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# Ranibai Agnihotri Institute Of Computer Science & Information Technology, Wardha

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**(Core Course)**

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## Research Column II (Multi-disciplinary)



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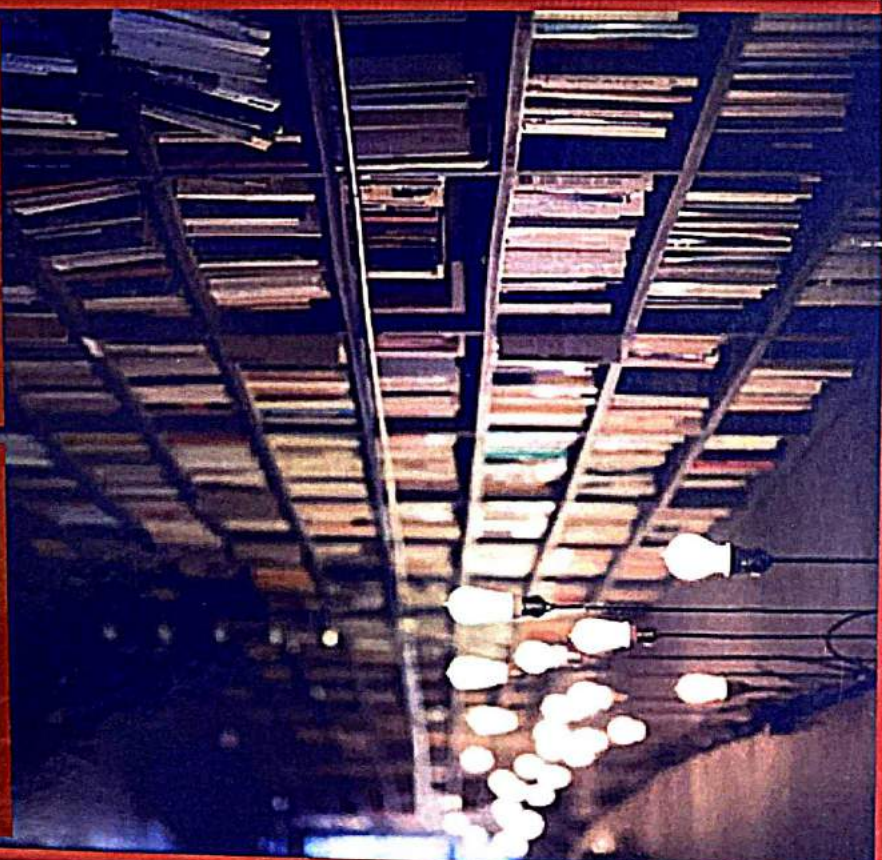
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Research Column II (Multi-disciplinary)

Dr. Rajeev Vashisht  
Dr. Shraddha Wani



## Research Column II (Multi-disciplinary)



Dr. Rajeev Vashisht

Dr. Shraddha Wani



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## Chapter-1

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# A Comparative Analysis of Fastag an Electronic Toll Collection System with Conventional System for Highways

**Dr. Shraddha M Wani**

*Assistant Professor, Dept. of Management  
RAICSIT College, Wardha, Maharashtra*

### **Abstract**

#### **Conventional System**

*Toll system is a road pricing to vehicles on highways for the maintenance and construction of roads .Toll ways charge fees for motor vehicles only, not to the person on footway, horses or bullock carts or two and three wheelers. The Price of the toll usually differs by vehicle type, weight, or number of axles, with freight trucks often charged higher blame for this type of toll was raised because of the time taking to stop and pay the toll and cash is mandatory, in some cases to stop at tolls means to face traffic congestion and waste of time by which air pollution is created at places results in lots of diseases. The drawback to such toll taxes being taken from travelers is that some disobedient travelers run off from the place without paying the money.*

#### **Fastag**

*The present study will focus on the electronic toll collection system for highways which is Radio Frequency Identification tag (RFID), facilitates electronic payment of fees at to plazas, procedure to apply, rules and regulations for Fastag. The study will show the impact over the toll system which was analog and was a system in*





**Dr. Devendra N. Vyas** has acquired his Ph.D. degree in Account & Statistics from SGBAU Amravati University and has 25 years of teaching experience at UG & PG level of various subjects in Commerce and Management. Presently, he is Principal of Smt. Radhadevi Goenka College for Women, Akola. He is recognized Supervisor of Ph.D. of SGBAU, Amravati University and RTM Nagpur University, Nagpur. Under his able guidance five students

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**Dr. Rupa Gupta** is working as an Assistant Professor of Commerce in Smt. Radhadevi Goenka College for Women, Akola, teaching at U.G and P.G. levels. She is expertise in the area of Commerce, Finance, Economics, English, Sanskrit Literature, Yoga & Psychology. She has Guided & Supervised Research Projects of many students of

Commerce & Management. She is Counselor of M. Com & M.B.A. in YCMOU Centre at Smt. L.R.T. College, Akola. She is SPOC of NPTEL. She is Co-ordinator of Dept. of Self-Learning & CPBFI. She is a Co-author of 'Economics of Development'. She has published research papers in National & International Conferences & Research Journals. Apart from this, she is Motivational Speaker and Meditation Trainer.



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Editors

**Dr. Devendra N. Vyas**  
**Dr. Rupa Z. Gupta**



# Research Column-III



Dr. Kumar Ratnesh is qualified management professional (M.B.A, PhD) with 14 years of valuable, in depth and extensive experience in Academics, Research & Development and Administration. He is currently working as an Associate Professor in Management Department at Dewan Institutes of Management Studies, affiliated to AKTU, Lucknow. He received an MBA degree in Marketing and Human Resource from Uttar Pradesh Technical University, Lucknow with a Ph.D. degree in Service Branding from Mewar University, Rajasthan. He is Gold Medalist in Brand Management and Consumer Behavior certifications from IIM Bangalore. He is having more than six Indian and International Patent and Copyright on different topics. He has published more than 35 Research papers in Scopus/ABDC/International/National Journals with more than 32 Research papers presented in different International and National conferences. He has also completed more than ten AICTE/IIK/IIM/UGC sponsored FDP's. His current research interests include Service Branding, Consumer Behavior, Predictive Analytics, Business Analytics and Application of AI & IoT in Management field.



Dr. Santosh Kumar Sharma is an Associate Professor in the Dept. of Education, Motherhood University, Roorkee, Uttarakhand. He has teaching experience of more than ten years in well reputed institutes. He has done M. Ed, Ph.d., M. Sc. (Mathematics & Physics), M.A. (Public Administration) and has a brilliant academic record. He participated and presented paper in various national and international seminar. He has been awarded from academic excellence awards and certificate of appreciation.



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# Research Column-III



# Research Column-III

Dr. Kumar Ratnesh  
Dr. Santosh Kumar Sharma



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## Chapter-6

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### **An Analytical study of Crises and Poverty Due to COVID-19**

*Dr. Shraddha M. Wani*

*Assistant Professor, Dept. of Management  
RAICSIT, Wardha*

#### **Abstract**

*The current review has covered all the crises which had occurred due to the pandemic covid-19. Also the study covered the poverty level of people in India from middle level to low level and low level to under poverty level. The level of poverty is considered as the level where people have no financial resources necessary for minimum standard of living and the poverty means the income level is so low that person cannot effort basic needs. When talked about the poverty level of India which is a developing country and economy is in growing stage; Poverty is a major challenge.*

*This analytical study shows the crises in all the sectors due to pandemic going non-stop all over the countries more than one year. There are many sectors which have nearly caught under recession viz; Manufacturing industries, educational institutions, Construction, road and highways ,medical industries, retail, software, IT, communications etc.*





**About the editor:**

Dr. Arup Kumar Sarkar is presently an Assistant Professor in the Department of Commerce, Uubertha College affiliated to the University of Calcutta, West Bengal, India. He has over 06 years of post graduate and over 02 years of undergraduate teaching and research experience. Dr. Sarkar passed M.Com in Accounting and Finance with gold medal for securing first position in first class. He has also done M.B.A in Marketing Management with first class and cracked NET In Commerce organised by UGC. Dr. Sarkar is also the 1st rank holder in order of merit in West Bengal College Service Commission's interview for the selection of Assistant Professor in Commerce for Govt. Aided Colleges in West Bengal in 2018. He has authored one book published by Emerald Publishing Limited, UK, and has edited four books. Dr. Sarkar has published more than twenty research articles in reputed national and international journals including UGC CARE listed and UGC approved journals, and in edited book published by reputed national and international level publishers. He has also presented research papers in national and international conferences in more than thirty occasions. He is the lifetime member of Indian Accounting Association and an EC member of IAA South Bengal Branch, and also an active review member of a number of UGC approved international books and journals such as Springer, Australia.

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**EDITED BY  
DR. ARUP KUMAR SARKAR**

**VOL - I**



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## AN ANALYTICAL STUDY OF DIGITAL MARKETING THROUGH SOCIAL MEDIA

**Dr. Shraddha M Wani**

### **ABSTRACT:**

The research focuses on digital marketing through social media by which business grows and marketing is done using various social media platforms. The paper offers you some current and future trends in marketing. Digital marketing encompasses all the channels and media for the promotion of business online and social media is a small part of digital industry. Digital marketing offers you product or services through websites and websites can get traffic through social medias. More the traffic generated more branding and ultimately more selling results in generating more revenues. Social media optimization(SMO) is the organic type of marketing where without paying money the traffic can be created using different channels like Face book, Twitter, LinkedIn ,Instagram, YouTube, Quora...etc.

Businessman's and especially small entrepreneur uses social media for the marketing purpose. With less or no money indulging. The small entrepreneurs can generate revenues with the help of social medias. Customers in this generations technological oriented do shopping through internet using different websites and applications. Customers gets brand familiar through various social media channels which is the plus point to small business. Social media marketing brings the traffic to different websites by which more customers gets attracted and approached to varied products. Social Media Marketing (SMM) encompasses of share/ publish/network by which everyone can share, can publish anything everywhere and can increase network. Small entrepreneurs can easily make