

# Contemporary Trends and Challenges in Commerce, Economics & Management

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## **FOREWORD**



It is with great pleasure that I write this foreword for the edited book titled "**Contemporary Trends and Challenges in Commerce, Economics & Management**", edited by **Dr. Mukesh Kumar Verma** and **Dr. Anoop Kumawat**. This book is a remarkable scholarly effort that brings together a diverse range of contemporary topics, offering valuable insights into the evolving fields of commerce, economics, and management.

This compilation is a valuable contribution to academic literature and will serve as a significant resource for researchers, academicians, policymakers, and industry professionals. The authors and contributors have meticulously analyzed contemporary trends and challenges, making this book an essential read for anyone interested in understanding the future directions of commerce, economics, and management.

I extend my sincere appreciation to **Dr. Mukesh Kumar Verma** and **Dr. Anoop Kumawat** for their dedication to this project. I am confident that this book will inspire further research and discussions in these critical domains, shaping the academic and professional discourse for years to come.



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## ***PREFACE***

The fields of commerce, economics, and management are evolving rapidly in response to global economic shifts, technological advancements, and societal transformations. In this ever-changing landscape, it becomes crucial to explore contemporary trends and address the challenges that shape these disciplines. With this objective in mind, we are pleased to present the edited book, "**Contemporary Trends and Challenges in Commerce, Economics & Management.**"

This book serves as a comprehensive academic endeavor, bringing together a diverse range of research topics that reflect the complexities and opportunities of the modern business environment. It covers fundamental aspects of contemporary leadership and management, providing insights into innovative strategies for effective governance. Approaches for sustainable development in higher education and an overview of higher education in India highlight the pressing need for academic institutions to adapt to future challenges. Furthermore, topics such as e-waste management and sustainable growth in the higher education sector emphasize the role of sustainability in shaping long-term progress.

The book also addresses critical financial issues, including financial feminism and women's approaches to investing, financial risk tolerance, and financial inclusion of marginalized groups through microfinance and self-help groups (SHGs). These discussions provide valuable perspectives on economic empowerment and financial decision-making. Additionally, a study on the performance of e-banking in West Bengal presents an analytical approach to digital finance

The role of governance and policy-making is examined through topics like the role of media in shaping public opinion during election campaigns, intellectual property rights (IPR) SWOT analysis, and corporate social responsibility (CSR) from a commerce perspective. Moreover, the importance of audit in enhancing transparency and accountability in government companies and India's transition to accrual-based accounting provide valuable discussions on financial reforms and governance.

Technological advancements have also found their way into modern management practices. The book explores leveraging artificial intelligence for strategic decision-making, addressing skill gaps in the digital era, and the role of management in workforce development. Furthermore, a historical perspective on sustainability with special reference to Indian history adds depth to the discourse on sustainable development.

We sincerely appreciate the contributions of scholars and researchers whose efforts have enriched this book. We also extend our gratitude to our academic peers, mentors, and institutions for their continuous encouragement and support.

It is our hope that this book will serve as a valuable resource for academicians, researchers, policymakers, and industry professionals seeking to understand and navigate contemporary challenges in commerce, economics, and management. We invite readers to engage with its contents and contribute to further discussions that will shape the future of these vital disciplines.

**Dr. Mukesh Kumar Verma**  
**Dr. Anoop Kumawat**

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