finding the Feedback Loops, and it also connects Online and Offline experiences, like using beacons in stores, to trigger App Notifications, and it also helps in Supply Chain Optimization.



IoT automates logistics, cutting fulfillment times by 20 - 40 % and some data shows personalized E-Commerce experiences can lift average order values by 10 - 15 %. And it helps in Cost Reduction and Revenue Boost as Walmart saved \$1 billion in 2019 by IoT Fleet Management.

Predictive Maintenance

AI for demand forecasting

Personalized Recommendations

Online and Offline experiences

“Walmart saved \$1 billion in 2019 by IoT Fleet Management.”

Somehow, it has some challenges on Security, Data Privacy and Compliance, E-Waste, and High Costs and Complexity.

Amazon uses IoT for Warehouse Automation and Alexa-driven, and it contributes to 50% of U.S. E-commerce Sales. And the IoT in Alibaba powers Smart Warehouses and Drones in China that handle billions of orders, and in Shopify, it helps the Small Merchants to maintain their Stock.

IoT will revolutionize E-Commerce by integrating with AI, blockchain, and 6G, and gradually the growth will reach \$ 6.3 trillion by 2030.

IoT is a game-changer for E-Commerce, which offers data-driven growth but requires careful implementation to avoid Pitfalls, and it will create a big impact for the E - E-Commerce businesses.

Industry Leaders



DI Mercatus

DEPARTMENT OF MANAGEMENT

Every edition of our magazine is more than just words on a page – it's a reflection of our collective ideas and creativity. Each story, and each article, shared here adds a unique voice to the growing chorus of our college community.

As we move ahead, we invite you to continue this beautiful journey with us. Your feedback and suggestions are the ink that keeps our pages alive. Let's create a platform that celebrates ideas and the curiosity of our minds, because together we are the story worth telling. Your contribution could inspire hundreds of minds just like yours.

If you have an article or perspective that deserves to be heard, send it our way at this email address: businessmanagement.gcc@gmail.com

GOLAGHAT COMMERCE COLLEGE (AUTONOMOUS)

“Designed by Smith Kanu”