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Intelligent Hybrid Machine Learning Approach by Using MATLAB/Simulink for the Predation of Dynamic Indian Stock Price

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Amarendra Matsa²
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Abstract

There are various transient factors that influence the stock market's functionality, which makes it more dynamic in its character. All investors' exercise their best tactics while taking into consideration limited resource data as well as their previous experience, which may result in less opportunities to profit from successful triggers. A technical solution to the predation of the Indian dynamic stock market has been offered using an intelligent hybrid machine learning model, which uses non-linear determinations of the output from the input data to achieve the desired results. The data sets used for training the proposed artificial intelligence model are historical data from the market at various key conditions. This study work used the adaptive neuro fuzzy interface system (ANFIS) model in MATLAB/Simulink to manage and process the input data for the input data management and processing. Because of the essential previous data training provided by the suggested model, it is more accurate. The results of the predation data are cross-checked against the time-backed data to validate the accuracy.

Keywords: Fuzzy System, Neural Network, Intelligent Algorithms and Stock Market

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Determinants' Hierarchy of Decision for Life Insurance on Digital Platform: An Analytical Hierarchy Process Approach

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Abstract

This paper tries to find out the factors which influence the most to the online life insurance purchase decision. The life insurance companies' agents or marketing personnel of Insurance selling websites should consider these most influential factors while persuading the life insurance customers. This paper adopts the Analytical Hierarchy Process (AHP) for ranking the different factors influencing the purchase decision of online life insurance. Expectation about future uncertainty is the most important factor which influence online purchase decision of life insurance, followed by Premium Amount. It is also found that Company Goodwill is least important for the policy buyer while subscribing life insurance policy on the digital platform. This research has been undertaken in the region of Punjab state only as 120 active subscribers of online life insurance policy are taken into consideration for the study. The AHP questionnaire has been filled from the different customers who have already purchased the life insurance policy whether term or endowment on digital platform. The study has some limitations that the result and findings may be diverse in the distinctive region. Moreover, various other factors can also be taken which influence the purchase decision of online life insurance. As far as practical implications are concerned, this study provides the insights to the Life Insurance companies' agents and marketing officials of insurance industry to focus on the most important factors which persuade and influence the life insurance customer's purchase decision on their websites.

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Qualitative Analysis of Factors Inspiring People to Pursue Social Entrepreneurship: An Indian Perspective

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Abstract

The research attempts to answer the classical question that “*Why do some people become social entrepreneurs while others do not?*” The study aims to answer this question by analysing lived experiences of well-established social entrepreneurs. It is exploratory research, applying a phenomenological approach, in which the researcher understands and interprets the lived experiences of the participants. The data is collected through unstructured in-depth interviews with ten participants. These interviews were conducted online (COVID-19 protocol) in the style of more like conversations with purpose, where detailed responses were recorded for every question. The NVivo 1.2 software was used to analyse the data. The analysis is conducted to comprehend “what” the subject has experienced and “how” they experienced. Thus, the study provides a perspective of social entrepreneurs through the analysis of multiple experiences of participants. It is found that factors like childhood imprints, education and experience, critical events or incidents, self-transcendence, empathy and personal hardship are the factors behind an individual taking social entrepreneurship as a career option.

Keywords: Qualitative Analysis, Phenomenological Approach, Social Entrepreneurship, Social Entrepreneurship Intention

Introduction

Entrepreneurship is a distinct and extraordinary career option; people with some remarkable vision and motive choose to pursue this profession. Within this noteworthy sector, there is another niche area globally popular

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Optimizing Healthcare Costs: Best Practices and Strategies for Cost Management in Hospitals

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Abstract

Understanding a hospital system is taking a brief sketch of the functioning of various departments in a hospital. To sustain within a competitive environment, a hospital's essential element that needs to be analyzed is the cost involved. The researchers here try to understand the extent of the difference in the elements of cost, i.e., Material, Labor and Overhead. The purpose of this study is to evaluate the cost structure of the hospitals. The study drives through 30 private hospitals from the southern part of Kerala, analyzing the magnitude of management practices run to fetch cost management. Complexity arises with the advancement in healthcare facilities and the necessity of the patient, which is more or less scaled with advanced technology. The study points out various areas where cost is elemental in a hospital.

Keywords: Cost Structure, Healthcare Cost Management, Healthcare Costing Strategies

Introduction

Health is a fundamental human right and a crucial social goal that encompasses physical, mental, and social well-being, rather than just the absence of disease or illness (WHO, 2021). However, the rising cost of healthcare is a major concern for society's well-being, and balancing cost with quality in the healthcare sector has become a critical issue for policymakers, healthcare providers, and patients worldwide (Cutler & Sahni, 2013). The increasing cost of healthcare has a significant impact

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Emerging Factors Affecting Rural Consumers' I-Click Shopping Behaviour – A Systematic Literature Review

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Abstract

This study aims to conduct a systematic literature review for the identification of various factors affecting rural consumers' buying behaviour in the context of online shopping studied by different researchers individually. The authors followed Mohar et.als flow chart for conducting a systematic literature review and include 37 studies regarding the factors affecting rural consumers' buying behaviour towards online shopping, published between 2000 to 2021. Synthesis of 37 relevant studies revealed 55 factors affecting shopping behaviour of rural consumers in the context of online shopping. Amongst all fifty-five factors, seven factors ("Price", "Variety of products", "Convenience", "Delivery time", "Security of financial transactions", "Quality of products" and "Availability of reliability information") can be identified as the most frequently used factors in the last 6 years (2016-2021) by researchers while investigating rural consumers' buying behaviour in the context of online shopping. Despite our thorough effort to search for relevant articles, some articles might have been overlooked. As a result, using some additional databases such as Web of Science or Scopus to widen the scope of research could be beneficial. This article also through the lights on implications and considerable agenda for future research in this field.

Keywords: I-click shopping, Buying Behaviour, Online Shopping, Rural Consumers, Systematic Literature Review

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Sustainability of the Exchange Traded Funds (ETFs) in Indian Bourses on their Performance

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Abstract

With the increased participation of investors investing in the Indian Stock Market, the passive investment style is gaining popularity among retail investors for the past few years. Over recent times, the sustainability of ETFs has been a critical issue. The present study tracks the historical price movements of ETFs to evaluate the performance of equity ETFs with the performance of their benchmark Index, which is the NIFTY 50 Total Return Index. The study also examines the effectiveness of ETFs to replicate the underlying index and analyse the factors responsible for deviations in the returns of ETFs with respect to their benchmark index post-pandemic. The study reports an analysis based on the monthly closing price of ETFs and benchmark index from January 2018 till January 2023. To examine the performance of ETFs, the volatility of individual ETFs with the benchmark index, risk-adjusted return ratios, tracking error and information ratio were calculated. The study reveals that the tracking error is significantly low for all the seven ETFs, that is the difference in return fluctuations between ETFs and benchmark index were quite low, which signifies that the performance of ETF is like that of the performance of the benchmark, the study also reveals that all the ETFs under study trades at a premium. The regression results show that, for all the ETFs under study, their price movement is in line with the price movement of their underlying index, and more than 99.7% of the price variation is explained by movement in NIFTY 50 TRI.

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