



**VIDYABHARTI TRUST COLLEGE OF  
BUSINESS, COMPUTER-SCIENCE AND RESEARCH, UMRACKH**

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**Department of Business Administration  
Newsletter**



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## **Business Analytics with Artificial Intelligence**

In the modern digital economy, businesses generate a huge amount of data every day. To convert this data into useful insights, organizations use Business Analytics. With the advancement of technology, Artificial Intelligence (AI) has become an important tool in business analytics. AI helps companies analyze data faster, identify patterns, and make smarter decisions. Business Analytics with AI allows organizations to improve efficiency, predict future trends, and gain a competitive advantage in the market. When AI is integrated into business analytics, the process becomes more intelligent and automated. AI algorithms can process large volumes of data and provide accurate insights in real time.

Artificial Intelligence enhances business analytics in many ways. AI technologies such as machine learning, natural language processing, and predictive analytics help businesses understand data more effectively. Business Analytics with AI is transforming the way organizations operate and make decisions. By combining advanced analytics with artificial intelligence, businesses can gain deeper insights, predict future trends, and improve overall performance. In the future, AI-driven business analytics will play an even more important role in helping companies innovate and stay competitive in the rapidly changing business environment.

- **By Rakhi Parmar**  
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## **Individual Differences of Culture in Negotiation**

Negotiation is a process in which two or more parties communicate to reach an agreement. However, the negotiation process is strongly influenced by cultural differences. Culture shapes people's values, communication style, attitudes, and behavior, which leads to individual differences during negotiation.

Understanding these differences helps negotiators avoid misunderstandings and reach better agreements.

### **1. Communication Style**

Different cultures have different communication styles. Some cultures prefer direct communication, while others prefer indirect communication.

In countries like the United States or Germany, negotiators usually communicate directly and clearly express their opinions. In cultures such as Japan or China, negotiators often communicate indirectly and may avoid saying “no” directly to maintain harmony.

Example:

An American negotiator may directly reject a proposal, while a Japanese negotiator might respond politely and indirectly, which could create misunderstanding if cultural differences are not understood.

### **2. Attitude Toward Time**

Cultural background also affects how individuals view time in negotiation. People from the United States or Switzerland usually prefer quick decisions and strict schedules.

Negotiators from countries like India or Brazil may focus more on relationship building before making decisions.

Example:

An American company may want to finalize a contract quickly, whereas an Indian business partner might prefer spending more time building trust before signing the agreement.

### **3. Decision-Making Style**

Cultural differences also influence how decisions are made. In individualistic cultures like the United States, individuals often make decisions independently.

In collectivist cultures such as Japan or South Korea, decisions are usually made after consulting the group or organization.

Example:

A Japanese negotiator may take longer to finalize an agreement because they need approval from their team or senior management.

#### **4. Attitude Toward Risk**

People from different cultures also vary in their willingness to take risks. Negotiators from countries like United States may be more open to risk and innovation.

Negotiators from countries like Japan often prefer careful planning and risk avoidance.

Example:

During a business deal, an American firm may suggest a new market strategy, while a Japanese firm might prefer a safer and well-tested approach.

#### **5. Importance of Relationships**

In some cultures, building personal relationships is very important before business negotiation. In countries such as China and India, trust and personal relationships play a significant role. In Western cultures like the United States, negotiations may focus more on contracts and formal agreements.

Example:

Chinese negotiators may arrange several meetings or dinners before discussing the actual deal, whereas American negotiators may focus directly on the contract terms.

Source:

<https://www.pon.harvard.edu/daily/business-negotiations/how-to-deal-with-cultural-differenc>

<https://thebftonline.com/2022/07/20/insights-into-negotiations-respect-cultural-differences-during-negotiations/>

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## **March 15 advance tax deadline: who needs to pay and what happens if you miss it**

If advance tax instalments are not paid by their respective due dates, interest is charged at the rate of 1 percent per month on the amount of tax that remains unpaid.

With the financial year nearing its end, several important tax deadlines are approaching for taxpayers. One of the key dates to watch is March 15, which is the last day to pay the final instalment of advance tax for FY 2025–26. Taxpayers whose estimated tax liability exceeds Rs 10,000 must ensure timely payment to avoid interest charges on the outstanding amount.

Who should pay advance tax?

Under Section 208 of the Income Tax Act, “A taxpayer whose estimated tax liability for the financial year is Rs. 10,000 or more, after reducing tax deductible or collectible at source (TDS/TCS), is required to pay advance tax in four instalments,” said Gopal Bohra, Partner - Tax, N.A.Shah Associates.

The rule is applicable to all categories of taxpayers, including salaried individuals, freelancers, and businesses. Senior citizens aged 60 years or above are exempt from paying advance tax if they do not have income from business or profession during the financial year.

What happens if a taxpayer misses the March 15 advance tax deadline?

Taxpayers missing the advance tax due dates will have to pay interest under Section 234C at 1 percent per month for the period of delay. Additionally, one has to pay under Section 234B until the date of the actual payment. “If you fail to pay at least 90 percent of your total assessed tax by March 31, interest under Section 234B at 1 percent per month will apply from 1st April of the Assessment Year until the date of the actual payment.

How should taxpayers correctly calculate their final advance tax liability?

Estimate Total Income: Include salary, business profits, capital gains, and & Income from Other Sources. (like FD interest).

- Apply Deductions: Subtract eligible deductions under Section 80C, 80D, etc.
- Calculate Gross Tax: Compute tax based on the chosen regime (Old vs. New).
- Deduct TDS/TCS: Subtract all taxes already deducted or collected.
- Final Check: Ensure that by March 15, the total advance tax paid equals 100 percent of the calculated net tax.

How to pay advance tax?

- Visit the Income Tax e-filing portal and log in using your user ID and password.
- After logging in, go to e-File and select e-Pay Tax.
- On the top-right corner of the page, click on 'New Payment'.
- You will see multiple payment options such as TDS payment, equalization levy, and income tax. Select 'Income Tax' (this includes advance tax and self-assessment tax) and click 'Proceed'.
- Select the Assessment Year 2026–27 and choose Minor Head 'Advance Tax' (Code 100).
- Enter the relevant tax details such as tax amount, surcharge, interest, and other applicable components.
- Choose your preferred payment mode and click 'Pay Now' on the next page.
- Review the terms and conditions, agree to them, and complete the payment using the selected payment method.

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