

MODERN APPROACHES IN COMMERCE, MANAGEMENT & RESEARCH

Edited by:

Dr. Mohit Jain

Assistant Professor

Department of Accountancy and Business Statistics (ABST)

University of Rajasthan, Jaipur, Rajasthan

Dr. Pradhuman Adesra

Assistant Professor

Department of Accountancy and Business Statistics (ABST)

University of Rajasthan, Jaipur, Rajasthan

I N S P I R ATM
Reg. No. SH-481 R- 9-V P-76/2014

JAIPUR • DELHI (INDIA)

© Publisher

This book, or any part thereof must not be reproduced or reprinted in any form, whatsoever, without the written permission of authors except for the purpose of references and review.

Published by

INSPIRA

Tonk Road, Jaipur-302018

Rajasthan, India

© Publisher

ISBN: 978-93-91932-84-8

DOI: 10.62823/Inspira/2024/9789391932848

Edition: December, 2024

All rights reserved. No part of this book may be reproduced in any form without the prior permission in writing from the Publisher. Breach of this condition is liable for legal action. All disputes are subject to Jaipur Jurisdiction only.

Price: Rs. 1195/-

Printed by:

In-house-Digital

Jaipur-302018

Disclaimer

The originality and authenticity of papers in this volume and the opinions and facts expressed therein are the sole responsibility of the authors.

Inspira & the editors of this volume disclaim the responsibility for originality, authenticity and any statement of facts or opinions by the authors.

This is to certify that this edited book entitled
**"MODERN APPROACHES IN COMMERCE,
MANAGEMENT & RESEARCH"** bearing ISBN
No. 978-93-91932-84-8 is refereed and
published after due peer-review process.

Thanks



Publisher

Preface

The worlds of commerce, management, and research are changing fast, driven by new technologies, shifting market trends, and the needs of a constantly evolving society. As organizations try to keep up with digital disruption, innovation, and the growing importance of data, there's a real need for research that connects ideas with real-world application. With that in mind, we're excited to share this edited volume, **Modern Approaches in Commerce, Management & Research**, featuring a wide range of academic perspectives from contributors across the country.

This book explores current issues that matter to scholars, decision-makers, and professionals. It includes research on topics like non-performing assets in banking, sustainable farming through agritech, and how regional languages shape English communication. These examples show how tackling today's challenges often requires looking across different fields and viewpoints.

Beyond finance and business, the book also dives into broader themes like remote work and how it's reshaping workplace strategies, how tech is changing social media, and how factors like gender and culture affect education. Each chapter brings something valuable to the table, offering thoughtful, research-backed insights into the problems we face today.

We are truly grateful to all the authors who contributed their work. Their dedication to solid research and honest inquiry has made this book possible. Thanks also to our colleagues, institutions, and peer reviewers for their guidance and support throughout the editing process.

We hope this book becomes a helpful resource for students, researchers, and professionals, and that it sparks more discussion and discovery in the fields of commerce, management, and beyond. We encourage readers to explore these topics with curiosity and an open mind.

Dr. Mohit Jain
Dr. Pradhuman Adesra

CONTENTS

| Chapter | Name of Chapter | Page No. |
|---------|---|----------|
| 1 | A Comprehensive Analysis of the Drivers of Non-Performing Assets in Banking Sector Arushi Mehta | 01-06 |
| 2 | Sustainable Farming through Agritech: Empowering Rural Communities Dr. Pratibha Gupta & Dr. Urvashi Bhamboo | 07-20 |
| 3 | An Overview of the Bengali Speakers in Tripura and the Impact of Mother Tongue on English Pronunciation Laxmisree Thakur | 21-28 |
| 4 | The Impact of Remote Work on Management Strategies in the 21st Century Dr. Indu Arora | 29-34 |
| 5 | Future Directions of Social Media: Technological Innovation and User Behavior Insights Dr. Charu Bisaria | 35-40 |
| 6 | Evolution of Triple Bottom Line Reporting in Indian FMCG Sector Dr. (CA) Nikhar Goyal | 41-48 |
| 7 | How Do Gender Dynamics Influence Educational Outcomes and Experiences Charu Bandhu & Mr. Amit Prakash | 49-64 |
| 8 | Study of Various Government Schemes for Enhancing Tribal Women's Lives in Nandurbar Ashwini Laxmanrao Namde, Jyoti Sahdeo Wakode & Vaishali Ramdas Hajare | 65-71 |
| 9 | E-Commerce and its Impact on Global Trade Dr. Rajesh Gahlawat | 72-80 |

| | | |
|----|---|---------|
| 10 | Startup Synergy: The Impact of Team Interactions on Early-Stage Development <i>Brinda Ajitkumar Pandya & Dr. Hima Trivedi</i> | 81-96 |
| 11 | An Analysis of Stress: With Reference to Students of Commerce Colleges of Jamnagar District <i>Dr. Charmi Chetan Parekh</i> | 97-101 |
| 12 | A Study on Disposal of Sanitary Pads- Challenges Faced by Women <i>Dr. Prameela S Shetty & Mrs. Ramya Shetty</i> | 102-110 |
| 13 | Latest Advancements in Educational Practices in Current Landscape <i>Dr. D. Shahanaz</i> | 111-123 |
| 14 | Research and Innovation <i>Dr. Ravi Kant Modi & Dr. Manisha Gupta</i> | 124-131 |
| 15 | Investigating CSR's Financial Footprint in Indian Blue-Chip Firms <i>Dr. Rovika Prem</i> | 132-144 |

