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Interdisciplinary Research on Sustainability of Business

Series Editors:

Dr.D.Mayuri
MBA,Ph.D
Assistant Professor
Department of Commerce and Business
Management
University College for Women (Telangana
Mahila Viswavidyalayam), Koti, Hyderabad
Hyderabad, Telangana, India
drmayurig9@gmail.com

Dr.S.Saileja
MBA,Ph.D
Assistant Professor
Department of Commerce and Business
Management
University College for Women (Telangana Mahila
Viswavidyalayam), Koti, Hyderabad
Hyderabad, Telangana, India
sailejasevella@gmail.com

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Call for Chapters

Interdisciplinary Research on Sustainability of Business

Aims and Scope:

To the immense Gratification we introduce the Book Titled "Interdisciplinary Research on Sustainability of Business". The aim of the book is to inform people about various aspects of Sustainability. Business Profitability, Protection of the Environment and Long-term survivability of People and other species can happen only with the help of Sustainability. The interest in adopting a greener lifestyle is now less of a trend, but more of a necessity in recent years as environmental degradation and climate change becomes more widespread and prevalent. Traditional business models have been compelled to "adapt" in order to meet new market needs as a result of the global shift toward green consumerism. This book provides the reasons for the importance of sustainability in business, now more than ever. The Scope of the Book is extended in the areas such as Technology (AI), Marketing, HR, Public relations, Chemistry, Supply Chain Management Genetics etc., Leading companies understand that achieving ambitious sustainability goals requires a systemic approach to transformation that can happen through Sustainability

List of Topics:

- Advancing Sustainability: Green Technology in Automotive Industry
- Sustainability Branding: Consumer attitudes and Impact on Purchase Decisions.
- Transforming Business with AI: Pathways to environmental, Social and Economic Sustainability
- Leveraging Business Through Public relations
- Integrating Green Building Strategies in Sustainable Business: n interdisciplinary Approach
- The Technological Transformation of Work: A Social Sustainability lens
- Enhancing Workplace Sustainability: AI driven HR Management Solutions
- Green Analytical Chemistry
- Green Human Resource Management
- Green Marketing for Business Sustainability
- AI Applications for Sustainability
- Stakeholder engagement and Activism for Sustainability of Business
- Promoting Sustainable Practices (Encourage Reuse, Recycle and Proper Waste Management)
- Sustainable Business Strategies: Integrating ESG factors for long term growth
- Sustainability in SCM: Challenges and Opportunities
- Precision Agriculture Using AI-Based Smart Mobile APPS
- Role of HR in Creating Sustainable World for future generations

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