



Prof. Nighar Rafique Sheikh completed her Master's Degree from GHRCE (Autonomous) RTM Nagpur University in EE. She has a valuable teaching experience of 5 years. Her expertise in research includes: Brain Data Analysis, Machine Learning. She has received Two 'Best Paper Award' in Translational Critical Pathways Meeting by 'Deep Machine Learning' NICTE Sponsored 3rd International Conference on Green Energy Sustainable Development-2020 (ICGED-2020) at Government Polytechnic, Nagpur. On 20th and 21st Feb 2022 Second International Conference of Smart Technologies for Energy, Environment and Sustainability Development on 4th-05 October, 2020 at BHPRG, India. (ICSTED-20) for the paper 'Transient Fault analysis of power transformer by using Machine learning'. She has published another 5 papers in International & National journals conferences.



Dr. Abdul Hannan Abdul Mannan Shaikh is working as Assistant Professor in Department of Computer Science and Information Technology, Al-Qadisiyah University, Al-Qadisiyah, South Arabia. He has completed M.A. Ph.D. (VCMOU) and Ph.D. from North Maharashtra University, Jalgaon, Maharashtra in 2012. He is member of Machine Intelligence and Pattern Recognition, IACIT, ICIT, CSTA. He has been awarded with gold medal certificate of Two International patents from Australian government and published Two patents in Indian government. He has published more than 30 research papers in various international journals and conferences. He has been awarded 'Best paper' in international conference for his research work. He has also been awarded by certificate of excellence from International Journal of computer science and Information technology, USA. He has more than 22 Years of teaching experience. He is also a member of editorial boards and reviewer of many international journals and Conferences. His areas of interest in research are Artificial Intelligence, Data Mining, Image Processing, IoT, Blockchain etc.



Prof. Jayant S. Rohankar is currently working as Assistant Professor, Department of Information Technology, Tuljaram Gokul-Patil College of Engineering & Technology, Nagpur, Maharashtra (India). Having more than 14 years of experience in teaching and research. Guided more than fifteen industry oriented and research level projects at undergraduate and postgraduate level. His areas of interest research includes database, data mining, image processing, web services, machine learning and deep learning.



Prof. Firdous Sadaf M. Ismail, HOD Acad. Professor, CSE, GNTU, old IIT, Mumbai, in Computer Science & Engineering from JRCOEM, RTM, Nagpur University, in 2016. B.E. in CSE from Pimpri Chinchwad Education Trust, Pimpri in 2012 and Diploma in Information Technology from Government Polytechnic, Nagpur in 2008. She was visiting fellow in SRC. She has completed one year diploma in Computer Applications and Marketing D.P.P from DCA/CC Chandigarh, Dept. of IT Ministry of Communications and IT, Govt. of India. She has an overall teaching experience of more than 10 years. Her expertise are in R. & M., Blockchain Technology, Cloud Computing, C.++, Java, .NET, Database and Computer Hardware. She is TPC member of two upcoming International Conference GNTU 2022 and 2023 Sponsored by IEEE. She has reviewed International Journal Coordinated by IEEE and a book chapter by IGI Global American Publication-Scopus Indexed. She has published two papers in International Journal and Presented papers in one National and two International Conferences on Data Mining, Clustering and Deep neural Technology. Recently her chapter on 'Blockchain' is adopted in International Book by IGI Global American Publication-Scopus Indexed and one more chapter on 'Blockchain Technology with 5G Wireless Network' published in August 2022, International Book 'AI and Blockchain Technology in 5G Wireless Network Blockchain Technology' by Springer, Singapore.

Publisher Name

ISBN No.

Prof. Nighar Rafique Sheikh, Prof. Jayant S. Rohankar  
Dr. Abdul Hannan Abdul Mannan Shaikh  
Prof. Firdous Sadaf M. Ismail

Artificial Intelligence & Machine Learning

A Text Book of

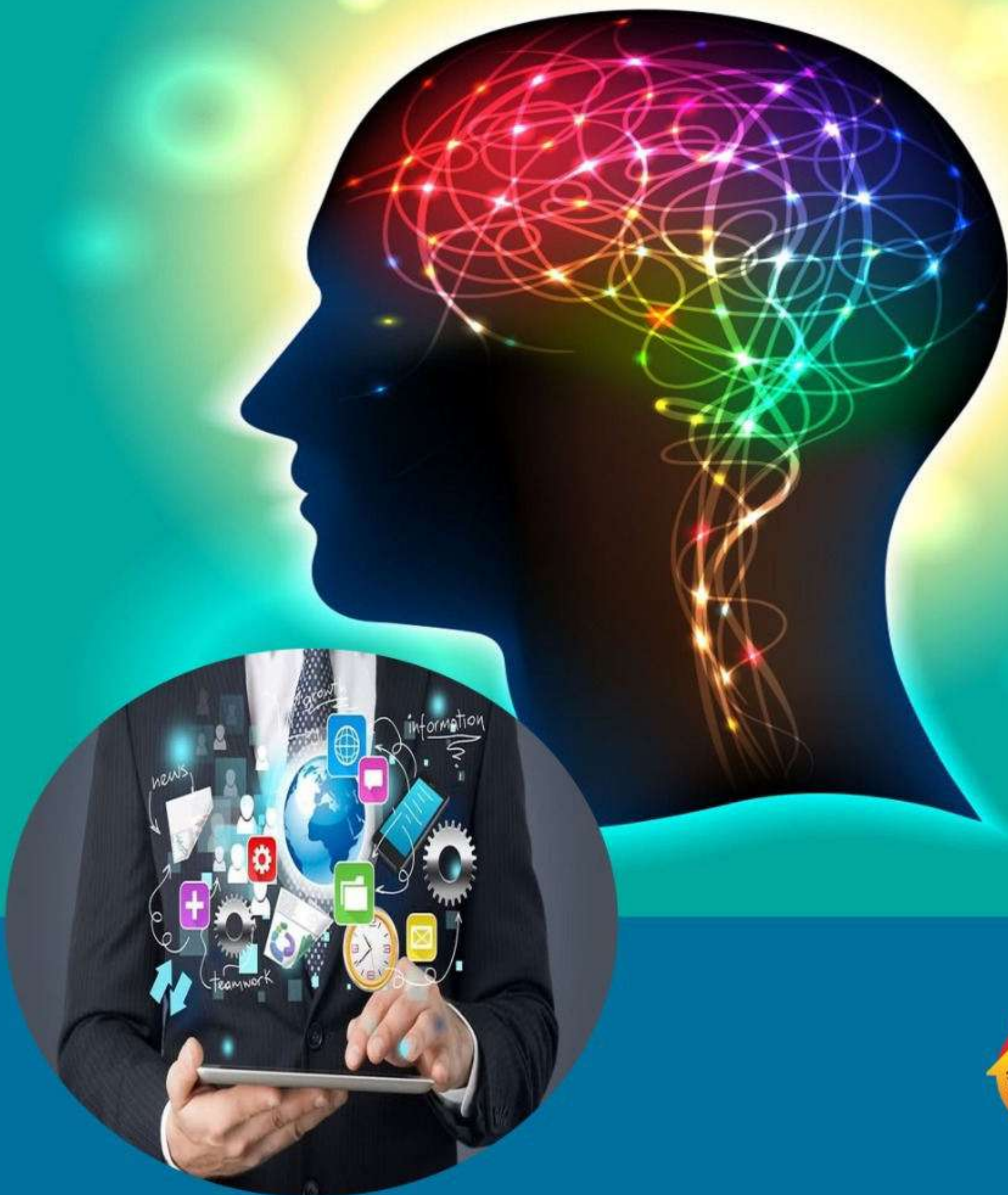
# ARTIFICIAL INTELLIGENCE & MACHINE LEARNING



Prof. Nighar Rafique Sheikh  
Dr. Abdul Hannan Abdul Mannan Shaikh  
Prof. Jayant S. Rohankar  
Prof. Firdous Sadaf M. Ismail

# Behavioural Finance and Impact on Digital Marketing

**Dr. Tejasvini Paralkar | Dr. Sarika Keswani**  
**Adheer A. Goyal | Swati A. Goyal**  
**Dr. Shashi Kant Gupta**



# ABOUT AUTHORS



**Dr. Tejasvini Alok Paralkar**, working as an Assistant Professor in the Department of Management Technology, Shri Ramdeobaba College of Engineering & Management, Nagpur (Maharashtra). She has pursued her B.Tech (2006) from SGB Amravati University, MBA(2008) from SGB Amravati University, M.Com (2014) from IGNOU, New Delhi, PGDIBO (2013) from IGNOU, New Delhi and PhD (2019) from SGB Amravati University. Currently she is pursuing PGDIPR from IGNOU, New Delhi. She has rich 13 years of core teaching experience in the fields of academics. She is also Trainer/Resource Person for MPSC cleared Probationary Officers Grade B) in Government Training Centre in Central India. She also completed ATIAL FDP from IIM, Amritsar and Shri. Ramdeobaba College Of Engineering & Management Nagpur, STIPs and Workshops of Swayam NPTEL from IIT Madras & IIT Bombay. Dr. Tejasvini Paralkar teaching and research interest includes Business Finance, Marketing Management, Business Communication, Production and Operations Management, Team Building and Soft Skills Development. She has contributed more than 12 research papers in National, International journals, Conferences & Seminars. She is a lifetime member of Indian Society of Technical Education (ISTE). She has ONE Innovation & Design patent, two books published to her name.



**Dr. Sarika Keswani** is currently an Assistant Professor at Symbiosis Centre for Management Studies (SCMS), Symbiosis International University (SIU), Nagpur. She obtained her PhD from Symbiosis International University, Pune in 2020. She completed B.Com in 2003, M.Com. in 2005, and M.Phil in 2009 from Jiwaji University, Gwalior and MBA from IGNOU, Delhi in 2010. She has rich 15 years of core teaching experience in Accounting and Finance. Dr. Keswani has served as Faculty In-Charge, Examinations at SCMS, Nagpur and Academic Incharge of BBA and BCom courses at ITM University, Gwalior in the past. She is currently the Faculty Coordinator of the International Cell and part of the NAAC Committee at SCMS, Nagpur. Dr. Keswani's teaching and research interests include Stock Market, Financial Market, Behavioural Finance, Sustainability and Economic Growth. She has published more than 30 research papers in Scopus/ABDC/UGC indexed national and international journals. She has attended more than 20 international conferences, 15 FDPs, hosted 4 FDPs, and 1 national conference. She is member of few professional bodies.



**Adheer A. Goyal**, Research Scholar and Dean Admissions & Outreach, G H RAISONI UNIVERSITY SAIKHEDA (M.P). Currently pursuing Ph.D. in Marketing. He obtained B.com (2008) from Nagpur University, P.G.D.B.M (2010) from WINTEC, New-Zealand. MBA (2015) and M. Com (2020) from Nagpur University. He has rich 08 years of core teaching and 06 years of corporate experience. Mr. GOYAL has served as Controller of Examination and HOD of Commerce & Management department in College affiliated to SNTD University. He was Coordinator of NAAC core committee. Mr. GOYAL's teaching and research interest include International Marketing, Business Law, Strategic Management, and International Business. He has contributed more than 25 SCI/Springer/Scopus/UGC/Google Scholar Indexed research papers in National, International journals, Conferences & Seminars. He has attended more than 60 FDP's, Hosted 02 International FDP's and 02 International Conferences. He is member of few professional bodies. He has TEN PATENTS and EIGHT BOOKS published to his name.



**Mrs. Swati Goyal**, Assistant Professor, Department of Management, S B Jain Institute of Technology, Management & Research. She obtained B.Tech in Chemical Technology from Laxminarayan Institute of Technology, Nagpur (RTMNU) in 2011 and MBA (Finance & Operation) from Dr. Babasaheb Ambedkar Institute of Management Studies & Research, Nagpur (RTMNU) in 2015. She has rich 05 years of core teaching & 02 years of corporate experience. Mrs. Goyal also worked as an assistant professor for one year in a college affiliated to Nagpur University and as a technical support engineer for two years in a German based company. Mrs. GOYAL's teaching and research interest include Finance and operations management. She has contributed 03 UGC indexed research papers and attended more than 25 FDP's. She has 07 patents and 03 books published to her name.



**Dr. Shashi Kant Gupta**, Post-Doctoral Fellow and Researcher, Computer Science and Engineering, Eudoxia Research University, USA in collaboration with Eudoxia Research Centre, India. Did Ph.D. from Integral University, Lucknow, Uttar Pradesh, India, ORCID: 0000-0001-6587-5607. He has completed his Ph.D. in CSE from Integral University, Lucknow, UP, India, & Worked as Assistant Professor in the Department of Computer Science and Engineering, PSIT, Kanpur, U.P., India, Worked as Associate Professor, School of Computer Applications, BBD University, Lucknow, UP, India, Worked as Assistant Professor, Department of Computer Science and Engineering, Ambalika Institute of Management and Technology, Lucknow, UP, India. & Also worked as Senior Lecturer, Department of IT, MCSCET, Lucknow, UP, India. He is currently working as Founder and CEO of CREP PVT. LTD., Lucknow, UP, India. He is a member of Spectrum IEEE & Potentials Magazine IEEE since 2019 and many more international organizations for research activities.



# IIP

Chikmagalur, Karnataka, India | Novi, Michigan, USA

## *Certificate of Publication*

*This is to certify that*

***Swati A. Goyal***

*Assistant Professor*

*Department of Management*

*S B Jain Institute of Technology, Management & Research*

*has published book with below details under the Imprint IIP*

**Book Title: Behavioural Finance and Impact on Digital Marketing**

**ISBN: 978-93-5747-148-0**

**Publisher: Selfypage Developers Pvt Ltd. Pushpagiri Complex, Beside SBI Housing Board,  
K.M.Road, Chikkamagaluru, Karnataka, India**

**ISBN issuing agency: Raja Rammohun Roy National Agency**

*Nanjesh Bennur*

**Nanjesh Bennur**  
Chairman, IIP



9 789357 471480



# **FINANCIAL MARKETING USING “R”**



**Adheer A. Goyal  
Dr. Tejasvini Paralkar  
Ms. Anam Fatima  
Dr. Ishrat Jahan  
Dr. Tanaya Patil  
Dr. Sarika Keswani  
Mrs. Swati A. Goyal  
Dr. Shashi Kant Gupta**

## **FINANCE**

# CERTIFICATE

## OF APPRECIATION

THIS CERTIFICATE IS PROUDLY PRESENTED TO :

**MRS SWATI A GOYAL**

Title :- Financial Marketing Using "R"

ISBN :- 978-81-962534-8-6

*In appreciation of your excellent literary work resulting in a great achievement as an author/editor. we appreciate your work and dedication towards literature.*

17/04/2023

*Chandrabhas*

X-159/1 Street no. 11 Brahmपुरi, Near Brahmपुरi Public School New Delhi - 110053

