

*Futuristic Trends in*  
**Management**

*Volume 3, Book 16, 2024, IIP Series*



*Futuristic Trends in*

# **MANAGEMENT**

*Volume 3, Book 16, 2024, IIP Series*



**Title of the Book: Futuristic Trends in Management**

**Edition: Volume 3, Book 16, 2024, IIP Series**

**Copyright © 2024 Authors**

No part of this book may be reproduced or transmitted in any form by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the copyright owners and publisher.

### **Disclaimer**

The authors are solely responsible for the contents published in this book. The publisher or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

**E-ISBN: 978-93-5747-819-9**

### **Publisher, Printed at & Distribution by:**

Selfypage Developers Pvt. Ltd.,  
Pushpagiri Complex,  
Beside SBI Housing Board,  
K.M. Road Chikkamagaluru, Karnataka.  
Tel.: +91-8861518868  
E-mail: info@iipseries.org

**IMPRINT: I I P Iterative International Publishers**

# PREFACE

Management is an art of getting things done through and with the people in formally organized groups. It is an art of creating an environment in which people can perform and individuals can co-operate towards attainment of group goals. Management Study HQ describes Management as a set of principles relating to the functions of planning, directing and controlling, and the application of these principles in harnessing physical, financial, human and informational resources efficiently and effectively to achieve organizational goals. A good management is the backbone of all successful organizations. And to assist business and non-business organizations in their quest for excellence, growth and contribution to the economy and society, Management Book Series covers research knowledge that exists in the world in various management sectors of business through peer review chapters. This book series helps company leaders and key decision-makers to have a clear, impartial, and data-driven perspective of how factors will impact the economy moving forward and to know what they should be doing in response. It also focuses on a range of issues but not limited to General Management

1. Marketing Information Technology & Library
2. Finance
3. Business
4. Human Resources
5. Operations
6. International Business
7. Entrepreneurship
8. Business Ethics
9. Corporate Social Responsibilities
10. Public Policy
11. Tourism & Hospitality

# EDITORIAL BOARD MEMBERS

**Dr Maulik K Rathod**

Assistant Professor

Rai University

SH144, Saroda, Dholka, Ahmedabad, Gujarat India

**Dr. Minal Uprety**

Associate Professor

ITM University

Raipur, Chhattisgarh

**Dr. Namita Rajput**

Professor

University of Delhi

Sri Aurobindo College

Delhi ,India

**Mr. Rajesh Kumar**

F.O. Registrar Office

Bihar Agricultural University

Sabour, Bhagalpur, Bihar, India

**Dr. Leelawati**

Assistant Professor

St.Andrews Institute of Technology and Managment

Gurgoan ,Haryana India .

**Dr. Pitchaimani M**

Principal

Srimad Andavan Arts and Science College

No. 7,Nelson Road, Tiruvanaikoil, Trichy -05

Tiruchirappalli, Tamil Nadu

**Dr. Ritu Kothiwala**

Associate Professor

Vishwa Vishwani Institute of Systems & Management

Hyderabad, India

**Mr. Sourav Kumar Das**

Assistant Professor

Department of Management Studies

Institute of Leadership

Entrepreneurship and Development (iLead), 113, J

Matheswartola Road, Near Axis Bank, Off Park Regency Hotel

Topsia, Kolkata, India

**Dr. Prof M C Pande**

Prof and Principal

Principal

PNG Govt PG College

Ramnagar, (Dist. Nainital), Uttarakhand

**Dr. Nithya S M**

Assistant Professor

Department of Management Studies

Dayananda Sagar College of Engineering

Shavige Malleshwara Hills, 91st Main Rd, 1st Stage, Kumaraswamy Layout

Bengaluru, Karnataka 560078

**Dr. Satabdi Roy Choudhury**

Freelance Writer

Madan Mohan Apartment

Flat No. 1/1A, Jail Road, Silchar-788004

District- Cachar, Assam

**Mr. Vijender Noonwal**

Assistant Professor

PCTE Group of Institutes

Institute of Hotel Management

Campus II, Baddowal, Ludhiana

# CONTENTS

	<b>Page No.</b>
<b>PART 1</b>	
<b>Chapter 1</b> INDUSTRY 5.0 & BUSINESS OPPORTUNITIES.....	<b>1-10</b>
<b>Chapter 2</b> MANAGEMENT CHALLENGES IN THE POST COVID-19 ERA.....	<b>11-17</b>
<b>Chapter 3</b> CORPORATE SOCIAL RESPONSIBILITY INITIATIVES IN INDIA.....	<b>18-23</b>
<b>Chapter 4</b> REAL VS VIRTUAL INFLUENCER: IMPACT ON YOUNGSTER'S PERCEPTION.....	<b>24-32</b>
<b>Chapter 5</b> FINANCIAL ANALYTICS.....	<b>33-36</b>
<b>Chapter 6</b> TIME THEORY IN MANAGEMENT.....	<b>37-39</b>
<b>Chapter 7</b> ENTREPRENEURSHIP IN THE AGE OF ARTIFICIAL INTELLIGENCE.....	<b>40-52</b>
<b>Chapter 8</b> EVOLVING ETHICAL LANDSCAPE IN BUSINESS .....	<b>53-60</b>
<b>Chapter 9</b> THE ROLE OF ADVERTISING IN THE DIGITAL ERA: AN OVERVIEW.....	<b>61-92</b>
<b>PART 2</b>	
<b>Chapter 1</b> A STUDY ON ARTIFICIAL INTELLIGENCE IN INDIAN PRIVATE BANKING SECTOR.....	<b>93-124</b>
<b>Chapter 2</b> PREDICTABILITY OF INDIA VIX WITH CBOEVIX: A GRANGER CAUSALITY TEST.....	<b>125-133</b>
<b>Chapter 3</b> MEDIA METAMORPHOSIS: THE FUTURISTIC TRENDS IN MEDIA MANAGEMENT IN INDIA.....	<b>134-144</b>

## **PART 3**

<b>Chapter 1</b> THE IMPACT OF SOURCES OF AWARENESS ABOUT GREEN PRODUCTS ON URBAN CONSUMERS.....	<b>145-160</b>
<b>Chapter 2</b> FINANCIAL ENGINEERING: AN OVERVIEW.....	<b>161-168</b>
<b>Chapter 3</b> HUMAN RESOURCE MANAGEMENT IN EDUCATION .....	<b>169-182</b>
<b>Chapter 4</b> FINANCING OF HIGHER EDUCATION IN UTTARAKHAND.....	<b>183-191</b>
<b>Chapter 5</b> FINTECH IN INDIA.....	<b>192-200</b>



*IIP Series is online, open access, peer-reviewed, interdisciplinary Journal. IIP Series provides a comprehensive solution for conferences and edited books that covers research topics across various scientific, technical, and medical disciplines. It aims at disseminating high-level research results and developments to researchers and research groups. It mainly focuses on presenting practical solutions for the current problems in Applied Sciences and Applied Social Sciences. It features original research work, reviews, case reports, tutorial papers, and accounts of practical developments.*

## *Futuristic Trends in Management*

*Volume 3 Book 16, 2024, IIP Series*

ISBN : 978-93-5747-819-9



9 789357 478199