

VIKSIT BHARAT @ 2047: TRANSFORMATIVE ROLE OF COMMERCE, MANAGEMENT AND TECHNOLOGY

(Edition-III)

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Preface

India stands at a defining moment in its developmental journey. As the nation aspires to achieve the vision of Viksit Bharat @ 2047, marking one hundred years of independence, the roles of commerce, management, innovation, and technology have become more significant than ever before. The realization of this vision requires a multidimensional approach that integrates sustainable economic growth, technological advancement, responsible governance, financial inclusion, entrepreneurship, environmental sustainability, and human capital development.

It gives us immense pleasure to present Edition–III of “Viksit Bharat @ 2047: Transformative Role of Commerce, Management and Technology” (ISBN: 978-93-49468-06-1). This edited volume brings together scholarly contributions from academicians, researchers, industry professionals, and thought leaders who explore contemporary challenges and emerging opportunities shaping India's developmental trajectory. The chapters included in this volume reflect a rich blend of theoretical insights, empirical investigations, policy perspectives, and practical implications relevant to the evolving Indian and global business environment.

The book encompasses a wide spectrum of themes central to the vision of Viksit Bharat. Topics such as sustainable finance, ESG integration, sustainable banking, green human resource management, carbon pricing, and sustainable business practices highlight the growing emphasis on balancing economic prosperity with environmental responsibility. Contributions on entrepreneurship, innovation ecosystems, private equity, digital inclusion, and rural women entrepreneurship underscore the importance of inclusive and innovation-driven growth.

The volume also examines critical developments in financial markets and economic policy through studies on sustainable bonds, stock market linkages among QUAD economies, monetary policy and market volatility, mutual fund performance, manufacturing exports, and digital financial communication. These discussions provide valuable insights into the evolving dynamics of India's financial and economic landscape.

Recognizing the transformative impact of technology, several chapters explore the role of artificial intelligence, predictive analytics, digital collaboration, and digital marketing in reshaping businesses, consumer behaviour, tourism, and organizational practices. The integration of technology with management and commerce is increasingly becoming a cornerstone of India's competitiveness in the global economy.

Furthermore, the book addresses governance and institutional dimensions through discussions on corporate governance, board independence, and educational reforms under the National Education Policy (NEP) 2020. These contributions emphasize the significance of strong institutions, quality education, ethical leadership, and effective governance in fostering sustainable and inclusive development.

We express our sincere gratitude to all the authors for their valuable contributions, dedication, and scholarly efforts that have made this volume possible. We also extend our appreciation to the reviewers, editorial team, and publishing partners whose support and commitment ensured the successful completion of this work.

It is our hope that this book will serve as a meaningful resource for researchers, academicians, practitioners, and policymakers seeking to understand and contribute to India's transformative journey toward "Viksit Bharat @ 2047". We believe that the ideas and findings presented herein will inspire further research, dialogue, and action toward building a resilient, inclusive, innovative, and sustainable India.

Prof. Mukesh Kumar Jain
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