



**SEMCOM**  
S.G.M. ENGLISH MEDIUM COLLEGE OF  
COMMERCE AND MANAGEMENT

# Drive—E-Newsletter

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**DRIVE is Monthly  
e-Newsletter  
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SEMCOM.**

- ◆ This e-newsletter deals in all aspects of Management, Commerce, Economics, Technology and Humanities.
- ◆ It is open for all students, alumni, teachers and professionals dealing with above stated areas
- ◆ All papers received by us will be published after the approval of our Editorial Team and Plagiarism Check

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**VISION:** To contribute to the societal enrichment through quality education, innovation and value augmentation.

**MISSION:** To build up a competitive edge amongst the students by fostering a stimulating learning environment.

**DREAM:** To establish a unique identity in the emerging global village.

### GOALS:

- ◆ To focus on integral development of students.
- ◆ To offer courses and programs in tune with changing trends in the society as a whole.
- ◆ To update the curriculum as per the need of the business and industry.
- ◆ To create unique identity in the educational world at the national as well as international level.
- ◆ To institutionalize quality in imparting education.
- ◆ To incorporate innovations on a continuous basis in the entire process of education at institutional level.
- ◆ To create platform for the students for exhibiting their talent and for development of their potentials.
- ◆ To generate stimulating learning environment for students as well as teachers.
- ◆ To build cutting edge amongst the students to withstand and grow in the competitive environment at the global level.



**Vibrant  
&  
Vivacious  
SEMCOM**



**“What We think, Others Don’t”.**



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Ms. Palak Patel



## What We Think, Others Don't

### From the Desk of Chief Editor



**Dear Readers,**

Greetings from SEMCOM!!

Let's continue to develop in us the elements of human spirit like perfection, practice, intellect, emotional intelligence, passion for precision, never give up attitude and creativity that have always helped us to evolve.

We are happy to bring new ideas and expressions from people around us and look forward to bring much more throughout the year.

The eleventh issue of 2021 in particular presents before you some interesting columns from SEMCOM teachers, students and alumni. The faculty column "Accounting Aura" presents a view-point on Earnings Management.

The faculty column, "My Voice" presents a view-point on Brand Communities.

Faculty Article Surprise and No Surprise presents a view-point on challenges / realities being faced by Micro Entrepreneurs.

This issue is also enriched with valuable contribution from the students and alumni of the institute while expressing their emotions, experiences and observations.

We are sure you will like this issue and hope to receive your continuous contribution. Please send your comments, suggestions and contribution to: [drive@semcom.ac.in](mailto:drive@semcom.ac.in)

Thank you.

**Dr. Waheeda Thomas**



## Accounting Aura

### About Earnings Management

**Dr. Khyati Patel**



- Earnings Management is the usage of accounting systems to produce commercial statements that present an exceptionally positive vision of a firm's business events and financial position.
- Numerous office guidelines and principles entail that a firm's management make decisions in following these principles.
- Earnings Management proceeds gain of how accounting rules are applied and creates fiscal statements that inflate or smooth incomes.
- In book-keeping, earnings management is a mode of working commercial records to recuperate the appearance of the corporation's monetary position.
- Enterprises use earnings management to present the form of reliable incomes and to smooth earnings' variations.
- One of the most standard means to manipulate monetarist records is to use a bookkeeping strategy that creates greater short-term incomes.

## Earnings Management





### Understanding Earnings Management

- Earnings denotes to a concern's net income or profit for a definite period, such as an economic quarter or year.
- Firms use earnings management to flatten differences in pays and view more reliable earnings each month, quarter, or year.
- Enormous instabilities in income and expenses may be a normal part of a firm's actions, but the deviations may alarm stakeholders who desire to see constancy and progress.
- An enterprise's stock value often increases or decreases after an earnings statement, depending on whether the earnings meet or fall short of forecasters' prospects.
- Management can feel compression to manage earnings by operating the firm's accounting practices to meet monetarist outlooks and keep the company's stock value up.
- Various executives receive bonuses based on earnings enactment, and others may be qualified for stock options when the stock price grows.



**Examples of Earnings Management**

- One and only technique of manipulation when managing earnings is to alter a secretarial plan that creates greater earnings in the short period.
- For illustration, a merchant uses the last-in, first-out (LIFO) system to account for the cost of catalog items sold.
- Under LIFO, the latest units bought are considered to be sold first.
- Since inventory prices typically rise over time, the fresher units are more costly, and this makes a higher price of sales and lower revenue.
- If the vender switches to the first-in, first-out (FIFO) system of identifying inventory costs, the firm considers the older, less-expensive units to be sold first.
- FIFO generates a lower cost of goods sold cost and, therefore, higher yields so the company can post higher net income in the present period.
- One more method of earnings management is to change corporation policy so more prices are exploited rather than expensed instantly.
- Capitalizing prices as assets stays the recognition of costs and upsurges incomes in the short term.
- Assume, for instance, company policy dictates that every item bought under Rs. 5,000 is immediately expensed and costs over Rs. 5,000 may be capitalized as assets.
- If the firm deviations the policy and starts to capitalize all items over Rs. 1,000, expenditures fall in the short-term and incomes surge.



## My Voice

### Brand Communities

Brands and Branding decisions and strategies play a major role in facing intensified competition and achieving the marketing goals and objectives including sales, profit, market share and brand equity objectives. The globalization of the world economy, economic liberalization, and privatization has resulted into intensified competition with the challenge of overcoming decline in brand preference and brand loyalty on part of the consumers. Brands with similar product attributes as the competitive products faces pricing competition and lack of unique sales proposition in the product(s) makes it more challenging to differentiate the market offerings from the competitive products and services.

Brand resides in the mind and heart of the consumers makes consumer research and marketing research the integral part of branding decisions and the development of brand communities is to foster the relations and harmony between the company, brand and its consumers. Market, consumers are not just the economic entities but are also social entities and just as the price is the determinant of demand so is the brand equity, customer relationship management programs, consumer perception about the brands, consumer satisfaction with the brands, competitive environment and interaction in the brand communities the determinant of demand for the brands.

## Sunil V. Chaudhary



## My Voice

Brand Communities with the sharing, communication and interaction about the various aspects of the brands provide a favorable framework about the consumer perceptions, consumer satisfaction, inputs regarding product changes required. Brand Communities with the base of brand loyal consumers does facilitate word of mouth publicity, viral marketing and helps in converting a brand into a cult brand or extremely popular brand. In a competitive market, only advertising is not sufficient to maintain or enhance the market share, a positive word of mouth publicity can contribute immensely in enhancing the market share, hence the significance of brand communities in terms of fostering closer economic and social ties and relations between the company, its brands and the consumers.

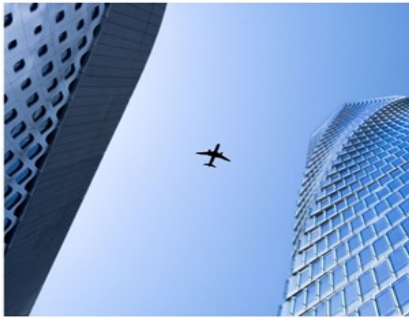


Brand Communities does help the brand in achieving the cult brand status by developing strong values, beliefs, and loyalty towards the brands. Company management, producers, marketers on their part can foster the development of brand communities by rewarding them with exclusive market offerings with certain pricing benefits. Marketing is an ongoing activity and the saying innovate or perish, survival of the fittest and the fastest holds truth for the entire marketing functions as many times new products and technology totally replaces the old products and technology. Brand Communities enables the business firms besides other sources like marketing research, marketing information system to know about the changes in the market place. Brand Communities to a large extent helps in facing the intensified competition but management of change is imperative including the new product development process.



## My Voice

Business Innovation, Marketing Innovation, Guerilla Marketing, Viral Marketing, development and analysis of products and brands on strategic business unit matrix, understanding and focusing on the sustainable competitive advantage of market offerings and brands, Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis of the business firms and its external environment is a necessary must to survive, grow and flourish business in the globally competitive markets characterized by rapid changes in technology, consumer tastes and preferences.





## Faculty Article

**Dr. Dipal Patel**

### Surprise and No Surprise



- On 25th October, 2021, 10 days before Diwali, I visited a market called Khav Gali, Opp. Jay Dwarkadhish Tea Stall, Near Sahid Chowk, Sardar Patel University Circle, Vallabh Vidyanagar, just to observe the environment. And to my surprise, I found that even by evening 7PM almost all food vendors were waiting for the customers! Only 7-8 people were there in the entire Khau Gali! (Restaurants Street). This image led me to think as to why people are not roaming around as it was earlier. I visited a fruit vendor and inquired about the routine (selling). To my no surprise, the seller expressed reasons like price rise of commodities, petrol and the not yet ousted Corona fears.
- The talk went on for some time and he opened up further with many other issues like prices of fruits, meeting of standard expenses, lessening of profit margin, difficulty to meet both ends, borrowings in the form of short loans and of course no question of surplus!
- His deep insights on Economics and related aspects presented a grim picture of realities being faced by Micro Entrepreneurs', and rightfully the Government has initiated steps for Entrepreneurships and Start-up ecosystems. Any Surprise...No Surprise!



**Student Corner****(SYBBA-ITM–Semester IV)****Monark Sharma****Crypto Currency**

“Elon Musk shook the Crypto Market with just a few tweets”... well what is a Crypto Market? Let’s go through a brief introduction followed by an article on all you need to know about Cryptocurrency and current news relating to it...



The concept of Cryptocurrency was first described in 1998 by the author Wei Dai, where he proposed creating decentralized money that would use cryptography as a means of control. However, the first cryptocurrency to be created was Bitcoin in 2009. It was developed by Satoshi Nakamoto. Cryptocurrency is best thought of as digital currency (as it only exists on computers). It is transferred between peers (there is no middleman like a bank). Transactions are recorded on a digital public ledger called a “blockchain”. Transaction data and the ledger are encrypted using cryptography, which is why it is called “crypto” “currency”. It is decentralized, meaning it is controlled by users and computer algorithms and not a central government. It is distributed, meaning the blockchain is hosted on many computers across the globe. Meanwhile, cryptocurrencies are traded on online cryptocurrency exchanges, like stock exchanges. Bitcoin (commonly traded under the symbol BTC) is one of many cryptocurrencies; other cryptocurrencies have names like “Ether (ETH),” “Ripple (XRP),” and “Litecoin (LTC).”

In February 2021, Tesla bought about \$1.5 Billion worth of Bitcoin and started receiving payments in bitcoin. In one of Elon Musk Bitcoin tweets, he relayed that Tesla buying into bitcoin was majorly for flexibility and diversification to generate more income for the company. After such a big announcement, it wouldn’t surprise anyone if they hear that Elon Musk has endorsed bitcoin platforms. Such news would make people believe in cryptocurrency even more. But those few tweets manipulated the rise in the crypto market to a notable extent.





**Student Corner****(SYBBA-ITM–Semester IV)****Monark Sharma****Crypto Currency**

Similarly, in 2018, the Indian Government effectively banned crypto transactions after a string of frauds following Prime Minister Modi's sudden decision to eliminate 80% of the nation's currencies, but the Supreme Court struck down the restriction in March 2020. India has had a hot-and-cold relationship with digital currencies in the past few years.

Recently, in November 2021, the government announces, the new bill plans "To create a facilitative framework for the creation of the official digital currency to be issued by the Reserve Bank of India." It further stated, "The Bill also seeks to prohibit all private cryptocurrencies in India, however, it allows for certain exceptions to promote the underlying technology of cryptocurrency and its uses."

As a result of this announcement, the entire world noticed a major fall in the cryptocurrency market as India holds a vast masses of investors in the world.

The reason for this kind of decision from the government hails from first, the challenge of monitoring the decentralized transactions in cryptocurrencies are difficult to trace which could be advantageous for hackers, criminals and also for anti-social activities.



**Alumni Corner****(BBA-ITM\_2015-2018)****Siddharth Agrawal****ENTREPRENEURS: GRAPHING YOUR DREAMS**

“When you secure the future of an entrepreneur, you secure the future of the country.” ‘An entrepreneur, if presented with the correct resources and opportunities, holds the potential to reconstruct the world.’ Every startup has a uniqueness about itself and contributes massively to the advancement of society. When we nourish a startup to grow, we obliquely help generate employment, boost the economy, and transform millions of lives. The urge to bring a difference is what pushes Graphream to revamp itself and reach unattained heights’ And with this vision, Graphream took birth, amalgamating two words, Graph, and Dreams, leading to a meaningful purpose Graphing Your Dreams.

In layman’s terms, Graphream is a community of entrepreneurs who can interact and build a network. It assists them in gaining the benefit of a symbiotic relationship with other people. The diversified expertise helps individuals expand their awareness and seek veteran advice whenever the need arises. As an entrepreneur, Siddharth Agrawal has faced several issues that may have been avoided with good infrastructure and assistance. As a result, he aims to smoothen the jolting ride that awaits every aspiring entrepreneur who seeks to make a difference in the world. He yearns to abolish any hardships that he had to face on this challenging path. The value of supporting and assisting entrepreneurs is being acknowledged by a growing number of people, with celebrities increasingly investing in various businesses as an example.





**Alumni Corner****(BBA-ITM\_2015-2018)****Siddharth Agrawal****ENTREPRENEURS: GRAPHING YOUR DREAMS**

Through a well-developed and structured model, Graphream aims to empower the lives of thousands of students. By the time a student reaches the end of their course, they can launch their startup and attain the required funding and materials with the help of Graphream. Rather than focusing solely on existing entrepreneurs, Siddharth wants to encourage people to pursue their dreams while also assisting the country in reaching new heights and gaining a stronger worldwide footprint.

Siddharth states that entrepreneurs are an integral part of the society as the economy is encouraged by entrepreneurs' production of products or services, as rivalry among existing businesses intensifies, pushing less-productive businesses out of the market. Furthermore, the establishment of new firms has a cascading impact on other businesses, as these enterprises provide raw materials or other resources for the new business, resulting in total economic growth.

Siddharth continues to improve Graphream in order to fulfill his dream of a better working environment and more opportunities for the advancement of entrepreneurs.





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## What We Think, Others Don't

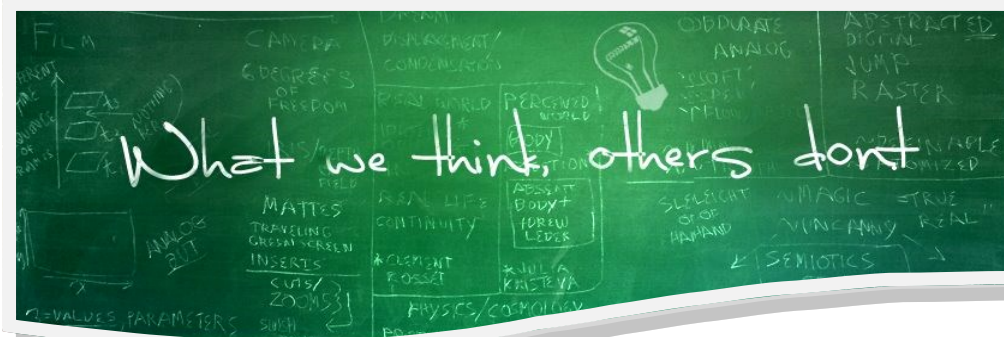
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1. Case Studies or Success Stories
2. FAQs (Subject, Process, student relation) / Instructions or How-To do
3. A Column (Expert's content)
4. A Survey Invitation – and Results info graph
5. Blog reviews
6. Industry News
8. Comments on Letter from the CEO, President, Founder, of a company.
10. Growth and Developmental Issues
11. Seasonal Advice
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13. Event Description
14. Checklists, Anything with Numbers and Statistical
15. Interview extracts of prominent personalities
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18. Industry / Sector Predictions / Upcoming Trends
19. Quotations and your wisdom
20. Tips on environment protection/ Ecology conservation
21. Excerpts from Your Social Media
22. Anything on Sports World
23. Technological Advancements

**You are requested to send your article to [drive@semcom.ac.in](mailto:drive@semcom.ac.in)**

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