

*Volume 3, Book 5, 2024, IIP Series*

*Futuristic Trends in*

# Management



*Futuristic Trends in*

# MANAGEMENT

*Volume 3, Book 5, 2024, IIP Series*



**Title of the Book: Futuristic Trends in Management**

**Edition: Volume 3, Book 5, 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: 978-93-5747-342-2**

**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. Suraj Kumar Mukti**

Associate Professor  
National Institute of Technology  
Raipur, India

**Dr. Abhijit Chandratreya**

Assistant Director  
SCES's Indira Institute of Management  
Pune, Maharashtra, India

**Dr. Syed Valiullah Bakhtiyari**

Principal  
Presidency School of Management & Computer Sciences  
Falaknuma, Hyderabad, Telangana

**Mr. Vineet Kumar**

Assistant Professor  
Himachal Pradesh Technical University  
Hamirpur, Himachal Pradesh, India

**Vinay Pandit**

Associate Professor and Director IQAC  
Lala Lajpatrai College of Commerce and Economics  
Haji Ali, Mumbai, India

**Dr. Pravin Shamrao Jadhav**

Associate Professor  
KIT's Institute of Management Education and Research  
Gokul Shirgaon, Kolhapur, India

**Dr. Sumera**

Assistant Professor  
Dayananda Sagar College of Arts Science and Commerce  
Bengaluru, Karnataka, India

**Mrs. V. Neeraja**

Head of the Department  
Department of Commerce  
Keshav Memorial Institute of Commerce and Sciences  
Narayanaguda, Hyderabad, India

**Prof. (Dr.) Rajiv Mishra**

Dean & Professor  
School of Hospitality & Tourism, B-312, B Block  
Galgotias University  
Greater Noida, Gautam Budh Nagar, Uttar Pradesh, India

**Dr. Jatinder K Gaba**

Assistant Professor  
Baba Farid College of Management & Technology  
Bathinda, Punjab, India

**Dr. Pallavi Kiran Ingale**

Associate Professor  
Vaikunth Mehta National Institute of Cooperative Management  
Pune, Maharashtra, India

**Mr. Selvaraju**

Assistant Professor  
Government Arts and Science College  
Gudalur, Tamil Nadu, India

**Dr. Neeru Kapoor**

Assistant Professor

PG Department of Commerce and Management

**Dr. Lokesh Jindal**

Associate Professor

Atal Bihari Vajpayee School of Management and Entrepreneurship

Jawaharlal Nehru University

New Delhi, India

**Dr. Govind Shinde**

Professor

Pillai HOC Institute of management Studies and Research

Rasayani, Maharashtra, India

**Mrs. Thilagavathi C**

Head and Assistant Professor

Department of Commerce

Arasu College of Arts and Science for Women

Panduthakaranpudhur, Manmangalam, Karur, Tamil Nadu, India

**Dr. Tanuja Singh**

Assistant Professor

Dr MC Saxena Group of Colleges

Uttar Pradesh, India

**Dr. Susmitha**

Assistant Professor

School of Management Studies

Dr John Mathai Centre (JMC) University of Calicut Regional Centre

Aranattukara, Thrissur Kerala, India

**Dr. Venkatesan**

Professor

SRM Institute of Science and Technology

Vadapalani, Chennai, Tamil Nadu, India

**Ms. Pushpa Gore**

Assistant Professor

MGM Institute of Hotel Management

MGM Campus N/6 Cidco Aurangabad, Maharashtra, India

**Dr. Bindoo Malviya**

Professor

TMIMT College of Management, TMU

Moradabad, Uttar Pradesh, India

**Dr. Mahejabin**

Sr. Assistant Professor

Agasti Arts, Commerce and Dadasaheb Rupwate Science College

Akole, Ahmednagar, Maharashtra, India

**Dr. Sachin K. Parappagoudar**

Assistant Professor & Research Guide

Department of Management

JAIN (Deemed-to-be-University)

Center for Management Studies

Bangalore, Karnataka, India

**Dr. Mahesh Kumar M**

Associate Professor

Department of MBA

Guru Nanak Dev Engineering College

Bidar, Karnataka, India



# CONTENTS

	<b>Page No.</b>
<b>PART 1</b>	
<b>Chapter 1</b> THE EMERGENCE OF NEO BANKS: TRANSFORMING THE BANKING INDUSTRY.....	1-8
<b>Chapter 2</b> A CASE STUDY ON EMPLOYEE SATISFACTION IN THE HEALTHCARE SECTOR.....	9-28
<b>Chapter 3</b> FUTURISTIC TRENDS IN HRM.....	29-45
<b>Chapter 4</b> AN EVALUATION TECHNIQUES FOR BUSINESS ECOSYSTEMS.....	46-59
<b>Chapter 5</b> AN INVESTIGATION ASSOCIATING STRATEGIC GOALS TO BUSINESS AND INNOVATION MODELS.....	60-72
<b>PART 2</b>	
<b>Chapter 1</b> SUSTAINABILITY IN FINANCE.....	73-79
<b>Chapter 2</b> THEORETICAL FRAMEWORK FOR HOLISTIC DEVELOPMENT: NEP 2020.....	80-84
<b>PART 3</b>	
<b>Chapter 1</b> MARKETING OF DIAGNOSTIC TEST KITS: DEALER’S PERSPECTIVES.....	85-91
<b>Chapter 2</b> NFT’S REVOLUTIONIZING THE ART AND ENTERTAINMENT INDUSTRY	92-98
<b>PART 4</b>	
<b>Chapter 1</b> DIGITAL DRIVE FOR FINANCIAL MARKET TRANSACTIONS IN INDIAN ECONOMY.....	99-108
<b>PART 5</b>	
<b>Chapter 1</b> INFLUENCER MARKETING.....	109-119

<b>Chapter 2</b> CRITICAL STRATEGIC THINKING IN THE GLOBALISED MARKETING SCENARIO.....	<b>120-129</b>
--	----------------

<b>Chapter 3</b> EMERGING MARKETING TRENDS.....	<b>130-140</b>
--	----------------

**PART 6**

<b>Chapter 1</b> GREEN FINANCING-A FUTURE TREND.....	<b>141-146</b>
---	----------------

<b>Chapter 2</b> ECO-LABEL EFFICACY AND CONSUMER TRUST IN THE FOOD INDUSTRY: A COMPARATIVE STUDY OF YOUNG CONSUMERS IN RUDRAPUR REGION.....	<b>147-158</b>
--	----------------

<b>Chapter 3</b> REVENGE TOURISM: A TALE OF TRAVEL POST COVID-19.....	<b>159-162</b>
--	----------------

<b>Chapter 4</b> WILL ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING REPLACE HUMANS IN FINANCE? .....	<b>163-172</b>
---	----------------





*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 5, 2024, IIP Series*

ISBN : 978-93-5747-342-2



9 789357 473422