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RISE AND FALL OF A RETAIL GIANT: A CASE STUDY OF BIG BAZAR**Dr. MANGESH MANNOHAR DASARE****ASST. PROFESSOR****DEOGIRI INSTITUTE OF ENGINEERING & MANAGEMENT STUDIES****AURANGABAD****DNYANESHWAR NARWADE****ASST. PROFESSOR****DEOGIRI INSTITUTE OF ENGINEERING & MANAGEMENT STUDIES****AURANGABAD****WASIM KHAN****ASST. PROFESSOR****DEOGIRI INSTITUTE OF ENGINEERING & MANAGEMENT STUDIES****AURANGABAD****ABSTRACT**

This research paper deals with rise and fall of India's biggest retail conglomerate BIG BAZAR. Big Bazar was started by Kishore Biyani in 2001. Under his leadership Big Bazar achieved new heights and soon Big Bazar became house hold name. Big bazar was always ahead of it's competitors and implemented effective marketing strategies. Until 2018 everything was going smooth and then Big Bazar started facing problems. The number and magnitude of problems was so high that it led to fall of such a big giant. This paper deals with factors leading to rise of Big Bazar, effective marketing strategies, and reasons of it's fall. Researcher has also made competitor and SWOT analysis of Big Bazar. Finally, current scenario where Big bazar owner ship fight between US retail giant Amazon and Reliance Industries is discussed as legal tussle is still on in Singapore court.

ARTIFICIAL INTELLIGENCE IN BUSINESS

Dr. J FRANCIS MARY
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ABSTRACT

In the e-commerce and financial industries, AI has been deployed to achieve better customer experience, efficient supply chain management, improved operational efficiency, and reduced mate size, with the main goal of designing standard, reliable product quality control methods and the search for new ways of reaching and serving customers while maintaining low cost. Machine learning and deep learning are two of the most often used AI approaches. Individuals, businesses, and government agencies utilize these models to anticipate and learn from data. Machine learning models for the complexity and diversity of data in the food industry are being developed at the moment. This article discusses machine learning and artificial intelligence applications in e-commerce, corporate management, and finance. Sales growth, profit maximization, sales forecast, inventory management, security, fraud detection, and portfolio management are some of the major uses.

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