

CONTEMPORARY ISSUES AND INNOVATIONS IN MULTIDISCIPLINARY RESEARCH

Exploring Diverse Perspectives,
Addressing Global Challenges,
and Shaping a Better Future
Through Innovative Research



DIVERSE
PERSPECTIVES



INNOVATIVE
THINKING



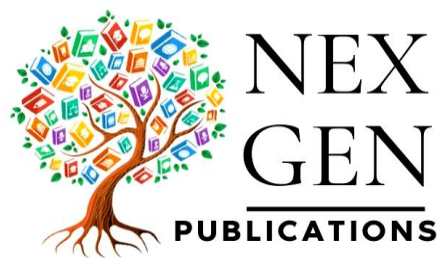
MULTIDISCIPLINARY
APPROACH



GLOBAL
IMPACT

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Contemporary Issues and Innovations in Multidisciplinary Research



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Contemporary Issues and Innovations in Multidisciplinary Research

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Preface

The contemporary academic and professional landscape is characterised by rapid technological advancement, evolving social structures, economic uncertainties, environmental challenges, and emerging global opportunities. These developments have created complex issues that cannot be adequately understood or addressed through the lens of a single discipline. **Contemporary Issues and Innovations in Multidisciplinary Research** has been conceived to provide a scholarly platform for exploring such emerging issues through diverse disciplinary perspectives and innovative approaches.

This edited volume brings together research contributions that reflect the changing dimensions of contemporary society, business, management, commerce, technology, education, social sciences, economics, and other related fields. The chapters included in this book demonstrate how multidisciplinary thinking can facilitate a deeper understanding of complex problems and contribute to the development of practical and sustainable solutions.

A central theme of this volume is **innovation in research and practice**. In an era characterised by digital transformation, artificial intelligence, changing business models, evolving consumer behaviour, sustainability concerns, and rapid societal change, researchers and practitioners are required to move beyond traditional approaches. Multidisciplinary research provides an opportunity to combine theories, methodologies, and perspectives from different areas of knowledge to generate meaningful insights and address real-world challenges.

The contributions in this book cover a wide range of contemporary themes and research perspectives. These include emerging technologies and digital transformation, artificial intelligence, innovation and entrepreneurship, business and management practices, education and skill development, sustainability, social and economic development, finance and commerce, organisational challenges, consumer behaviour, and other emerging issues of academic and practical significance. The diversity of topics reflects the broad scope and dynamic nature of multidisciplinary research.

The book also emphasises the importance of connecting **research with practice**. Academic research gains greater relevance when its findings can contribute to organisational decision-making, policymaking, social development, technological advancement, and sustainable growth. The chapters therefore attempt to highlight not only theoretical perspectives but

also practical implications, emerging trends, challenges, opportunities, and future directions.

Another important objective of this volume is to encourage **interdisciplinary and collaborative research**. Contemporary challenges frequently transcend traditional disciplinary boundaries. Climate change, digital transformation, artificial intelligence, inclusive development, employment, entrepreneurship, education, healthcare, and economic growth require collaboration among researchers from multiple fields. By bringing together diverse scholarly contributions, this book seeks to encourage dialogue, knowledge sharing, and collaboration among academicians, researchers, practitioners, policymakers, research scholars, and students.

The volume further recognises that innovation is not restricted to technology. Innovation may emerge through new theories, research methodologies, educational practices, organisational approaches, business models, social initiatives, and policy interventions. Such a broader understanding of innovation is essential for creating solutions that are not only technologically advanced but also socially relevant, economically viable, and sustainable.

We hope that **Contemporary Issues and Innovations in Multidisciplinary Research** will serve as a useful academic reference for researchers, faculty members, research scholars, students, professionals, and policymakers. It is also intended to stimulate further research and encourage readers to examine contemporary challenges from multiple perspectives.

We believe that the strength of multidisciplinary research lies in its ability to connect ideas, disciplines, people, and possibilities. Through this volume, we hope to contribute to that process and encourage continued exploration of innovative approaches to contemporary academic and societal challenges.

Editors

Dr. Pooja Gupta

Dr. Navita

Dr. Preeti Gugnani

Acknowledgement

The completion of an edited book is a collective endeavour that involves the valuable contributions, cooperation, and support of many individuals. We take this opportunity to express our sincere gratitude to everyone who contributed to the successful completion of **Contemporary Issues and Innovations in Multidisciplinary Research**.

First and foremost, we express our heartfelt appreciation to all the **authors and contributors** whose scholarly work forms the foundation of this edited volume. We are grateful for their valuable research contributions, intellectual insights, cooperation, and commitment throughout the process of manuscript preparation, revision, and finalisation. Their diverse perspectives have enriched the multidisciplinary character of this book.

We sincerely acknowledge the valuable contribution of the **reviewers and subject experts** who devoted their time and expertise to evaluating the submitted chapters. Their constructive feedback, critical observations, and suggestions helped enhance the academic quality, clarity, relevance, and overall presentation of the contributions included in this volume.

We extend our sincere thanks to the **publishing and editorial team** for their continuous assistance and professional support throughout the publication process. Their efforts in coordinating manuscripts, communicating with contributors, managing editorial requirements, and facilitating the production process have been instrumental in bringing this book to fruition.

We are also grateful to our **academic institutions, departments, research committees, colleagues, and professional networks** for providing an encouraging environment for research and knowledge creation. Their support and emphasis on academic excellence, innovation, and multidisciplinary collaboration have contributed significantly to the development of this volume.

Our sincere appreciation also goes to **research scholars and students** whose curiosity, academic discussions, questions, and enthusiasm for research continue to inspire new ideas and perspectives. Their engagement with contemporary issues reinforces the importance of research that is relevant to both academia and society.

We would also like to acknowledge the broader **academic and research community** whose previous studies, theories, methodologies, and intellectual contributions have provided the foundation upon which the

research presented in this volume has been developed. The collective advancement of knowledge is made possible through continuous scholarly dialogue and collaboration.

Finally, we express our deepest gratitude to our **families, friends, colleagues, and well-wishers** for their constant encouragement, patience, understanding, and support during the preparation of this edited book. Their motivation and cooperation provided us with the strength to complete this academic endeavour.

We sincerely thank everyone who has contributed directly or indirectly to the successful completion of this volume. We hope that **Contemporary Issues and Innovations in Multidisciplinary Research** will contribute meaningfully to academic discourse, encourage interdisciplinary collaboration, and inspire researchers to explore innovative solutions to the emerging challenges of contemporary society.

Editors

Dr. Pooja Gupta

Dr. Navita

Dr. Preeti Gugnani

About the Editors



Dr. Pooja Gupta is an Associate Professor at the Panipat Institute of Engineering and Technology, Samalkha, Haryana. She is a seasoned management professional with over 16 years of academic experience, specializing in Finance, Banking, and Accounting.

She earned her Ph.D. from Guru Jambheshwar University, Hisar, with a research focus on Foreign Investors and the Stock Market. Dr. Gupta has made significant contributions to academic research, with numerous publications in reputed national and international journals, and has actively participated in various conferences and seminars.

In addition to her research work, she has served as an editor for more than five academic books and has authored four books in her area of expertise. Her academic and research pursuits reflect a strong commitment to advancing knowledge in the field of finance and management.



Dr. Navita Vashista

Ph.D, MBA, UGC-NET, B.Ed

Dr. Navita is a seasoned academic and researcher with expertise in Human Resource Management, Organizational Behaviour, HR analytics, and General Management. With over 20 peer-reviewed publications and participation in more than 30 national and international conferences, she has significantly contributed to the field of management. A frequent coordinator and resource person for various workshops and seminars, Dr. Navita is also a member of the editorial boards of reputed journals. Their extensive research and practical insights continue to shape innovative approaches in HR and management practices.



Dr. Preeti Gugnani is an Assistant Professor in the Department of Management Studies at Panipat Institute of Engineering and Technology (PIET), Samalkha, Haryana. With over 16 years of teaching experience in Delhi NCR and Rajasthan, she specializes in Human Resource Management, Organizational Behavior, and Indian Ethos. She holds a Ph.D. from Banasthali Vidyapith, Rajasthan, an MBA from Manav Rachna International University, Faridabad, and a B.Com. from MDU Rohtak. She has published 15+ research papers in national and international journals, presented papers at 15+ national and international conferences, and participated in more than 15 FDPs and workshops. She has also served as a Key Resource Person in the Jal Jeevan Mission under the Ministry of Jal Shakti, Government of India.

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ABOUT THE BOOK

Contemporary Issues and Innovations in Multidisciplinary Research presents a comprehensive exploration of emerging challenges, evolving perspectives, and innovative approaches across diverse academic disciplines. The book brings together interdisciplinary ideas that examine contemporary social, technological, economic, environmental, educational, and organizational issues shaping the modern world.

With rapid advancements in technology and increasing global interconnectedness, complex problems can no longer be understood through a single disciplinary lens. This book emphasizes the importance of collaboration, integrated thinking, evidence-based research, and innovative methodologies to address such challenges effectively. It provides readers with diverse perspectives and research-oriented insights that connect theoretical understanding with practical applications.

The chapters explore current developments, emerging trends, innovative solutions, and research practices while highlighting the relevance of multidisciplinary collaboration in creating meaningful and sustainable outcomes. By bringing together varied academic viewpoints, the book encourages readers to identify connections between disciplines and develop broader approaches to research and problem-solving.

The book is particularly useful for researchers, academicians, postgraduate and doctoral students, educators, professionals, policymakers, and readers interested in contemporary research and innovation. It serves as a valuable academic resource for understanding emerging issues, encouraging interdisciplinary dialogue, and promoting knowledge-driven solutions for a rapidly changing world.



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