



Emerging Issues *in* Commerce

Dr. Namita
Dr. Parmila
Meenakshi

Emerging Issues in Commerce

Vol - I

Foreword

Editors

**Dr. Namita
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Meenakshi**

SAAD PUBLICATIONS

NEW DELHI - 110 053 (INDIA)

SAAD PUBLICATIONS

526, Vijay Park, Street No. 5

Maujpur, Delhi - 110 053 (India)

Phones : 22914760, Mob. : 9810154460

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First Published, 2015

ISBN 978-9380633-36-7 (Set)

ISBN 978-9380633-37-4 Vol - I

ISBN 978-9380633-38-1 Vol - II

Price: **Rs. 4000** (Set)

978-93-80633-36-7 Set

978-93-80633-37-4 Vol-I

978-93-80633-38-1 Vol-II

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PRINTED IN INDIA

Published by Mrs. Sunita Sharma for SAAD Publications, New Delhi.

Foreword

Since the liberalization process initiated by the government in 1991 onwards, Indian economy has gone through a number of reforms and policy changes introduced in almost every sector. These developments resulted in new approach, new vision and new sphere of knowledge required to meet new challenges posed by the changing economic scenario of India. Not only the professional and practicing bodies and institutions but the academia of the country also had to introduce significant changes to meet these challenges successfully in their approach and functioning.

In this context, one day national seminar organized by Kanya Mahavidyalaya Kharkhoda, is an effort in the right direction. The topics discussed in it covered almost all the important aspects and functioning of Indian financial system, F.D.I., insurance sector and various functional areas of management like finance, production, human resource and marketing.

Department of Commerce, Kanya Mahavidyalaya Kharkhoda has done a great job by publishing the articles in the form of a book. I am sure that this book will be of great help for all the students and teachers of commerce, economic and management.

Dr. A.S. Boora

Professor
IMSAR, M.D.University, Rohtak

Preface

In an increasingly commercialized world scenario where the increased competition and globalization takes centre stage, the issues of managing the business, profitability & the sustainable development are the prime concerns. The issues emerging through these economic activities need due consideration.

The Present book entitled “Emerging Issues in Commerce” is a collection of various research papers written by scholarly teachers & students on different aspects of commerce & related areas. The book is an endeavour with the aim of equipping readers with a comprehensive manual, which brings within its purview emerging issues in commerce which are relevant in today’s commercial environment throughout the world. The whole book is divided in ten Sections. These sections deal with the emerging issues in the field of Commerce like: Human Resources Management, E-commerce & its emerging trends, Indian Financial System, Issues in Foreign Direct Investment, Recent practices in Marketing & Advertising, Corporate Governance, Emerging Global Economy, Management Practices, Retail Sector, and Insurance Sector.

For accomplishing this challenging task, we are highly indebted to Dr. (Mrs.) Suresh Boora, Principal Kanya Mahavidyalaya, Kharkhoda (Sonipat) for her immense support, guidance and encouragement.

We hope that the book will prove beneficial to the decision makers, planners, development practitioners, opinion-makers, researchers, academicians students of commerce and related disciplines. We hope that the book is rich in its content and quality which will enhance the knowledge of the students.

Editors

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