

Futuristic Trends in
Management

Volume 3, Book 11, 2024, IIP Series



Futuristic Trends in

MANAGEMENT

Volume 3, Book 11, 2024, IIP Series



Title of the Book: Futuristic Trends in Management

Edition: Volume 3, Book 11, 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: 978-93-5747-980-6

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. Deepa Bakhshi

Professor and Director

Bhabha University

Bhopal, India

Dr. R. Venugopalan

Chairperson and Founder

Universal Centre for Spiritual Research and Development

Mr. Shripad Ramchandra Marathe

Assistant Professor

Department of Commerce

Swami Vivekanand Vidyaprasarak Mandal's College of Commerce

Bori Ponda Goa, India

Mr. Bajeesh Balakrishnan

Head HR

Bengaluru, Karnataka, India

Dr. Smitha Shine Onatt

Assistant Professor

Loyola Academy

Alwal, Secunderabad, Hyderabad, India

Dr. Ansari Sarwar Alam

Assistant Professor

Universal Business School

Vadap, Karjat, Raigad, Maharashtra, India

Dr. H M Matharu

Associate Professor

St Claret College

Bengaluru, Karnataka, India

Mr. Kwame Ntim Sekyere

Lecturer

Ghana Communication Technology University

Accra, Ghana.

Dr. Sharif Mohd

Assistant Professor

Department of Commerce

Shivaji College

University of Delhi

Delhi, India.

Dr. Jyoti Prakash

Research Scholar

School of Hospitality & Tourism

GD Goenka University

G D Goenka Education City, Sohna, Haryana, India

Dr. Ashutosh Priya

Head of Department

Department of Applied & Regional Economics

MJP Rohilkhand University

Bareilly, Uttar Pradesh, India

Mrs. Vidhi Kapur

Freelance Educationist

Dayalbagh Educational Institute

Agra, Uttar Pradesh, India

Dr. A. R. Kanagaraj

Professor

Dr.N.G.P. Arts and Science College

Coimbatore, Tamilnadu, India

Dr. G. Karunanithi

Assistant Professor in Commerce

Government Arts and Science College

Sivakasi, Tamil Nadu, India

Dr. Mannava Sumaja

Consultant

US Murthy & Associates

Mr. Iftiqar Mistry

Associate Professor

NCRD's Sterling Institute of Management Studies

Navi, Mumbai, India

Dr. Himabindu N

Associate Professor

Holy Mary Group of Institutions

Ghatkesar, Hyderabad, India

Dr. Sudip Basu

Assistant Professor

Department of Management Studies

Asansol Engineering College

Vivekananda Sarani, Kanyapur, Asansol, Paschim Bardhaman, West Bengal, India

Dr. Vishal Vilas Ghag

Managing Director

Slikun School of Business Ltd

London, EC1V 2NX, Great Britain

Mr. Sachin Sharma

Founder

Medicaps Institute of Technology and Management

Dr. Abhishek Duttagupta

Assistant Professor

REVA University

Bengaluru, Karnataka, India

Dr. Adil Hakeem Khan

Director

Aeero (Aarav Educational & Employment Research Organization)

(Affiliated by GGSIPU)

Dwarka, New Delhi, India

Dr. Carvalho Faustina Cicila

Assistant Professor and Head

Department of Commerce

All Saints' College

Thiruvananthapuram, Kerala, India

Mr. Chetan Sharma

Program Manager

upGrad Campus, upGrad Education Private Limited

Bengaluru, Karnataka, India

CONTENTS

	Page No.
PART 1	
Chapter 1 HUMAN RESOURCE STRATEGIES IN CURRENT SCENARIO.....	1-6
PART 2	
Chapter 1 ENTREPRENEURSHIP IN EMERGING MARKETS AND THE 4TH INDUSTRIAL REVOLUTION: OPPORTUNITIES AND CHALLENGES.....	7-20
Chapter 2 EXAMINING THE IMPLICATIONS OF THE FOURTH INDUSTRIAL REVOLUTION ON ONLINE RETAIL PLATFORMS: AN EMERGING MARKET PERSPECTIVE.....	21-38
PART 3	
Chapter 1 IMPACT OF FOREIGN DIRECT INVESTMENT DETERMINANTS ON ECONOMIC GROWTH.....	39-52
Chapter 2 WORK-LIFE INTERFERENCE -A MASSIVE CONCERN FOR WORK LIFE BALANCE.....	53-71
Chapter 3 A STUDY ON ACCESSIBILITY OF E-BANKING SERVICES IN HIMACHAL PRADESH.....	72-80
Chapter 4 THE PROCESS OF POLICY FORMULATION AND IMPLEMENTATION OF MGNREGA.....	81-92
PART 4	
Chapter 1 ROLE OF CAREER PLANNING AND DEVELOPMENT AS A BOOSTER TO HUMAN RESOURCES DEVELOPMENT.....	93-97
Chapter 2 OPERATIONS 4.0.....	98-118
Chapter 3 "INDIA'S LEADERSHIP IN THE G20: PRIORITIES AND CHALLENGES OF 2023 PRESIDENCY"	119-132

Chapter 4 HIGHER EDUCATION SYSTEM IN INDIA: AN ANALYSIS ON PRESENT AND FUTURE WITH REFERENCE TO TEACHERS.....	133-138
Chapter 5 CORPORATE SOCIAL RESPONSIBILITY - WITH REFERENCE TO THE FASHION AND APPAREL INDUSTRY.....	139-146
Chapter 6 IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR.....	147-152
PART 5	
Chapter 1 GREEN FINANCE AND SUSTAINABLE DEVELOPMENT: A LITERATURE REVIEW.....	153-160
Chapter 2 MANAGERIAL CHALLENGES IN THE EMERGING PURPOSE DRIVEN ORGANISATIONS.....	161-168
PART 6	
Chapter 1 COMMUNITY INVOLVEMENT IN TOURISM.....	169-176
Chapter 2 EXPLORING DESTINATION RESILIENCE IN SUSTAINABLE TOURISM: A BIBLIOMETRIC ANALYSIS.....	177-183
Chapter 3 UNRAVELING THE CUSTOMER VOICE: ENCHANCING GRIEVANCE MANAGEMENT THROUGH PROFOUND INSIGHTS INTO CUSTOMER PROPENSITY TO COMPLAIN.....	184-194
Chapter 4 SOCIO-ECONOMIC ANALYSIS AND CHALLENGES OF WOMEN HANDLOOM WEAVERS.....	195-206
Chapter 5 BARRIERS TO KNOWLEDGE MANAGEMENT PRACTICES IN IT SECTOR – A STUDY WITH SPECIAL REFERENCE TO SELECTED COMPANIES IN TECHNOPARK.....	207-214
Chapter 6 OPPORTUNITIES AND CHALLENGES OF TOURISM-A STUDY WITH SPECIAL REFERENCE TO DOMESTIC TOURISTS IN KERALA.....	215-221



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 11, 2024, IIP Series

ISBN : 978-93-5747-980-6

