



Online Information Resources on Economics

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HAPPY  READING

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Introduction:

In order to better understanding of complicated subject like economics, the case studies make it easy to understand the topic. Hence the case studies have a unique importance in economics. The numerical approach adopted in case studies help students learn the problem-solving power of *economics*. *Case studies* can be extremely effective in reinforcing theory, in placing theory into context and in analysing *economic* policy issues.

International Online Information Resource on Case Studies in Economics:

- **Emerald Emerging Market Case studies**
(<https://ezproxy.svkm.ac.in:2201/insight/search?q=economics+&showAll=true>) This is accessible from Ezproxy using your college provided Id and password.

Open International Online Information Resource on Case Studies in Economics:

- **Oxford University Press Online
Resource Center**
(<https://global.oup.com/uk/orc/busecon/economics/gillespiebusiness2e/student/cases/>)

National Online Information Resource on Case Studies in Economics:

- **CMIE Economic Outlook**
(<https://ezproxy.svkm.ac.in:2200/>) This is a product by Centre for Monitoring Indian Economy Pvt. Ltd. This is accessible from Ezproxy using your college provided Id and password.

Open National Online Information Resource on Case Studies in Economics:

- Harvard Business school Working Knowledge (<https://hbswk.hbs.edu/Pages/browse.aspx?HBSTopic=Economics>) 347 case studies in economics from Harvard Business School faculty on issues including economic theory, economic slowdown and stagnation, economic growth, and economic sectors.

Government of India Open Resources on Economics Information:

- Union Budget and Economic Survey (<https://www.indiabudget.gov.in/>)
- India Statistical Reports (<https://archive.org/details/universallibrary>)
- RBI Bulletin (<https://bulletin.rbi.org.in/>)
- Foreign Trade (<http://dgft.gov.in>)
- Import/export Policy (<http://www.exim-policy.com>)
- Planning Commission- Five years plans (<http://planningcommission.nic.in/plans/planel/fiveyr/welcome.html>)
- Directorate of Economics and Statistics, Maharashtra (<http://mahades.maharashtra.gov.in/home.do?lang=mr>)
- Reserve Bank of India (<https://www.rbi.org.in/home.aspx>)
- Public Finance India (<http://www.publicfinance.in>)

- Indian Public Finance Statistics (<https://dea.gov.in/indian-public-finance-statistics>)
- Planning Commission of India – Five Year Plans (<http://planningcommission.nic.in/plans/planel/fiveyr/welcome.html>)
- Indian Council for Research on International Economic Relations (<https://ideas.repec.org/s/ind/icrier.html>)

Economic Indicators and Trends

- The 12 Global Economic Indicators to Watch – Bloomberg (<https://www.bloomberg.com/graphics/world-economic-indicators-dashboard/>)
- Focus Economics - Economic Forecasts from the World's Leading Economists (<https://www.focus-economics.com/regions/major-economies>)
- World Economic Data - Macro Economic Data forecasts (<https://www.tradingview.com/markets/macroeconomics/>)
- Moody's Analytics – economic view of real time (<https://www.economy.com/economicview/geography/IIND>)
- DataBank - World Development Indicators (<https://databank.worldbank.org/source/world-development-indicators>)

KNOW YOUR LIBRARY

Oxford Academic Journals

https://iproxy.inflibnet.ac.in:2089/journals/pages/social_sciences (Available on NList)

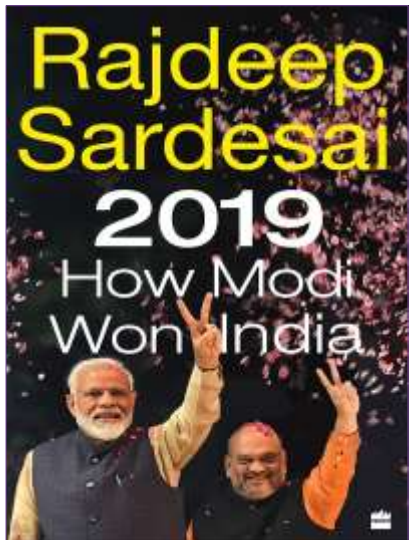
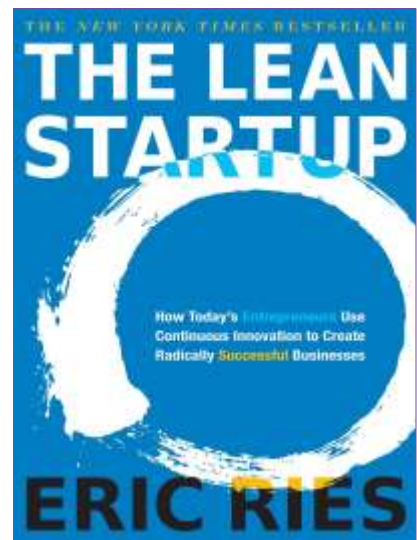
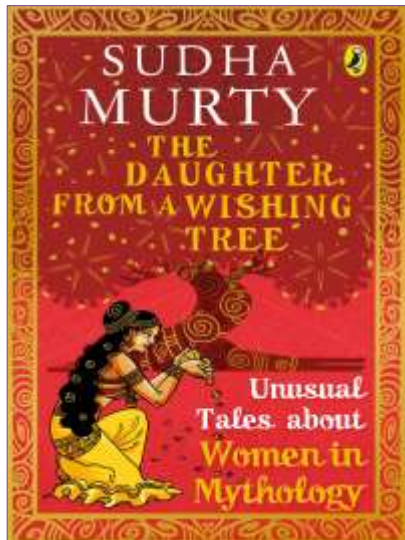
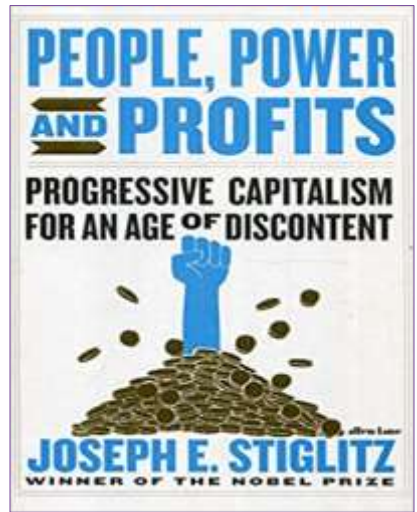
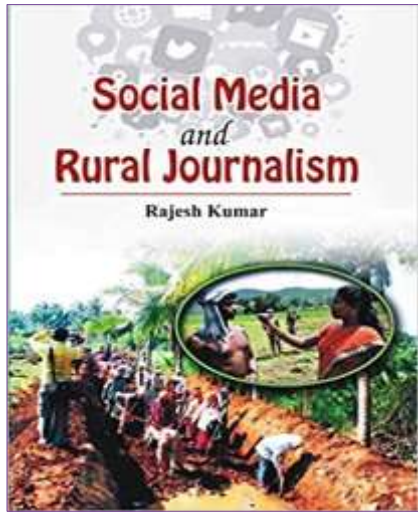
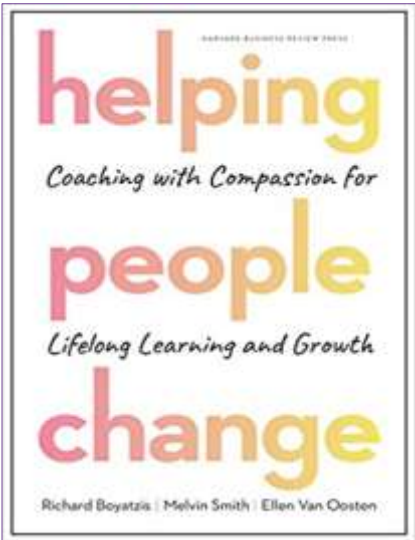
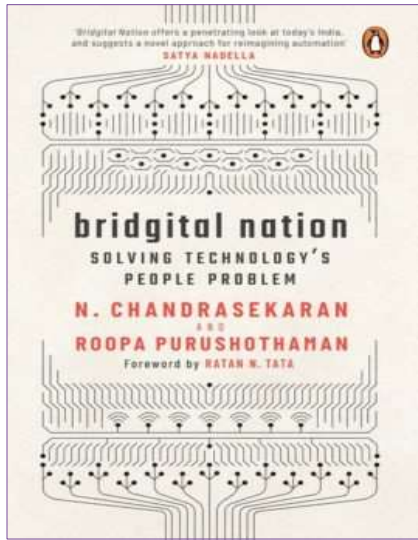
The screenshot shows a web browser window with the URL https://iproxy.inflibnet.ac.in:2089/journals/pages/social_sciences. The page features the Oxford Academic logo and a navigation menu with options like 'Journals A to Z', 'Journals by Subject', 'Customer Services', and 'Resources'. The main content area is titled 'Social sciences' and includes an alphabetical index (A-Z) and a list of journals under the letter 'A', such as 'African Affairs', 'American Journal of Agricultural Economics', 'American Law and Economics Review', and 'Applied Economic Perspectives and Policy'. On the right side, there is a 'Connect' section with social media links for Facebook, Twitter, and YouTube, and a 'Useful links' section with options like 'Changes to our list' and 'Dispatch dates'.

Cambridge University Press Journals

<https://www.cambridge.org/core#> (Available on NList)

The screenshot shows the Cambridge University Press Core website. The header includes the Cambridge University Press logo and navigation links for 'Academic', 'Cambridge English', 'Education', 'Bibles', 'Digital Products', 'About Us', and 'Careers'. Below the header, there are links for 'Browse subjects', 'What we publish', 'Services', and 'About Cambridge Core'. A search bar is prominently displayed with the text 'Search all journal & book content' and a magnifying glass icon. Below the search bar, there is a checkbox labeled 'Only search content I have access to' and a button labeled 'Browse by subject'. The background of the page features a large image of the Earth from space.

NEW ARRIVALS IN LIBRARY



Read Me Too

Books recommended for reading by Jack Ma and where to locate them

S L	Author of the book	Title of the book	Where to locate
1	Jack Ma, Suk Lee (Editor), Bob Song (Editor)	Never Give Up: Jack Ma In His Own Words	https://books.google.co.in/books?hl=en&lr=&id=R02pDAAAQBAJ&oi=fnd&pg=PA7&dq=Never+Give+Up:+Jack+Ma+In+His+Own+Words&ots=Wul9Kefnds&sig=uEikuz4BKrgTad4YztMfjngDQ8E#v=onepage&q=Never%20Give%20Up%3A%20Jack%20Ma%20In%20His%20Own%20Words&f=false
2	Lao Tzu	Tao Te Ching	https://ezproxy.svkm.ac.in:2133/the-way-of-life-tao-te-ching-the-classic-translation-e158504739.html
3	Jim Collins, Jerry I. Porras	Built to Last	https://ezproxy.svkm.ac.in:2133/built-to-last-successful-habits-of-visionary-companies-e163879710.html
4	Chris Anderson	Makers: The New Industrial Revolution	https://ezproxy.svkm.ac.in:2133/makers-the-new-industrial-revolution-e156793372.html
5	Clay Shirky	Here Comes Everybody: The Power of Organizing Without Organizations	https://ezproxy.svkm.ac.in:2133/here-comes-everybody-power-of-organizing-without-organizations-e185052876.html
6	Chris Anderson	The Long Tail: Why the Future of Business is Selling Less of More	https://ezproxy.svkm.ac.in:2133/long-tail-the-revised-and-updated-edition-why-the-future-of-business-is-selling-less-of-more-e184072932.html
7	Joseph A. Schumpeter	Business Cycles [Volume One]: A Theoretical, Historical, and Statistical Analysis of the Capitalist Process	https://ezproxy.svkm.ac.in:2133/business-cycles-a-theoretical-historical-and-statistic-analysis-of-the-capitalist-process-abridged-e184393364.html
8	Duncan Clark	Alibaba: The House That Jack Ma Built	https://ezproxy.svkm.ac.in:2133/alibaba-the-house-that-jack-ma-built-e194540627.html
9	Porter Erisman	Alibaba's World: How a Remarkable Chinese Company is Changing the Face of Global Business	https://books.google.co.in/books?id=0GJODwAAQBAJ&pg=PT329&lpg=PT329&dq=Alibaba's+World:+How+a+Remarkable+Chinese+Company+is+Changing+the+Face+of+Global+Business+pdf&source=bl&ots=zrYGef8PxC&sig=ACfU3U2i kLMbzFR1CciqUcsZpmo1PtEZ4Q&hl=en&sa=X&ved=2ahUKEwiKhLWD4rPpAhVnyzGgHYmyAD04ChDoATAHegQICRAB#v=onepage&q=Alibaba's%20World%3A%20How%20a%20Remarkable%20Chinese%20Company%20is%20Changing%20the%20Face%20of%20Global%20Business%20pdf&f=false

Read Me Too

Books recommended for reading by Jack Ma and where to locate them

S L	Author of the book	Title of the book	Where to locate
10	Can Akdeniz	How Jack Ma Did It: An Analysis of Ali Baba's Success	https://books.google.co.in/books?id=JZhcCwAAQBAJ&printsec=frontcover&dq=How+Jack+Ma+Did+It:+An+Analysis+of+Ali+Baba's+Success&hl=en&sa=X&ved=0ahUKEwjSw5is47PpAhX54nMBHRIaDW4Q6AEIKTAA#v=onepage&q=How%20Jack%20Ma%20Did%20It%203A%20An%20Analysis%20of%20Ali%20Baba's%20Success&f=false
11	J. D. Rockefeller	Jack Ma's Life Lessons and Rules for Success	https://books.google.co.in/books?id=TUJnDAAQBAJ&printsec=frontcover#v=onepage&q&f=false
12	<u>Think Maverick & Winson Ng</u>	Entrepreneur: Jack Ma, Alibaba and the 40 Thieves of Success	https://ezproxy.svkm.ac.in:2133/entrepreneur-jack-ma-alibaba-and-the-40-thieves-of-success-e158321836.html
13	<u>Liu Shiyong & Martha Avery</u>	alibaba: The Inside Story Behind Jack Ma and the Creation of the World's Biggest Online Marketplace	https://ezproxy.svkm.ac.in:2133/alibaba-the-inside-story-behind-jack-ma-and-the-creation-of-the-worlds-biggest-online-marketplace-e158613855.html



<https://ezproxy.svkm.ac.in:2133/understanding-digital-marketing-marketing-strategies-for-engaging-the-digital-generation-e185319282.html>

Understanding Digital Marketing looks at the world of digital marketing: how it got started, how it got to where it is today, and where the thought leaders in the industry believe that it is headed in the future. The book will show you, in a practical and comprehensive way, how to harness the power of digital media and use it to achieve the utmost success for your business, now and in the future. The book will explore in detail such areas as search marketing, affiliate marketing, e-mail marketing, creative online executions, and digital marketing strategies.

STUDENTS FLAIRS

THE EYES...

The two twin sisters,
In the crave of glitters,
Fantasizes the situations
in metres.
Yes they are the beautiful
eyes,
Colouring life full of spice.

Yes they are the beautiful
eyes,
Bold and wise
In judging people speaking
lies.
Glancing one's lows or
highs,
Yes they are the beautiful
eyes.

Passionate of finding
answers to questions that
arise,
Yes they are the beautiful
eyes.

Making the house of tears,
Along with never ending
fears.
They are the markets of
emotions,
To emphasize the surprise
situations.
Yes they are the beautiful
eyes.

~**Parin Shah**

FYBcom
Div. H
Roll.no. H072

WHAT ARE "YOU" MADE UP OF?

That one little peck on your lips that unwinded
thousands of fleeting butterflies
OR that one heartbreak you went through without
even being together caged all your swaying emotions
oh no are you made up of those unforgettable
laughters, inside jokes, smiles and joys you shared
with the best people
OR are you filled with the betrayals, changing colour
and disappointments you faced from the most
unexpected people
I guess maybe you are made up of those 50 shades of
wildness, adventure and still a mess
OR the seven colours of rainbow unwilling to change,
calm and constant but still beautiful
Some say you are made up of a desired body, perfect
curves , on point hair and mesmerising eyes
But I feel you are more of a desired heart, perfect
charm, on point confidence and mesmerising
strength
You think you are made up of unfulfilled dreams,
un-met expectations, unrealistic goals and caging of
loneliness
But for me you are made up of that twinkle in your
eyes when you know you made a right choice, those
everyday battles and the stubbornness of reaching
great heights
Our society wants you to be made up of rituals and
customs, religion and culture and covered up bodies
But You chose to be made up of not to give a damn
attitude and anti "char log kya kahenge" virus
Your parents want you to be made up of successful
career, successful marriages and appropriate life
actions
But I think you want to be made up of passion in
whatever you do, non-measurable love (and lovers),
independence....
Don't care what others think your composition might
be
JUST be YOU which is made of imperfectly perfect
YOU!

Riya agrawal.
Class : FYBMS
Division: B
Roll no. : 49

"IDLE MONEY IS LOSS"

A very old Indian tradition is saving money in form of cash at home, in lockers etc.

Some people save cash in different parts of their wallets or many other places.

We often feel safe when we have liquid cash believing the "**general acceptance**" feature of legal tender. Money in form of cash is preferred the most by Indians.

People don't realise the value of investment. The amount is not introduced in the Economic markets. The fact that "**money makes money**" is ignored by people.

There are definitely no doubts that people should have liquid cash available for necessities and some unforeseen contingencies.

But a large amount of people have excess amount of money in form of cash which can be a loss for them.

This can be understood with a very simple example.

Let us say you have ₹100 with you in hand.

The inflation rate in the market is 6%.

So the goods or services which is available at the price of ₹100 will be then available at ₹106 because of inflation reflecting the price.

You as a traditional individual save the money thinking that it will be a boon in future. The value of your ₹100 remains the same. Now for buying the goods or for availing the service you need to pay ₹106 but you have ₹100 which means the excess amount of ₹6 goes from your pocket which results into a type of loss which many people are still not aware of.

But imagine, at the same time you invest your money which let us assume get you a minimum return of 8%.

The value of ₹100 will become ₹108 which means that you will be gained with ₹2 after adjusting the inflation.

Thus 2% which is 8% less the inflation rate of 6% is the real rate of return for your investment.

It is not necessary that the amount should be invested in stock market. Any kind of investment, a normal savings bank account can make your money grow.

The excess and unused cash which can otherwise be invested can be a big boon to the economy as well.

Have you ever wondered how many times the small petty cash expense you make to autowala is being rotated in the market?

The money rotates in the market. An expense for one person is income for other. Income is one of the factor affecting demand. If a person, miser in nature, does not spend money nor invest the money in some productive means, then that money is loss not only for that person but also for the economy because rotation of that particular amount which otherwise he would have spent or invested did not happen.

All the commercial banks play an important role of **CREDIT CREATION**. A deposit of ₹10000 can create credit worth ₹ 90000 in the market assuming the reserve ratio at 10%. A person's deposit is lent. Say for eg. The person who borrows the money invests the same in to the business(assumed). This is how capital assets are generated. Products are manufactured and launched in the Indian market. This helps the Indian GDP to grow.

The sale of these products bring in profit for the business man. He repays the loan along with interest and also pays taxes to the government. Also, the business man generates employment and undertakes the cost of labour and skill. Those people then spend their income for purchasing the goods thus increasing the purchasing power. Per capita income of the people also surges because of better availability of jobs.

Overall economy gets to a better position if the same example is seen at a Macro level. Here, the net income from abroad is ignored, which, if would have considered, would make a great change.

Now, what if that initial deposit of ₹10000 was not made or that amount was not invested in the financial market? None of the above things would have generated if the amount was kept idle in lockers or vaults, which makes it very important for us to say that "idle money is loss" not only for an individual but for the country as a whole.

- Rohan Shah.
SYBCOM G
Roll number 61.

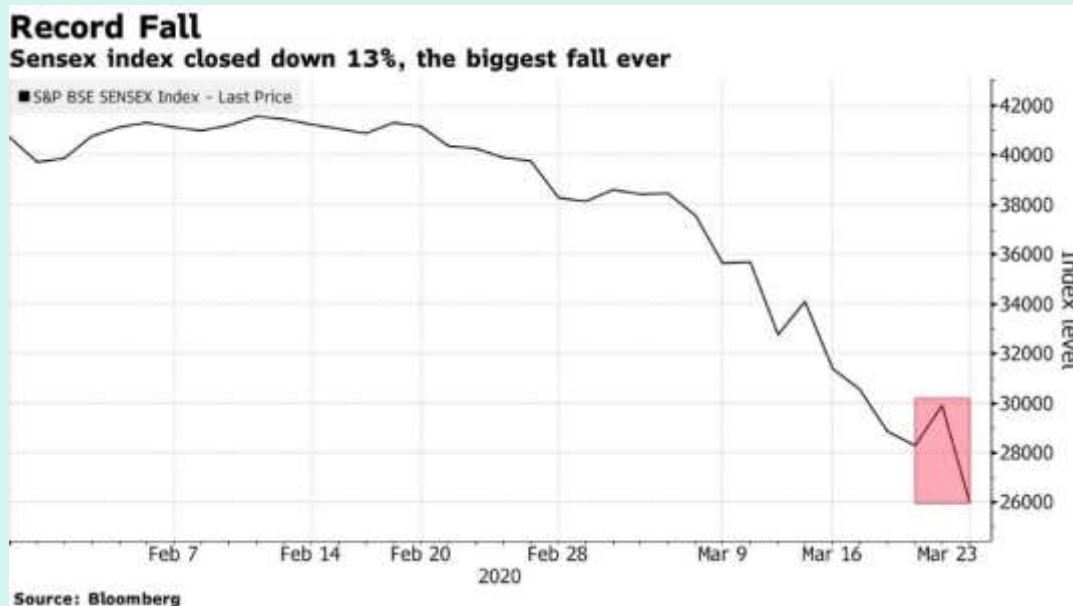
BUSINESSES!! It's Time to Breathe!



(source: wallpaperswide.com)

China witnessed it's 1st case of Coronavirus in the later months of 2019. No one was of the view that this virus was going to be a Global pandemic in the next few coming months. Cases increased World- wide and the death toll increased each passing day. Countries started imposing lockdowns to curb the virus spread. Businesses came to a standstill and an adverse supply shock is created in the economy. Logistics activities are also affected to a great extent.

Stock markets witnessed a huge crash due to the unprecedented collapse of economic activities and emerging fear of Covid-19 among the investors. As on 23rd March, 2020 the S&P BSE Sensex plunged over 15,188 points from what it was a month earlier i.e a downfall of 36.89%(see image below) in one month amid Covid- 19 fears. Bears were all over the bulls wiping off a huge amount of Market Cap for a large number of Companies. Right from the Big MNC's of Corporate world to small street side vendors, all are affected! People are loosing their jobs, employees are asked to go for unpaid leave for an uncertain period of time and Pay cuts are imposed in many companies. Payments are due in the market well above the credit period which that particular industry practices.



Small businesses are also finding it tough to survive as the lockdown period bought an interruption in their cash flow resulting into a liquidity crunch but they are anyhow fulfilling their daily needs. Daily wage earners are going through their most difficult times probably because they are not even able to fulfill their daily needs!

Conglomerates are taking place all around, right from Companies operational in paint selling business entering the hand sanitizer and surface sanitizer making segment to a small garage owner selling potatoes outside his garage just to fill his stomach! Online food delivering Companies are now delivering groceries to keep cash flowing in their business. Many food stall owners have applied **Backward Vertical Integration** and have started selling vegetables. Stagnant output, high prices and unemployment can lead an economy to enter into stagflation phase.

Even after the Covid 19 pandemic, it will be very difficult for the businesses to operate at that level of efficiency at which they were before the pandemic. All the fixed overheads which are due on the companies during the period of lockdown will have to be cleared first and only then they would be able to operate with their activities. Expenses like Rent, electricity bill(if any) etc may not be waived by the opposite party and the Companies in concern will have to clear them first without having any corresponding earnings for the same! Also, Precautions will be needed to be taken by all the Companies. Social distancing policies, frequent sanitization and all the related health measures will have to be implemented at work places. Also it may be possible that the manufacturing units do not operate with 100% of work force which may bring a downfall in productivity. This was in relation with the supply side of the economy but what about the demand side? Income of consumers will be affected. Unless and until it is very important

for them, there wont be any urge to create an unnecessary demand! The tourism industry, the entertainment industry and all the industries which do not provide essential services or goods or whose opportunity cost is more than other goods and services from the consumers perspective will be affected even after the COVID 19 pandemic!

The Moody's investors services, on March 27, 2020, downgraded its projection for India's GDP growth in the calendar year 2020 from 5.3% to 2.5% whereas Crisil projected it be 5.2% and Fitch projected it to be 5.1% from 5.7% and 5.6% respectively! The businesses shall be optimistic as there can be many future opportunities to grow. If the Covid 19 cases in India are restricted to a reasonably low level as compared to the other parts of the world and a well recovery rate is maintained then the Indian market can be explored by many foreign Companies in different forms. Some may come up with their own businesses in India and create employment opportunities or some may invest in the Indian Companies which will lead the Indian Companies to expand. Effective supply chains can be located in India in future, the export demand for Indian products from the world may also increase in future!

The abundance of Human Capital and the ever growing Indian Consumer Market can be explored by the new upcoming businesses as well as the existing businesses, which can help them to revive again keeping in mind the competition factor. Survival! Should be the current aim of all types of organizations. Cost cutting, negotiation with the creditors, satisfaction of the customers etc may prove a must for every organisation to survive after the Pandemic! Good business relations with the customers/clients may also help the organizations to grow back on track! All the financing options must be explored to keep the working capital in touch with what the Businesses need. Industries operational in business of food items, apparel, the e-commerce business and services including essential services, professional services etc may see a growing track much before than other businesses as demand for these will not be affected to that level that of the other industries! The economy to revive, may take ample of time until then, the businesses need to have an optimistic approach towards the growth of entire economy and currently its time for the, **"Businesses, to just breathe!!"**

- Rohan Manish Shah
SYBCOM G
Roll number 61

Must Watch Movies for Entrepreneurs

The Founder (<https://www.youtube.com/watch?v=vVK5OJD0HUK>)

The Founder is a biopic of the American fast-food tycoon Ray Kroc. Starring Michael Keaton, the movie tells the story of his creation of McDonald's fast-food restaurant chain, which became the biggest restaurant business in the world. It also stars Nick Offerman and John Carroll Lynch who play the McDonald brothers, the original founders of McDonald's.

Margin Call (https://www.youtube.com/watch?v=tzBNL_cIgEs)

Yet another movie about the 2007-08 financial crisis, but this time it's from the perspective of an investment bank deep in the crisis. The plot of Margin Call revolves around key people in a large investment bank and the actions they take over a 24-hour period during the initial stages of the financial crisis.

We cannot accomplish what we have initiated without your contributions.
We would like to receive your inputs in the form of:

- Articles
- Photographs
- Artwork
- Puzzles

Any other suggestions

You can also, join our team and help in making better, this monthly newsletter.

Send your contributions at vaishali.dawar@nmcce.ac.in. Do come ahead and make this Library initiative a successful one.

