

AMITY MANAGEMENT REVIEW

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From the Editor's Desk

The future of work and future of Jobs is questionable with the advent of Robotics, Artificial Intelligence and Machine Learning in the business processes. The business world is going through a transformation and technology is changing the way we live, work and communicate. New business models are emerging, and the older ones are getting redefined. With the changing times and the spanning horizons, it is indeed a crucial task for businesses as well as customers to align themselves with the digital revolution. The importance of Computers, communication and digitalization cannot be ignored in an organizational scenario, for success of any organization depends on organization's ability to manage information as an asset.

Business schools also need to rethink about their curriculum and pedagogy in a transforming business practices perspective. To keep pace with the changing business environment and prepare students for industry 4.0 the curriculum needs to focus on digital marketing, business analytics, artificial intelligence cross cultural competencies. The Amity Management Review aims to integrate the theory and practice of Management. The Journal provides a platform to researchers, business managers and policy makers to share their perspective of the transformation journey and give impetus in overcoming issues and challenges of the business world. The Journal aims to bring new paradigm in business world to forefront and help with practical solutions to practicing managers.

The Papers address a wide range of developmental, innovation and governance related problems for transforming business practices. The first paper of this issue focuses on financial research insights. The Author

discusses how increased use of technology in the fields of finance has integrated different countries' economies. It also provides insights in understanding the recent researches in the field of finance.

The second paper evaluates the insight of latest marketing strategies. This article will help in screening, diagnosing, developing and disseminating the knowledge base about the real world of marketing. Part of management is gathering and distributing information, and information systems can make this process more efficient by allowing managers to communicate rapidly. Ritu Vashistha examines the importance of Information system in modern day organizations. The purpose of this research synthesis is to understand the current scenario and the various areas where IS is being used.

Make In India, is buzzword initiated for the sole purpose of inviting various commercial sectors from all around the world, to engineer their products in India and sell them anywhere they wish. The crusade had instigated on 25th September 2014, and since then has emerged as one of the grandest triumphs of the Indian economy. Amit Jain analyses the behavior, attitude and sentiment of the twitter users about 'Make in India' campaign using social media analytical tools.

At one point online marketing was just a new and different way to market. It opened up a new form of media on which to peddle goods and services. But within just the past few years, the importance of digital marketing has become something else. Padam examines how digital marketing is functional and having an unprecedented business influence on the business.