



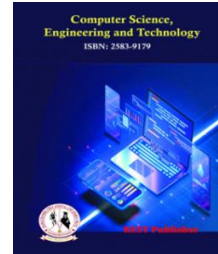
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Role of Technology in Lottery Innovation and Expansion by using WSM Method

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Abstract: Recent technology breakthroughs have brought about substantial shifts in the lottery sector. This essay looks at how technology encourages growth and innovation in the Indian lottery industry. By means of an extensive examination of new developments, obstacles, and prospects, the research illuminates the revolutionary influence of technology on lottery management, participant involvement, and regulatory supervision. Using case studies and empirical research as sources, The lottery industry contributes substantial revenue to government coffers, supporting public welfare programs, infrastructure development, and socio-economic initiatives. By analyzing the role of technology in shaping consumer behavior and attitudes towards lotteries, research helps lottery operators devise marketing strategies, product offerings, and engagement tactics tailored to evolving player preferences. Technology-driven innovation in the lottery industry raises complex ethical and regulatory challenges related to data privacy, cybersecurity, fairness, and responsible gaming. research on the role of technology in lottery innovation and expansion offers multifaceted insights into the opportunities, challenges, and implications of digital transformation within the gaming industry. By addressing these dimensions comprehensively, stakeholders can navigate the evolving landscape of lottery gaming responsibly, sustainably, and inclusively. One method utilized in decision-making procedures, especially in multi-criteria decision analysis (MCDA), is the Weighted Sum Method (WSM). To make wise selections, many choices are assessed and compared using MCDA to a set of criteria. Give each criterion a weight to represent its proportional significance during the decision-making process. These weights should sum up to 1 (or 100%), and they are usually established based on the preferences of stakeholders or decision-makers. To guarantee comparability, normalize the criterion values to a comparable scale, often between 0 and 1. In this stage, the raw data may be transformed using linear scaling or other normalizing methods. Add up the weighted values for every possibility by multiplying each criterion value by its associated weight. After this computation, a single score is obtained. The ranking for the role of technology in lottery innovation and expansion is displayed in Figure 5. Faculty strengths Data Analytics and Personalization score lower than Regulatory and Legal Considerations, which received the highest grade.

Keywords: Data Analytics and Personalization, Blockchain Technology, Cryptocurrency and Digital Payments, Social Media and Online Communities, Regulatory and Legal Considerations, Security and Integrity, Market Reach and Accessibility, Revenue Generation and Business Performance, Social Impact and Responsible Gaming.

1. INTRODUCTION

Defining innovation, expectations vs. reality, individual project responsibilities, technology planning and execution, and the grant writing process are some of the topics that emerged from interviews with thirteen important school staff. A range of qualitative techniques, such as semi-structured interviews, email correspondence, formal document examination, and workplace observations, were used to gather the data. n. This is particularly true in a state where local school districts have been repeatedly ordered to lower the taxes they impose on district customers. In this Midwestern state, lottery monies for education are a frequently utilized revenue stream that school districts must seek out to make up for lost revenue [1]. Next, we create and evaluate a comprehensive theory that accounts for both internal and regional factors in state lottery adoptions. The empirical findings lend strong credence to Mohr's theory.

Using pooled cross-sectional time series data, our model of state lottery adoptions will be examined using event history analysis—a method more frequently employed in social and biological sciences than in political science. In a pooled data collection of instances "at risk" of adoption, the proportion of cases scored adopt can be less than 5% because most programs can only be adopted once by each state, and the years of adoption by various states can span several decades. While this can seem like an almost insurmountable barrier to successful [2]. I'll look at some of the main issues with peer review and discuss the potential advantages of switching to a lottery as a different method of making decisions. A lottery has several advantages, including time and resource savings, increased epistemic diversity, justice, and impartiality within academics, and a more dynamic selection process. However, despite the lottery's effectiveness as a fair and impartial method of selection, it is frequently seen to be far more suitable to employ a good evaluation procedure based on human reason's capacity to recognize, appraise, and take ownership of the decision that must be made [3]. Our goal with this study is to gain a deeper understanding of the problems in a paradigm where endogenous decision-making governs innovation and adoption of new concepts. To examine technology transfer, the model includes a market for ideas, based on the concept that some individuals are better at development and others at research. This acknowledged that the ideal individual to get ideas to market is not always someone who is brilliant at coming up with them. Furthermore, as Lamoreaux and Sokoloff (1999) state: "A dramatic rise in the relative importance of highly specialized inventors as generators of new technological knowledge and a sharp acceleration of the rate of inventive activity characterize the growth of the U.S. economy over the 19th century." [4]. While the cost of EVs drops over time at varying rates ranging from 3% to 15%, the quantity of BEV buyers remains constant. This is due to the license plate lottery policy's restriction on the overall quantity of BEV purchasing permits [5]. On the other hand, government-made cost-benefit analyses or logical decision-making processes may not result in the adoption of policies. Adoption may instead depend on how well the policy complies with social and cultural norms, which may benefit the policy more as it gets legitimacy and is adopted by more jurisdictions. This research examines how lotteries spread among the states of the United States, looking at how adoption variables may vary over time, a phenomenon linked to lottery legitimation [6]. Our approach takes use of this shock caused by a lottery. Second, we acknowledge that there are two ways in which the H-1B regulations have an impact. One is the impact of "average rationing," those with a high reliance on foreign labor may be more severely affected by national rationing than those with a low proportion of foreign labor hires. That is to say, there will be a significant potential flow of workers who will be directly impacted by changes in federal policy in locations where foreign workers account for a significant portion of the labor force. Beyond this average route of restriction, there is another channel that produces a "unexpected shock" impact. In other words, given national rationing rates and local reliance on the H-1B program, towns may anticipate receiving a certain number of foreign-born workers, but the actual number of H-1B [7]. Which is being delivered by the Royal Society of Wildlife Trusts (RSWT) in England? Launched in November 2007, as part of the Big Lottery's 'Changing Spaces' program me, this £59.8 million programmer distributes lottery grants to a variety of food-related projects, with the main aim of helping to make locally grown food accessible and affordable to local communities [8]. We address the challenge of optimizing the projected impact of a social influence program, such as the "social lottery," by formally modeling it. A social lottery gives incentives and rewards the encouraged behavior equitably, mostly based on the participants' demonstrable dedication to the program (e.g., their accomplishments in energy conservation) rather than their social standing [9]. More technologies arrive, get merged, and go through commercial screening on the innovation input side of the competency bloc than the entrepreneurs could ever expect to identify as potential ventures. Additionally, when the composite technology package that serves as a temporary definition for a product is defined, a growing number of technological systems will be included in the selection process as it moves through the filter of economic criteria that constitutes a competence bloc [10]. The sangham calls meetings once a year so that everyone can cast lots. Given the significance of the lottery in deciding a fisherman's livelihood for the upcoming year, participation is often fairly high [11]. Depending on your luck, they will be picked at random at the end of each month to receive a present. Everyone was informed when it was time for the lottery to be drawn. As word spread that individuals were receiving fans and rice cookers for depositing money, more people were interested in participating [12]. Net lottery revenues in the 14 states that had lotteries in 1980 and 1985 increased at an average annual compound rate of about 28 percent throughout that time, even though they still make up a negligible portion of state income [13]. The measure was acknowledged by the administration as a "considerable liberalization." The highest prize limit, which was set at half a million guilders, was lifted by the legislator, and the Sports Tote was given permission to add a jackpot and hold 370 lottery drawings annually as opposed to just 60. Additionally, the lawmaker made the Sports Tote structure simpler [14]. Naturally, it seems ironic at first that any realistic viewpoint on strategic change could resemble a lottery. It is even more ironic that this perspective might be

connected to a New Labor that frequently characterizes itself as methodical and technocratic in its methodology (Blair 1998a; 1998b; Boyne et al. 2001; Temple 2000) [15].

2. MATERIALS AND METHOD

Alternative parameters: Data Analytics and Personalization, Blockchain Technology, Cryptocurrency and Digital Payments, Social Media and Online Communities, Regulatory and Legal Considerations.

Evaluation parameters: Security and Integrity, Market Reach and Accessibility, Revenue Generation and Business Performance, Social Impact and Responsible Gaming.

Data Analytics and Personalization: The act of gathering, evaluating, and interpreting vast amounts of data in order to identify significant trends, patterns, and insights is known as data analytics. Data analytics may be used in the lottery sector to improve decision-making and maximize performance across a range of operational and marketing factors. Lottery operators gather information on player activity, such as demographics, frequency of play, preferred games, and ticket sales. Operators may learn about consumer preferences, spot trends, and forecast future behavior patterns by examining this data. Predictive modeling and machine learning algorithms are two examples of data analytics approaches that may be used to anticipate ticket sales, estimate jackpot values, and improve reward structures.

Block chain Technology: A decentralized digital ledger system called block chain technology keeps track of transactions on a network of computers. Although it became well-known as the foundational technology for cryptocurrencies like Bit Coin, its uses go much beyond virtual money. Conventional databases are centralized, which means that a single organization—such as a business or government—maintains and stores them. As an alternative, blockchain runs on a decentralized network of computers, or nodes, where a copy of the whole blockchain is stored on each node. A single point of failure is avoided and security and transparency are guaranteed by this decentralization.

Cryptocurrency and Digital Payments: Think about the use of digital payment systems and cryptocurrencies in lottery transactions. Examine the benefits and difficulties of incorporating cryptocurrency into lottery platforms, taking into account customer acceptability, security concerns, and regulatory constraints.

Social Media and Online Communities: Examine how social media sites and online forums contribute to player interaction, brand recognition, and lottery marketing. Examine the ways in which lotteries use social media to interact with players, provide material, and encourage responsible gambling.

Regulatory and Legal Considerations: Analyze the legal and regulatory issues that arise when technology is used in lottery operations. Examine how changing laws, mandated compliance, and consumer protection policies may affect the creativity and growth of lotteries.

Security and Integrity: Assess the strength of security protocols put in place to safeguard private client information, financial transactions, and lottery winnings. Evaluate how well fraud detection algorithms and procedures work to stop lottery system manipulation and guarantee the accuracy of draws and prize distributions..

Market Reach and Accessibility: Analyze how much technology has made it easier for lottery services to spread into new areas and markets, especially underserved and distant areas.Examine how inclusive digital lottery systems are for a range of groups, such as non-native English speakers and those with impairments.

Revenue Generation and Business Performance: Analyze how technology-driven efforts affect lottery operators' overall profitability, income sources, and ticket sales. Analyze how well technology investments are working to improve operational efficiency, spur corporate development, and provide value to stakeholders.

Social Impact and Responsible Gaming: Evaluate how well features and tools for responsible gaming are being implemented in order to stop problem gambling, raise player awareness, and offer assistance to those who are at risk. Examine lottery operators' contributions to public welfare, charity causes, and community development via technology-driven social impact initiatives and collaborations.

Method: A method of making decisions that is applied in many domains, including management, economics, and engineering, is the Weighted Sum Method (WSM). It makes it easier for decision-makers to compare and evaluate options methodically using a variety of criteria, enabling them to make well-informed decisions. The Weighted Sum Method's fundamental idea is to balance various factors based on how important they are in relation to one another while making decisions [16] Depending on the decision's context, these criteria may include cost, quality, efficiency, or any other pertinent characteristics. Determine and clarify the standards that matter for the process of making decisions. These standards ought to encompass the essential elements that must be assessed among the accessible options. Give each criterion a weight to represent its importance or priority in relation to the others. Usually,

decision-makers or other process stakeholders make the final determination of the weights. It is imperative that the total weights equal 1 or 100%. To make sure the data for each criterion are on a similar scale, normalize the data related to each one [17]. When the criteria have distinct ranges or are measured in different units, this step is crucial. The results for all criteria for each alternative are added after multiplying the normalized values of each criterion by the associated weights. Each alternative is given a single score or value as a result of this procedure, which indicates how well it performs overall or if it meets the requirements. Sort the options according to the scores they have been computed. Based on the selected criteria and weights, the option with the highest score shows which is the most preferred choice. [18]. This rating can be used by decision-makers to determine which option is best or to further examine trade-offs and other factors. The Weighted Sum Method openly weighs the relative relevance of many variables, making it a straightforward and systematic method to decision-making. It enables decision-makers to rank goals and preferences, methodically assess options, and come at decisions that suit them. Although the Weighted Sum Method provides insightful analysis of difficult choice situations, it's critical to understand its drawbacks and possible biases. [19]. To guarantee the reliability and validity of the decision-making process, great thought should be placed into the selection of the criteria, the distribution of weights, and the interpretation of the findings. Sensitivity analysis may also be used to evaluate how adjustments to criteria or weights affect the analysis's results.

3. RESULT AND DISCUSSION

TABLE 1 Role of Technology in Lottery Innovation and Expansion

	Security and Integrity	Market Reach and Accessibility	Revenue Generation and Business Performance	Social Impact and Responsible Gaming
Data Analytics and Personalization	6	8	6	400,000
Blockchain Technology	14	7	8	300,000
Cryptocurrency and Digital Payments	31	10	9	160,000
Social Media and Online Communities	24	8	10	270,000
Regulatory and Legal Considerations	22	9	11	21,000

Table 1 illustrates how technology is used in lottery innovation and expansion utilizing the WSM approach. Function of Technology in Lottery Innovation and Growth in Alternative Value in Blockchain Technology, Digital Payments and Cryptocurrency, Social Media and Online Communities, Data Analytics and Personalization, Legal and Regulatory Aspects to Consider. and Evaluation value Security and Integrity, Market Reach and Accessibility, Revenue Generation and Business Performance, Social Impact and Responsible Gaming

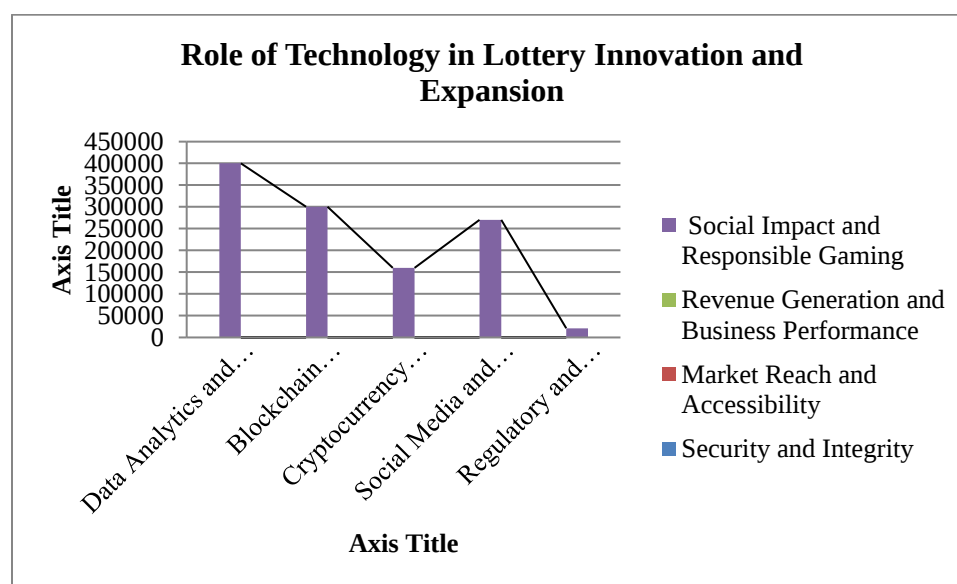


FIGURE 1. Role of Technology in Lottery Innovation and Expansion

Using the WSM technique, Figure 1 illustrates the role of technology in lottery innovation and expansion. Role of Technology in Lottery Innovation and Expansion in alternative value in Data Analytics and Personalization, Blockchain Technology, Cryptocurrency and Digital Payments, Social Media and Online Communities, Regulatory and Legal Considerations. & Assessment worth Social Impact and Responsible Gaming, Revenue Generation and Business Performance, Market Reach and Accessibility, Security and Integrity.

TABLE 2.Normalized Data

Normalized			
0.19355	0.80000	0.54545	0.05250
0.45161	0.70000	0.72727	0.07000
1.00000	1.00000	0.81818	0.13125
0.77419	0.80000	0.90909	0.07778
0.70968	0.90000	1.00000	1.00000

Table 2 presents the Normalized data on the following topics: Blockchain Technology, Cryptocurrency and Digital Payments, Social Media and Online Communities, Regulatory and Legal Considerations, Computational time, Simplicity, Mathematical calculations involved, Data Analytics and Personalization, Blockchain Technology, Role of Technology in Lottery Innovation and Expansion, and Maximum in Normalized value.

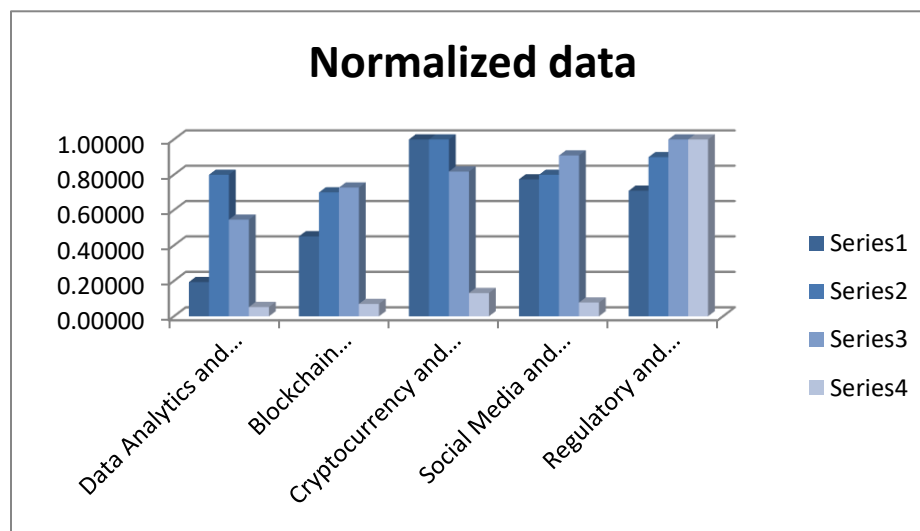


FIGURE 2. Normalized Data

The normalized data role of technology in lottery innovation and expansion is displayed in Figure 2. Time spent on computation, ease of use, number of mathematical operations required, Analytics of Data and CustomizationBlockchain Technology, Digital Payments and Cryptocurrencies, Social Media and Virtual Communities In terms of regulations and laws, it is also the maximum value in a normalized format.

TABLE 3.Weight

Weight			
0.25	0.25	0.25	0.25
0.25	0.25	0.25	0.25
0.25	0.25	0.25	0.25
0.25	0.25	0.25	0.25
0.25	0.25	0.25	0.25

Table 3 shows Weightages used for the analysis. We taken same weights for all the parameters for the analysis

TABLE 4.weighted normalized decision matrix

Weighted normalized decision matrix			
0.04839	0.20000	0.13636	0.01313
0.11290	0.17500	0.18182	0.01750
0.25000	0.25000	0.20455	0.03281
0.19355	0.20000	0.22727	0.01944
0.17742	0.22500	0.25000	0.25000

Table 4 shows the weighted normalized decision matrix for) is Role of Technology in Lottery Innovation and Expansion in alternative value in Innovation and Expansion, Data Analytics and Personalization, Blockchain Technology , Cryptocurrency and Digital Payments ,Social Media and Online Communities Regulatory and Legal Considerations also Multiple value.

TABLE 5.Preference Score & Rank

	Preference Score	Rank
Data Analytics and Personalization	0.39788	5
Blockchain Technology	0.48722	4
Cryptocurrency and Digital Payments	0.73736	2
Social Media and Online Communities	0.64027	3
Regulatory and Legal Considerations	0.90242	1

The final WSM result for the role of technology on lottery innovation and expansion is displayed in Table 5. Faculty Strength has a lower rating than Regulatory and Legal Considerations, and this difference is used to compute the priority score. Analytics of Data and Customization

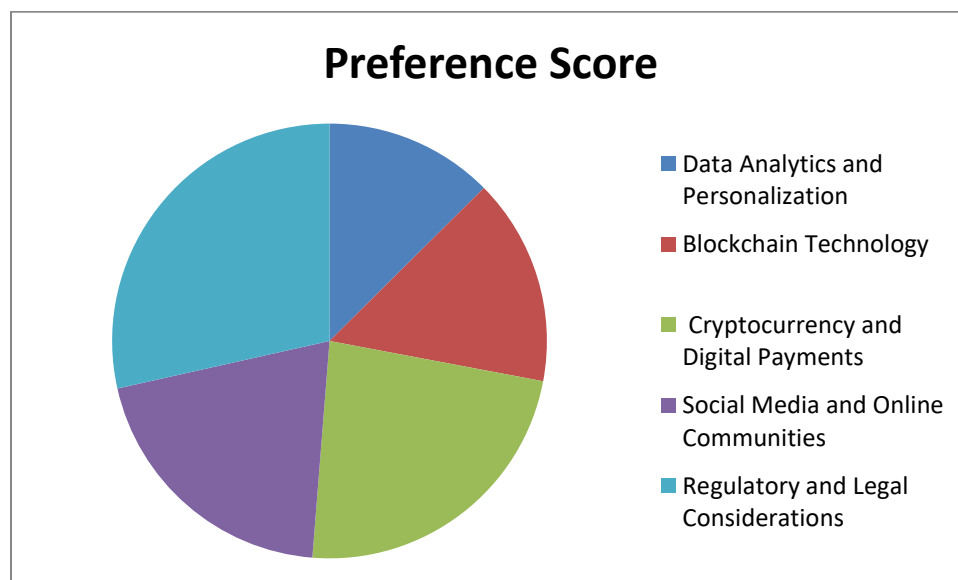


FIGURE 3. Preference Score

Figure 4 shows the priority score for Regulatory and Legal Considerations, showing the highest value for priority score and author Data Analytics and Personalization showing the lowest value.

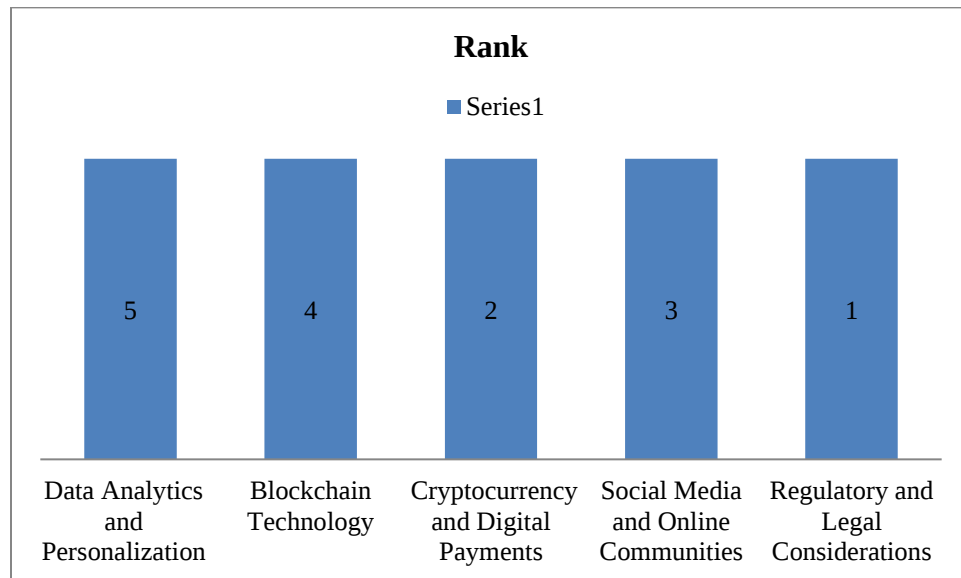


FIGURE 4. Ranks

The ranking for the role of technology in lottery innovation and expansion is displayed in Figure 5. Faculty strengths Data Analytics and Personalization score lower than Regulatory and Legal Considerations, which received the highest grade.

4. CONCLUSION

The study examines the major technical forces influencing how the Indian lottery industry has changed over time. These include the widespread use of Smartphone apps, block chain-based solutions, and online platforms that have completely changed the ticketing, drawing, and prize distribution industries. Furthermore, lottery operators are now able to improve marketing tactics, customize player experiences, and reduce fraud risks thanks to the incorporation of artificial intelligence algorithms and advanced analytics .But although innovation holds great potential, technology also comes with its own set of difficulties and complications. The smooth integration of digital solutions within the lottery ecosystem is significantly hampered by worries about cyber security, data privacy, and regulatory compliance. Furthermore, discrepancies in the adoption of internet usage, levels of digital literacy, and limitations on infrastructure might potentially worsen pre-existing socio-economic gaps and restrict the availability of online lottery services to marginalized communities .The study promotes a balanced approach to technology-driven lottery innovation in light of these factors, stressing the significance of consumer protection, regulatory supervision, and responsible gaming practices. Policymakers may leverage technology to improve income collection, assist socio-economic development projects, and cultivate a culture of ethical gaming behavior by advocating for openness, fairness, and accountability .The study's conclusion emphasizes how technology has the ability to drastically change the Indian lottery sector. In the changing lottery gaming market, stakeholders may seize new potential for development, engagement, and social impact by embracing digital innovation while resolving ethical and regulatory issues. The research on the role of technology in lottery innovation and expansion holds significant significance for various stakeholders, including policymakers, lottery operators, regulators, researchers, and the general public. Understanding the impact of technology on lottery innovation helps policymakers craft effective regulations and policies to ensure transparency, fairness, and consumer protection.

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