



VENTURE CAPITAL



VOLUME 1



VENTURE CAPITAL

Venture word is derived from adventure, a variant of adventure, also from Anglo-French venture. Sense of "risky undertaking". And the word capital means the amount of money a business organization must spend on its daily operations. The combined word Venture capital states the uncertainty and risk an entrepreneur spends on a business while raising capital and also being well aware of the fact that the business can fail and go to loss.





PRINCIPAL'S Message

MR. AJAY SINGH

It is indeed a matter of elated enthusiasm to be able to bring Venture Capital by the Commerce department. The amalgamation of business models, ventures, start-ups, financial knowledge is critical in today's educational scenario.

The impetus in forging school- industry readiness is to be really taken forward in earnestness. School graduates should be skilled and ready in terms of stepping into the real world. Since business becomes a game changer along with the scientific research, the focus of this magazine is to not only impart information but also act as a messenger of dynamic change. I am thankful to the efforts undertaken by the students under the sound mentoring of the faculty for this initiative.

All the Best.



VICE PRINCIPAL'S Message

MS. SMITA CHATURVEDI

Education plays a crucial role in cultivating the business leaders of tomorrow, and this magazine is a testament to that idea. It bridges academia and the ever-changing business world, containing insights, ideas, and inspiration that enrich your understanding of the business landscape and ignite your entrepreneurial spirit.

Innovation and rapid change define our era, and adaptability and continuous learning are essential. We are committed to equipping our students with the knowledge, skills, and mindset needed to thrive in this dynamic environment. This magazine serves as a guide, leading us toward the forefront of business excellence.

Our institution's vision transcends traditional classroom teachings. We are wholeheartedly devoted to instilling a culture of innovation, entrepreneurship, and ethical leadership. The articles, features, and interviews within this magazine mirror our strong dedication to this endeavor, showcasing the accomplishments of our students, alumni, and faculty members who embody these values in their everyday actions.

May the pages of this magazine serve as a source of inspiration, as we set sail on the thrilling journey of business exploration and achievement



HOD's Message

MR. ASHOK K SHIVRAMAN

Dear Esteemed Readers,

It is with great pleasure that I share insights on the dynamic landscape of commerce in this edition. In an era defined by rapid technological advancements and evolving consumer preferences, businesses face unprecedented opportunities and challenges.

Our department is committed to nurturing future leaders equipped with innovative strategies and a global perspective. We emphasize a holistic approach, blending traditional principles with cutting-edge digital commerce trends.

I take this opportunity to thank all the students of the Business Bee club who have taken the initiative to contribute to the making of this magazine. My thanks to the members of the Commerce Department for their kind support and encouragement in making it happen.

I encourage you to delve into the thought-provoking articles and case studies presented in this issue. May they inspire new perspectives and strategies for your ventures.



SEATING FROM THE LEFT:- MR. CHIRAG AMBWANI, MR. ASHOK KUMAR SHIVRAMAN (HOD-COMMERCE), MR. DHIRENDRA SHARMA (DEAN OF CO-CURRICULAR), MR. AJAY SINGH (PRINCIPAL), MS. SMITA CHATURVEDI (VICE PRINCIPAL), MR. PERMINDER SINGH GHAI, TANUSH SOMANI.

STANDING FROM THE LEFT:- YASH NITHARWAL, KESHAV V BHAGAT, RUDRAKSH TAPADIYA, SWEJEET TAPARIA, ADITYA KISHNANI.

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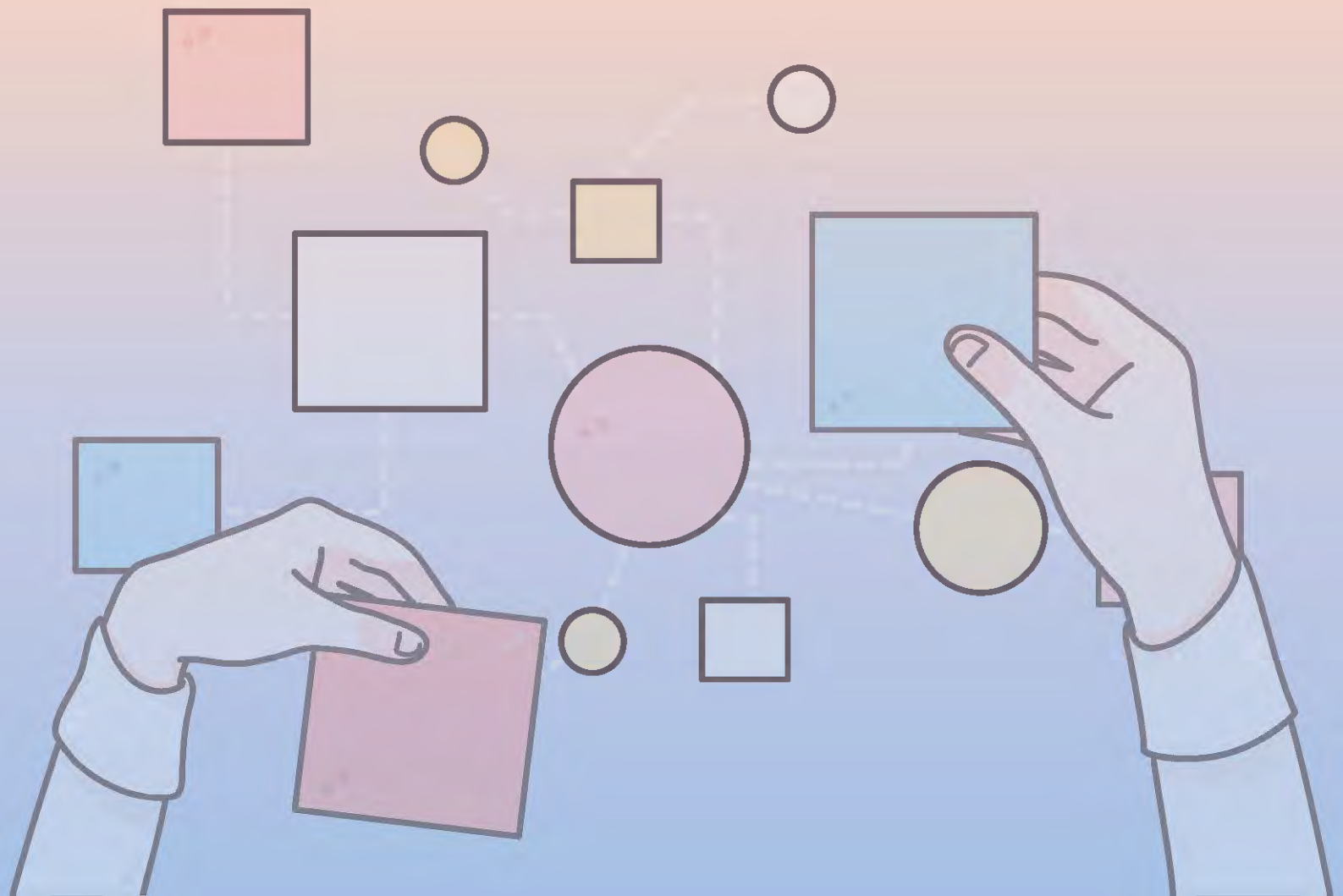
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UNVEILING THE BUSINESS ADVANTAGES OF EMOTIONAL INTELLIGENCE IN THE LABOR MARKET

Emotional Intelligence plays a pivotal role in shaping interpersonal connections within the workplace, offering numerous advantages to businesses when harnessed in the labor market.

To begin, Emotional Intelligence cultivates adept communication and collaboration. Employees endowed with elevated EI possess the capacity to comprehend and effectively convey emotions, yielding communication that is not only clearer but also suffused with empathy. This proficiency stands as a cornerstone for establishing robust relationships among team members and across varying echelons of an organization. Such adept communication serves to amplify the effectiveness of problem-solving, diminish instances of misunderstanding, and elevate overall productivity. Moreover, Emotional Intelligence catalyzes teamwork and the resolution of conflicts. Individuals endowed with substantial Emotional Intelligence acumen can adeptly navigate the intricacies of interpersonal dynamics, empathizing with the perspectives of colleagues and deftly handling disagreements. This synergy generates a harmonious milieu where conflicts are promptly and positively addressed, thereby curtailing disruptions and accentuating the ethos of collaboration.

Additionally, Emotional Intelligence lends itself to effective leadership. Leaders with a heightened Emotional Intelligence quotient are adept at inspiring and galvanizing their teams, all while showcasing empathy, discernment, and adaptability. Their prowess enables them to sensitively address employee concerns and institute a constructive work culture, consequently fostering augmented employee engagement, retention, and performance.

Furthermore, Emotional Intelligence contributes to judicious decision-making. Individuals who have honed their emotional intelligence are adept at managing their own emotions and are adept at taking into account the emotions of others when making choices. This results in well-informed decisions that take into consideration the reverberations on relationships and team morale, ultimately leading to more favorable outcomes for the enterprise.

The utilization of emotional intelligence by businesses within the labor market can yield a multitude of benefits:

n Talent Attraction and Retention: Companies that prioritize EI in their recruitment and retention strategies attract individuals who value healthy workplace relationships. High EI is often associated with better job satisfaction and lower turnover rates, which can reduce recruitment costs and maintain a stable workforce.

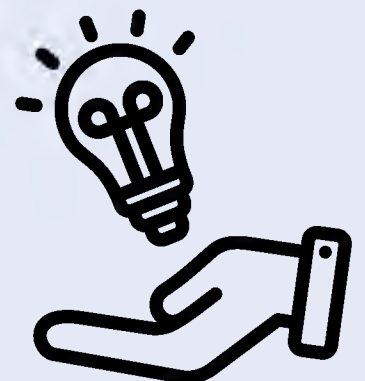
n Employee Well-being: Incorporating EI into the workplace promotes a supportive and empathetic atmosphere, positively impacting employee mental health and well-being. This, in turn, can lead to reduced absenteeism, increased job satisfaction, and improved overall productivity.

n Enhanced Leadership: Leaders who possess EI can create a motivating and positive work environment, inspiring employees to perform at their best. Such leaders can build a strong rapport with their teams, leading to increased loyalty and commitment.

n Conflict Management: A workforce with developed EI skills can manage conflicts effectively, reducing disruptions and maintaining a harmonious work environment. This contributes to smoother operations and a more focused workforce.

In conclusion, emotional intelligence emerges as an indispensable facet for nurturing interpersonal relationships in the workplace, offering a slew of notable advantages for businesses when strategically harnessed within the labor market. By championing effective communication, collaboration, leadership, and conflict resolution, enterprises can engineer a work environment that is not only conducive to productivity but is also attractive to top-tier talent, while concurrently nurturing employee well-being and underpinning the overarching triumph of the organization.

**Swejeet Taparia
[XII]**



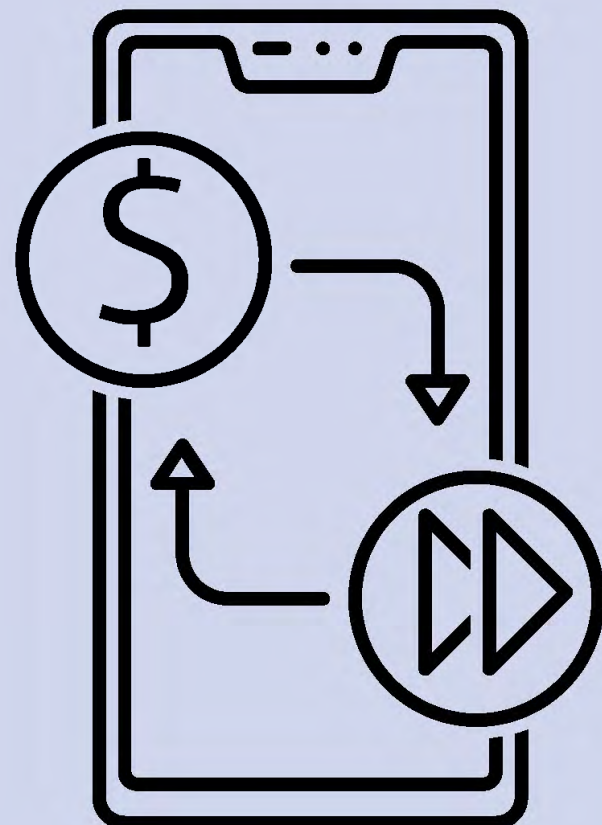
FINTECH OVER TRADITIONAL BUSINESS METHOD

Fintech over traditional business methods

Since Fintech also known as financial technology, has arrived in the Indian market it has overthrown old and traditional business methods. The fintech industry deals with converting the old traditional business methods into a more systematic and technological approach. The best way to know about fintech is to take the example of the emergence of the new e-banks in the Indian market, aiding different kinds of people. Earlier people used to wait hours and hours in lines to deposit or transfer cheques into bank accounts. But with the emergence of e-banks the people who used to wait in lines to deposit a cheque, can transfer the money within seconds and with ease. The e-banks help you transfer money from anywhere around the world without being hassled. The government has also introduced many laws related to fintech to safeguard the privacy and security of the people, bringing trust among the people to encourage and support e-banking. For the past few years, the Indian market has seen an uprising in fintech as small shop owners to big-time businesses all use e-banking for money transfers. If you look at all the small shops near the roadside, they all accept e-banking, as it is convenient for the shop owner to remove the intermediaries also known as cash for faster and hassle-free transactions. Through e-banking, one can keep a thorough check on his bank account and analysis

Fintech has also shown its presence in the share market by providing the people and the shareholders the opportunity to buy and sell shares conveniently whenever they feel the need to do so. Online stock markets have also removed the intermediaries for the exchange of stock also known as brokers, broker was the one who used to charge commission for the transfer of stocks. However, due to the online stock exchange, the broker chain has been removed, which means you can keep the whole investment for yourself. Earlier investors had to connect with a stockbroker to know about current share price and the rise and fall of other share prices but fintech has made this approach much easier, now investors doesn't need the help of a third party they can just look at the share prices in their fintech apps and that too within seconds.

In conclusion, the fintech industry is looking a quite a sturdy one. With aiding around most of the other industries in services, the fintech is seeing a steady and consistent boom in its sector. If used economically the fintech industry can revolutionize other industries.



How do insurance companies make money?



Insurance companies It is a form of risk management, primarily used to hedge against the risk of a contingent or uncertain loss. An entity that provides insurance is known as an insurance company. Behind their commitment to providing financial protection lies a complex mechanism through which they generate profits every year. through a combination of risk management, premium collection, and investment strategies is the key to their profit.

Firstly, insurance companies meticulously assess risks associated with various policy types. using historical data and actuarial calculations. This assessment guides the determination of insurance premiums. Premiums are the payments policyholders make to the insurance company in exchange for coverage. These payments are based on factors like coverage limits, deductibles, and the type of policy. Premiums serve as a primary source of income for insurance companies, allowing them to cover potential claims and operational costs.

Secondly, insurance companies invest the premiums they receive in a variety of assets such as stocks, bonds, and real estate. These investments generate additional income through dividends, interest, and capital appreciation. The returns on these investments contribute significantly to the company's overall profitability.

Thirdly, insurance companies aim to achieve underwriting profits. This involves careful pricing of policies to ensure that the collected premiums exceed the projected costs of claims and administrative expenses. Skillful underwriting minimizes losses and contributes positively to the company's financial health. Skillful underwriting involves accurately pricing policies and maintaining a diverse portfolio of policies to mitigate the impact of concentrated risks. Effective risk management and loss prevention measures can further bolster underwriting profits.

In conclusion, insurance companies make money through a combination of strategies. They analyze risks, set premiums accordingly, and invest collected premiums wisely. Effective underwriting and prudent reserve management further contribute to their profitability. This multifaceted approach enables insurance companies to provide financial protection to policyholders while maintaining their financial stability and viability. The operations of insurance companies go beyond simple risk coverage; they encompass a sophisticated financial ecosystem. By adeptly assessing risks, determining appropriate premiums, managing investments, and practicing prudent underwriting, insurance companies create a sustainable revenue stream. This enables them to offer reliable protection to policyholders while maintaining their financial health and profitability.

The role of Web 3.0 marketing in enhancing Customer Experience



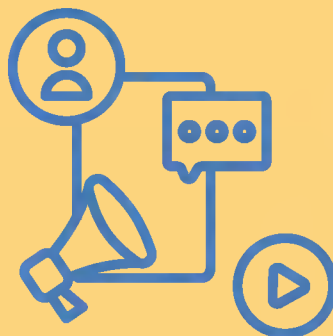
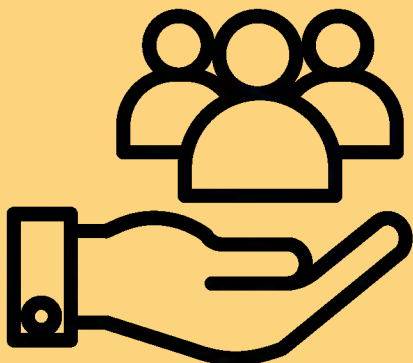
In the ever-evolving digital realm, businesses are continuously seeking innovative methods to engage and gratify their clientele. The emergence of Web 3.0, commonly referred to as the Semantic Web, heralds a novel era of internet technology with the potential to revolutionize how businesses interact with their patrons. This essay delves into the pivotal role that Web 3.0 marketing assumes in amplifying Customer Experience through tailored interactions, transparency, decentralization, and cutting-edge technologies.

Personalization and Customization

At the core of Web 3.0 marketing lies the aptitude to harness vast troves of data and metamorphose it into actionable insights. Armed with sophisticated analytics and AI algorithms, enterprises can now delve deep into customer behaviors, inclinations, and contextual particulars. This wealth of data empowers the creation of highly personalized and customized encounters. By adapting content, product recommendations, and communication based on individual customer profiles, businesses can cultivate a more profound emotional connection, culminating in heightened contentment and allegiance.

Transparency and Trust

Blockchain technology, a defining facet of Web 3.0, bears the potential to reconfigure the marketing landscape by ushering in unparalleled transparency and trust. Powered by blockchain, smart contracts facilitate secure and automated transactions devoid of intermediaries. This not only streamlines processes but also instills assurance among customers, who can repose their faith in interactions governed by immutable and auditable agreements. The establishment of trust stands as a pivotal ingredient in customer gratification, and Web 3.0 marketing ushers in an advanced echelon of transparency that nurtures more robust relationships between businesses and their patrons.



Decentralization and Empowerment

Web 3.0's stress on decentralization empowers patrons by conferring upon them greater dominion over their data and online interactions. This paradigm shift challenges conventional notions of data ownership and control, granting customers the prerogative to bestow or retract permissions for data utilization. This augmented control not only addresses burgeoning privacy apprehensions but also inculcates a sense of empowerment, as patrons perceive a higher degree of involvement and regard in their online engagements. This transition toward user-centricity augments the overall experience and fortifies the bond between businesses and their clientele.

Seamless and Contextual Experiences

The interconnected data architecture of the Semantic Web ensures seamless and contextual experiences across diverse touchpoints. Enterprises can leverage linked data and semantic search to furnish patrons with precise and pertinent information, mitigating impediments in their journey. This amplified discoverability guarantees that patrons can easily navigate a brand's offerings, resulting in a smoother and more gratifying CX. Furthermore, the incorporation of augmented and virtual reality (AR/VR) technologies within Web 3.0 ushers in novel avenues for immersive encounters that captivate and engage patrons on a deeper plane.

Predictive Insights and Anticipatory Service

Web 3.0 marketing harnesses the prowess of predictive analytics and AI-driven insights to prognosticate customer requisites and behaviors. By scrutinizing historical data and trends, enterprises can proactively address customer concerns, furnish timely resolutions, and advocate tailored products or services. This anticipatory approach underscores a profound comprehension of patrons' needs, enhancing their perception of the brand's alacrity and devotion to their contentment.

To conclude, the advent of Web 3.0 marketing signifies a momentous shift in the modus operandi of businesses towards customer engagement and experience. Through personalization, transparency, decentralization, and cutting-edge technologies, Web 3.0 holds the potential to reconfigure the marketing landscape and elevate CX to unprecedented heights. As businesses leverage the capabilities of this evolving digital frontier, they can foster deeper connections, cement trust, and deliver seamless, anticipatory, and profoundly gratifying experiences that resonate with patrons and propel long-term loyalty. The era of Web 3.0 marketing heralds a promising horizon where customer-centricity and technological innovation converge to generate unparalleled value for both enterprises and their clientele.

Interesting and fun facts about business

Starbucks' round tables were chosen specifically so customers would feel less alone.



Apple's iPad retina display is actually manufactured by Samsung

- Marvel Comics once owned the rights to the word zombie



The red and white Coca-Cola logo is recognized by 94% of the world's population.

Pepsi name was derived from the name of digestive enzyme pepsin.



Every word you speak to Siri is sent to Apple and stored.

Samsung is accountable for 20% of Korea's gross domestic product.



If Bill Gates were a country, he'd be the 37th richest country on earth.



Most people in the world have mobile phones than toilets.



Facebook is mainly blue because Mark Zuckerberg suffers from red-green color blindness.

the inventor of Vaseline, ate a spoonful of the stuff every morning.



One out of eight American workers have been employed at McDonald's.

The Rubik's cube is the best-selling product of all time.



Top world's 100 richest people earned enough money in 2012 to end global poverty four times over.

The average smartphone user checks Facebook 14 times a day.



More than 80 million "mouse ears" have been sold at Walt Disney World to date.

WHY CREATIVE PACKAGING HELPS TO CREATE A HIGHER DEMAND FOR PRODUCTS AIMED AT CHILDREN.

Creative packaging plays a vital part in generating advanced demand for products targeted at children. This strategy gates into the psychology of youthful consumers and leverages their ingrained curiosity and sense of wonder, thereby enhancing the appeal of the product. Several crucial factors contributed to this miracle.

Initially, children are primarily visual learners who enjoy vibrant colors, delightful shapes, and unique designs. Creative packaging captures their attention and arouses their interest, making the product stand out on shelves crowded with contending particulars. Bright, sporty packaging sparks their imaginations, creating a connection beyond the functional benefits.

Secondly, imaginative packaging can tell a story or produce a character that resonates with children. Characters or phylacteries depicted on the packaging come with relatable numbers, establishing a sense of familiarity and comfort. This connection leads to an emotional bond between the child and the product, making them more likely to request or bug their parents for the item.

Likewise, interactive packaging engages children in multiple situations. Packaging that doubles as a mystification, game, or coloring exertion prolongs their commerce with the product, dragging down their engagement and interest. The tactile experience of opening unique packaging can be akin to unwrapping a gift, enhancing the overall sense of excitement.

In addition, parents are more likely to buy products they believe will delight their children authentically. Creative packaging can suggest added value, promising a more pleasurable experience for the kiddies. This perception of enhanced value justifies the purchase in the minds of parents, who want to see their children happy and engaged.

In addition, social influence plays a part in driving demand. Children are likely to brand and compare products, with visually charming packaging becoming the content of discussion and an implicit status symbol among their peers. This peer-driven demand places fresh pressure on parents to meet their children's solicitations.

A creative package can boost demand for products aimed at children, thereby boosting sales. Innovation in packaging appeals to consumers' visual preferences, emotional connections, interactivity, and social dynamics. Psychologically, these factors demonstrate that creative packaging can capture the imaginations of youthful consumers and drive demand for these products.

Ayush Garg (XI)

Theory of customer analysis in international trade and commerce

Understanding and assessing the demands, tastes, and behaviors of consumers from other nations and cultures is a key component of customer analysis in the context of international trade. For companies involved in international commerce to successfully target and serve their varied consumer base, this research is essential. In the context of global trade, a variety of ideas and frameworks can be used to undertake customer analysis:

- **Hofstede's Cultural Dimensions:** The framework developed by Geert Hofstede analyzes cultural factors that affect consumer behavior. Individualism–collectivism, power distance, fear of the unknown, masculinity–femininity, and long-term orientation are some of these aspects. Businesses may modify their marketing and goods to suit ethnic preferences by being aware of these cultural variances.
- **Framework for Understanding Cross-Cultural Consumer Behavior:** This framework is concerned with figuring out how cultural, social, and individual aspects affect consumer behavior. It highlights the significance of studying cultural norms, values, and consumer psychology in order to create successful marketing plans.
- **Segmentation, Targeting, and Positioning (STP):** This basic paradigm for marketing strategy also applies to global trade. It entails dividing up the whole market into several segments according to things like behavior, psychographics, and demography. Following the identification of segments, firms may target particular groups with customized marketing initiatives and present their products in a way that appeals to each segment.
- **According to the theory of consumer acculturation,** when people from one culture adopt traits from another, it affects their behavior and tastes. To effectively sell to these consumers and develop goods and marketing messages that reflect their changing tastes, businesses need to understand the process of acculturation.

A thorough research of clients from various cultures and markets is necessary for successful international business. Combining these theories and frameworks may offer insightful understandings of customer behavior, allowing companies to make wise choices and customize their tactics for optimal impact.

HOW CAN YOUTH START THEIR OWN SUCCESSFUL BUSINESS WHILE HAVING LOW CAPITAL



Starting a business with limited capital is a common challenge for many startups, especially young people. However, there are several ways to overcome this hurdle and start their entrepreneurial journey. Here are some strategies for starting a business with little capital:

1. Start a service-based business:

Service-oriented companies typically require less initial investment than product-oriented companies. Consider offering services like tutoring, graphic design, social media management, content writing, or website development. These businesses often require skills and knowledge that young people possess, allowing them to purchase their expertise without significant costs.

2. Online business:

The digital age has opened up countless opportunities for young entrepreneurs to start a business with minimal capital. Examples include e-commerce stores, affiliate marketing, and content creation (blogs, YouTube channels, podcasts). Building an online presence and purchasing social media platforms can help reach a wider audience at a minimal cost.

3. Use free or inexpensive resources:

Take advantage of free or inexpensive resources available in your community or online. This includes using public libraries to research and access educational materials, using free business software and tools, and attending seminars or webinars on entrepreneurship. and join business incubators or accelerators that offer free or reduced-cost mentoring and support.

4. Start small and expand gradually:

Start with a minimum viable product (MVP) or offer a limited range of services to test the market and gather valuable feedback. This approach allows you to start generating revenue and refine your business model before making larger investments. As your business grows, reinvest profits to expand and diversify your offerings.

-UJJWAL GUPTA [XI]

WHAT IS BLACK FRIDAY CONSUMERISM PHENOMENON.

Black Friday consumerism is a day full of shopping deals and discounts and it is also considered the beginning of the holiday shopping season. According to a 2009 article, the phrase “Black Friday” was first used in 1960 by Philadelphia newspapers referring to it as a huge rush of crowd to stores on the day after Thanksgiving. The current “black Friday” term was popularized and widely used in 1990 and refers to retailers having high profits.

Companies use this deal as a trick to grab consumers’ attention at large by playing with their psychology. customers tend to think that Black Friday is the perfect day to purchase goods at a reasonable rate, but they are just falling into the hands of the dealers. It is said that an average buyer spends around 2.5 hours in line to wait for a deal. For the dealer, it is the best time of the year because black Friday is considered one of the busiest shopping days of the year. Because of the fame and craze of black Friday, some retailers now offer online sales and provide discounts.

Black Friday is known for creating a sense of urgency in customers’ minds starting their holiday shopping before the holiday. This day has helped consumers to take advantage of sales and discounts from all over the world online regardless of their location. In India, this event has benefitted the Indian economy by boosting consumer spending and helping in retail industry expansion.

In conclusion, black Friday has a significant impact on the retail industry. It has changed the perspective of customers on how they see holiday shopping, black Friday has increased the importance of holiday shopping and encouraged sellers to come up with more offers for online shopping. To increase the demand and supply for goods, black Friday is one of the many reasons that have given rise to the retail industry.

TANUSH SOMANI [XI]

HOW DOES COOPERATIVE HELP IN SOLVING WORLD EPIDEMICS?



Cooperatives play a pivotal role in addressing and mitigating world epidemics, encompassing a range of crises that impact global businesses and economies. Cooperation in solving world business epidemics means working together to solve big problems that affect businesses all around the world with the help of different countries. These problems can be things like financial crises, trade issues, or health emergencies that can spread globally.

When countries, businesses, and organizations cooperate, they share their knowledge and resources. This helps them come up with better solutions than if they were working alone. For example, during financial crises, countries can join hands to stabilize their economies by making smart decisions together. They may institute regulations and mechanisms to avert future crises, fostering greater economic resilience. In the realm of international trade, cooperation fosters equitable conditions, as countries collaboratively establish rules and agreements that facilitate smooth trade relations and minimize conflicts.

The significance of cooperation is strikingly evident during health crises like the COVID-19 pandemic. Countries engage in information sharing and collaborative research to swiftly develop treatments and vaccines, safeguarding public health and bolstering economic stability. This unified approach underscores the critical importance of international coordination in managing and containing global health threats.

Moreover, cooperative efforts extend to the technology and cybersecurity realms. Collaborative initiatives between nations enhance digital security for businesses and individuals alike. By formulating shared protocols for online conduct and exchanging strategies to combat cyber threats, cooperative measures create a safer and more secure digital environment.

In essence, the cooperative approach to addressing world business epidemics mirrors global teamwork. The concerted efforts of various stakeholders result in solutions that fortify the business landscape, foster fairness in trade, and enhance overall security. Through collaborative endeavors, the international community can forge a stronger, more equitable, and safer global business environment for the benefit of all.

UJJWAL GUPTA [XI]



luxury brands will become extinct in the nearest century

That is difficult to predict the development of luxury brands in the next century because of multiple technological, social, and economic influences. While it can be challenging to make unequivocal claims, the demise of premium companies seems unlikely.

Throughout history, luxury brands have shown to be remarkably resilient. They have changed to accommodate changing customer tastes, changing economic circumstances, and advancements in technology. Luxury brands will exist as long as there is a market for exclusivity, skill, and status.

Still, plenty of trends might impact the luxury market. The preferences of consumers change throughout time, which is an important element. Luxury companies will need to support these principles to remain relevant as worries about sustainability and ethical behavior rise. Several luxury brands have invested in sustainable practices to appeal to consumers who care about the environment.

In addition, the growth of digital technologies provides advantages as well as obstacles. The use of social media and online shopping has changed the way businesses communicate with consumers. Luxury firms need to find an appropriate balance between their unique, tactile experiences with the digital world.

The idea of luxury is evolving as well. Traditional ideas of luxury primarily focus on conspicuous consumption, while modern luxury is more about experiences, individuality, and authenticity. Brands that can do this change are probably going to succeed.

Changes in the world economy will also be important. The luxury market will be impacted by wealth and discretionary income distribution. The consumption of luxury goods may shift towards emerging markets, changing the context of demand.

Therefore, these luxury brands will unlikely disappear in the coming century. Instead, organizations will probably change and evolve in response to changing consumer tastes, technological advances, and changes in economic conditions. The ability of luxury companies to evolve while maintaining their dedication to their fundamental values of skill, exclusivity and status will be essential. These brands can ensure their relevance for future generations by adopting long-term viability digital innovation, and innovative concepts of luxury.

Vinayak Kapoor (XI)

SHOULD TOBACCO ADVERTISMENT BE FORBIDDEN SINCE ITS INFLUENCE OVER YOUNG PEOPLE

Tobacco advertisement should be forbidden as it has a negative influence on people, especially young individuals who are considered assets to the country. The younger generation can contribute to the nation's economy, and GDP and can help the country in other ways such as doing social service or making donations, which benefits the country as a whole.

ARGUMENTS FOR FORBIDDING TOBACCO ADVERTISING ARE:

- Banning tobacco advertisements is primarily aimed at protecting the youth, who are considered to be an asset to the country. Such advertisements should be stopped as they could influence the younger generation to take up smoking, which could harm their health.
- Research has shown that an increase in tobacco advertising leads to an increase in the number of smokers and tobacco consumers. Banning these advertisements could prevent an increase in the number of tobacco consumers.
- Many countries have signed international agreements such as the WHO Framework Convention on Tobacco Control, which encourages restrictions on tobacco advertisements to decrease tobacco consumption.
- It is important to prevent misleading claims about tobacco products as tobacco companies have a history of making false claims about their products. By banning advertisements, consumers can obtain accurate information about tobacco products and their potential side effects.
- Health promotion can be achieved by restricting tobacco advertisements. It would help to influence the younger generation to avoid consuming tobacco and also allow consumers to know about its harmful effects on their health.

ATHARV GOEL (XI)

THE LEGACY OF AMERICAN BUSINESS THEORISTS.

Adam Smith was an 18th-century Scottish economist and is widely regarded as the father of modern economics. He authored several books that introduced the concept of an "invisible hand" - the idea that free markets can regulate themselves through competition, supply and demand, and self-interest. He proposed the concept of Gross Domestic Product (GDP) which explains why dangerous jobs tend to pay higher wages to attract workers. Their most famous book written by him is "An Inquiry into the Nature and the Causes of the Wealth of Nations".

He started his journey at his baptism on the date June 5 Adam Smith was born and raised in Kirkcaldy, Scotland. He enrolled at the University of Glasgow at 13 and later studied European literature at Balliol College, Oxford University. Returning to Glasgow University, he delivered a series of successful lectures, leading to his appointment as Chair of Logic in 1751 and Chair of Moral Philosophy in 1752. Later on, he hosted a couple of lectures at the University of Edinburgh. His hard work made him a professor, soon he became the chair of moral philosophy. With tireless efforts, he got his first book published which was "The Theory of Moral Sentiments". He then moved to France and became a personal tutor to Charles Townshend, the stepson of an economist and the future Chancellor of the Exchequer.

Smith worked hard in getting some of his lectures published in his book. Adam Smith's seminal work, "The Wealth of Nations," was published in 1776 after his return from France and retirement to Kirkcaldy, Scotland. In this comprehensive analysis, Smith examines how an economy functions and suggests measures to improve it, providing a framework for understanding the workings of a country's economy.

Smith believed that the labor of the poor was crucial to a strong economy, but he also cared about inequality. Marx, a political economist and social philosopher, was inspired by "The Wealth of Nations" but disagreed with Smith on capitalism. Smith saw capitalism as ideal for economic growth, while Marx believed it led to greed and inequality, ultimately causing its collapse.

Fravash Vikamsey (XI)

What makes an ideal Executive?

The work of any CEO requires strenuous efforts in their respective line of work. The work they have to do on a daily basis is vital for the survival of their respective company or organisation. Whether it be delegating or driving profitability they must ensure the work they do is efficient. A CEO acts as the bridge between the employees and the board of the company they manage. So the question arises, What makes an ideal Chief Executive Officer?

Now a CEO is always under constant pressure to corroborate that the performance of the company is at the highest level. Therefore, they have to keep composure in the direst of circumstances. A calm and composed CEO will be able to take decisions better. Talking about decisions, a CEO should also possess a decision-making ability like no other. Every CEO has to take crucial decisions during their tenure, and one wrong decision could cost them their job and, for the company, its credibility, and relevance. As mentioned above, a CEO manages the company and, a company is not a company without employees. A CEO is expected to look after the satisfaction and morale of the employees. If the employee is not happy with them or not satisfied with the company as a whole, an ideal CEO should guide the employee to take the correct decision and act as a leader. If the CEO is not a good leader, they will fail in their responsibility as a chief. If the CEO is not able to understand the view of the employee he will not be able to guide him/her. So, a CEO should also be well versed in their communicative prowess, as communicating will be a key factor if they expect to reel in top investors and clients to join the project of their company. If the CEO wants to have good communicative skills they should be exuding confidence every time they represent their company in meetings with business partners or investors. A confident CEO will look approachable to the clients and help them visualize reliability in the company. If CEO is not confident in themselves, they create a bad impression on the targeted consumer group as well as the clients.

Lastly, I would like to say that the CEO is a position that comes with its fair share of authority and responsibilities and a lack of desire and hard work will mean that the person is not suitable for that position. So it is bad for the person who wants to head a company, to not be strong in even one of these qualities, as it results in the work of a CEO being futile.

Arsh Agarwal (XI)

Green Management: Where Business and Mother Nature Collaborate

In the expansive realm of business, a fresh wave of triumph is surfacing, and it's not just any hue - it's green. Green management is a forward-thinking strategy that incorporates eco-friendly principles into business practices, and it's not merely a fad; it's a revolution that cleverly balances prosperity and sustainability.

Companies that practice environmentally friendly management receive numerous benefits. Firstly, there's the cost-saving aspect. By adopting energy-efficient technologies and minimizing waste, not only do they help the planet, but they also satisfy the business owners. Saving a penny is equivalent to earning one, and when these savings accumulate, it's a significant win-win situation.

There's more to it! An eco-friendly company has a certain appeal that cannot be ignored. Customers appreciate a business that cares about the environment, and being environmentally conscious adds a touch of allure. It's like giving your business a refreshing scent of nature.

Looking to boost employee morale? Consider prioritizing sustainability in the workplace. Millennials and Gen Z, who represent the future workforce, are often drawn to eco-friendly work environments. A green workspace is more than just an office; it creates an ecosystem that fosters a sense of purpose and allows employees to thrive.

When it comes to capitalism, incorporating green management is essential. It's not only about being socially responsible but also about achieving long-term success while making positive contributions to the environment. Therefore, if you want your business to thrive in the long run, it's worth considering implementing eco-friendly strategies. Even small efforts towards sustainability can make a significant impact in maintaining a healthy balance for future generations.

Simarjot Singh (XI)

THERE IS A NEED FOR MORE WOMEN LEADERS IN BUSINESS.

Women in business provide skills that can help change workplace culture. Women's leadership styles are quite different from men's. Women generally lead with greater compassion, ethics, and respect than men. It is believed that women leaders show more empathy than men. Women are more likely to possess characteristics, which may offer them a business advantage. Women leaders have many qualities. They can value work-life balance. Women leaders can balance families with their professional lives. They know how to set their priorities and encourage their employees to do the same. Leaders can create and maintain relationships with their teams by showing empathy. It also assists female leaders in what their employee wants to increase their productivity and feel valued. Women generally have good communication skill that leads to high-performing teams and projects. Women who can communicate confidently and effectively can lead their teams to success. Women can handle crises well. Flexibility and critical thinking are necessary for organizational transformation. The perspective of a leader in a crisis scenario can have an impact on the climate of the workplace. A great leader must have soft skills as well as emotional intelligence. Abilities including emotional self-awareness, empathy, management skills, and teamwork are effective for workplace leadership. And female leaders possess these kinds of abilities. Women leaders excel in dealing with workplace issues. In such cases, they have the ability and traits to handle the situation and help lessen the worry of coworkers. Crisis management skills include setting clear goals and rewards for employees, employee growth, and the ability to lead by example, encourage, and make sound decisions. Women in leadership positions can greatly impact an organization's decision-making and strategy. Their unique insights and innovative solutions can shape the direction of the business. Finally, I'd like to state that women possess specific qualities and talents that are valuable in the business.

Bharat Agarwal (XI)

THE ROLE OF BUSINESS NEGOTIATION IN DRIVING SALES PERFORMANCE

In sales, negotiation plays a very important and significant part. Negotiation refers to a mutually beneficial agreement between two or more parties. Negotiation happens when both parties listen and understand each other. Negotiation is important as it paves a path between the customers' needs and the seller's offerings. Through negotiation both the parties can conclude.

Role of Negotiation in Sales

The environment of the sales industry is very challenging and competitive. Negotiation skills are vital for those working in this industry. Negotiation is essential in the sales process, knowing this skill well can differentiate between a successful sale and a missed opportunity. Those salesmen who don't have negotiation skills are at a considerable disadvantage in today's fast-changing world, where this world is leading towards a cooperative environment. They risk missing out on lucrative chances, offending potential clients, and thereby losing against rival companies. Therefore, organizations must invest in the negotiation abilities of their team, giving them support, and training for the success required.

Why is Negotiation Skill Important?

Negotiation skill in sales is quite useful for a variety of reasons. The most evident is that it improves your company's financial line. Achieving the greatest possible bargain for the business is the most important aim of every sales discussion. If you can secure a deal in business negotiation that reduces your company's expenses and increases revenue, you directly impact your company's bottom line. Another reason negotiation skill is important in the sales industry is to create a winning scenario.

The primary objective of the salesmen is to increase their earnings. Negotiation plays a significant role in achieving this objective, as they maximize the revenue by negotiation deals.

So, after all the discussion we can state that negotiation plays an important role in driving sales performance to the next level.

VAIBHAV AGRAWAL (XI)

How Does The Goodwill Affect A Companies Growth

Goodwill is an invaluable intangible asset that businesses possess. It encompasses a company's reputation, brand recognition, and customer loyalty. Although it doesn't directly affect sales like marketing, pricing, or product quality, it adds to the overall value of a company. **Positive Impacts of Goodwill on Sales:**

1. Brand loyalty is a phenomenon where customers hold a favorable view of a company's brand. This leads to repeat sales and customer retention.
2. A company's goodwill reputation is a powerful tool in a highly competitive market. It sets a business apart from its rivals, attracting customers who value ethical business practices, ultimately leading to increased sales and customer loyalty.
3. Referrals from satisfied customers who share their positive experiences can also increase sales. However, it is crucial to communicate the message positively and effectively to the right audience to achieve the desired impact on sales.

Negative Impacts of Goodwill on Sales:

1. Mismanagement can erode a brand's reputation. Negative experiences, recalls, scandals or declining quality can damage trust, leading customers to switch to competing brands and reducing sales.
2. Companies with strong goodwill are not immune to competition and changing consumer preferences. Sales can decline if a new competitor emerges with a more compelling offering or if consumer trends shift away from the company's products or services, despite having a positive brand image.
3. Over-reliance on a specific brand can result in businesses neglecting other crucial aspects, ultimately leading to a decline in sales. While a strong brand reputation can enhance sales and business prosperity, it can also impose a significant financial burden. Therefore, companies should exercise prudence and carefully evaluate their brand reputation to ensure effective management.

Aryan Bhatia (XI)

Industries that will never fade away

The fast-paced technology has made it difficult for industries to survive using their traditional methods. While some industries innovate and create new strategies to keep pace. Some are not able to cope with new ideas and thus perish. Even after such fierce competition, certain industries are highly likely to fade away.

Industries such as food, pharmaceutical, and healthcare are some of the key components of modern lifestyle. While food is essential for human survival it will always be in demand and thus become a safe industry for investment which as a result attracts investors and economists, consequently further lowering its chances of fading away. Since this industry is impacted by short-term conditions demand for certain commodities can be suppressed at times but in the long term, it remains intact. Coming to pharmaceuticals. This industry has experienced major growth in recent years. The market size was valued at approximately \$778 billion in 2016 to be around \$1033 billion in 2022. Economists have predicted the value to reach \$1.5 trillion by 2030. For a country to develop it requires a strong healthcare industry to support its human resources. This industry has grown tremendously with the help of government especially in the developed countries. With the rapidly growing population in countries such as India, a very firm and stable healthcare industry is needed as it helps improve life expectancy and quality of life. This industry creates a huge number of job opportunities by including various products and services along the lines of hospitals, ambulance services, laboratories, medical devices, hospital supplies, etc. coming to one of the major industries that is very unlikely to diminish being the 'Sin Industry'. As the old saying goes "Old habits die hard" This industry continues to cherish, broadly including alcohol, tobacco, and gambling. These industries are called "sin" industries because of their undesirable impact on the lives of people and the severity of the addiction that they cause. Despite the commodities coming under these industries being heavily taxed the government has undeniably failed in suppressing the consumption of these products. This demonstrates the severity of the adverse impact the addiction has caused on the population.

To sum up all that has been stated so far, industries that are associated with the basic human needs or wants thus maintaining high demand are the ones that are very unlikely to fade away.



Yash Agarwal (XI)

THE PROS AND CONS OF INNOVATIVE MANAGEMENT METHODS



The Pros of Innovative Management Methods

Innovative management brings creativity to the workplace. Every section of the company provides its ideas from its own section and data analysis. Innovative management is advised as all the work is not assigned by the above employees. They apply pressure with decidedness throughout all employees of the company. The central idea is to overcome a challenge. Working together is the central point of the company's success. Innovative management reduces high amounts of costs, it also accelerates and enhances the efficiency of the work. Providing the company with innovations and practices leads the company toward overall growth and development of the company.

The Cons of Innovative Management Methods

It takes a lot of time to find creative and innovative ideas for management methods. Lack of guidance leads to mismanagement. Keeping the company up to date in terms of technology is next to impossible, this will divide people into groups as everyone is not capable of upgrading tech now and then. As we all know tech brings comfort to people, if companies try to keep tech up to date with innovations the consequences could be bad as people will get lazier and more dependent on the technology provided. Using technology can be a distraction to people as it is our human tendency that our minds get distracted easily.

There is also a high stake of risk as we know nothing in this world is safe in terms of technology, and companies are using technology. They are keeping all their confidential data in computers and servers, if by chance there is a breach in servers all their confidential data could be leaked.

Saksham Agrawal (XI)

RISKS AND OPPORTUNITIES OF TAKING SMALL BUSINESS LOANS



When small business owners think about getting a loan, they simply balance the risks and opportunities.

Opportunities:

- **Immediate Capital:** A loan gives businesses access to money right away, enabling them to take advantage of opportunities that must be acted upon quickly, such as stocking up on discounted inventory or filling a market gap.
- **Business Expansion:** A loan can provide the extra boost required to scale up operations, whether it's expanding into a new location or increasing the product line.
- **Strengthen Cash Flow:** For companies whose revenues are cyclical, a loan might aid in balancing cash flow during difficult times.
- **Build Credit History:** Making on-time payments on business loans can help a company build or increase its creditworthiness, placing it well for future financial success.

Risks:

- **Debt Burden:** Interest must be paid on loans. If the company's investment doesn't yield the anticipated return, it can have trouble making its repayment commitments.
- **Loss of Collateral:** Since many business loans are secured, the company may be required to put up assets as collateral. These assets may be confiscated by the lender if the business is unable to repay the debt.
- **Potential for Over-leveraging:** Having access to loans may attract some business owners to take on more debt than they need to, which would reduce their future borrowing options.
- **Rate Variability:** If the loan has a variable interest rate, the monthly payments could go up, which would have an impact on the company's capacity to make ends meet.
- **Limited Flexibility:** Some loans have restrictions on how the money must be utilized, which reduces the business owner's options.

In conclusion, loans come with a lot of hazards even if they can give small businesses a chance to flourish or a lifeline. Before taking on debt, business owners must do extensive research, comprehend the loan's terms, and assess their capacity to pay. Planning carefully and using borrowed money wisely will help you take advantage of opportunities while minimizing dangers.

Vedant Kanodia (X)

WHY IS FRANCHISING THE BEST SOLUTION



There are many advantages of opening a franchise, proving that a franchise is the best solution. The franchisor tells and explains all the things to the franchisee of the franchise. They also provide the types of equipment to run the franchise. A franchise has access to business assisting knowledge guidance for the owner to run a business and make it easier to control which one day makes the brand well-known and globally famous.

While building a business from the start or might say scratch, it takes a lot of time to start you need a lot of money for that matter. Which has a lot of risk. But while building a franchise it is much easier as you have people to share the load with and the work as well. A franchise is well known and easier to reach the people as a franchise can be opened in many sectors, cities, or states and on a global scale as well. Because they can be opened up in many places. Completely different from opening a business where the products reach many customers because of being on a global scale which increases the market value of the company on the other hand in a small business only small areas can be reached, and fewer customers are available and profit margin is very low

Compared to other businesses, a franchise has the least chance of failing as it has a very strong network and connection globally. The main reason behind this is the franchises opened which makes the product more visible and useful for the public which creates a better image.

In a franchise, the workload is shared with a partner, making it highly profitable. Training employees is the responsibility of the manager, making it easier for the owner. Franchise owners are solely accountable for the profits and losses of their business, leaving no financial responsibility for the franchisor.

Parth P Singh [IX]

WHAT ARE THE DIFFERENCES BETWEEN A MANAGER AND A LEADER?

There has always been a difference between a person who gives orders and a person who involves himself in the work, the difference between a manager and a leader. A leader is a person who involves himself in the work and shows how it's done to his colleagues. Whereas a manager only knows how to exercise authority and control over the people and dictate to them what to do, a manager only relies on the authority given to him, he is a rational thinker the one who only does things for a particular reason. A leader, on the other hand, is people-oriented the one who thinks for his people he knows what is wrong and what is wrong, and what should be done in particular situations. What should be a positive thing to be done for the company or whatever he is leading? A leader sets an example and becomes a role model, on the other side of the coin a manager is task-oriented the person who is first worried about the work and then the people forgetting about the bonds and relations that a person shares with work with the perfect coordination with humans. A leader raises expectations from his colleagues but the manager is highly worried about the status quo he has to maintain. As the words themselves state a manager is the one who can only manage but a leader is the person who can lead and open new paths for you and direct you to a better life and future. The powers of the manager are directly linked with the company and has a formal team to work with him not to give ideas and share thoughts but only work on directions, and orders given by the manager. The main power of the leader is his emotional bonds and connections developed by him completely different from those of the leader, which he builds with the group he works with. Because of this huge boundaries are set between a leader and a manager. Each coin has 2 sides but, at last, the coin is made out of metal same is true with leadership types like a manager and a leader they both have some things in common. Ranging from the goal that they set in mind or the vision they think of achieving with the help of the people they have to assist them. They both are primarily concerned about the enhancement of the organization, the requirements of the future the motivation they give.

YASH NITHARWAL [IX]

Double Citizenship As a Condition for Successful Business Management in Different Countries

Dual Nationality is the other term for Double Citizenship in which a citizen is legally allowed to hold the nationality of two different countries. This denotes that the person having dual citizenship is considered as a citizen of both the countries and all the rights and privileges of the country can be entertained by that individual.

Dual Citizenship is very helpful for those who have their business internationally or want to extend it internationally. Dual citizenship can offer certain privileges and benefits for the easy setup or running of the business. If you have the citizenship of both the countries where your business is, it provides flawless access to markets. Dual citizenship benefits you in expanding your business network across both the countries and too in their neighboring ones. With dual citizenship, you can have a better connection with partners, and clients and you can find more investors.

Having citizenship one has the benefit of getting Legal permission easily and will face no restrictions in legal operation in a business setup. Dual citizenship sometimes offers benefits in tax planning and can get some benefits in tax management. Some countries have restrictions in buying property or land for foreign investors in this case dual citizenship again plays a major role.

Dual Citizenship can only offer benefits and advantages in business management but it cannot guarantee its success, Success always depends on the operator's understanding, planning, hard work, and knowledge of the market. The benefits of Dual Citizenship depend from country to country as in some countries it is easy to get citizenship but in some it is not, every nation has its own rules and regulations. It is always recommended to first get a proper understanding of that country's policies before applying for citizenship.

Khush Todi (IX)

Why is the code of professional conduct important for team operation?

The professional code of conduct is a set of rules designed to support ethical behavior and a sense of professionalism in a workspace. it makes a set of rules so that workers know what kind of behavior is expected from them. it also makes sure that everyone is working towards the same goal to ensure the most efficiency. in this article, we will discuss how a code of conduct is important for team cohesiveness.

firstly, the code of professional conduct is important as it ignites trust among other team members. As everyone is following the same set of rules the work becomes more efficient and this, in turn, increases the efficiency. which is needed for teamwork.

The code of professional conduct gives you the exact expectations of others. it also sets the boundaries of your behavior which you should not exceed during the time in a workspace. it also states exact behaviors that make it easy to solve any conflicts between some workers. It also makes sure that everyone follows the same plans to achieve similar goals.

it also makes it clear what the objective is and how to achieve it. it also helps make a positive environment for the workers to work in. When all the workers in a workspace treat everyone with respect, it creates a more pleasant workspace, ultimately increasing the productivity of work. it also helps reduce stress and anxiety between them and makes them more social towards each other.

the code of professional conduct helps to protect the image of the organization as a whole. In turn, this increases the rate of productivity. which creates a good impact on the consumer section. which be done by stating clear guidelines. and employees that follow them.

In conclusion, the code of professional conduct is an essential component of effective team operation. It promotes ethical behavior, establishes trust among team members, ensures accountability, promotes a positive work environment, and protects the reputation of the organization. By following these guidelines, teams can work together more effectively and achieve better results.

Krish Agarwal (IX)

BUSINESS CONSULTANTS ARE IN NEED OF BIG COMPANIES



Nowadays business consultants are very much in demand. First of all, what are business consultants? Business consultants are experts who give advice, recommendations, and their views to their clients on their objectives or the given challenge that has been put up in front of them. Now that these business consultants are now in immense value, we cannot deny the fact that they are particularly in need of big companies.

Now for talking about the big companies, these are the grown companies that have almost reached all over the globe and are frequently used by people for example: Google and Microsoft.

After understanding the topic nicely so now we can proceed towards the depth of it.

Why are business consultants attracted to big companies?

There can be many aspects why are business consultants attracted to big companies:

1. As we all know all of the big companies have a large market and are run on a great scale so because of that many problems arise and through the help of business consultants and their experiences these companies can easily resolve the issue.
2. These business consultants give us some new and innovative ideas and some very good ideas for resolving the issues in such a way that they might be one of the key turns of the company.
3. There are some points when the company needs to make important decisions like it might be launching a new application or a new advertisement title, then also business consultants have a critical role as they can predict with their experiences about the flow of the market.

Now we move towards the conclusion as the limit binds me, the relationship between companies and business consultants is a symbolic one. With the help of some information, we can now understand the value of business consultants for big companies.

Naman Dua (IX)

CHINA'S ECONOMY AFTER THE PANDEMIC AND ITS INFLUENCE ON THE WORLD'S MARKET.

During the pandemic China's economy stumbled, hobbling the growth of China. In 2022, the Chinese economy had one of the worst performances in decades because of the numerous COVID lockdowns and a deadly outbreak in December which dragged down the growth of China that year. The Chinese government's strict "zero COVID" restrictions cast a pall over 2022 due to which China grew only 3% for the year much less than the goal of 5.5% for the year. In the decade before the pandemic struck China, its economy was one of the world's most dynamic as it was growing an average of 7.7% a year but in the last three months of 2022, the growth of China sputtered to 2.9 %. After lifting of covid restrictions in 2023 China's economy is expected to rebound this year, boosting the global economy. The economy is expected to expand over 5.2% this year much more than almost 3% last year. It already beat expectations in the first four months and grew 4.5% as consumers flocked to shopping malls and restaurants after nearly three years due to the "zero COVID" restrictions. Though there was a remarkable comeback in the four months in May exports fell 7.5% and inputs fell 4.5%. The economy is expected to slow in the coming months due to slack consumer demand and weaker demand for Chinese exports. Due to the shrinking labor force and diminishing capital investment, the growth of the economy of China is expected to fall below 4% in the coming five years. China's economy has greatly contributed to the global economy which means if the economy of China slows down, the global economic growth also slows down. Many foreign companies like Apple, Tesla, Ford, Starbucks, and Nike depend on Chinese consumers and will face a huge loss if the economy continues

YUVRAJ SINGH (IX)

WHAT IS GENDER DIFFERENCE AND PURCHASE BEHAVIOUR

Research shows that there are many reasons why a person can be motivated to buy a product it may be male or female. The two essential reasons are:

- 1. Utilitarian:** This type of purchase behavior is more practical and does logical thinking before buying any product. This type of purchase behavior is usually done by men.
- 2. Hedonic:** This type of purchase behavior is related to emotional-based responses. By simple means, you shop because you love it or you want to. This type of purchase behavior is done by women.

The research found that women are more active in online shopping. They are more likely to find online sales and discounts quicker and with more efficiency. Women enjoy browsing products online if given good services, user-friendly interfaces, and high-quality images.

Study shows that the decision-making skill for purchasing product differs greatly from men to women. Women make their decisions based on customer reviews and the reason why the other person chose to purchase that product. Men on the other hand take opinions and reviews from others but tend to make their own decisions and their approach is based on subjective information. Men when they find a brand that fulfills their needs and satisfies them, will be more likely to stick to the brand and make purchases with them.

Whereas women stick to the brand when the store builds a relationship with them and provides good service.

The meaning of good services for both men and women differ a lot.

For men, good services mean good and quality products are found quickly and efficiently. Men want to buy products as quickly as possible. For women good services means, the sellers' willingness to show and advise a product that satisfies her needs and is of best fit for her.

Hence, it shows that the product could be sold to anyone irrespective of a person's gender.

Aditya Kishnani [IX]

Random Business thoughts and the reasons behind it

Why do food companies put so much air in their chip bags?

Most buyers think that chip companies put air in their bags to trick the customers into thinking that there are more chips inside, But instead, the bag is filled with nitrogen to preserve the freshness and crispiness of the chips, if it were not for nitrogen the oxygen inside would easily turn the chips rancid

Why are so many fast food signs red?

McDonald's, KFC, and Burger King - almost all popular fast food chains have red in their logo, most people think that red sparks appetite but that's not the case. In reality, we generally associate red color with danger so our minds are automatically set to pay more attention to it

Why do pen caps have holes in them?

As we all know we humans are in a habit of sucking our pen caps which can sometimes lead to choking hazards. So to avoid such kind of hazards the pen companies make tiny holes in the caps to maintain some kind of airflow in case of emergency

Why are most toothpaste mint-flavored?

Pepsodent is one of the first companies to introduce mint flavor toothpaste that gives you a strong minty feeling at the end. The mint flavor was used to give a tingling urge to the mouth at the end which made you think that your toothpaste was working and the end those poking sticks feeling in your mouth gave you a fresh feeling which made you attracted to the toothpaste.

Why does Coca-Cola taste better at McDonald's?

When it comes to serving the perfect Coca-Cola, McDonald's has truly mastered the art. Their secret lies in the use of durable stainless steel tanks that store the soda syrup and insulated tubes that cool the water. By maintaining a custom syrup-to-water ratio, McDonald's ensures that the taste is always consistent, even when the drink is diluted. Additionally, the material keeps the soda fresher, and your tongue can taste the difference.



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