

EMERGING FRONTIERS OF BUSINESS RESEARCH: A GLOBAL APPROACH

Edited by

Prof. (Dr.) Sanjay Bhayani

Dean & Professor

Department of Business Management

Saurashtra University, Rajkot, Gujarat, India

Prof. CMA Meenu Maheshwari

Head & Professor

Department of Commerce and Management

University of Kota (UOK), Rajasthan, India

MGM PUBLISHING HOUSE

JAIPUR – DELHI

Text © Authors, 2025

Cover Page © MGM Publishing House, Jaipur

This book, or any part thereof must not be reproduced or reprinted in any form, whatsoever, without the written permission of authors except for the purpose of references and review.

Published by

MGM Publishing House

Durgapura, Jaipur-302015

Rajasthan, India

ISBN: 978-93-49468-28-3

DOI: 10.62823/MGM/2025/9789349468283

Edition: 2025

All rights reserved. No part of this book may be reproduced in any form without the prior permission in writing from the Publisher.

Price: Rs. 1385/-

Printed by:

In-house-Digital

Jaipur-302018

Disclaimer

The author is solely responsible for the accuracy, integrity, and originality of all facts, figures, data, analyses, and interpretations presented in this manuscript. All data used in the study have been collected, processed, and analyzed by the author, and any errors or omissions remain the exclusive responsibility of the author. The views and conclusions expressed herein are those of the author alone and do not necessarily reflect those of any affiliated Editors, institution, funding body, or publisher.

This is to certify that this edited book entitled "**Emerging Frontiers of Business Research: A Global Approach**" bearing ISBN No. 978-93-49468-28-3 is refereed and published after due peer-review process.

Thanks


Publisher

Prof. Pratapsinh Chauhan
Vice Chancellor



Bhakta Kavi Narsinh Mehta University Road,
Khadiya-Junagadh 362 263
Gujarat, India

Phone :(O) 0285-2681400

(M) 90999 39409

E-mail: prof.pratapsinh@gmail.com

<https://www.bknmu.edu.in/>

FOREWORD

The world of business research is undergoing a profound transformation, shaped by digitalization, sustainability imperatives, and shifting global economic paradigms. *Emerging Frontiers of Business Research: A Global Approach* captures this transformation through a well-curated collection of scholarly insights that bridge theory, practice, and innovation. The chapters within this book cover a wide array of critical themes—ranging from taxation, corporate governance, and finance, to sustainability, digital commerce, and gender dynamics in the workplace.

This compilation not only explores emerging trends but also provides a multidimensional perspective on how global and local forces interact to redefine business ecosystems. The inclusion of empirical investigations alongside conceptual explorations enhances the book's academic richness and practical relevance. It stands as an important contribution for researchers, educators, policymakers, and industry practitioners who seek to understand the evolving contours of business in the 21st century.

The editors deserve sincere appreciation for their vision and dedication in bringing together such a diverse body of work. Their commitment to advancing interdisciplinary business scholarship and fostering intellectual collaboration is commendable and deeply inspiring. Heartiest congratulations to the editors for crafting a volume that truly reflects the spirit of global academic excellence and foresight.

Prof. Pratapsinh Chauhan

M. : +91-9829243459, 9672970942
Email : bpssharma131@yahoo.co.in



Prof. Bhagwati Prakash Sharma

Chairman
UNESCO-MGIEP
(Asia Pacific)
New Dehli

Group President
(Planning & Control)
Pacific Group of Universities
Udaipur



101, Vitthal Complex, 3-B, New Fatehpura, Udaipur - 313 001, INDIA

Date: 6 November, 2025

FOREWORD

Contemporary researches in the areas of business and economy provide meaningful and trustworthy information for decision making at all the levels. The empirical data and their apt interpretations enable the executives and policy formulators to anticipate the likely outcome of each of their crucial decision. Therefore, this book entitled, the **‘Emerging Frontiers of Business Research: A Global Approach’** edited by Prof. Meenu Maheshwari and Prof. Sanjay Bhayani shall act as a torchbearer for arriving at sound decision in corporate management and public policy formulation.

This compendium of 22 research papers, representing different areas of corporate management and economic policy making domains shall also be equally important, and rather more useful for the faculty members and research scholars from the areas of management and economics. Research alone helps to understand the prevalent and constantly changing environment and anticipate the likely outcome of the alternatives available for the decision maker(s).

The titles of the research papers in this edited volumes are ranging from employee retention challenges before the Start-ups, Work Life Balance, GST, Carbon Funding and the recent trade war initiated by American President Donald Trump through an anarchical tariff regime. Therefore, the research scholars in the years ahead, can also identify meaningful topic for future researches.

So, this volume, edited by the twin editors shall be a very useful companion for corporate managers, public policy formulators, faculty members and research scholars. The editors of this volume entitled **‘Emerging Frontiers of Business Research: A Global Approach’** Prof. Meenu Maheshwari and Prof. Sanjay Bhayani deserves all the praise and compliments for this pioneering work on contemporary researches.

(Prof. Bhagwati Prakash Sharma)



FOREWORD

As the global economy navigates rapid technological advancements, environmental imperatives, and social change, business research must evolve to meet the complexities of tomorrow. *Emerging Frontiers of Business Research: A Global Approach* emerges as a timely and forward-looking endeavour that captures this evolution with scholarly precision and creativity.

The book brings together an impressive range of research contributions—from studies on start-up challenges and sustainable finance to analyses of digital innovation, REIT investments, and CSR compliance. Together, these works illuminate the pathways through which modern organizations can align profitability with responsibility and innovation with inclusion. The global perspective adopted by the contributors enriches our understanding of how interconnected business systems respond to contemporary challenges and opportunities.

This book exemplifies how collaborative research can shape policy, practice, and pedagogy in meaningful ways. It stands as a testament to the power of knowledge-sharing and intellectual diversity in addressing real-world business challenges.

A word of appreciation to the editors for their remarkable scholarly initiative and unwavering commitment to promoting global thought leadership in business research. Their efforts will undoubtedly inspire future generations of researchers and practitioners alike.

(Professor Pawan Kumar Sharma)
Vice-Chancellor

Acknowledgement

We extend our heartfelt gratitude to all those whose invaluable contributions have made *Emerging Frontiers of Business Research: A Global Approach* a reality. This volume is the culmination of collective effort, intellectual curiosity, and academic collaboration across disciplines, institutions, and regions.

We are deeply indebted to all the **contributors and researchers** whose scholarly work forms the core of this book. Their dedication to rigorous inquiry, critical thought, and innovative perspectives has enriched the discourse on contemporary and emerging issues in business research. Each chapter reflects a unique facet of global business transformation and adds immense value to the field.

We wish to express our appreciation to the **publisher MGM Publishing House, Jaipur** for their professionalism, encouragement, and meticulous attention to detail throughout the editorial and production process.

Above all, we are grateful to our **families, colleagues, and students** for their patience, understanding, and constant motivation during the course of this work.

It is our earnest hope that this book will serve as a meaningful contribution to the ever-expanding frontiers of global business research and inspire scholars, educators, and practitioners to continue exploring new dimensions of knowledge and innovation.

– The Editors

Prof. (Dr.) Sanjay Bhayani
Prof. CMA Meenu Maheshwari

About the Book

Emerging Frontiers of Business Research: A Global Approach is a comprehensive compilation of contemporary scholarly works that explore the evolving dynamics of business, economy, and society in a rapidly changing global landscape. This book is being published through Indian Accounting Association, Kota Branch. The book brings together contributions from distinguished academicians and researchers who offer fresh perspectives on pressing issues and emerging opportunities shaping modern business practices.

Spanning a broad range of themes including taxation and revenue systems, sustainability and carbon funding, digital transformation in commerce, corporate governance, entrepreneurship, financial performance, human resource practices, and corporate social responsibility-the volume presents a multidisciplinary view of business research. Each chapter delves into a distinct area of inquiry, reflecting both the diversity of current academic thought and the interconnectedness of global business environments.

By blending empirical studies with conceptual analyses, the book not only highlights challenges faced by industries and policymakers but also proposes strategic directions for sustainable and inclusive growth. It is designed to serve as a valuable reference for researchers, academicians, business professionals, and students who seek to understand the complex realities of contemporary business and its future frontiers.

At its core, *Emerging Frontiers of Business Research: A Global Approach* embodies a vision of collaboration, innovation, and intellectual advancement-encouraging readers to engage critically with emerging paradigms and contribute to the continuous evolution of global business research.

Prof. (Dr.) Sanjay Bhayani
Prof. CMA Meenu Maheshwari

Contents

Foreword		<i>iv-vi</i>
Acknowledgement		<i>vii</i>
About the Book		<i>viii</i>
Chapter 1	Exploring the Drivers of Employee Retention: The Roles of Organizational Support, Work-Life Balance, and Empowerment in Job Satisfaction <i>Dr. Kuldeep H. Jobanputra and Prof. Sanjay Bhayani</i>	<i>01-11</i>
Chapter 2	Corporate Social Responsibility in Indian Power Sector PSUs: A Longitudinal Analysis of Compliance and Contribution <i>Prof. Meenu Maheshwari, Prof. Ashok Kumar Gupta and Mrs. Pragya Gaur</i>	<i>12-22</i>
Chapter 3	An Investigation on The Financial Challenges Encountered by New Start-Ups and Young Entrepreneurs in India <i>Prof. (Dr.) Bhavsinh M. Dodia and Path C. Bhatt</i>	<i>23-33</i>
Chapter 4	The role of GST in Enhancing Tax Compliance and Revenue Collection in India <i>Mr. Bhavinkumar Amrutlal Patel and Dr. Ashvin Kumar H Solanki</i>	<i>34-41</i>
Chapter 5	A Study on Work-Life Balance and its impact on Job Satisfaction among Employees of Saurashtra Region <i>Shruti Pathak and Prof. Sanjay Bhayani</i>	<i>42-50</i>
Chapter 6	Corporate Social Reporting in Developed and Developing Countries: A Literature Review <i>Prof. Meenu Maheshwari and Mrs. Priyanka</i>	<i>51-57</i>
Chapter 7	Quick Commerce in India: Transforming Traditional Retail through Digital Innovation <i>Dr. Dhaval Vyas and Mr. Ashish Vyas</i>	<i>58-63</i>
Chapter 8	Impact of Corporate Governance on the Financial Performance of Selected BSE30 Companies in India <i>Hetal P. Vala and Dr. AshvinKumar H Solanki</i>	<i>64-73</i>
Chapter 9	REIT as an Investment Avenue: A Comparative Study of Embassy REIT and Mindspace REIT <i>Shrey Hareshbhai Bhupatkar and Dr. Shailesh N. Ransariya</i>	<i>74-81</i>

Chapter 10	Carbon Funding: A Step to Ensure Carbon Neutral Development in India & World <i>Karan Bhatt and Dr. Shailesh Ransariya</i>	82-94
Chapter 11	Sustainable Finance as a Strategic Driver: Recent Advances in Global Business Research <i>Dr. Pragya Dheer and Mrs. Alka Sharma</i>	95-107
Chapter 12	Charging Ahead: Policy Frameworks and Infrastructure for EVs in India <i>Dr. Vishal Javiya and Dr. Nailesh Limbasiya</i>	108-116
Chapter 13	Contemporary Practices in Human Resource Management <i>Ms. Urvashi Prajapati and Dr. Hardik Bhadeshiya</i>	117-125
Chapter 14	The Influence of Financial Performance on Bank Share Prices: Insights from Private Banking Companies Listed on the BSE in India <i>Dr. Shailesh N. Ransariya and Dr. Chanduji P. Thakor</i>	126-132
Chapter 15	Diversity, Equity, and Inclusion (DEI) in Global Business: Measuring Impact and Effectiveness <i>Dr. Nisha Jain</i>	133-146
Chapter 16	Working Women Perception towards Smart Home Automation and Ambient Intelligence in Coimbatore District <i>Dr. S. Hemaprasanna and Dr. J. Karthikeyani</i>	147-152
Chapter 17	Structural Equation Model of Dividend Effect on Market Price of Shares: A study on the Cement Sector of India <i>Frenki R. Chauhan and Dr. Butala C. Ajmera</i>	153-166
Chapter 18	An Analysis of Corporate Financial Management Practices of Selected Automobile Companies <i>Dadhaniya Abhisha Chandulal and Dr. Shailesh N. Ransariya</i>	167-173
Chapter 19	Uncovering Earning Manipulation in Automobile Companies in India: A Study using Beneish M-Score Model <i>Dr. Jagruti G. Raj</i>	174-184
Chapter 20	US President Trump's 2025 Tariff Policy: Implications for the Indian Economy and Indian Financial Market: A Review Paper <i>Dr. Amit M. Ranninga</i>	185-195
Chapter 21	Evaluating Role of Brand Equity in Customer Loyalty <i>Dr. Podilapu Hanumantha Rao</i>	196-208

