

DIGITAL LIVING

**Redefining Culture with Technology for
Industries, Education, Society
& Entrepreneurship**

**Dr. Sonal Sisodia
Dr. Kush Singodiya
Mr. Tapas Upadhyay**



Digital Living: Redefining Culture with Technology for Industries, Education, Society & Entrepreneurship

First Volume

Editors

Dr. Sonal Sisodia

Dr. Kush Singodiya

Mr. Tapas Upadhyay



Title of the Book: Digital Living: Redefining Culture with Technology for Industries,
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Editors

Dr. Sonal Sisodia, Principal, Daly College of Business Management (DCBM), Indore

Dr. Kush Singodiya, Assistant Professor, Daly College of Business Management (DCBM), Indore

Mr. Tapas Upadhyay, Assistant Professor, Daly College of Business Management (DCBM), Indore

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For Sales Enquiries:

Contact: +91-8861511583
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Preface

Rapid innovations in technology have influenced this decade, and the convergence of cultural and digital living has become a revolutionary force that is changing many aspects of our society. The book "Digital Living: Redefining Culture with Technology for Industries, Education, Society & Entrepreneurship" explores the immense impact of this convergence on entrepreneurship, education, industries, and society. It goes into exhaustive detail about the many facets of these effects.

This book seeks to throw light on the complex relationship between technology and culture by thoroughly examining a variety of viewpoints and demonstrating both the advantages and disadvantages of digital life in the globalized world of today. The entire book provides knowledge about how technology is changing, how we as a society perceive culture, from the emergence of digital industries to the rethinking of educational paradigms, from the transformation of social dynamics to the encouragement of entrepreneurial efforts.

With contributions from 53 experts spanning various fields, each chapter provides valuable insights into the impact of technology on our shared cultural experience. Topics covered include Digital Living, exploring concepts such as Digital DNA, Digital Consumption, Conversational AI, Digital Metamorphosis, Digital Education, and Digitized Workplace Counselling. The Finance section delves into Green Banking, Sustainable Finance, Investment Decision-Making, the Indian Financial Sector, the Indian Stock Market, Financial Performance, Financial Products, and Risk-Taking Behavior. Marketing discussions focus on Social Media Marketing, Influencer Marketing, Online Shopping, Consumer Behavior, and Sustainable Fashion. Human Resources topics encompass Labor Welfare, Women Empowerment, Turnover Contagion, Spiritual and Emotional Intelligence. Finally, the Entrepreneurship & General Management section delves into Online Learning, Gender Inequality, Technology's Impact, the Indian Economy, Student Social Responsibility, Impact of Well-being, Blockchain Technology, and Intellectual Populism.

As editors of this volume, we are immensely grateful to the contributors who have lent their expertise and insights to this endeavour. Their thoughtful analyses and scholarly contributions have enriched the discourse surrounding digital living and its implications for culture and society. We also extend our gratitude to the readers whose engagement with this book will further stimulate dialogue and innovation in this ever-evolving field.

It is our sincere hope that this book serves as a valuable resource for academics, practitioners, policymakers, and all those interested in understanding and navigating the complexities of digital living in the contemporary world.

Dr. Sonal Sisodia

Dr. Kush Singodiya

Prof. Tapas Upadhyay

Acknowledgement

Driven by a shared passion for advancing our field, and with deep gratitude for the blessings we've received, we are honoured to present this publication. The journey to its creation would not have been possible without the invaluable contributions of numerous dedicated individuals.

Within these pages, you'll find the culmination of a collaborative effort. We are immensely grateful to the esteemed academicians who have generously shared their knowledge and expertise. Their insights have been instrumental in shaping the content of this publication. We also extend our heartfelt thanks to our forward-thinking corporate partners who provided valuable industry perspectives. Their collaboration has ensured the practical relevance of the presented information. Finally, we acknowledge the enthusiastic students whose fresh perspectives and inquisitive nature have enriched the discussions and fuelled the creative process.

A special note of appreciation goes to our esteemed Patron, His Highness Maharaja Vikram Sinh Puar, President of the Board of Governors at Daly College Society. Throughout this endeavour, His Highness has been a constant source of enlightenment and unwavering support. His dedication to fostering intellectual pursuits is deeply inspiring, and we are incredibly fortunate to have benefited from his guidance.

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ABOUT AUTHORS



Dr. Sonal Sisodia is the Principal of the prestigious Daly College of Business Management (DCBM), Indore. A Sophia College alumnus, Dr. Sisodia is an MBA (Gold Medalist) and PhD in Management from Ajmer University. Her specialization is Marketing. She has over 23 years of experience in mentoring graduate and post-graduate students, engaging in quality research, conducting and handling MDPs and consultancy assignments. She is a research guide at DAVV, Indore, which is a state university. She is a PCM (Professional Certified Marketer) trainer of the American Management Association as well as a trainer for the Smart girl programme. She has prolific research experience and has won more than a dozen awards in research, including the Manu Bhai Shah Memorial Research Gold Medal at the Indian Commerce Association at Puducherry, Best Research award at ISTD Bhubaneshwar, Best PhD Thesis award, Best Research Paper at the 3rd annual Global leadership Summit at Amity Business School, Noida and Best-Case study Award by Emerald Publication. She has to her credit a hundred paper presentations and publications in National and International Journals, including Scopus. Her case studies have been awarded to International Platforms. She has been the keynote speaker, Resource person and External Examiner at several FDPs, Training Programmes and Institutions across the country. She also has Best Teacher awards accorded to her on several occasions.

Dr. Kush Singodiya is an Assistant professor of the prestigious Daly College of Business Management (DCBM). He holds a Ph.D. in Commerce and an M.B.A. in Finance and Marketing from DAVV, along with an M.Com. In Accountancy from Hinduja College, Mumbai University. Dr. Kush Singodiya has successfully cleared the UGC NET examinations in both Management and Commerce disciplines. With over 9 years of academic experience at both graduate and postgraduate levels, he has presented and published more than 10 research papers at national and international conferences. One of his notable contributions includes the publication of a research paper titled "Significance of E-commerce in the emerging Indian Market" in the ABDC Journal. Furthermore, Dr. Kush Singodiya holds one patent registered on the topic "Impact on Human Resource Planning in Company/Industry."



Prof. Tapas Upadhyay, working as an Assistant Professor at Daly College of Business Management, is an academician with 11 years of rich experience in the field of Management Education. Prof. Upadhyay is a dedicated professional, specializing in Human Resource Management, Marketing Management, and International Trade. He has earned his MBA with a dual specialization in HRM and Marketing from DAVV, Indore, showcasing his commitment to a comprehensive understanding of the business landscape. Currently, he is pursuing his Ph.D. in Management from DAVV, Indore. He has a broad spectrum of teaching experience, covering subjects ranging from Foreign Trade, Marketing Management, Business Communication, Organizational Behaviors, HRM, to Entrepreneurship. He has published and presented more than 10 research papers and two case studies at both international and national conferences. His research interests span across Occupational Stress, Spiritual Quotient, Green Marketing, Social Work, Service and Retail Marketing, Spiritual Ecology, HRD, OD, among others. He has participated in UGC-HRD Centre sponsored short-term courses, various FDPs and Workshops.



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