



# STRATEGIC FINANCIAL MANAGEMENT:

TOOLS AND TECHNIQUES FOR SUCCESS

Mr. Kishorsinh Chauhan

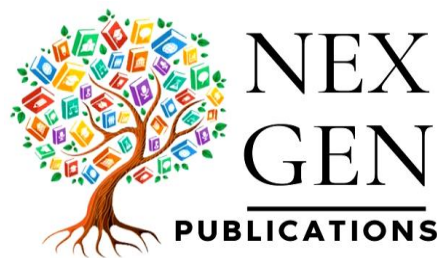
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# Strategic Financial Management: Tools and Techniques for Success



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# Strategic Financial Management: Tools and Techniques for Success

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## Preface

The financial world is changing quickly these days, and effective financial management is now more crucial than ever. Knowing the appropriate tools and strategies is essential to success, regardless of experience level in finance. The goal of this book, "**Strategic Financial Management: Tools and Techniques for Success**," is to provide you with clear, understandable guidance as you negotiate the intricacies of contemporary financial management.

Our sole objective in writing this book was to offer concise, useful information that can be used to make financial decisions in the real world. With an emphasis on cross-sector strategies, our goal is to provide you with the information you need to make wise financial decisions that will benefit you in the long run.

This book is filled with useful examples, case studies, and step-by-step instructions that help you grasp even the trickiest ideas. Whether you're heading a company's financial strategy, managing your own money, or both, we hope this book proves to be a useful resource.

## **Acknowledgement**

We would want to sincerely thank all of the people and institutions who helped us finish this book, "**Strategic Financial Management: Tools and Techniques for Success.**" This effort could not have been completed without your encouragement and support.

Above all, we are grateful to our readers—both present and aspiring financial professionals—who motivate us to disseminate our expertise. We are also appreciative of our financial mentors and colleagues who have helped to build our knowledge of strategic financial management. Their advice and observations have been very helpful in shaping the ideas and concepts in this book.

We really appreciate the publishers' and editors' understanding, direction, and attention to detail. Your behind-the-scenes efforts have made this book a unified and easily navigable resource.

In the end, we would like to express our gratitude to our friends and family for their continuous support during the writing process. We are eternally grateful to you for giving us the motivation to keep moving forward through your encouragement.

**Mr. Kishorsinh Chauhan**

**Dr. Anjali Bhardwaj**

**Dr. Raj Kishore Mishra**

**Dr. Margie Acharya**

**Dr. Prashant Sharma**

## About the Authors



**Mr. Kishorsinh Chauhan** holds a Master of Commerce degree from reputed M.S. University of Baroda and qualified the UGC NET. They also earned a Bachelor of Education degree from M.S. University of Baroda with outstanding distinction. With a strong foundation in commerce and education, they combine academic excellence with practical financial knowledge. The author has also contributed to research work and have published extensively in internationally recognized journals, with topics ranging from fintech's role in financial inclusion and AI-driven pricing strategies to modern methods of corporate financial management and pension fund strategies. Their book, CUET (UG) 2022: Common University Entrance Test for Undergraduate Programme, Accountancy, is widely regarded as an essential guide for aspiring students. Their innovative contributions have also earned recognition in the field of intellectual property. The author has successfully registered design patents in India and the UK, including a Smart Stock Market Portfolio Managing Device and a Financial Data Managing Device for Banks. The author is a distinguished academic, researcher, and innovator, bringing over 14 years of rich experience in the fields of finance, accounts, and education. As an Assistant Professor of Finance and accounting at ITM Vocational University, Vadodara, Gujarat, they have played a pivotal role in shaping the academic and professional journeys of numerous students. Their teaching portfolio spans undergraduate, postgraduate, and executive programs, with expertise in subjects such as financial accounting, financial management, alternative finance, security

analysis, and portfolio management. The author has shown strong leadership, serving on key institutional committees such as the University Finance Committee, Research Publication Committee, and the NAAC Accreditation Team. The author's achievements have earned them numerous accolades, including the prestigious Best Teacher Award for excellence in education. They have also been recognized with various awards throughout their career, for outstanding teaching performance, particularly in CBSE board exams, where their students consistently excel. He can be reached at [kcchhn@gmail.com](mailto:kcchhn@gmail.com)



**Dr. Anjali Bhardwaj**, The journey of academic field began with the completion of a Bachelor of Commerce (B.Com) degree in 2018 with specialization in Accounting and finance. This foundational education provided a strong understanding of commerce principles and ignited a passion for finance. Eager to delve deeper into the subject, I pursued a Master of Commerce (M.Com), which was successfully completed in 2020 with specialization in Accounting. During this period, the aspiring academic took significant steps to enhance my qualifications. In 2019, I cleared both the National Eligibility Test (NET) and the State Eligibility Test (SET) examinations, demonstrating my commitment to academic excellence and research capabilities. These achievements not only opened doors to teaching opportunities but also positioned me as a knowledgeable candidate in the competitive field of higher education. Shortly after completing my M.Com, I secured a position as a Lecturer in Accounting and Finance at Grace College in Rajkot. Over the next two years, I honed my teaching skills, developed course materials, and



engaged students in meaningful discussions about financial concepts and practices. This role allowed me to build a strong foundation in academia, foster mentorship relationships with students, and contribute to the college's academic community. In pursuit of further professional growth, I transitioned to a new opportunity at ITM Vocational University, Vadodara, where I currently serve as an Assistant Professor of Finance. In this role, I am responsible for teaching advanced finance courses, conducting research, and participating in curriculum development. My expertise not only enriches the learning experience for students but also enhances the university's reputation in vocational education.



**Dr. Raj Kishore Mishra** is a highly accomplished and dedicated educational leader with 14+ years of experience in management education and corporate administration, driving student-centered initiatives and excellence in teaching, leadership, and decision-making. His key strengths are Student-centered approach, Educational leadership and administration, Creative problem-solving and innovative thinking, Effective decision-making, Research and publication expertise, Learning Management Systems (LMS) and Educational Technology Integration, Curriculum development and restructuring. His Achievements are Spearheaded curriculum restructuring at Pune Institute of Business Management, enhancing student participation and academic performance, Created supportive learning atmospheres, fostering dynamic educational environments, Demonstrated expertise in guiding students, managing administrative duties, and ensuring accurate record-keeping, Developed interactive learning experiences through LMS and

educational technology. His Expertise areas are Management Education, Corporate Administration, Educational Leadership, Teaching and Mentoring, Research and Publication, Educational Technology and Innovation, Curriculum Development and Implementation.



**Dr. Margie Acharya** brings five years of extensive teaching experience to our institution, specializing in a broad range of subjects including Accounts, Finance, Marketing, Taxation, Human Resources, and Business Mathematics. Her deep knowledge and passion for finance are evident as she has completed her PhD in this field, focusing her research on key financial topics.

Before transitioning to academia, Ms. Acharya amassed substantial professional experience in Audit, Taxation, and Banking. This diverse background enables her to provide practical insights and real-world applications to her students, enriching their learning experience with valuable industry perspectives.

Ms. Acharya's research contributions are noteworthy, particularly her recent papers on Financial Self-Efficacy and the preferences of young investors in the stock market. These works reflect her commitment to exploring critical financial behaviors and trends, contributing to the broader understanding of investor psychology and market dynamics.

Her dual expertise in both practical finance and academic research makes her a valuable asset to our teaching faculty. Ms. Acharya's dynamic approach to education, combining theoretical knowledge with hands-on experience, prepares her students to navigate and excel in the complex world of business and finance.



**Dr. Prashant Sharma** is an accomplished Associate Professor specializing in Finance and Marketing in the Department of Management at ITM Gwalior. With extensive experience in academia and industry, Dr. Sharma has established himself as a key figure in management education and research, particularly in the areas of finance, marketing, and strategic decision-making..

As a dedicated researcher, Dr. Sharma's interests include financial markets, risk management, digital marketing, and consumer behavior analysis. His research has been published in various national and international journals, and he has presented his work at prominent conferences worldwide. He is actively involved in guiding research scholars, helping them navigate complex issues in finance and marketing, and contributing to the body of knowledge in these domains.

Beyond academia, Dr. Sharma provides consultancy services to businesses, offering insights into financial planning, marketing strategies, and business development. His ability to apply research to solve real-world business challenges has made him a sought-after consultant.

At ITM Dr. Sharma plays a critical role in curriculum development, research leadership, and student mentoring. His dedication to both teaching and research, combined with his approachable and supportive nature, has earned him great respect among students, colleagues, and the academic community at large.

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## ABOUT THE BOOK

"**Strategic Financial Management: Tools and Techniques for Success**" offers a thorough examination of the essential tactics and resources needed to be successful in the field of financial management. This book, which addresses important subjects including financial planning, budgeting, risk management, investing techniques, and financial analysis, is written in an understandable and useful manner.

The goal of the book is to make difficult financial topics understandable to readers of all skill levels by using case studies and real-world situations. Regardless of your background—student, business owner, or financial expert—this book provides practical advice on navigating the current financial environment. It serves as your guide to making wise financial decisions that result in success, from grasping fundamental concepts to becoming proficient in sophisticated methods.



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