

"The contents of 'Mercatura' are related to ideas and perceptions of experts developed based on their prolonged sincere endeavour in the field of commerce and Management. The quality and relevance of the contents have been verified by Expert Committee appointed by the management Governing Council. This edition has considered contemporary importance and subjective innovation trends in this modern scenario of competitive business world. Obviously, this can be suggested as a good reference book for present and future learners and researchers in the respective subjects as this can enlighten their perceptions and also empower them to play their vital role when commerce changes the fate and genius of Nations."

Prof. Mohammed Ashraf .M



Gems Arts & Science College (Affiliated to University of Calicut), Ramapuram, Kadungapuram (PO), Malappuram (DT) Pin - 679321

GEMS ₹ 220

Layout and design: Subin Abraham

ISBN 978-81-967332-5-4



9 788196 733250



GEMS



Dr. B G Unni
 Dr. Naveen Mohan
 Prof. Mohammed Ashraf M
 Smitha Pramod V


MERCATURA

Dr. NAVEEN MOHAN
 PRINCIPAL

GEMS ARTS AND SCIENCE COLLEGE
 KADUNGAPURAM (PO), RAMAPURAM
 MALAPPURAM DT., KERALA-679 321

MERCATURA




Dr. NAVEEN MOHAN
PRINCIPAL
GEMS ARTS AND SCIENCE COLLEGE
KADUNGAPURAM (PO), RAMAPURAM
MALAPPURAM DT., KERALA-679 321

ENGLISH LANGUAGE

Mercatura

Commerce/Articles

By Dr.B.G.Unni, Dr.Naveen Mohan,
Prof. Mohammed Ashraf M., Smitha Pramod V

Rights Reserved

First Published October 2023

PUBLISHER

GEMS ARTS AND SCIENCE COLLEGE

An ISO 9001:2015 Certified Institution

(Affiliated to University of Calicut and UGC Recognized
Under Section 2(F) of UGC Act 1956)Registration No:

KI/2019/0242803 (NGO-DARPAN) NITI AAYOG,
GOVERNMENT OF INDIA)

<https://gemsasc.ac.in/>

gemsasc@gmail.com

04933 256 123, 9965157657

DISTRIBUTER

GEMS ARTS AND SCIENCE COLLEGE




Dr. NAVEEN MOHAN

PRINCIPAL

GEMS ARTS AND SCIENCE COLLEGE
KADUNGAPURAM (PO), RAMAPURAM
MALAPPURAM DT., KERALA-679 321

Preface

This book titled "Mercatura" is a beautiful combination of commerce related articles of eminent faculties of GEMS Arts & Science College which can lead the readers to new horizons of knowledge enriched with the reflections of latest developments in this ever growing subject - Commerce. This inculcates among students, teachers and researchers to be a front runner in the respective field by applying suitable modern strategic tools which can contribute wonderful results.

The contents of "Mercatura" are related to ideas and perceptions of experts developed based on their prolonged sincere endeavour in the field of commerce and Management. The quality and relevance of the contents have been verified by Expert Committee appointed by the management Governing Council. This edition has considered contemporary importance and subjective innovation trends in this modern scenario of competitive business world.

Obviously, this can be suggested as a good reference book for present and future learners and researchers in the respective subjects as this can enlighten their perceptions and also empower them to play their vital role when commerce changes the fate and genius of Nations.

Prof. Mohammed Ashraf .M

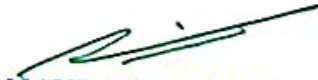


Dr. NAVEEN MOHAN
PRINCIPAL
GEMS ARTS AND SCIENCE COLLEGE
KADUNGAPURAM (PO), RAMAPURAM
MALAPPURAM DT., KERALA-679 321

Index

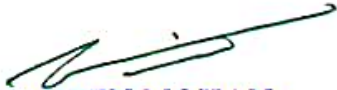
1.	ROLE OF KUDUMBASHREE IN EMPOWERING WOMEN IN KERALA Mohammed Ashraf .M	7
2.	UNLEASHING THE POTENTIAL OF ARBITRAGE: A PROFITABLE STRATEGY FOR INVESTORS Mohamed Navas K	12
3.	ARTIFICIAL INTELLIGENCE AND COMMERCE: REVOLUTIONIZING BUSINESS STRATEGIES Anoos Babu P K	15
4.	CHANGING PATTERN OF DEMANDFOR E-BANKING SERVICES Ayisha Sisni M	26
5.	METaverse COMMERCE: UNLOCKING NEW OPPORTUNITIES FOR BUSINESSES IN VIRTUAL REALMS Nasiya K P	34
6.	EXPLORING ALTERNATIVE INVESTMENT OPTIONS: A COMPREHENSIVE GUIDE Nusrath Shumna C H	47
7.	CORPORATE SOCIAL RESPONSIBILITY AND ITS RELEVANCE IN THE PRESENT ECONOMIC DEVELOPMENT Ruxsana P M	53




Dr. NAVEEN MOHAN
PRINCIPAL
GEMS ARTS AND SCIENCE COLLEGE
KADUNGAPURAM (PO), RAMAPURAM
MALAPPURAM DT., KERALA-679 321

- | | | |
|-----|---|----|
| 8. | BENCHMARKING - THE BUZZWORD
OF MANAGEMENT
Sandeepan. K.M | 59 |
| 9. | ANALYSING THE EFFECTIVENESS OF GOODS
AND SERVICE TAX IN BOOSTING
ECONOMIC GROWTH
Saritha A | 64 |
| 10. | STRESS MANAGEMENT OF BANK EMPLOYEES
DURING COVID-19 PANDEMIC WITH SPECIAL
REFERENCE TO PERINTHALMANNA MUNICIPALITY
Sivakumar.K | 72 |
| 11. | UNDERSTANDING THE INVESTOR SENTIMENT
AND BEHAVIOR IN THE INDIAN
DERIVATIVE MARKET
Sunaina K P | 78 |
| 12. | THE IMPORTANCE OF CYBERSECURITY
IN E-COMMERCE:
A COMPREHENSIVE GUIDE FOR BUSINESS OWNERS
Anoos Babu P K | 86 |
| 13. | UNRAVELLING THE DISPARITY
Different Prices of the Same Stock in
Bombay Stock Exchange (BSE) and
National Stock Exchange (NSE)
Mohamed Navas K | 92 |




Dr. NAVEEN MOHAN
 PRINCIPAL
 GEMS ARTS AND SCIENCE COLLEGE
 KADUNGAPURAM (PO), RAMAPURAM
 MALAPPURAM DT., KERALA-679 321

UNLEASHING THE POTENTIAL OF ARBITRAGE: A PROFITABLE STRATEGY FOR INVESTORS

Examining the Opportunities, Risks,
and Rewards of Arbitrage in Financial Markets

Mohamed Navas K
Assistant Professor
PG Department of Commerce

ABSTRACT

Arbitrage, a strategy rooted in exploiting price differentials for the same asset or related assets across different markets, has long been a valuable tool in the arsenal of investors. This paper explores the concept of arbitrage, types, benefits, risk and challenges related to arbitrage

INTRODUCTION


In the realm of finance, where risks and opportunities constantly intertwine, investors are always on the lookout for strategies that can generate consistent profits. One such strategy that has gained significant attention is arbitrage. This financial technique involves exploiting price differences between different markets, instruments, or assets to secure risk-free profits. In this article, we delve into the world of arbitrage, exploring its mechanics, potential gains, and associated risks.

Understanding Arbitrage:

Arbitrage, at its core, involves buying an asset at a lower price in one market and simultaneously selling it at a higher price in

12




Dr. NAVEEN MOHAN
PRINCIPAL
GEMS ARTS AND SCIENCE COLLEGE
KADUNGAPURAM (PO), RAMAPURAM
MALAPPURAM DT., KERALA-679 321

another market to take advantage of price discrepancies. The goal is to capitalize on these inefficiencies before the market corrects itself, thus ensuring a risk-free profit. While the concept of arbitrage is simple, executing it successfully requires a combination of market knowledge, quick decision-making, and access to multiple trading platforms.

Types of Arbitrages:

- **Spatial Arbitrage:** This form of arbitrage exploits price differences between the same asset in different geographical locations. For example, a commodity may be priced higher in one region due to supply constraints, while it can be purchased at a lower price in another region with surplus supply.
- **Temporal Arbitrage:** Temporal arbitrage involves taking advantage of price variations over time. For instance, a trader may identify a stock that is undervalued due to a temporary market fluctuation and purchase it, expecting its price to increase in the near future.
- **Statistical Arbitrage:** Statistical arbitrage relies on quantitative analysis and mathematical models to identify pricing anomalies. Traders leverage statistical techniques to identify relationships between securities, exploiting any deviations from expected patterns.

Benefits of Arbitrage:

- **Risk-Free Profits:** By nature, arbitrage eliminates market risk since the investor engages in simultaneous buying and selling transactions. Profit is derived purely from the price differential, regardless of market conditions.
- **Market Efficiency Promotion:** Arbitrageurs play a vital role in enhancing market efficiency. Their actions quickly bring prices in different markets into alignment, reducing disparities and restoring equilibrium.
- **Diversification:** Arbitrage allows investors to diversify their portfolios beyond traditional asset classes. It provides an opportunity to tap into various markets and instruments,



13
Dr. NAVEEN MOHAN
PRINCIPAL
GEMS ARTS AND SCIENCE COLLEGE
KADUNGAPURAM (PO), RAMAPURAM
MALAPPURAM DT., KERALA-679 321

potentially reducing overall investment risk.


Risks and Challenges:

- **Execution Risks:** Successful arbitrage depends on prompt execution of trades. Delays in order processing or difficulties in accessing multiple markets can undermine potential profits or even lead to losses.
- **Regulatory Constraints:** Different markets may have varying regulations, which can pose challenges for arbitrage strategies. Compliance with legal requirements and navigating complex regulatory frameworks can be time-consuming and costly.
- **Liquidity Risk:** Arbitrage strategies require liquid markets with ample trading volume. Illiquid markets can make it challenging to enter or exit positions at desired prices, limiting profitability.

CONCLUSION

Arbitrage continues to attract investors due to its potential for risk-free profits and market efficiency promotion. While it presents opportunities for diversification and portfolio enhancement, traders must be cognizant of execution risks, regulatory constraints, and liquidity concerns. As financial markets evolve, arbitrage strategies will likely adapt and thrive, providing astute investors with avenues to capitalize on pricing inefficiencies and generate consistent returns.




Dr. NAVEEN MOHAN
PRINCIPAL
GEMS ARTS AND SCIENCE COLLEGE
KADUNGAPURAM (PO), RAMAPURAM
MALAPPURAM DT., KERALA-679 321