

CHANGING DYNAMICS OF COMMERCE, MANAGEMENT AND ECONOMICS IN DIGITAL INDIA

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This is to certify that this edited book entitled
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Thanks


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Foreword

It gives me immense pleasure to present the foreword for the edited book titled “*Changing Dynamics of Commerce, Management and Economics in Digital India*”, skillfully compiled by Dr. Anoop Kumawat and Dr. Mukesh Kumar Verma.

In the contemporary era, digital transformation has become the cornerstone of economic progress and organizational evolution. The convergence of commerce, management, and economics with digital technologies has fundamentally reshaped the way businesses operate, innovate, and compete. This book arrives at a highly relevant time, when India is witnessing a rapid transition towards a digitally empowered economy.

The editors have made a commendable effort in bringing together a diverse collection of scholarly contributions that examine critical dimensions such as artificial intelligence, FinTech innovations, e-commerce expansion, digital governance, sustainability, and emerging business models. The chapters reflect both theoretical depth and practical relevance, making the volume valuable for academicians, researchers, policymakers, and industry practitioners alike.

What stands out in this book is its holistic approach capturing not only the opportunities created by digital transformation but also addressing the challenges related to data governance, cybersecurity, ethical considerations, and skill development. The contributors have successfully highlighted how digital technologies are redefining managerial practices and economic frameworks in India.

I sincerely appreciate the editors for their dedication and scholarly vision in compiling this insightful volume. I am confident that this book will serve as an important academic resource and will inspire further research in the evolving domain of digital economy and management.

I extend my best wishes to the editors and contributors for their excellent work and hope that this publication receives wide recognition in academic and professional circles.

A handwritten signature in blue ink, reading 'Anurag Sharma'.

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Preface

The accelerating pace of digital transformation has fundamentally redefined the contours of commerce, management, and economics across the globe. In the Indian context, this transformation has been particularly profound, driven by rapid technological advancements, progressive policy frameworks, and the widespread diffusion of digital infrastructure. The emergence of Artificial Intelligence, Big Data Analytics, FinTech innovations, digital platforms, and cloud-based ecosystems has not only altered traditional business paradigms but has also reshaped decision-making processes, organizational structures, and economic interactions.

In this dynamic and evolving environment, the present edited book, ***“Changing Dynamics of Commerce, Management and Economics in Digital India”***, has been conceived as a comprehensive academic endeavor to explore the multifaceted implications of digitalization. The book brings together a diverse range of scholarly contributions that collectively examine contemporary issues, emerging trends, and transformative practices across key domains of commerce, management, and economics.

The volume is systematically structured to provide both conceptual clarity and empirical insight. The opening chapter lays a strong theoretical foundation by examining how artificial intelligence, automation, and data-driven systems are reshaping modern business management, highlighting the transition from traditional intuition-based approaches to analytics-driven decision-making frameworks. Building upon this, the subsequent chapter critically explores the transformation of business models in India, emphasizing the shift toward platform-based, subscription-oriented, and data-centric economic structures that enhance value creation and competitiveness.

The discussion on carbon credits introduces a sustainability-oriented perspective, demonstrating how environmental accountability is increasingly being integrated into economic systems through market-based mechanisms. This is complemented by an in-depth analysis of digital transformation in trade and commerce, where changing consumer behavior, evolving policy architecture, and technological advancements are redefining market dynamics.

The book further addresses critical financial dimensions, including investor preferences in mutual funds versus ETFs, the expanding role of chartered accountants in capital markets, and the broader implications of financial reforms. The integration of digital public infrastructure as a driver of sustainable development highlights India’s unique model of inclusive growth, supported by innovations such as digital payments and identity systems.

A significant portion of the volume is devoted to sectoral transformations, particularly in the domains of e-commerce, m-commerce, and social commerce, which have revolutionized consumer engagement and business operations. The analysis of India's digital economy underscores its emergence as one of the fastest-growing economies, fueled by technological innovation and entrepreneurial dynamism.

The later chapters extend the discourse into emerging and future-oriented areas. These include the impact of GST on economic systems, the role of fintech in shaping the vision of Viksit Bharat 2047, and the relevance of contemporary budgeting techniques in strengthening public financial management. The integration of artificial intelligence into human resource practices and strategic decision-making processes reflects the growing importance of intelligent systems in organizational management.

Furthermore, the exploration of remote work and its economic implications captures the changing nature of employment in the digital era, while the discussion on CSR 2.0 highlights the role of advanced technologies such as AI, blockchain, and big data in enhancing corporate ethics, transparency, and accountability.

Collectively, the chapters in this edited book offer a holistic and interdisciplinary perspective on the evolving dynamics of the digital economy. The contributions not only enrich academic discourse but also provide valuable insights for policymakers, practitioners, and researchers navigating the complexities of digital transformation.

We express our sincere gratitude to all the contributors for their scholarly rigor, intellectual commitment, and valuable insights that have enriched this volume. We also extend our appreciation to the publisher for their support and cooperation in bringing this work to fruition.

It is our earnest hope that this book will serve as a significant academic resource, stimulate further research, and contribute meaningfully to the understanding of digital transformation in commerce, management, and economics in India.

***Dr. Anoop Kumawat
Dr. Mukesh Kumar Verma***

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