



Recent Advances and Challenges in Finance and Marketing for New India @ 2022

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Foreword



It gives me immense pleasure in writing this communiqué for the book "Recent Advances and challenges in Finance & Marketing for New India @2022" edited by Dr Renu Arora and her diligent team. With the sentiment of pride in this endeavour; I present to our readers, this compilation of the works, of the business researchers, on the industry envisioned by academics and practitioners for India @ year 2022.

This commendable effort, first, encouraged the researchers in the field of business, to work on the vision for new India and then, compiled their research works, specifically, but not exclusively, on Banking, Finance, Marketing and Corporate Social Responsibility.

Business is the salient contributor in shaping the fortune of an economy. It advances, to the benefit of its stakeholders and therefore, the nation; through incessant analysis of its imminent opportunities and challenges. The research in this area, thus occupies a prominent position. Its due share has been recognised and acknowledged by the organising team.

I congratulate the team for this endeavour and hope this work will interest budding researchers and practitioners.

Dr. Harpreet Kaur
Principal
Mata Sundri College for Women

Preface

The 21st century has proven to be as economically turbulent with multiple financial crises striking nations, regions and the entire global economy in the Great Recession. The financial sector is facing considerable challenges and economic growth has adversely affected by the shocks of financial crisis. Though the Indian economy was not significantly impacted which has set an example for whole world and its aftermath increased the academic and policy interest in the operational efficiency of our financial market. Also, India has emerged as the fastest growing major economy in the world and with increasing importance of the emerging markets in the global economy, there is growing interest among marketing researchers and managers to understand the recent advances and challenges that can make or break their businesses. Moreover, the concept of Corporate Social Responsibility (CSR) has gradually spilled over to the other fields of inquiry so much that today we speak about the inclusion of social responsibility in any kind of human activity. It seems that CSR has become so well established that it is incorporated into the planning of all organisation, not just private enterprises but also public bodies and institutions. With this in mind we think it is time to explore this entire phenomenon and other relevant issues and how it is incorporated and how it works in practice in the coming few years. The broader purpose has to be how businesses and industry are aligning with the Niti Aayog, GOI (November, 2018) visionary document 'Strategy for New India@75'.

This book is a collection of select research articles which could address the issues and emerging developments in the finance, marketing and corporate social responsibility of business and other emerging issues to support the policy formation and economic development, which have been compiled in this book on Recent Advances and Challenges in Finance and Marketing for New India @2022. It is expected that the book will be useful for budding researchers, practitioners and analysts in these fields. Due care has been taken by the editors to shortlist innovative papers having depth and novelty, but the authors have the ultimate responsibility with respect to originality.

The Editors and all the faculty members of the Commerce Department, Mata Sundri College for Women, are indebted to Chairman of the College Governing Body, Padma Shri S. Vikramjit Singh Sahney, and Principal, Dr. Harpreet Kaur, who have given us the opportunity to come up with first ever book, launched under aegis of our esteemed college. Special appreciation for Ms. Kanwaljit Kaur, Associate Professor and team who reviewed the research paper and every other faculty member of the Commerce Department who worked tirelessly for the effort. We are thankful to all contributors who have put in great effort to do research and make contributions.

Mata Sundri College for Women, University of Delhi is thankful to the Punjab and Sind Bank and State Bank of India for providing financial support for the effort.

Editors

The Book

The book is a collection of research papers contributed by researchers on Recent Advances and Challenges in Finance and Marketing for New India @ 2022. The book covers the various developments and challenges in Finance, Banking, Marketing, Corporate Social Responsibility and other emerging areas in Indian business scenario.

The Editors



Dr. Renu Arora, Ph. D., M.Com., MBA is Assistant Professor (Sr. Scale) in Commerce Department, Mata Sundri College for Women, University of Delhi. She has 30 years of academic and administrative experience and her areas of special interest are Business Laws, Industrial Laws, Marketing, Advertising and Business Communication. She has contributed a number of research articles in reputed national and international journals.

Dr. Renu Arora is also author of renowned books like 'Business and Industrial Laws' (Semester Mode), and Business Laws (B.Com. (Hons.) & B. Com. -CBCS).



Dr. Sharda Garg, Ph. D., M. Phil., M. Com., is an Associate Professor in the Department of Commerce, Mata Sundri College for Women, University of Delhi. With more than 37 years of teaching experience, she has been an active member of various committees of College. Her areas of interest and research include Law, Marketing and Goods and Services Tax.



Dr. Sapna Dhaliwal, Ph. D, M. Com., MBA is an Assistant Professor in Commerce Department, Mata Sundri College for Women, University of Delhi. She has more than 18 years of teaching experience in Punjab University and Delhi University. Her key interest areas are Marketing, HRM, Advertising and Finance.



Ms. Parvinder Kaur, M. Phil., M.Com., is an Associate Professor in the Department of Commerce, Mata Sundri College for Women, University of Delhi. She has more than 34 years of extensive academic and professional experience. Presently, she is Teacher in-charge of Commerce Department. Her areas of specialization include Marketing and Income Tax.



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