Sheth T.J. Education Society’

 Sheth N.K.T.T College of Commerce & Sheth J.T.T. College of Arts,

 Thane(W)

 **Staff Academy ,**

 **Report of Teachers Presentations organised on 15th July 2021**

Staff Academy had organised Teachers presentations from faculty on 15th July 2021, at 12 noon on online platform . Three faculty members , Principal Dr Dilip Patil, Dr Manoshi Bagchi and Ms Kinjal Gosai presented their papers . Principal Dr Dilip Patil presented on Understanding the errors in Hypothesis testing and their interpretation .Sir enlightened on what is Hypothesis and what is Ho and H1 , what are the errors in Hypothesis testing . How the Hypothesis is useful in research work and sir explained Hypothesis testing with the help of case studies .

Dr Manoshi Bagchi presented on the topic Linguistic and Psychological Barriers to communication. Madam enlightened on what is barrier , types of barriers, faulty translations, use of Jargons , paralinguistic features , effect of emotions , difference in perceptions , self image, prejudices and halo effect.

Kinjal Gosai presented on A study on impact of online Ratings on Purchase Intention .Madam covered the points like how consumers trust online reviews as much as personal recommendations , consumers visit social networking sites to read product reviews , belief of customers for online rating , attitude of consumers for online rating . Online ratings are used for online shopping , online purchase of food , downloading applications , online purchase decisions. Online ratings are given by knowledgeable persons and experts .Online ratings are easily available and understandable source of information.

Convener

Staff Academy