

# RETHINK REINVENT RESHAPE

Fostering Business Transformation and  
Innovation through Digital and Sustainable Practices



Dr. Sonal Sisodia  
Dr. Kush Singodiya  
Dr. Ajay Patil



# Rethink, Reinvent, Reshape: Fostering Business Transformation and Innovation through Digital and Sustainable Practices

**First Volume**

**Editors**

Dr. Sonal Sisodia  
Dr. Kush Singodiya  
Dr. Ajay Patil



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**Editors**

**Dr. Sonal Sisodia**, Principal, Daly College of Business Management (DCBM), Indore.

**Dr. Kush Singodiya**, Assistant Professor, Daly College of Business Management (DCBM), Indore.

**Dr. Ajay Patil**, Associate Professor, Daly College of Business Management (DCBM), Indore.

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**For Sales Enquiries**

Contact: 91- 8861511583  
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# *Preface*

The rapid evolution of digital technologies and the urgent need for sustainable practices are reshaping the way businesses and societies function today. With this in mind, the 4th International Conference on “Rethink, Reinvent, Reshape: Fostering Business Transformation and Innovation through Digital and Sustainable Practices” was conceptualized as a platform to explore and address these critical shifts.

This conference provided a space for academicians, researchers, industry professionals, and students to engage in meaningful dialogue and share their insights on the intersection of innovation, technology, and sustainability. The diversity of themes and research presented during the event underscores the importance of fostering disruptive thinking and integrating environmental, social, and governance (ESG) principles into business practices.

The papers featured in this book represent the culmination of thoughtful inquiry and scholarly exploration into topics from sub themes Digital Transformation & Innovation; Sustainable Business Practices & Circular Economy; Future of Work: Workforce Transformation; Adaptive & Resilient Business Models; Cross Industry Innovation and Customer Centric Innovation & Value Creation. Each contribution is a testament to the authors' commitment to advancing knowledge and proposing actionable strategies for organizational transformation and societal progress.

We are deeply grateful to all the participants, authors, and reviewers whose efforts have enriched this publication. It is our hope that the proceedings will inspire further research and collaboration, paving the way for a future where technological advancement and sustainability are not just aspirations but realities.

*Dr. Sonal Sisodia*  
*Dr. Kush Singodiya*  
*Dr. Ajay Patil*

# *Acknowledgement*

Driven by a shared passion for advancing knowledge and fostering innovation, we are humbled to present this compilation of scholarly works as part of the 4th International Conference Proceedings on “Rethink, Reinvent, Reshape: Fostering Business Transformation and Innovation through Digital and Sustainable Practices.” This milestone would not have been achievable without the unwavering support and contributions of numerous individuals and institutions.

We extend our heartfelt gratitude to the distinguished academicians, researchers, corporate collaborations and students whose enthusiasm, invaluable insights and expertise have formed the cornerstone of this publication. Their commitment to academic excellence and innovation has enriched the quality of the content within these pages.

A special expression of gratitude is reserved for our esteemed Patron, His Highness Maharaja Vikram Sinh Puar, President of the Board of Governors, Daly College Society. His Highness’s visionary leadership and steadfast encouragement have been a guiding light throughout this endeavour.

To everyone who has supported, participated, and collaborated in this journey, we extend our deepest appreciation. It is our hope that this publication serves as a meaningful contribution to the ongoing discourse in business transformation and sustainability.

# Contents

<b>1</b>	<b>AI in Mathematics Classrooms: Challenges and Opportunities in Personalized Learning</b>	<b>1</b>
	.....	
	<i>Mr. Farhan Salim Mansoori</i>	
<b>2</b>	<b>Corporate Social Responsibility (CSR): The strategic role of IBM Skills Build Ltd in promoting CSR</b>	<b>12</b>
	.....	
	<i>Ms. Yukti Gautam</i>	
<b>3</b>	<b>Effectiveness of Carbon Credits in Promoting Sustainable Practices: A Comprehensive Review</b>	<b>20</b>
	.....	
	<i>Dr. Sonal Sisodia</i>	
<b>4</b>	<b>Revolutionizing Home Loan Lending: Digital Transformation and Innovation in Customer Service Using CRM Platform</b>	<b>30</b>
	.....	
	<i>Ms. Diksha Dwivedi Swami</i>	
<b>5</b>	<b>From Manga to Market: The Role of Anime Themed Campaigns in Shaping Consumer Choices</b>	<b>40</b>
	.....	
	<i>Ms. Aarti Gurjar</i>	
<b>6</b>	<b>Technology Tourism: A Global Shift towards Innovation &amp; Exploration</b>	<b>59</b>
	.....	
	<i>Dr. Chaitanya Dev Singh Sisodiya</i>	
<b>7</b>	<b>The Psychology of Scarcity: How Limited-Time Offers Drive Purchase Decisions</b>	<b>66</b>
	.....	
	<i>Advika Srivastava, Dr. Sonal Sisodia</i>	
<b>8</b>	<b>Navigating the Digital Renaissance: Unleashing Innovation through Transformation</b>	<b>73</b>
	.....	
	<i>Dr. Rippandeep Kaur, Dr. Priya Sharma , Dr. Ranjeeta Saini</i>	

<b>9</b>	<b>The Influence of a Company's Work Culture on Customer Experience</b> ..... <i>Mr. Srajal Jain, Dr. Ajay Patil</i>	<b>81</b>
<b>10</b>	<b>From Bricks to Clicks: Understanding the Appeal of Digital Investments Over Real Estate</b> ..... <i>Aditya Raj Drolia , Ashwini Vardhan Garg , Shri Sai Mangal , Dr. Neetika Shrivastava</i>	<b>96</b>
<b>11</b>	<b>Consumer Behavior and Market Trends for Perishable Products: A Digital Marketing Perspective</b> ..... <i>Arushi Anand</i>	<b>106</b>
<b>12</b>	<b>Sustainable Inventory Model under Environment Impact with Fuzzy Demand and Trade Credit Financing</b> ..... <i>Dr. Shruti Jindal</i>	<b>120</b>
<b>13</b>	<b>Digital Fluency and Generational Shifts: Role of Digital Natives in Shaping the Future of Work</b> ..... <i>Dr. Neetika Shrivastava</i>	<b>138</b>
<b>14</b>	<b>Social Awareness and its Significance in Addressing Social Issues</b> ..... <i>Mr. Abhijeet Yadav, Mr. Ashok Kumar Vyas</i>	<b>149</b>
<b>15</b>	<b>Revolutionizing Everyday Style: 3D Embossed Printing on Custom T-Shirts</b> ..... <i>Jiya Rajpal , Atharva Khandelwal</i>	<b>157</b>
<b>16</b>	<b>From Storefront to Screen: Understanding Consumer Behaviour in Online and In-Store Sales</b> ..... <i>Mallik Mohd. Anjum Parwej</i>	<b>162</b>

<b>17</b>	<b>Role of Urbanization in Lifestyle Diseases</b>	<b>174</b>
.....		
<i>Dr. Poonam Jadhav, Dr. Tanisha Dalal</i>		
<b>18</b>	<b>The Role of Indoor Plants in Enhancing Workplace Efficiency, Environment, and Employee Health: A Multi-Dimensional Analysis</b>	<b>181</b>
.....		
<i>Prof. Tapas Upadhyay</i>		
<b>19</b>	<b>Role of Artificial Intelligence in Analysing Consumer Behavior</b>	<b>186</b>
.....		
<i>Amritansh Paliwal, Sufiya Sheikh, Mr. Ashok Kumar Vyas</i>		
<b>20</b>	<b>Farming Without Soil: “Insights into the Future of Hydroponics and Aquaponics in India!”</b>	<b>196</b>
.....		
<i>Ms. Rajvi Gupta , Mr. Ronit Sihani , Dr. Ajay Patil</i>		
<b>21</b>	<b>Gamification in Recruitment Processes: Case Studies of Companies Enhancing Candidate Engagement and Reducing Time-to-Hire</b>	<b>217</b>
.....		
<i>Aryavardhan Singh, Vansh Khandelwal , Dr. Neetika Shrivastava</i>		
<b>22</b>	<b>The Impact of Digital transformation on The Work Force</b>	<b>229</b>
.....		
<i>Dr. Manoj Malviya</i>		
<b>23</b>	<b>Transforming Classrooms: Digital and Innovative Educational Practices for the Future</b>	<b>238</b>
.....		
<i>Dr. Ranjeeta Saini , Dr. Rippandeep Kaur, Dr. Priya Sharma</i>		
<b>24</b>	<b>Digital Storytelling and Brand Narratives: Building Emotional Engagement in the Post-Digital Era</b>	<b>247</b>
.....		
<i>Prof. Neha Bhatia , Dr. Sonal Sisodia</i>		

<b>25</b>	<b>Analysing Student and Faculty Perceptions of Campus Sustainability Initiatives: A Quantitative Study</b> ..... <i>Ms. Janhavi Agrawal, Dr. Kush Singodiya</i>	<b>257</b>
<b>26</b>	<b>From Global Brand to Local Icon: Analyzing H&amp;M's Marketing Strategies and Product Portfolio in India's Dynamic Fashion Industry</b> ..... <i>Prof. Neha Bhatia, Mayur Behrani, Rishika Jayswal</i>	<b>270</b>
<b>27</b>	<b>Ethics, Enterprise, and Digital Innovation: India's Shifting Commercial Paradigm</b> ..... <i>Ram Sharma</i>	<b>276</b>
<b>28</b>	<b>Consumer Perception of Sustainability in Product Design Impact on Eco-Friendly Packaging Choices</b> ..... <i>Ms. Neeta Sharma, Ms. Palak Rijhwani, Ms. Noshin Khan</i>	<b>287</b>
<b>29</b>	<b>The Role of AI and Machine Learning in Designing Consumer-Centric Sustainable Packaging</b> ..... <i>K Vinod Varma</i>	<b>300</b>
<b>30</b>	<b>Exploring the Potential of Blockchain Technology in Education System</b> ..... <i>Mr. Ashok Kumar Vyas</i>	<b>312</b>
<b>31</b>	<b>From Awareness to Action: Evaluating the Role of Service-Learning Modules in Promoting Sustainability Engagement Among Business School Students in Indore</b> ..... <i>Mr. Vansh Bansal, Ms. Preksha Modi, Dr. Kush Singodiya</i>	<b>321</b>
<b>32</b>	<b>The Role of Artificial Intelligence in Personalizing Education In Indian Ed-Tech Platform</b> ..... <i>Mr. M.Arez Khan, Mr. Rajesh Kumar Soni</i>	<b>335</b>

<b>33</b>	<b>Evaluating the Impact of AI and Personalization on Customer Satisfaction in Online Food Delivery: A Case Study of Zomato</b> ..... <i>Ms. Sehaj Mundhra , Mr. Anshul Godha, Mr. Rajesh Kumar Soni</i>	<b>342</b>
<b>34</b>	<b>Digital Transformation in Corporate Governance: “A Pathway to Transparency, Security, and Sustainable success”</b> ..... <i>Pinky Yadav , Dr. Suvarna Lapalika</i>	<b>350</b>
<b>35</b>	<b>Role of Microfinance in Enhancing Women’s Economic Independence through Circular Economy Principles</b> ..... <i>Prof. Vikas Kumar Suryawanshi</i>	<b>360</b>
<b>36</b>	<b>Exploring Psychological Loyalty Drivers through Hyper-Personalization in Fast Fashion: A Study of Urban Consumers in Indore, Madhya Pradesh</b> ..... <i>Shrutika Motwani, Harshita Menghani , Dr. Neetika Shrivastava</i>	<b>366</b>
<b>37</b>	<b>Analysing Customer Perceptions of Service Quality Post Zomato’s Acquisition of Blinkit</b> ..... <i>Mohammed Sulaim Chara, Krrish Khandelwal</i>	<b>375</b>
<b>38</b>	<b>Empowering Women Entrepreneurs Through Digital Innovation: A Theoretical Literature Review with Special Reference to Indore District</b> ..... <i>Dr. Sanskruti Chorghade</i>	<b>385</b>
<b>39</b>	<b>The Role of Digital Transformation in Creating Adaptive and Resilient Business Models</b> ..... <i>Dr. Kush Singodiya</i>	<b>390</b>

<b>40</b>	<b>The Role of Graphic Design and Typography in Shaping Brand Identity and Consumer Perception in the Digital Era</b> ..... <i>Mr. Akshat Upadhyay</i>	<b>398</b>
<b>41</b>	<b>Economic Contribution of Global Gatherings to Indore's Local Business Ecosystem</b> ..... <i>Ms. Tanisha Agrawal, Mr. Rishabh Jain, Ms. Niyati Jain, Dr. Kush Singodiya</i>	<b>404</b>
<b>42</b>	<b>Innovating Sustainability: Transforming Business Through Circular Economy Practices</b> ..... <i>Balraj Dhakad</i>	<b>414</b>
<b>43</b>	<b>Sustainability and Ethical Considerations in Subscription based OTT Platform</b> ..... <i>Chayan Joshi</i>	<b>438</b>
<b>44</b>	<b>The Effect of Digital Transformation and Innovation on Investors' Trust in Financial Markets</b> ..... <i>Mr. Rajesh Kumar Soni, Dr. Sonal Sisodia</i>	<b>449</b>
<b>45</b>	<b>Environmental Wisdom in Sri Ramcharitmanas and It's Contemporary Relevance</b> ..... <i>Dr. Deepa Vanjani</i>	<b>462</b>
<b>46</b>	<b>AI-Driven Product Innovation: Aligning with Customer Needs</b> ..... <i>Ms. Aarya Khandelwal, Mr. Manav Dikhit, Prof. Tapas Upadhyay</i>	<b>471</b>
<b>47</b>	<b>Challenges of Leadership in Private Higher Learning Education</b> ..... <i>Mr. Dayanand Guha</i>	<b>486</b>

<b>48</b>	<b>Analysis and Review of Online Payment System</b> ..... <i>Mr. Kashiram Dhangar</i>	<b>495</b>
<b>49</b>	<b>Binge-Watching Behaviors on OTT Platforms: Exploring the Interplay of Enjoyment, Loneliness, and Maladaptive Daydreaming</b> ..... <i>Prof. Neha Bhatia, Tiya Sanmukhani, Heeral Chugh</i>	<b>502</b>
<b>50</b>	<b>Leveraging AI for Personalised Customer Experience in Small Enterprises</b> ..... <i>Jaya Patidar, Kanisha Jhurani, Dhruvi Shah</i>	<b>509</b>
<b>51</b>	<b>Impact and influence of Artificial Intelligence on Creative Design in Indian Invitation Card Industry: A Theoretical Analysis</b> ..... <i>Atharva Khandelwal, Prof. Tapas Upadhyay</i>	<b>516</b>



# ABOUT EDITORS



**Dr. Sonal Sisodia** is the Principal of the prestigious Daly College of Business Management (DCBM), Indore. A Sophia College alumna, Dr. Sisodia is an MBA (Gold Medalist) and Ph.D. in Management from Ajmer University. Her specialization is Marketing. She has over 24 years of experience in mentoring graduate and post graduate students, engaging in quality research, conducting and handling MDPs and consultancy assignments. She is a Research guide at DAVV, Indore which is a state university. She is a PCM (Professional Certified Marketer) trainer of American Management Association as well as a trainer for the Smart girl programme. She has a prolific research experience and has won more than a dozen awards in research including Manu Bhai Shah Memorial Research Gold Medal at Indian Commerce Association at Puducherry, Best Research award at ISTD Bhubaneswar, Best Ph.D. Thesis award, Best Research Paper in 3rd Annual Global leadership Summit at Amity Business School, Noida and Best Case-Study Award by Emerald Publication. She has to her credit hundred paper presentations and publications in National and International Journals including Scopus. Her case-studies have been awarded at International Platforms. She has been the keynote speaker, Resource Person and External Examiner at several FDPs, Training Programmes and Institutions across the country. She also has Best Teacher Awards accorded to her on several occasions.

**Dr. Kush Singodiya** is an Assistant Professor of the prestigious Daly College of Business Management (DCBM). He holds a Ph.D. in Commerce and an M.B.A. in Finance and Marketing from DAVV, along with an M.Com. in Accountancy from Hinduja College, Mumbai University. Dr. Kush Singodiya has successfully cleared the UGC-NET examinations in both Management and Commerce disciplines. With over 10 years of academic experience at both graduate and postgraduate levels, he has presented and published more than 15 research papers in national and international conferences. One of his notable contributions includes the publication of a research paper titled "Significance of E-commerce in the emerging Indian Market" in the ABDC Journal. Furthermore, Dr. Kush Singodiya holds two patents registered on the topic "Impact on Human Resource Planning in Company/Industry" & "Policy Design Framework for Achieving Carbon Neutrality".



**Dr. Ajay Patil** is an Associate Professor of the prestigious Daly College of Business Management (DCBM). He holds a Ph.D. in Management and an M.B.A. in Marketing from IMS, DAVV, Indore. His academic journey is defined by a commitment to excellence in teaching, research, and administration. Dr. Patil's research interests include social marketing, consumer behavior, business ethics, green management, and sustainable practices. He has published extensively in UGC Care-listed and Scopus-indexed journals and presented at national and international conferences. Recognized with the Best Teacher Award 2020 by the International Association of Research and Development, he emphasizes practical, market-oriented teaching through case-studies, market analysis, and hands-on projects. An active contributor to academic development, Dr. Patil has guided research projects, organized seminars, and led faculty development programs. His dynamic teaching approach fosters analytical and decision-making skills.



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