



CONTEMPORARY ISSUES IN ACCOUNTING MANAGEMENT AND ECONOMICS



Editors
Dr. Swati Pal | Dr. Anindya Guha



Contemporary Issues in Accounting Management and Economics

First Volume

Editors

Dr. Swati Pal

Dr. Anindya Guha



Title of the Book: Contemporary Issues in Accounting Management and Economics

First Volume - 2024

Copyright 2024 © Authors and Editors

Editors

Dr. Swati Pal, Head, Department of Business Administration, JIS College of Engineering, Kalyani, India.

Dr. Anindya Guha, Faculty, Department of Business Administration, JIS College of Engineering, Kalyani, India.

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.

Disclaimer

The authors and editors are equally responsible for the contents published in this book. The publishers don't 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: 978-93-5747-367-5

MRP Rs. 180/-

Publisher, Printed at & Distribution by:

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

IMPRINT: I I P Iterative International Publishers

For Sales Enquiries:

Contact: +91- 8861511583
E-mail: sales@iipbooks.com

Preface

In the ever-evolving landscape of the business world, success is no longer a singular pursuit but a harmonious symphony orchestrated across various domains. This book, "Contemporary Issues in Accounting, Management, and Economics," emerges as a guidebook for professionals, scholars, and enthusiasts seeking to unravel the intricacies of four pivotal domains: Marketing 4.0, Human Resource Management (HRM), Finance, Accounting, Economics, and the transformative realm of Business Analytics.

The convergence of these domains forms the bedrock of modern business strategies. As businesses navigate the complexities of the global marketplace, a nuanced understanding of Marketing 4.0 becomes essential. This domain transcends traditional marketing paradigms, integrating digital strategies, customer experiences, and societal impacts. In the first section of this book, we delve into the dynamic world of Marketing 4.0, exploring its revolutionary concepts and practices ranging from Consumer Behaviour, CRM, Service Marketing to Education.

Human Resource Management (HRM) stands as the heartbeat of any organization. The second section of this book explores HRM intricacies, delving into talent acquisition, employee engagement, diversity and inclusion, and the profound impact HRM has on organizational culture and performance. The third section, dedicated to Business Analytics, propels the reader into the future of data-driven decision-making. In an age where information is power, understanding how to harness and interpret data is imperative. We explore AI applications, E-Governance, predictive analytics, machine learning, and the role of big data in shaping strategic outcomes.

The financial backbone of any enterprise lies in the realms of Finance and Accounting. Section three takes readers on a journey through financial landscapes, unraveling the complexities of financial management, accounting principles, and economic factors that influence decision-making.

This book is not merely a collection of theories and concepts. It is a bridge that connects academia with the practical realities of the corporate world. Real-world case studies, industry insights, and expert perspectives infuse each section with a practical orientation, ensuring that the knowledge gained is immediately applicable.

Our intent is to empower readers to navigate the multifaceted challenges of contemporary business environments. Whether you are a seasoned

professional looking to enhance your expertise or a student aspiring to comprehend the intricacies of these domains, this book serves as a comprehensive compass.

We express our deepest gratitude to the contributors—academics, industry experts, and practitioners—who have generously shared their knowledge and experiences. Their insights enrich the narrative, providing a 360-degree view of the interconnectedness of Marketing 4.0, HRM, Finance, Accounting, Economics, and Business Analytics.

As we embark on this journey through the diverse landscapes of business, let this book be your compass, guiding you through the intersections of these critical domains and helping you navigate the horizons of success.

Happy Reading!

Editors

Dr. Swati Pal & Dr. Anindya Guha
JIS College of Engineering

Acknowledgement

We extend our heartfelt gratitude to the following individuals and organizations, whose support and contributions have been instrumental in the completion of this book, "Contemporary Issues in Accounting, Management, and Economics":

We wish to extend our heartfelt gratitude to our esteemed Managing Director, JIS Group Sardar Taranjit Singh, whose vision and unwavering support have played a pivotal role in the realization of this book. The commitment to fostering a culture of knowledge-sharing and innovation within our organization, under your leadership, has laid the foundation for the success of this project.

We must express sincere thanks to our distinguished Director, JIS Group Mr. Simarpreet Singh, whose guidance has been the guiding light throughout this editorial endeavour. Your wisdom and foresight have been indispensable in shaping the book's theme and direction.

A special mention goes to our Principal, JIS College of Engineering, Prof. (Dr) Partha Sarkar, whose support in coordinating with the academic community has been invaluable. Your endorsement of the book's importance has enriched the overall content, facilitating the inclusion of diverse perspectives.

We extend our thanks to Dr. Sila Sing Ghosh, Registrar JIS College of Engineering for your administrative support and guidance. Your commitment to academic excellence has been a source of inspiration.

Deepest appreciation is reserved for our esteemed contributors, whose insights and expertise have illuminated the subject matter. Your contributions have been nothing short of enlightening, and we hope this collaboration leads to continued learning from your experiences in the future.

We also want to acknowledge the reviewers, editorial team members, and all the faculty members of Department of Business Administration, JIS College of Engineering, who have worked tirelessly behind the scenes to ensure the smooth functioning of this editorial process. Your meticulous attention to detail has been the backbone of this book.

In conclusion, this book has truly been a collective effort, a culmination of dedication, hard work, and shared vision. It is the combined effort of all the

individuals and teams mentioned above that has made it a noteworthy achievement. As the editors, we I take immense pride in the knowledge-sharing and the quality of content that this book presents.

As we present this book to academicians, researchers and students of management, let us carry forward the inspiration and insights gained during its creation. We are confident that the knowledge shared within these pages will have a lasting impact on readers' understanding and engagement with the subject matter.

Thank you once again to each and every one of you for your invaluable contributions to this literary endeavour. We look forward to future collaborations and the continued exchange of ideas for intellectual growth.

Editors

Dr. Swati Pal & Dr. Anindya Guha
JIS College of Engineering

Contents

Sl . No.	Chapter Name	Page No.
1.	Trends in Consumer Behavior <i>Ayan Chattoraj</i>	1-6
2.	Digital Technologies and Customer Relationship Management in Hotels- A Review <i>Shampa Das (Biswas)</i>	7-10
3.	Effectiveness of Niche Marketing in the Current Scenario <i>Saheli Kundu, Snigdha Chakraborty, Soumili Mitra, Debattri Das</i>	11-14
4.	Effective Marketing Strategies <i>Souvik Mitra, Piyali Samanta, Rima Saha</i>	15-18
5.	Impact of Telemedicine during Pandemic Situation <i>Sairindri Pal, Soumita Konar, Anuradha Sen, Tarpan Chakrabarty</i>	19-22
6.	A Study on the Use of Social Media Marketing by Home-Based Businesses <i>Shaiqa Jannat</i>	23-26
7.	Assessing Open Network for Digital Commerce in Indian Platform Marketing <i>Yashodepto Narayan Ghosh, Abhijit Aditya</i>	27-35
8.	An Exploratory Study of Green Consumer Behaviour <i>Arundhati Das Chatterjee</i>	36-40

9.	Assessing the Service Quality at Colleges in Bengal - SERVQUAL Model <i>Adity Singh, Yashodepto Narayan Ghosh</i>	41-49
10.	Perception and Attitude of Undergraduate Students towards Ed-Tech Applications: A Study in Kalyani, West Bengal <i>Aysha Siddika Khanam, Uttiya Kar</i>	50-54
11.	Oral Health Survey: A general study <i>Subhra Barai, Avik Sanyal</i>	55-73
12.	Women Empowerment <i>Kakan Biswas, Trisha Pramanik, Soumili Boral, Debashruti Ganguly</i>	74-79
13.	Stress Management at Working Environment <i>S. k. Abbas Ali, Srijit Saha, Siddharth Dutta</i>	80-85
14.	Impact of Training and Development on Employee Performance <i>Jayeeta Mondal, Priyanka Das, Tania Das</i>	86-87
15.	Impact of Employee Engagement on Productivity <i>Ankus Guha Roy, Joyita Roy, Sarnavo Mukherjee</i>	88-90
16.	Effectiveness of Social Media in Career Growth Now-days <i>Trisha Mohanta, Manas Pratim Guria, Souvik Mondal</i>	91-93
17.	An Empirical Study of Determinants Influencing Personnel's Job Satisfaction in the IT Industry <i>Prof. Tirtharaj Chatterjee, Dr. Sayantani Ghosh</i>	94-99

18.	Exam Stress: Strategies for Effective Management <i>Sneha Dutta, Sumana Samanta, Abisweta Das</i>	100-105
19.	Leadership and Organizational Culture <i>Susmita Saha, Animesh Ghosh, Subhasree Kangsabanik, Arjama Halder</i>	106-110
20.	Talent Management - A Global Challenge <i>Trisha Biswas, Disha Mondal, Arijit Das</i>	111-115
21.	Assessment of Green Human Resource Management on Employee Behaviour <i>Marcelline Salome Gomes</i>	116-120
22.	Green Human Resource Management <i>Dr. Shampa Chakraborty, Dr. Supriya Biswas</i>	121-127
23.	“A Study on National Education Policy, 2020” <i>Abhishek Das, Dr. Swati Pal, Subhajit Basu Chowdhury, Rupa Paul Lodh</i>	128-132
24.	Paving the Way of Recruitment Strategies & its Evolution in Higher Educational Institutions of West Bengal <i>Dona Nandi, Priyanka Chakraborty</i>	133-139
25.	Early Diagnosis of Alzheimer’s Disease Using Image Based AI- a systematic Review <i>Snigdha Chandra Paik, Debanjan Roy, Sudip Kumar Das, Hiranmoy Samanta</i>	140-143
26.	Cancer Detection from Nail Pigmentations Using Artificial Intelligence <i>Anik Pal, Snehadwip Mondal, Banamali Halder, Hiranmoy Samanta</i>	144-149

27.	E-Governance and Service Delivery at the Panchayat Level <i>Gargi Ghosh, Dr. Anindya Guha</i>	150-156
28.	Survey on Online Privacy Concerns Using LinkedIn and Its Impact on Consumer Behaviour: A Study in Kalyani, West Bengal <i>MD Shakir Khan</i>	157-161
29.	Role of Behavioural Finance in Investment Decision <i>Somnath Chakraborty</i>	162-166

ABOUT EDITORS



Dr. Swati Pal is a distinguished Faculty and Head of the Department of Business Administration at JIS College of Engineering, an Autonomous Institute situated in Kalyani. With a rich academic journey spanning 19 years, Dr. Pal has established herself as an esteemed leader, educator and researcher. Her areas of expertise lie in Marketing, Medical Tourism, and General Management, reflecting a profound understanding of the dynamic intersections between technology and business. Dr. Pal has made substantial contributions to these fields, evidenced by her numerous publications in reputed journals and active participation in various national and international conferences.



Dr. Anindya Guha is a distinguished Faculty in the Department of Business Administration at JIS College of Engineering, an Autonomous Institute situated in Kalyani. With a rich academic journey spanning 21 years, Dr. Guha has established himself as an esteemed educator and researcher. His areas of expertise lie in e-governance, e-commerce, and finance, reflecting a profound understanding of the dynamic intersections between technology and business. Dr. Guha has made substantial contributions to these fields, evidenced by his numerous publications in reputable journals and active participation in various national and international conferences. In addition to his scholarly pursuits, Dr. Anindya Guha has been serving as a Ph.D. guide under the Maulana Abul Kalam Azad University of Technology (MAKAUT) for several years. His commitment to mentoring aspiring scholars has not only contributed to the academic growth of individuals, but has also enhanced the research landscape within the university. Dr. Guha's extensive experience, coupled with his dedication to advancing knowledge in e-governance, e-commerce, and finance, makes him a valuable asset to both the academic community and his students at JIS College of Engineering.



Selfpage Developers Pvt Ltd

E-ISBN : 978-93-5747-367-5



9 789357 473675

MRP Rs.180/-