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Book Publications

Dr. Mayanka Sharma

About the Book

This book has excellent conceptual framework of Retail Management and will be of use to most readers who are seeking for a structured knowledge or understanding of the retail industry. I find the book to be quite impressive because it offers a balanced approach and conceptual information in a highly readable format. The case studies incorporated in this edition have been made more relevant to the Indian retail sector.

About the Author

Dr. Mayanika Sharma is a recognized Research Guide Savitral bai Phule Pune University (SPPU). Tilak Maharashtra University in the subject of Finance & Mariketing, Her career interest lies in the field of Marketing Management, Financial Management and Decision Science, in the field of research, she has led several research papers in National & international journals of repute & in this effort has also travelled to states such as Gujarat, Poliashtran and Maharashtra.

research papers in National & international journals of repute & in this effort has also travelled to states such as Gujarat, Rajasthan and Maharashtra.

Dr. Mayanka Sharma has reviewed an International book known as "Statistics for Manager", at Yanbu, Saudi Arabia, She is Member of Board of Studies, Financial Management Board, and Management Faculty, at Savitri bai Phule Pune University. She has worked as a member of Local inquiry committee for many institutes by Savitri bai Phule Pune University. She is member of Board of examinations 32/5 committee member at SPPU responsible for appointment of chairman and paper setters for external examination and online examination for



you may reach the author at: drmayankasharma@gmail.com









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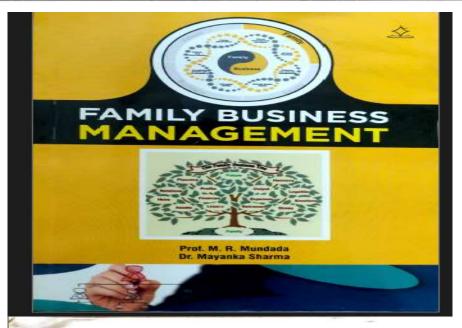
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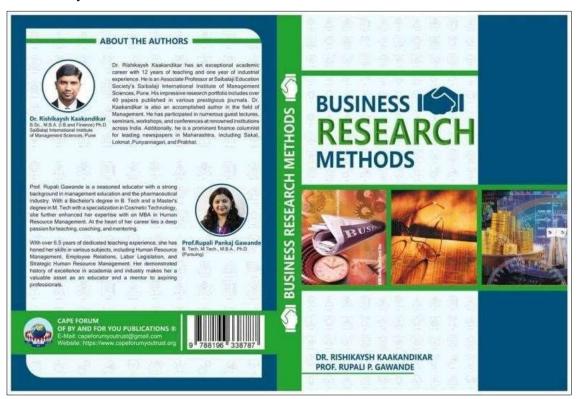


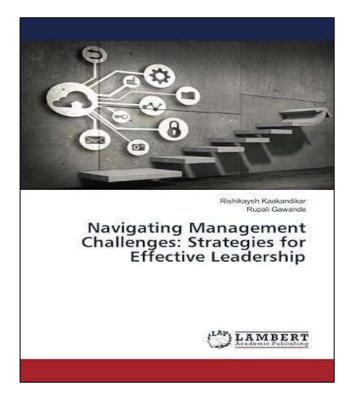
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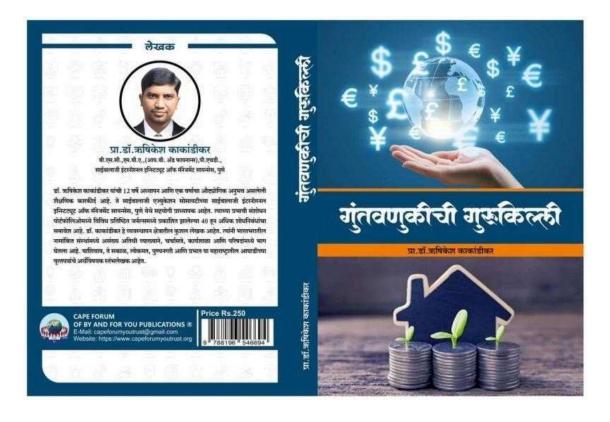






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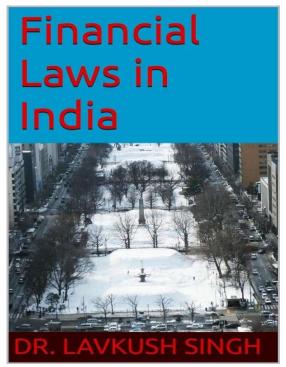


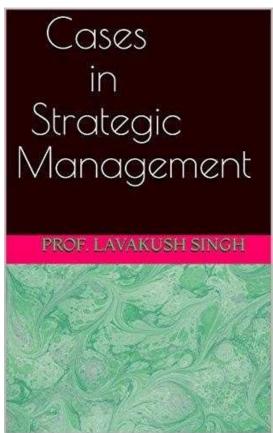


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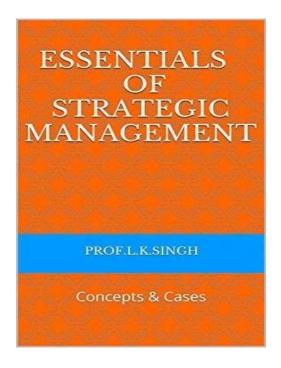


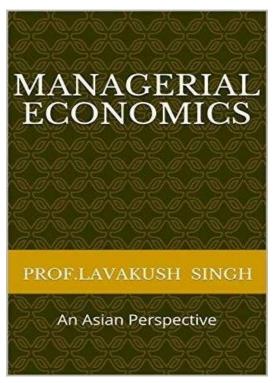




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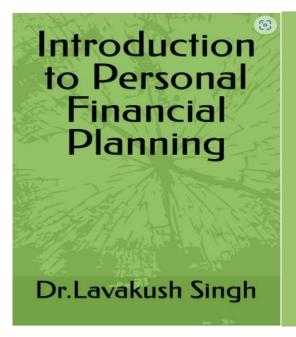




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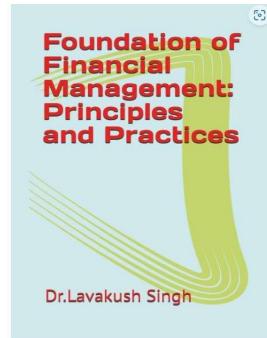
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This book is written in very simple English & at the end of every unit sufficient number of questions of multiple Choice types, Fill in the blanks types, short question and long question types are incorporated for the benefits of the students .50 This book is really very useful to students pursuing B. Com(Pass & Honours) M.COM B.B.A.M.B.A., M.M.S. P.G.D.B.M. P.G.D.B.A and other professional exams along with syllabus prescribed by UGC for various universities in India.



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Dr. Lavakush Singh, an esteemed academician and finance professional with an 18-year career, currently serves as Associate Professor and Head of the Faculty of Finance at the International Institute of Management & Human Resource Development, Pune. Holding a Ph.D. in Business Administration, he has achieved significant milestones in academia, securing the 3rd position in Maharashtra in the National Eligibility Test. Dr. Singh is a prollific author of 30 reference books and has presented 52 research papers with an impressive impact factor. His diverse roles include Ph.D. guide, conference organizer, and peer reviewer, earning him accolades such as the Best Peer Reviewer Research Award. Beyond academia, he actively engages in extracurricular activities, and NCC activities. His multifaceted achievements culminated in representing Maharashtra in National Cultural events, securing the top position. Dr. Singh's expertise spans finance, research, academia, and leadership, making him a distinguished figure in his field.



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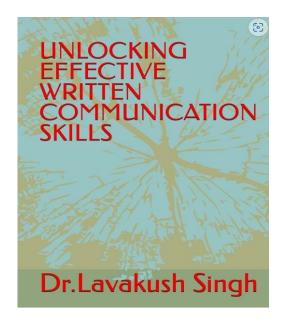


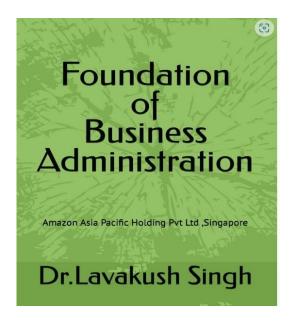
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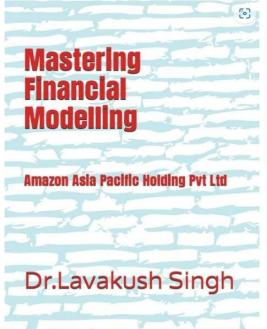




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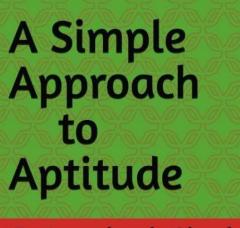
Dr. Lavakush Singh, an Associate Professor and Head of Finance at Saibalaji International Institute of Management Sciences, Pune, has 18 years of experience, establishing himself in finance and management. Holding a Ph.D. from Savitribai Phule Pune University, his notable educational journey includes various degrees and UGC-NET certifications. Dr. Singh has authored 35 reference books, published 52 research papers, and served as a reviewer for international journals. Recognized for excellence, he received awards like the Gaurav Puraskar. Actively involved in academic roles, he's a member of professional associations. His diverse skills, training in leadership and software tools, reflect his commitment to continuous learning and expertise in finance and management



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About the Author
DILPOIL Lavakuch Singh holds an impressive academic background with a diverse range to gualifications, making him a weel-reunded educator and researcher. He is currently an Associate Professor at Sabalagi International Institute of Management, Sciences, affiliated to Savirhal Phole Onliversity, Pure. Prof Signific educational journey includes multiple master's degrees and a Ph.D. He has completed M.Com in Accounting & Taratton, M.Com in loss to Works Accounting, M.Com in Bissess Administration, M.A. in Economics, MBa in Finance, MA in Sociology, and has qualified the USC INFTI oxam in Commerce with third position in Maharashitt and also UCN ET in Economics, He is also a Ph.D. Use in the subject of Bosiness, Administration. With over a decade of teaching experience, Prof. Lavakuch Singh has instructed on various subjects, including Principles of Management, Cost Accounting, Mercantic Law, Management Economics, Strategic Management, Cost Accounting, Mercantic Law, Management Economics, Strategic Management, and Research Methodology. He research interests are diverse and encompass areas such as Public Private Participation in the infrastructure's Sector, 1911 in the Insurance Sector, 8015 Nations and their contributions, the New Companies Act of 2003, and the inpact of Demonetazion on various sectors of the Include Tecnomytal addition to his academic pursuits, Prof. Seigh is also an accomplished author, having written 26 books covering different sapects of business, commerce, and the economy These books included Main teling Management. An Asian Prospective "Essentials of Strategic Management," Business Economics," and Management Asian Prospective "Essentials of Strategic Management, Anakain Prospective "Essentials of Surategic Management, Asian Prospective "Essentials of Surategic

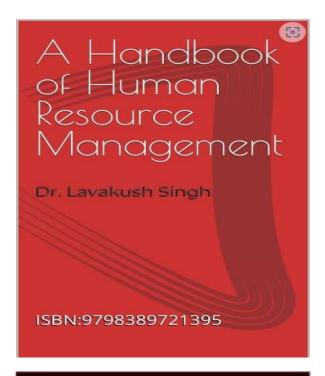


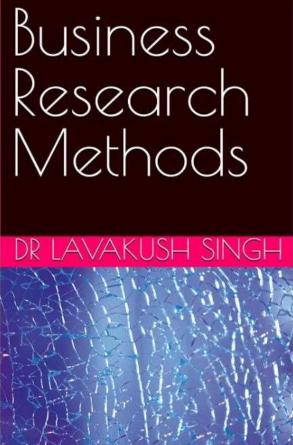




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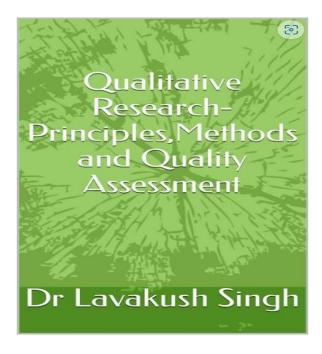


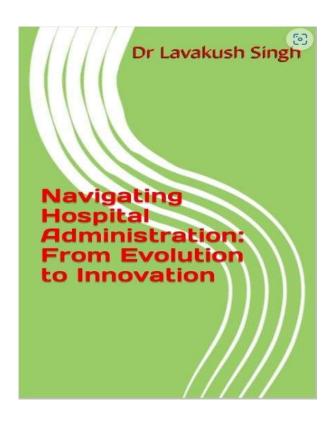




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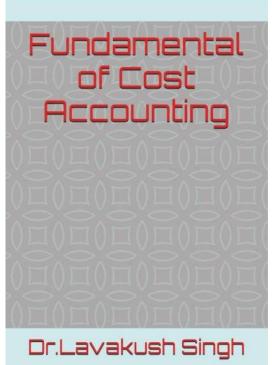


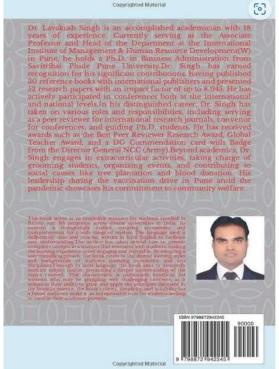


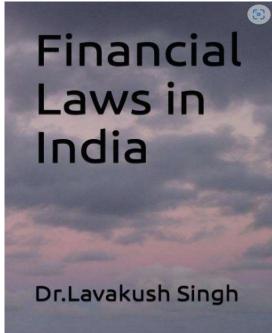


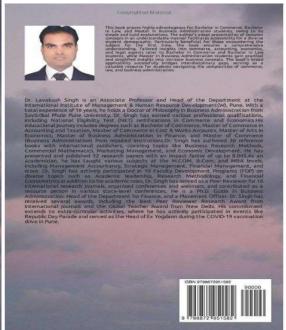
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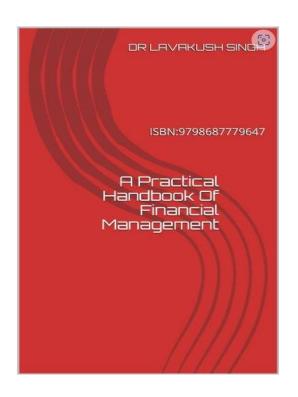


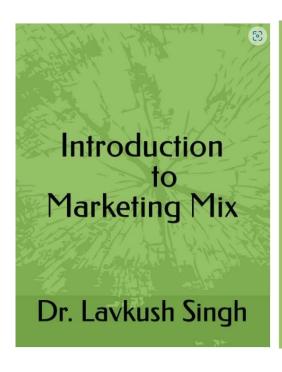


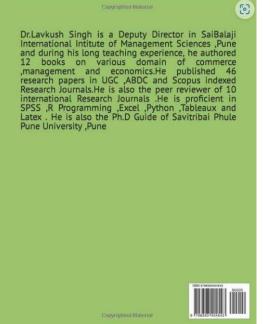


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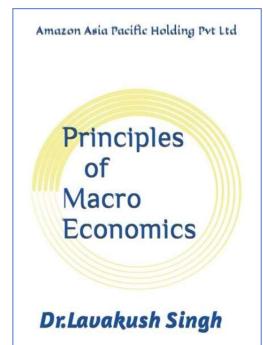


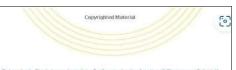


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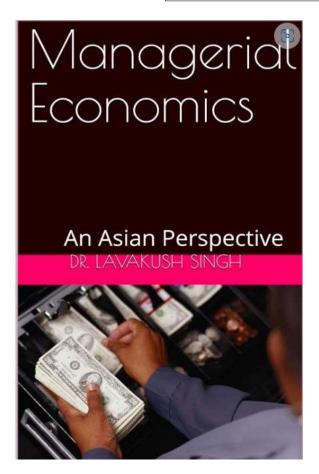
DcLavekush Singh is an Associate Professor in the faculty of Finance at Saibbalaj International institute of Management Sciences in Pune, India, He has a stotal of 18 years of professional experience. He has done PhD, from Savitribal Phule Pune University, Pune and Passed the National Eligibity Test (NET) in Commerce with making 3rd in Maharashra in 2012 and also Passed the National Eligibitity Test including degrees. In Commerce, Economics, Accounting, Taxatlon, Cost of Accounts, Finance, Business Administration, and Sociology, He has published 26 Accounts, Finance, Business Administration, and Sociology, He has published SA Accounts, Finance, Business Administration, and Sociology, He has published SA Accounts, Finance, Business Administration, and Sociology, He has published SA & has served as a reviewer for 12 international research Journals. Dr. Singh has attended several training programs in areas such as academic leadership, data analysis, and the use of software tools like Moodle LMS, SPS, Miritah, MS Excel, R Programming, SAS and Python. He has received distinctions and awards during his academic career, including distinctions in Commercial Mathematics and Banking & Financial institutions. DcSingh is a member of the All India Commerce Association and the Board of Studies for the Department of NCC at Savitribal Phule Pune University University. DcSingh received Gaurav Puraskar from Saviribal Phule Pune University Merit as the first position holder from Maharashtro Directorate in Officer Training Academy, Nagour Dc. Singh has taken on various roles, including being a PhD, research guide, chaliman of international conferences, coordinator for rational conferences, and a resource person for academic courses. Dc. Lavakush Singh has a strong academic and research background, along with extensive experience in the field of finance and management. His contributions in research, teaching, and various responsibilities make him an orbible figure in his his del.



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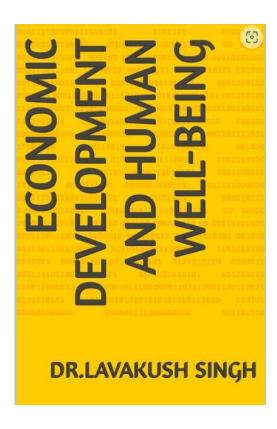






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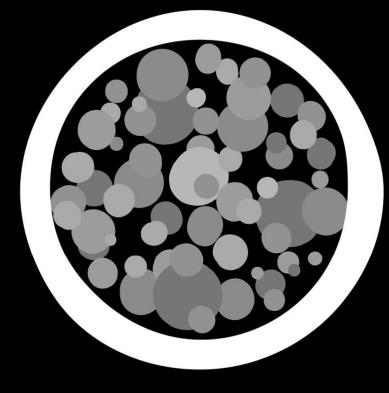


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New Theoretical and Empirical Insights

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	Contents	ix
Chapter 14 Government Expenditure, Growth of Micro, Small and Medium Scale Enterprises in Nigeria: A Step Towards Inclusive Development Aghaulor Kosy Cletus, Otene Samson and Okoh John Onuwa		179
Chapter 15 Sustainable and Smart Villages' Roles in Reductive Income Gap and Supporting Socio-economic Indicators Begum Sertyesilisik	ing	193
Chapter 16 Insights from the India-China Comparison of Fi Decentralization and Its Effects on Poverty and Inequality Redu A System GMM Approach		
Sovik Mukherjee		203
Chapter 17 Service-led Growth in India: An Enigma to Inclusiveness Anup Kumar Saha and Sreelata Biswas		217
Chapter 18 Labour Market Segmentation and Income Inequin Regional Ghanaian Mining Sector Napoleon Kurantin and Bertha Z. Osei-Hwedie	uality	231
Chapter 19 Social Sector Expenditures on Education and HDI: Evidence From Selected Indian States Chandrima Chakraborty and Abhijit Maity		245
Chapter 20 Bank Credit and Macroeconomic Performances A TOPSIS-based Comparative Annual Ranking of States in Somnath Chattopadhyay and Suchismita Bose		255
Chapter 21 A Blockchain-based Secure Healthcare Solution for Poverty-led Economy of IoMT Under Industry 5.0 Samrat Ray, Elena Viktorovna Korchagina, Rohini U. Nikam		
and Roop Kishore Singhal		269
Chapter 22 Social Exclusion and Social Wellbeing: A Study into the Indian Data	,	
Atanu Sengupta and Sayantan Mukherjee		281
Chapter 23 Dependency on Forest Resources in Different Forest Regions of West Bengal, India		
Tonmoy Chatterjee and Nilendu Chatterjee		293

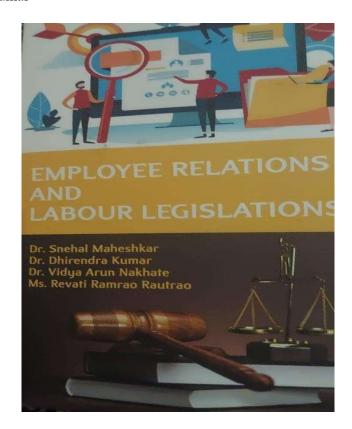


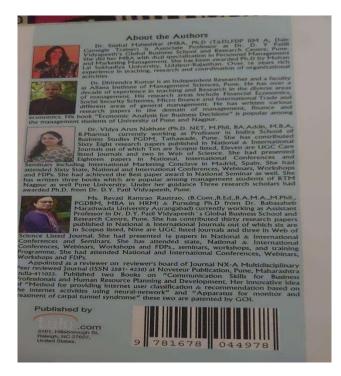
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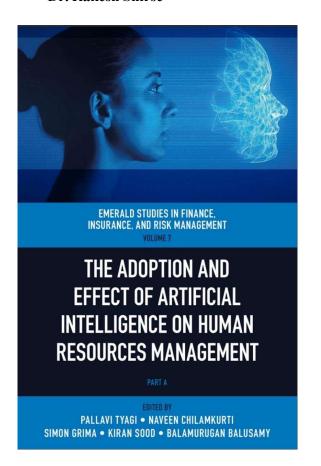


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Contents

List of Figures and Tables	vii
About the Editors	xi
About the Contributors	xiii
Foreword	xxi
Preface	xxii
Chapter 1 Redefining HRM with Artificial Intelligence and	
Machine Learning Shivani Agarwal, Apoorv Gupta and Puja Roshani	1
Chapter 2 Employee Engagement in the New Normal: Artificial Intelligence as a Buzzword or a Game Changer? Akansha Mer and Avantika Srivastava	15
Chapter 3 Impact of Artificial Intelligence on Human Capital in Healthcare Sector Post-COVID-19 Anninder Singh, Geetika Madaan, Swapna H R	
and Anuj Kumar	47
Chapter 4 Healthcare Employee Engagement Using the Internet of Things: A Systematic Overview Pinki Paul and Balgopal Singh	71
Chapter 5 Factor Affecting the Successful Digitalisation of Human Resources	
Rakesh Shirase, Priyanka Chhibber and Amar Narkhede	99