



## Contemporary Trends & Challenges In Commerce

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“Contemporary Trends and Challenges in Commerce” is an edited book that comprises research papers from experts in the field of commerce. The book is organized into six tracks, each of which focuses on a specific area of commerce: Finance and Accounts, Sales and Marketing, Trade and Economics, Human Resources, General Management, and Startups and Entrepreneurship. In the Finance and Accounts track, the authors explore various financial instruments, techniques, and practices that are relevant to contemporary commerce. The Sales and Marketing track delves into the intricacies of modern sales and marketing practices. The papers cover topics such as customer behavior, market research, branding, advertising, and social media marketing. In the Human Resources track, the authors delve into the management of human capital in contemporary commerce. They explore various HR practices, such as recruitment, selection, training, performance management, and compensation. The papers also discuss contemporary issues in HR management, such as diversity, inclusion, and workplace culture. The General Management track covers a broad range of topics relevant to general management, such as strategic planning, decision-making, leadership, and organizational behavior. The Trade and Economics track focuses on the broader economic context in which commerce operates. The authors analyze trends and challenges in international trade, globalization, economic policies, and regulations that impact businesses’ operations. They also explore the role of technology in shaping trade and economic activity. Finally, in the Startups and Entrepreneurship track, the authors explore the challenges and opportunities that startups and entrepreneurs face in contemporary commerce. The papers cover topics such as innovation, business models, financing, and growth strategies. The authors provide insights into effective practices for starting and scaling successful businesses. Overall, “Contemporary Trends and Challenges in Commerce” provides a comprehensive overview of the latest trends and challenges in contemporary commerce. It is a valuable resource for researchers, practitioners, and students interested in the field of commerce.

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### Contents

1. Comparative Analysis of Bankruptcy Prediction Techniques
2. Financial Frauds in the Digital Age
3. Exploring the Landscape of Segment Reporting
4. The Importance and Implications of Forensic Accounting in the Financial World
5. Forensic Accounting: Concepts and Challenges
6. A Multifaceted Review of Priority Sector Lending in India
7. A Sustainability Outlook on Blockchain
8. Adoption of Green Marketing Practices by Customers
9. Assessing the Impact of Green Commerce Strategies on Business Performance Using the Smart PLS Model
10. Customer Relationship Management: Theoretical Perspectives
11. Electronic – Customer Relationship Management
12. Green Marketing Challenges and Strategies By Government & Corporate Sector in India
13. Role of Digitalization in Business and Management
14. Social Media as a New Constituent of Communication in Higher Education Institutions
15. Impact of Artificial Intelligence on Human Resource Management
16. Impact of Artificial Intelligence on Human Resource Management
17. Impact of Binge Watching on Self Conscious Emotions
18. Trends & Challenging in Human Resource Management on behalf of Modern Retail Marketing
19. Workplace Deviant Behavior: A Review
20. Green Washing Tendencies
21. Significance of CSR in Rural Development in India
22. Impact Of Covid-19 on the Indian Economy
23. Impact of Covid-19 Pandemic on Indian Economy and Tourism
24. Impact of FRBM on Fiscal Deficit of India
25. Impact of International Trade on the Economic Growth of India - ARDL Approach
26. The End of Petro-Dollar
27. The Impact of Covid-19 Pandemic on Different Sectors of the Indian Economy
28. The Study of Inflation Rate in the Indian Economy
29. Emerging Entrepreneurial Opportunities in Haryana
30. Entrepreneurial Stress
31. Social Entrepreneurship and Sustainable Development
32. Study of Women Entrepreneurship as The Emerging Economic Workforce in the 21st Century