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Changing Face of Agriculture

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Title of the Book: Changing Face of Agriculture, Agri-Business, Agriculture Marketing and Organic Farming- Innovation and Strategies

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New Age Marketing Techniques for Agricultural Marketing Innovation—An Empirical Study

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Abstract

The practise of new age marketing involves promoting products, services, and concepts on both physical and digital venues. A greater mass can be reached in a shorter amount of time through the digital website especially. With the new-age marketing strategy, the marketers have access to a variety of channels for advertising and promotions, as well as the consumers have more options and also the ability to purchase online for goods that can be transported to any area via an advanced logistical plan. Since digital technology and equipment are the foundation of new-age marketing, it must have access to them. The use of social media is essential to the functioning of the new-age marketing procedure because it is a key component of this type of marketing. More people have access to it than ever before because it is intriguing in character. In contrast to the prior concept, which claimed that businesses were the ones "talking" to customers, it provides forums for people to discuss goods, service, and concepts while also empowering customers to build networks to interact with companies. The traditional system of authority and control has thus been flattened by social media. It focuses on individuals, involvement, and communities; a transformation from monologue to conversation, the defining characteristic of the shift from traditional selling to new-age marketing. Well-known conventional items are altering its shapes to just be able to reach a wider range of people in reaction towards the radical change in marketing techniques and channels.

Keywords: New age marketing, organic agriculture, manufacturing, technology, innovation, farmers, adoption, age

I. Introduction

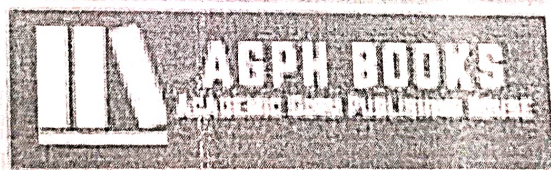
A continuous form of farming from an environmental, economical, and social point of view is organic farming. There has been no research on the characteristics of the technology utilised in this cultivation techniques, particularly from an agronomical perspective, despite the fact that many research on organic agriculture have indeed been performed from technical viewpoint, economical qualities, and ecological elements associated to practise. Contrary to the diverseness typical of traditional farming, the significant proportion of organic agriculture share a number of

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The novelty of this book lies in its ability to uncover new knowledge and insights about human behavior, societies, and social phenomena. It focuses on understanding and explaining various aspects of human society, including individual behavior, group dynamics, cultural practices, social institutions, and the impact of various factors.

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of Women in Kendrapara District
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Abstract

Document Sections

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- IV. Result and Discussion
- V. Conclusion

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Abstract:

Anticipating the volatility of financial resources can be valuable since volatility is much of the time utilized in a few financial areas. In this review, we utilize long transient memory (LSTM) and deep brain organization (DNN) models to assess stock file volatility. Most of related research projects train machine learning models utilizing the distance misfortune capability, yet this has two disadvantages. The first is that their models can't be reasonably contrasted with econometric models since they make botches while involving assessed volatility as the gauging point. We also perform probability-based analysis functions to prepare deep learning models and test individual models against test probabilities for solving these two problems. Our findings show that deep learning models with probability-based unhappiness features can estimate volatility more accurately than econometric models and deep learning models with distance unhappiness features. Of his two deep learning models with probability-based misfortune functions, the LSTM model performs the best.

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Abstract

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- I. Introduction
- II. Research Methodology
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- IV. Discussion
- V. Calculation and Future Direction

Abstract:

At the present days, the popularity of the stock marketing is very high as this is only the legal platform where the investor can doubling their investments within very short span. However, besides the chance of profitability, there is huge risk present due to the extreme volatility. In this context, to reducing the risk of financial this research study has developed a AI detection model so that a predictive future data related to the stock exchange can be obtained through the past data train. In order to predict where prices will go in the future, this model uses machine learning algorithms and NLP techniques to decipher historical market data. Backtesting on simulated data demonstrates that high levels of accuracy, precision, recall, and F1 score may be attained in the prediction of market volatility using the proposed model. The proposed model may be used by investors and financial institutions as a tool for making more informed investment decisions, reducing risk, and identifying untapped investment opportunities. An important contribution to the field of finance, this research shows how machine learning algorithms and natural language processing methods show potential in predicting market volatility.

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