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Interdisciplinary approach towards Business
Sustainability



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Acceptance notification:
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Call for Chapters

Interdisciplinary approach towards Business Sustainability

Aims and Scope:

To the immense Gratification we introduce the Book Titled "Interdisciplinary approach towards Business Sustainability". The aim of the book is to inform people about various aspects of Sustainability. Scholars usually distinguish three different areas of sustainability. These are the environmental, the social, and the economic. Sustainability has evolved from a mere buzzword to a guiding principle that shapes our collective efforts towards a more balanced and harmonious world. In an era marked by environmental challenges and social disparities, understanding the intricacies of sustainability is vital. This book provides the reasons for the importance of sustainability in business now more than ever and also brings awareness on Waste reduction and recycling, renewable energy sources, biodiversity conservations, sustainable agriculture, Community empowerment, investments in green technologies etc. The Scope of the Book is extended in the areas such as Technology (AI), Marketing, Sports, HR, Public relations, Chemistry, Healthcare sector, Banking Sector, etc., Leading companies understand that achieving ambitious sustainability goals requires a systemic approach to transformation that can happen through Sustainability

List of Topics:

- Harnessing the Power of Sports for Sustainable Business Development: A Holistic Approach
- Innovation Management on Indian Health Care Sector
- Sustainable Resource Management
- Sustainability of Business Encourage Re-use, recycling and Waste Management
- The role of Technology in Sustainability: AI Blockchain IOT
- Economic Development in Sustainability of Business
- Green Banking in India: A study of onsite and offsite ATMs of Public Sector Banks
- Harmonising HR with Knowledge Management: The Green HRM Practices
- Eco-Conscious Choices by Process Chemist for a Sustainable World
- The Role of Indian Pharmaceutical Companies in Promoting Health and Sustainability
- CRM and Business Sustainability
- KCOR
- Green HRM
- AI Applications for Sustainability
- Innovative Collaborations and Strategic Partnerships for Sustainable Business Practices
- Impact of Phishing Attack on Business
- Harnessing Synergy: The Role of Collaboration in Business Sustainability

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