

AMRIT:

INDIAN ECONOMIC REFORMS & TRANSFORMATION IN THE PERSPECTIVE OF INDIAN KNOWLEDGE SYSTEM



Dr. SARIKA AGARWAL & Dr. MUKESH AGARWAL
SRIJAN PATERIYA

Publisher:



SDR
INNOWAYS
INDIA PVT. LTD.

SDR INNOWAYS INDIA PVT. LTD.

667, Rajaward, Kulpahar, Mahoba - 210426



KAVYA
PUBLICATIONS
MAHOBHA - 210426

In Imprint with:

KAVYA PUBLICATIONS

Abhinav R.H.4, Awadhपुरi, Bhopal-462002

Centre

Kavya Publications

(Maxel Electronics) 8, 3rd floor DSIDC Shed SCHEME-1
Okhla phase -2, Delhi - 20.

Mob. : 7905266820, 9918801353

Website: www.kavyapublications.com

E-Mail : editor@kavyapublications.com

ISBN : 978-93-91722-71-5

Price : 399/-

Year : 2023

Edition : 1st

Copyright© Authors

This book is printed at MTL and published by author Ajay Agrawal, CEO of SDR Innoways India Pvt. Ltd. Kulpahar Mahoba with its imprint and centre, Kavya Publications Delhi.

All rights reserved.

No part of this publication may be reproduced, transmitted or stored in a retrieval system, in any form or by any means, electronic, mechanical, photocopying recording or otherwise, without the prior permission of the 'publisher'.

TABLE OF CONTENTS

SECTION – 1: GLOBALIZATION AND DIGITALIZATION 11

CHAPTER 1 : IMPACT OF DIGITALIZATION ON UNORGANIZED RETAIL BUSINESS.....	11
--	----

- Sanjay Kumar Yadav & Dr. B.D. Mishra

CHAPTER 2 : GLOBALIZATION AND BEHAVIOR OF FOREIGN DIRECT INVESTMENT IN VARIOUS SECTORS.....	17
---	----

-Prof. (Dr.) Jitendra Kumar & Dr. Abhideep Tiwari

CHAPTER 3 : GLOBALIZATION IN INDIA AND COVID: AN ERA OF TRANSFORMATIONS AND RETHINKING FOR THE SERVICES SECTOR.....	36
---	----

-Divya Nandini Sharma

CHAPTER 4 : IMPACT OF E-COMMERCE APPLICATION ON BUSINESS PROCESSES IN SMALL AND MEDIUM SIZE ENTERPRISES (SMEs).....	46
---	----

-Dr. Ankit Gupta & Dr. Nishant Dabhade

CHAPTER 5 : 1991 की आर्थिक उदारीकरण निजीकरण और वैश्वीकरण.....	59
---	----

-डॉ आशीष दुबे एवं रेणु कुमार यादव

SECTION – 2 : ENTREPRENEURSHIP INNOVATION AND INDUSTRY

CHAPTER 6 : ROLE OF WOMEN ENTREPRENEURS IN SHAPING THE FAMILY BUSINESS: A STUDY OF GWALIOR DISTRICT IN MADHYA PRADESH.....	65
--	----

-Mehraj Ud Din Mir, Mohd Tariq Mir, Arshid Ahmad Wani & Payal Malani Holani

CHAPTER 7 : IMPACT OF SALES PROMOTION ON CONSUMER'S PURCHASE DECISION FOR WASHING MACHINE IN RAIPUR, CG.....	78
--	----

-Mr. Sandeep Jashwant & Dr. Bhuvana Venkatraman

IMPACT OF DIGITALIZATION ON UNORGANIZED RETAIL BUSINESS

AUTHORS:-

1. Dr. Sanjay Kumar Yadav-Asst. Professor, The ICFAI University Raipur, Chhattisgarh.
2. Dr. B.D. Mishra, Associate Professor & HOD, Department of Management Studies, G.G.V. (A central University) Bilaspur, Chhattisgarh

INTRODUCTION:- Unorganized retail refers to the traditional low-cost retailing which includes local Kirana shops, general stores handicraft shops, etc. These shops are small and may have less than 10 total workers. Most of the things especially FMCG products are found very easily in these shops. In a country like India, most people depend on retailers for purchasing any product but now in this modern world which we can also say digital world, things are transformed digitally which also affects the physical shop like retailers. Today's customer is now showing their interest in purchasing products/things online because it is very easy for them to buy so many products in just one click. Retailers in this digitalized world also adopt these technologies in the business to sustain their customers and can easily make products available to them. Customers can easily order their products at any time from retailers. As the retailers get the order from customers they immediately pack the products and send them to the customer via home delivery. Due to digitalization online transaction becomes very easy and solved the problem of the old cash transactions. Now they can easily transfer their money digitally.

DEFINING DIGITALIZATION:- A Disruption Or Evolution
- Digitalization is not a new thing in this modern world. In the last few years, everything is transforming digitally whether it is the transaction of money online or shopping from an online platform. Nowadays people do

RESILIENCE AND SUSTAINABLE DEVELOPMENT



EDITORS:

SUNIL GIRI

PINKU PAUL

PAROMA MITRA

NEERAJ SINGHAL

BLOOMSBURY

BLOOMSBURY INDIA
Bloomsbury Publishing India Pvt. Ltd
Second Floor, LSC Building No. 4, DDA Complex,
Pocket C – 6 & 7, Vasant Kunj,
New Delhi 110070

BLOOMSBURY, BLOOMSBURY PRIME and the Diana logo are
trademarks of Bloomsbury Publishing Plc

First published in India 2023
This edition published 2023

Copyright © Management Development Institute, Murshidabad, 2023

Editors have asserted its right under the Indian Copyright Act to be
identified as the editors of this work

All rights reserved. No part of this publication may be reproduced or transmitted
in any form or by any means, electronic or mechanical, including photocopying,
recording or any information storage or retrieval system, without the
prior permission in writing from the publishers

The book is solely the responsibility of the editor and the publisher has had
no role in creation of the content and does not have responsibility for
anything defamatory or libellous or objectionable.

Bloomsbury Publishing Plc does not have any control over, or
responsibility for, any third-party websites referred to or in this book.
All internet addresses given in this book were correct at the time of
going to press. The author and publisher regret any inconvenience caused
if addresses have changed or sites have ceased to exist, but can accept
no responsibility for any such changes

ISBN: 978-93-56404-13-7
2 4 6 8 10 9 7 5 3 1

To find out more about our authors and books, visit
www.bloomsbury.com and sign up for our newsletters

Printed and bound in India by Replika Press Pvt. Ltd

Contents

<i>Foreword</i>	vii
<i>Preface</i>	ix
<i>Acknowledgement</i>	xi

SECTION A: SUSTAINABLE MARKETING

1. A Journey towards Societal Advertisement: An Empirical Validation <i>Dr. Sujata Banerjee and Dr. Kaushik Mandal</i>	3
2. Identifying the Factors Affecting Customer Satisfaction in the Purchase of Apparel for Sustainability in the Organized Retail Sector – A Case Study of Pantaloons Retail, Durgapur <i>Dr. Arunava Mookherjee and Krishna Roy</i>	18
3. Penetrative Pricing: A Success Tale of Low Pricing Strategy and its Demerits <i>Soumadip Kundu, Dr. Amit Ghosh & Dr. Sulagna Das Mitra</i>	34
4. Consumer's Perspective on Sustainability in Fashion Industry <i>Pradeep Kumar, Anshul Joshi, Sai Manish Baratam, Shobhit Kumawat & Chahal</i>	41
5. Consumer Buying Behaviour: Analysis on Liquid Detergent <i>Deepanjan Chakraborty, Poulami Banerjee & Mansi Kumar</i>	50

SECTION B: SUSTAINABLE FINANCE

6. A Study on Sustainable Finance in India: An Analysis of BRSR Report of Selected Companies <i>B.D. Mishra & Aakash Sharma</i>	67
7. An Evaluation of Incorporation of Sustainability Parameters in a Public Sector Organization and Their Impact on Financial Performance <i>Jayita Saha & Dr. Jhumoor Biswas</i>	82
8. A Study on Financial Distress Analysis of the Indian Pharmaceuticals Industry <i>Shrey Srivastava, Shikha Yadav & Dr. Pinku Paul</i>	91
9. The Cryptocurrency-Oil Nexus: A Meta-Analytic Perspective <i>Rabie Loukil, Amine Lahiani & Foued Badr Gabsi</i>	116

SECTION C: SUSTAINABLE HRM

10. Developing an Integrated Framework for Sustainable Employer Branding through Social Media: A Systematic Literature Review <i>Pramit Banerjee</i>	133
---	-----

A Study on Sustainable Finance in India: An Analysis of BRSR Report of Selected Companies

B.D. MISHRA¹ & AAKASH SHARMA²

¹ Professor, Department of Management Studies, Guru Ghasidas Vishwavidyalaya, Bilaspur, Chhattisgarh, India

² Research Scholar, Department of Management Studies, Guru Ghasidas Vishwavidyalaya, Bilaspur, Chhattisgarh, India

E-mail: biswadeep_m@hotmail.com; as.sharma@ggu.ac.in

ABSTRACT

Worldwide, investors and policymakers have been stressing the need for sustainable finance. For the sake of fostering the growth of responsible investing, it would be beneficial for investors to be encouraged to consider factors beyond risk and return. The Indian market has also been making strides toward creating a more sustainable ecology, which will strengthen India's standing in the world. This would encourage them to consider factors beyond risk and return when making investments. Five emerging sectors of the Indian financial industry are analysed in this research, together with their 'Business Responsibility and Sustainability Reporting' (BRSR). Financial services, fast food, car manufacturing, insurance, and electricity generation are all examples of such industries. Union Bank of India, Colgate-Palmolive (India) Limited, 'Life Insurance Corporation of India', Eicher Motors Limited, and The Tata Power Company Limited are all represented in the paper via our analysis of their respective annual reports. The paper provides evidence of the widespread growth of sustainable financing in India's financial system. In addition, the report highlights key policy adjustments and reforms that should be done in the area to strengthen growing financial markets over the long term.

Keywords: BRSR, Emerging Industry, ESG, Sustainable Finance, Sustainability.

INTRODUCTION

There has been an agreement that discusses 'sustainable development' which does not only talk about the environmental concerns, it's also a priority on social development, economic reforms, and taking care of the environment. Cultural diversity, according to indigenous peoples, is also the fourth pillar of 'sustainable development'.

Sustainability came into the picture during the initial time of the twentieth century when people became ardent towards taking care of the environment with concern for preserving and conserving the environment. The primary focus of conservation is on framing nature and its supports to control human impact, whereas the primary focus of preservation is on a method to protect, utilise, and eliminate human impact

Sustainable Practices

in Media and Arts Industry

Editors:

- Prof. (Dr) Shikha Verma Kashyap
- Dr. Shweta Bajaj
- Dr. Pratibha Barik
- Dr. Sashi Priya Upadhyay

Published By

Innovative Scientific Publication

SBI Colony, Hingna Road, Nagpur (MS), India

Email: ijiesjournal@gmail.com

Ph: 7972481655

<http://ijies.net/books>

1st Edition: December, 2023

ISBN: 978-81-965128-3-5



Price: 325 INR

Exclusive rights by Innovative Scientific Publication, Nagpur for manufacture and marketing this and subsequent editions.

® All rights reserved :No part of this publication may be reproduced or distributed in any form or means of stored in database of retrieval system without prior written permission form authors



Chapter 27

A Systematic Literature Review on Sustainable Consumer Behaviour

Riya Goel

Research Scholar, Department of Management Studies
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)
Email ID: riyagoyal040@gmail.com.

Dr. Bobby B. Pandey

Associate Professor, Department of Management Studies
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)
Email ID: its.drbbpandey@gmail.com

Rohit Jaiswal

Assistant Professor, School of Management
AAFT University of Media and Arts, Raipur (C.G.)
Email ID: rohit.jaiswal@aaft.edu.in

ABSTRACT - Sustainable consumption is increasingly recognized as a critical and complex issue, intertwining daily practices with broader ethical questions about humanity's relationship with nature. This complexity arises because it encompasses not just individual actions, but also societal values and the long-term impact of consumption on the environment. Researchers typically approach sustainable consumer behavior from two primary perspectives: the marketing viewpoint, which focuses on consumer demand, and the business strategy perspective, which addresses the supply side. This paper delves into existing research on sustainable consumer behavior, particularly from the marketing perspective. It aims to provide a comprehensive introduction to the concept of sustainable consumer behavior, offering an overview of relevant theories and methodologies. Additionally, the paper identifies and analyzes the various factors that influence sustainable consumer behavior, including psychological, social, and economic determinants. Finally, it discusses the key challenges that lie ahead in promoting sustainable consumption, emphasizing the need for further research and innovative strategies to overcome these obstacles and encourage more sustainable choices among consumers.

Keywords: Green consumer behaviour, Sustainable consumer behaviour, Green purchasing.

INTRODUCTION

Over the past few decades, the consumption of goods and services has risen dramatically worldwide, causing natural resources to deplete, biodiversity to decline, and the environment to deteriorate rapidly. The belief in unlimited growth and abundance has proven false, with people now using 30% more resources annually than the Earth can renew, and this rate is speeding up. There's a global agreement that urgent changes in human behavior and cultural practices are necessary to lessen the impact of excessive consumption. Individuals are increasingly aware that the era of unchecked consumerism is ending and that their actions directly affect the environment and future generations. Concerns about the environment are growing, leading to higher demand for eco-friendly products and putting pressure on companies to operate in socially and environmentally responsible ways. Sustainability investments are no longer just about following laws or using resources efficiently; they're driven by consumer preferences (Accenture, 2012).

BEYOND BOUNDARIES:

EXPLORING THE SYNERGIES OF INTERDISCIPLINARY RESEARCH

Editors

Dr. Asha Singh

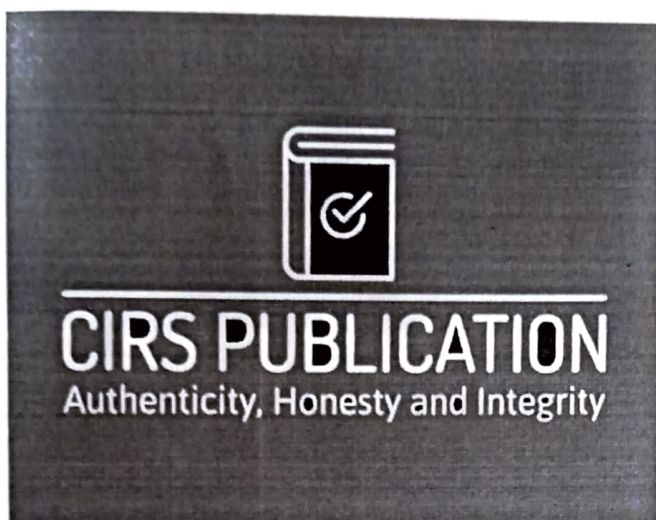
Nitesh Kumar Maurya

Rezwan Ahmed Mahedi

DRK Saikanth



CIRS PUBLICATION



Shivpuri, Manas Marg-02, Patna-800023

Date and Year of Publication: 30 December 2023

ISBN-13: 978-81-966562-6-3

This book has been published with all reasonable efforts taken to make the material error-free after the consent of the author. No part of this book shall be used, reproduced in any manner whatsoever without written permission from the author, except in the case of brief quotations embodied in critical Articles and reviews.

The Author of this book is solely responsible and liable for its content including but not limited to the views, representations, descriptions, statements, information, opinions and references ["Content"]. The Content of this book shall not constitute or be construed or deemed to reflect the opinion or expression of the Publisher or Editor. Neither the Publisher nor Editor endorse or approve the Content of this book or guarantee the reliability, accuracy or completeness of the Content published herein and do not make any representations or warranties of any kind, express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose. The Publisher and Editor shall not be liable whatsoever for any errors, omissions, whether such errors or omissions result from negligence, accident, or any other cause or claims for loss or damages of any kind, including without limitation, indirect or consequential loss or damage arising out of use, inability to use, or about the reliability, accuracy or sufficiency of the information contained in this book.

19.Effects of Covid 19 Lockdown: Unorganised Sector Faces Adverse Situation and an Uncertain Future

Dr. Bobby.B.Pandey

Associate Professor, Department of Management Studies

Department of Management

Guru Ghasi Das (Central University), Koni

Bilaspur, Chhattisgarh

Email id: its.drbbpandey@gmail.com

ABSTRACT

This article has to focus on theme of unorganized sector faces unfavorable situation of migrant workers leaving in different parts of India with the sudden outbreak of covid19, so resulted in affecting various unorganized sectors of economy. Based on recent studies, World Bank Group said, Covid19 is a health crisis like no other the world has faced estimating that the health and economic crisis could push about 49 million people into extreme poverty in 2020. The effects of covid19 lockdown on the unorganized sector and the people, workers and migrants who constituted in the other field. Unorganised business was stuck and it has no guarantee of a quick revival after the lockdown. Many small business owners, labours of agriculture sector, household workers and daily wage labors, have faced many challenges and unfavorable situation. The Fighting against this infectious virus requires a two-pronged strategy with policies and fundamental reforms to secure the economy's long-term viability economy and the survival of the most important sector of India that is people who belong to the unorganized sector.



THE **MEDIA MOSAIC**

EXPLORING DIVERSE ARTISTIC FORMS

Editors:

- Prof. (Dr) Shikha Verma Kashyap • Dr. Shweta Bajaj
- Dr. Sadhna Bagchi • Dr. Ashok Bairagi



AFT
UNIVERSITY
OF
MEDIA AND ARTS



Innovative Scientific Publication
Nagpur



Published By
Innovative Scientific Publication
SBI Colony, Hingna Road, Nagpur (MS), India
Email: ijiesjournal@gmail.com
Ph: 7972481655
<http://ijies.net/books>

1st Edition: December, 2023

ISBN: 978-81-965128-2-8



Price: 375 INR

Exclusive rights by Innovative Scientific Publication, Nagpur for manufacture and marketing this and subsequent editions.

® All rights reserved :No part of this publication may be reproduced or distributed in any form or means of stored in database of retrieval system without prior written permission form authors

27	Digital Dimensions: Technology and the Artistic Canvas <i>Mr.Rohit Jaiswal</i>	146
28	Beyond the Frame: A Study of Diverse Artistic Forms in Contemporary Society <i>Dr.Riya Goel Sharma, Dr.Bobby B Pandey, Mr.Rohit Jaiswal</i>	149
29	Beyond the Frame: A Study of Diverse Artistic Forms in Contemporary Society <i>Mr.Ram Girdhar, Dr.Shweta Bajaj</i>	153
30	Exploring the Aesthetics of Hindustani Classical Music: Beauty, Expression, and Tradition <i>Mr.Apurba Chakraborty</i>	156
31	Sounds of Integration: Unveiling the Positive Impacts and Challenges in Western Music's Journey Through India <i>Mr.Amit Das</i>	160
32	Exploring Western Classical Musical Forms <i>Mr.Atanu Dutta</i>	165
33	Basics of Music Sound Theory <i>Mr.Asif Jamal</i>	173
34	Harmonizing Tradition: Crafting Popular Music with Indian Classical Essence <i>Ms.Tanvi Shukla</i>	178
35	Shadows and Highlights - The Soul of Photography <i>Mr.Rishi Manik Das</i>	184
36	Composition Basics: Framing and Balance in Mobile Photography <i>Mr.Arpit Agrawal</i>	193
37	The Role of Photojournalism in Humanitarian Crisis Coverage <i>Mr.Rahul Shakya</i>	198
38	Shattered Borders (Harnessing the Power of Photography for Intercultural Understanding) <i>Mr.Atul Shrivastav</i>	204
39	Diagnostic Microbiology: Techniques for Identifying Pathogens <i>Dr.Shradha Vaishnav</i>	215
40	The Vital Trio Navigating Exercise, Diet, and Weight Loss for a Healthier You <i>Ms.Ankita Kukreja</i>	221
41	Nutritional Strategies for Optimizing Sleep Quality and Circadian Rhythms <i>Ms.Ankita Shrivastav</i>	227



Chapter 28

Beyond the Frame: A Study of Diverse Artistic Forms in Contemporary Society

Riya Goel

*Research Scholar, Department of Management Studies
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)
Email ID: riyagoyal040@gmail.com*

Dr. Bobby B. Pandey

*Associate Professor, Department of Management Studies
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.)
Email ID: its.drbbpandey@gmail.com*

Rohit Jaiswal

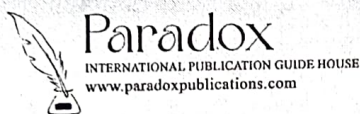
*Assistant Professor, School of Management
AAFT University of Media and Arts, Raipur (C.G.)
Email ID: rohit.jaiswal@aaft.edu.in*

ABSTRACT - This chapter delves into the multifaceted landscape of artistic expression across various media platforms, exploring the intricate tapestry of diverse artistic forms prevalent in contemporary society. The study aims to dissect the symbiotic relationship between traditional and emerging mediums, analyzing their impact on cultural narratives, societal perceptions, and individual identities. Through an interdisciplinary approach encompassing fields such as visual arts, literature, cinema, music, and digital media, this paper seeks to unravel the complexities of the media mosaic, highlighting the interconnectedness of seemingly disparate artistic endeavors. By examining case studies, theoretical frameworks, and empirical evidence, the research endeavors to illuminate the transformative power of artistic diversity in shaping our collective understanding of the world and ourselves.

Keywords: Artistic Diversity, Contemporary Society, Interdisciplinary Approach, Cultural Narratives, Transformative Power.

INTRODUCTION

In today's rapidly evolving cultural landscape, artistic expression thrives in a multitude of forms, reflecting the diverse tapestry of human experiences and perspectives. From the traditional realms of painting and literature to the ever-expanding domains of digital media and performance art, the contemporary artistic scene resembles a vibrant mosaic, rich in color, texture, and meaning. This paper embarks on a journey to explore this media mosaic, delving into the intricate interplay of diverse artistic forms and their profound impact on our societies, identities, and collective consciousness. The notion of a media mosaic transcends conventional boundaries, encompassing a spectrum of creative endeavors that span across time, space, and medium. Within this dynamic framework, traditional art forms coalesce with emerging technologies, fostering a fertile ground for experimentation, innovation, and cultural exchange. From the vivid brushstrokes of a canvas to the immersive landscapes of virtual reality, each artistic form contributes to the rich tapestry of human expression, weaving



TRANSDISCIPLINARY THREADS

CRAFTING THE FUTURE THROUGH MULTIDISCIPLINARY RESEARCH

VOLUME - 2

CHIEF EDITORS

DR. SARIKA CHAURASIA
DR. A.V.N.S SHARMA
DR. JAJBIR SINGH

ASSOCIATE EDITORS

DR. M. IRUDHAYARAJ
DR. NAMRATA SHRIVASTAVA
DR. N. JANANI
DR. J. VINOTHALAKSHMI

CO-EDITORS

DR. VARSHA AMOL TELORE
DR. RAJ KUMAR DESHMUKH
DR. SREELAKSHMI K

**TRANSDISCIPLINARY THREADS: CRAFTING THE FUTURE THROUGH MULTIDISCIPLINARY
RESEARCH: VOLUME – 2**

*Edited by: Dr. Sarika Chaurasia, Dr. A.V.N.S Sharma, Dr. Jajbir Singh, Dr. M. Irudhayaraj, Dr.
Namrata Shrivastava, Dr. N. Janani, Dr. J. Vinothalakshmi, Dr. Varsha Amol Telore, Dr. Raj
Kumar Deshmukh, Dr. Sreelakshmi K*

■
INFINITY PUBLICATION PVT. LTD.

76-77, Infinity Site, 88, Navamuvada, Lunawada-389230

Contact No. 76988 26988

Registration No. GJ31D0000132

■
Text © Authors, 2023

Cover page ©RED'SHINE Studios, Inc, 2023

■
All rights reserved. No part of this publication may be reproduced or used in any form or by any means- photographic, electronic or mechanical, including photocopying, recording, taping, or information storage and retrieval systems- without the prior written permission of the author.

■
ISBN: 978-93-92917-29-5

ISBN-10: 93-92917-29-5

DIP: 18.10.9392917295

DOI: 10.25215/9392917295

Price: ₹ 1000

December, 2023 (First Edition)

■
The views expressed by the authors in their articles, reviews etc, in this book are their own. The Editor, Publisher are not responsible for them. All disputes concerning the publication shall be settled in the court at Lunawada.

■
www.infinitypublication.com | info@infinitypublication.com

PRINTED IN INDIA | TITLE ID: 9392917295

CONTENTS

CHAPTER NO.	CHAPTER NAME	PAGE NO.
1	PREDICTIVE ANALYTICS IN FINANCE: A MACHINE LEARNING APPROACH TO STOCK MARKET FORECASTING A.Vadivelu	1
2	BEHAVIORAL HEURISTIC ADVERSARY RECOGNITION ENGINE (BHARE) Aathish M, Vadivelu A	13
3	SHADES OF SKIN: UNDERSTANDING AND COPING WITH VITILIGO VULGARIS Cyril Sajan	19
4	CHATGPT IN ACADEMIA: AN IN-DEPTH EXPLORATION OF STUDENT VIEWS – PROS AND CONS D.Rajkumar, P.Murugeswari, M.Karthigaieswari	25
5	HOSPITAL PHARMACY IN THE SPOTLIGHT: ADDRESSING CHALLENGES AND CONTRIBUTING TO RESILIENT HEALTH SYSTEMS Dilsar Gohil	31
6	ONLINE LEARNING-CONCERNS AND OPPORTUNITIES Dr. Shilpa N Khare	36
7	GREEN TECHNOLOGY-THE NEED OF THE HOUR Dr Shilpa N Khare	43
8	GABRIEL GARCIA MARQUEZ: A VOICE OF LATIN AMERICA Dr. A. Revathi	51
9	THE EVOLUTION OF ARTIFICIAL INTELLIGENCE IN PHYSIOTHERAPY: REVOLUTIONIZING PATIENT TREATMENT AND RECOVERY Dr. Abhishek Kumar Sandilya (PT)	55
10	MAKING WORKPLACE AN INCLUSIVE AND ACCESSIBLE PLACE FOR DISABLED EMPLOYEES Dr. Amita Arora, Muskan Pahuja, Nitin	61
11	SMART TECHNOLOGIES SHAPING TOMORROW'S CITIES: AN INTEGRATED URBAN MANAGEMENT APPROACH Dr. Bobby B Pandey	68



SMART TECHNOLOGIES SHAPING TOMORROW'S CITIES: AN INTEGRATED URBAN MANAGEMENT APPROACH

Dr. Bobby B Pandey ¹

ISBN: 978-93-92917-29-5 | DOI: 10.25215/9392917295.11

Abstract

With the rapid increase of urbanisation worldwide, there is a pressing need for creative and environmentally-friendly approaches to urban administration. This study explores the significant impact of smart technologies in developing comprehensive urban management methods to tackle the intricate difficulties that modern cities encounter. Cities may greatly improve efficiency, sustainability, and people's quality of life by utilising the potential of Internet of Things (IoT), data analytics, and artificial intelligence.

The study investigates the role of intelligent technologies in the development of interconnected urban ecosystems, where decision-making processes in different sectors are guided by data-driven insights. The use of intelligent technologies enables a comprehensive and adaptable approach to urban governance, encompassing areas such as transportation, energy management, public safety, and healthcare. Gaining insight into the intricacies of these technologies within various urban environments is essential for maximising their influence and guaranteeing comprehensive progress.

Moreover, the study examines the socio-economic consequences of intelligent urban administration, taking into account factors such as fairness, availability, and involvement of the community. This study examines the ways in which these technologies can reduce the gap between those who have access to digital resources and those who do not, and enable residents to actively engage in determining the future of their communities. The study also investigates other obstacles, such as issues regarding the privacy of data and the ethical ramifications of implementing sophisticated technologies in urban settings.

This research endeavours to furnish practical insights and suggestions for city planners, policymakers, and stakeholders by performing case studies in various urban environments. The objective is to promote the integration of intelligent technologies in a manner that corresponds to the distinctive attributes and difficulties of each city, thereby aiding in the development of resilient, sustainable, and human-focused urban environments.

Keywords: *technologies, smart cities, urban management*

1. Introduction

Smart technologies are crucial in developing comprehensive urban management plans by fundamentally transforming the functioning of cities, addressing difficulties, and improving the overall quality of life for citizens. The core of this transition lies in the smooth incorporation of diverse technologies, including the Internet of Things (IoT), data analytics, and artificial intelligence (AI).

IoT enables the creation of networked urban environments, where devices and systems gather and exchange real-time data. This data provides a fundamental basis for making well-informed

¹ Associate Professor, Department of Management Studies, Guru Ghasidas Central University, Bilaspur, Chhattisgarh