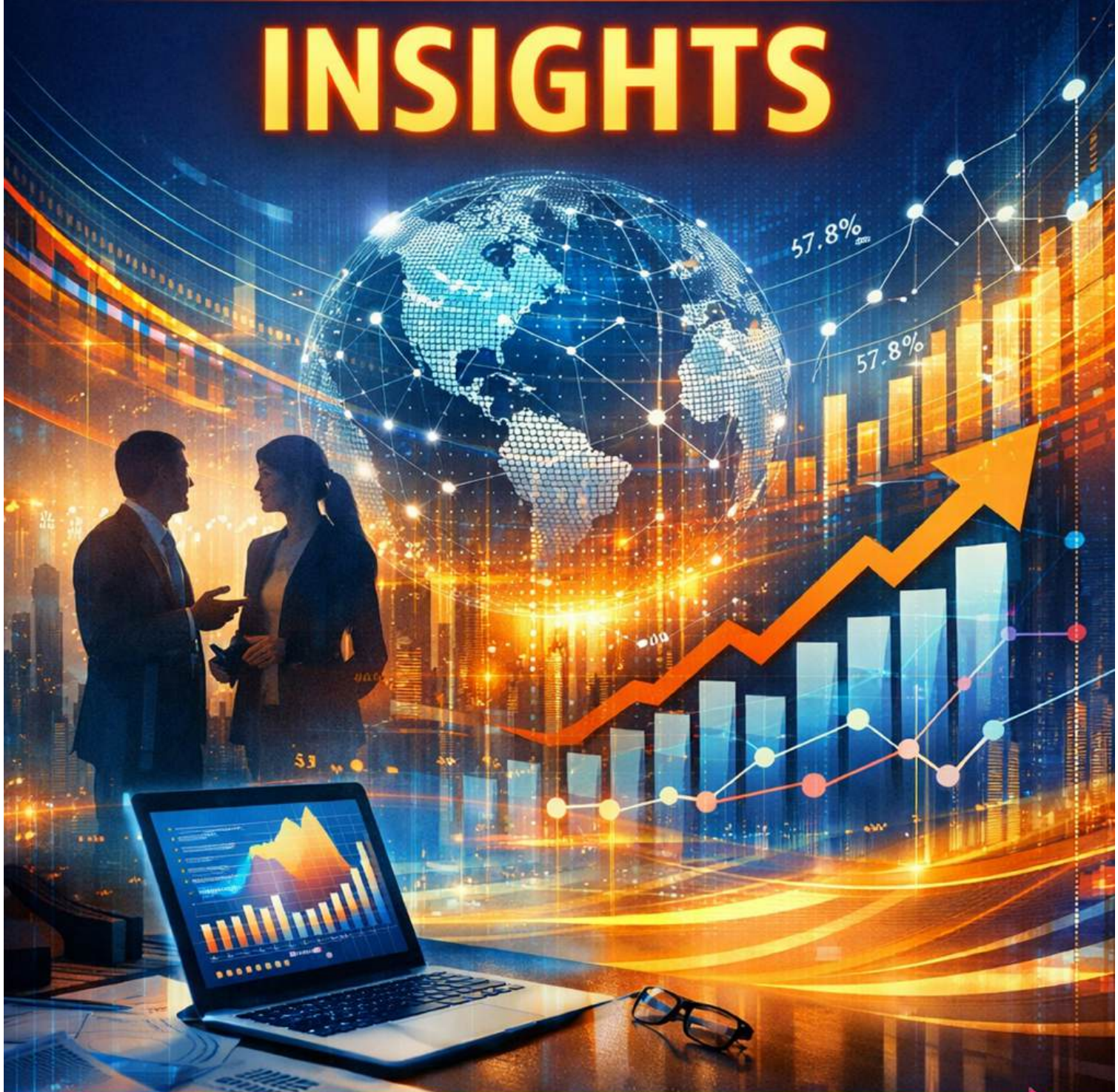


Contemporary Perspectives in **BUSINESS RESEARCH:** **INSIGHTS**



Dr. Abhishek Venkteshwar | Dr. Monica M | Prof. Anitabai
Prof. Bhavya V M



Contemporary Perspectives in Business Research: Insights

First Volume

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Preface

The present edited volume brings together a diverse collection of scholarly chapters contributed by faculty members, scholars from varied disciplines. The book is conceived with the objective of providing meaningful insights, contemporary perspectives, and practical understanding in the chosen area of study. Each chapter reflects the authors' academic rigor, originality, and commitment to advancing knowledge in their respective domains.

In today's rapidly evolving academic and professional landscape, interdisciplinary approaches and evidence-based research play a crucial role in addressing complex challenges. This book attempts to bridge theoretical foundations with practical implications, making it relevant to students, researchers, educators, and practitioners alike. The chapters have been carefully reviewed and organized to ensure coherence, academic integrity, and relevance to current trends.

We hope that this edited volume will serve as a valuable reference and stimulate further research, discussion, and innovation among readers. The editors sincerely believe that the collective contributions presented in this book will add value to the existing body of knowledge and inspire future scholarly work.

Acknowledgement

The editors take this opportunity to express their sincere gratitude to Acharya Institute of Technology and the Department of Business Administration for providing a strong academic environment and continuous support for the successful completion of this edited volume.

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