

Interdisciplinary Knowledge Series

**Navigating the Nexus:
The *Convergence* of
New-Age Technologies and
Management Practices for
Business Sustainability**

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The *Convergence* of
New-Age Technologies and
Management Practices for
Business Sustainability**

- Edited by -

**Sunil Kumar Pradhan
Sharada Prasad Sahoo
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Suman Kalyan Chaudhury**



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Preface

In an era defined by rapid technological evolution and escalating environmental and social pressures, the concept of business sustainability has transcended mere corporate responsibility, becoming a fundamental imperative. This book, *“Navigating the Nexus: The Convergence of New-Age Technologies and Management Practices for Business Sustainability,”* delves into the intricate interplay between cutting-edge technologies and innovative management strategies, exploring their synergistic potential to drive sustainable business practices.

The confluence of technologies like Artificial Intelligence (AI), Blockchain, the Internet of Things (IoT), and advanced analytics, alongside transformative management philosophies such as circular economy principles, stakeholder engagement, and data-driven decision-making, presents unprecedented opportunities for businesses to reimagine their operations. We are witnessing a paradigm shift, where sustainability is no longer an afterthought but an integral component of strategic planning and execution.

This book is born from the conviction that achieving genuine sustainability requires a holistic approach, one that seamlessly integrates technological advancements with robust management frameworks. We have assembled insights from leading academics, industry practitioners, and thought leaders who are at the forefront of this transformative journey. Their contributions illuminate the practical applications and theoretical underpinnings of this convergence, offering actionable strategies for businesses seeking to navigate the complexities of sustainable development.

This book is intended for a diverse audience, including business leaders, sustainability professionals, researchers, policymakers, and students, who are keen to understand the dynamic relationship between technology and management in the context of business sustainability. We aim to provide a comprehensive and practical guide that empowers readers to leverage these powerful tools for creating a more sustainable and equitable future.

We acknowledge that the journey towards sustainability is ongoing and multifaceted. The insights presented in this book represent a snapshot of the

current landscape, and we anticipate further advancements and innovations in the years to come. We hope that this compilation serves as a catalyst for dialogue, collaboration, and action, inspiring businesses to embrace the transformative potential of technology and management in their pursuit of sustainable excellence.

Editors

Sunil Kumar Pradhan

Sharada Prasad Sahoo

Biswajit Prasad Chhatoi

Suman Kalyan Chaudhury

About the Interdisciplinary Knowledge Series, New Delhi Publishers, New Delhi, India

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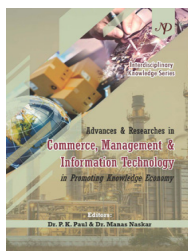
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The series is being Founded and Started by Eminent Information Scientist and Young-dynamic Educationalist Dr. P. K. Paul, *D.Sc. (UA Mexico), Ph.D. (IEST Shibpur), PDFC (Environmental Informatics)*.

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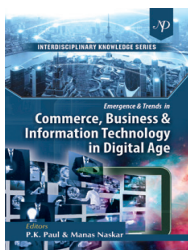


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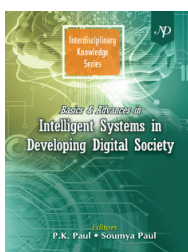


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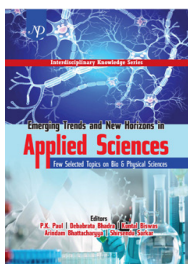


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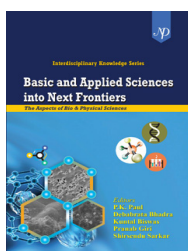


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Dr. P. K. Paul holds prestigious and unique D.Sc. in Information Science and Technology (IST) degree from Azteca University, Mexico under Dr. Agustin Yoh International Postdoctoral Fellowship (DAYIPF) Program. He also holds PhD in IST from IEST Shibpur, Post-Doctoral Fellow Certificate (PDFC) Program in Environmental Informatics. He has his credit unique and research based degrees viz. M.Tech. (by Research), MS (by Research) in addition to M.Sc. (Double). He is currently working as Asst. Professor (IST) & Executive Director (MCIS Program), at Dept. of Computer & Information Sciences, and additionally Information Scientist (Offg.) Position at Raiganj University, West Bengal, India.

Dr. Paul is actively engaged in the research and academic activities in the field of IST and Engineering Sciences related to Information Processing and Management. He is actively associated with Raiganj University, Raiganj, West Bengal in teaching and learning activities. He is also CEO and Vice President of IST Foundation. Virtually he is among the few Indian Information Science professionals who hold Post Graduate Qualification in all the dimensions of Information Sciences, ranging from Computer Science, Management Science, and Information Technology. He is specialized in emerging IT & Computing subjects that have social and business touch. He is mastermind for designing India's first interdisciplinary Masters (MSc) Program on Computing (MSc-Computer & Information Science) based on principles of interaction of information-technology with people. The first of its kind program has already been started in the Government University, RGU, India. He is credited with research policy paper on Cloud Computing Applications in Information Science, Systems, Information Centre, Green Computing or Green IT in Information Field/I-Schools Aspects/

Usability Engineering in Information Science and Services/HCI in Information Uses/Information Science Educational Aspects/ [IST]/Information Scientist/Geo-Information Science, Quantum Information Science and so on.

Dr. Paul holds 250+ Authored Indexed, Refereed Papers, Articles, and 100+ Book Chapters to his credit and about 30 National and International Authored and Edited Books. He is Chief Editor of IJASE and IJISC, New Delhi, IRAJMSS of IRA Academy Research, India. As the Chief Editor of IJAEML of Srinivas Publications, Mangalore, India, he is dedicated to research promotions. He is also involved as Editorial Board Member and Reviewer of more than 100 National and International Journals in diverse fields ranging from Computer Science, Informatics, Management, Engineering Science to Education, Social Science, Health Science, Pharmacy, Journal of Organizational and End User Computing, International Journal of E-Adoption, International Journal of Web Services Research, International Journal of E-Health and Medical Communications, International Journal of Healthcare Information Systems and Informatics, JECO, IJIRR, IJHCITP, IJOSSP, IJMDEM, IJTHI, IJDET, IJITPM, IJISSCM, IJISSS, IJBDCN, IJWP published from United States, Dubai, India, Nigeria, South Africa and so on. He has conducted about 250+ international conferences spread over 50+ countries and events as a committee member, chair, TPC, reviewer, etc. He holds the credit of organizing about 20 Conferences (with Indian and International Institutions) just in 2021 as a Director, Program Chair, Co-Chair, General Secretary, Convener etc. and among them the important are ICRICC-2021, ISFARAC-2021, ICONAIIS-2021, IMCISMRS-21, ICARI-2021, ICONECBIT-2021, ICEAS-2021. He also served in various events as visiting, invited and guest speaker, a few important ones are ICRDSTHM-17, iCon-MESSH'19, ICCISD-2023, AMRIT-2023, NSETRAR-17, ICIRHT-17, etc.

Dr. Paul has delivered several invited talks in leading and reputed academic and industrial establishments like SRM University, Sikkim University, VIT University, Srinivas University, Mangalore University, Assam Central University, Chaitanya Deemed to be University, TCG Digital, and CloudNet India, including MMTTC of Government of India. He has received many Awards such as Best Researcher Award in Information Sciences (from IARA, Trichy), David Clark Blair Young Scientist Award in Computer & Information Science (from BSS, India), International Young Scientist Award (from ISROSET) for the contribution in Health Informatics, Citation Award (from SSCET/Sri Sai University), International Social Science and Digital Society Think Tank Award-2020, International Outstanding Research & Scientific Events Organizer-2021, Dr. Agustin Yoh International Postdoctoral Fellow Award and Fellow of Azteca University (FAU) in 2021, etc.

About the Book Editors



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Dr. Sunil Kumar Pradhan (b.1975) MBA, MFT, Ph.D, UGC NET (Management), is a distinguished Teacher having 25 years' experience in the field of Marketing & International Business. He has published 35 research papers in different journals and magazines of National and International repute. He has participated and presented 40 papers in various National and international conferences, seminars, symposia and workshops. Under his able guidance, 6 Ph.D research scholars have been awarded and 4 research scholars pursuing their Ph.D degree. At present Dr. Pradhan is working as Assistant Professor- Stage-III, in the Dept. of Business Administration, Berhampur University since 2011.



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Dr. Sharada Prasad Sahoo, born on 7th July 1987 is a versatile management educator with 14 years of enriched experience in teaching and research in the discipline of HRM and Organizational Behavior. Presently he is working as Asst. Prof at the Department of Business Administration, Berhampur University. Dr. Sahoo has earned wide appreciation for his motivational and informative speeches on contemporary issues. He has organized about 30 International Conferences on Management and IT themes. Dr. Sahoo has published several papers in Scopus indexed journals of immense repute. He has chaired sessions in 12 national conferences and has been invited to deliver talks to various institutions.



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Dr. Biswajit Prasad Chhatoi, born on 7th October 1977 is the presently working as Asst. Prof., Dept. of Business Administration, Berhampur University, Odisha is a distinguished academic and scholar with remarkable academic background. Apart from this, he has attended many national seminars/workshops. Dr. Chhatoi also held different key positions in the administration of Berhampur University with a prolific research career evidenced by over 20 Scopus/WOS publications. Dr. Chhatoi boasts over two decades of invaluable teaching experience.



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Dr. Suman Kalyan Chaudhury (MBA, M.Com, Ph.D, D.Litt) is a distinguished faculty member in the field of Finance & Accounting and a dedicated researcher. He has published more than 150 research papers in different referred National and International journals and chapters in edited books & editor of 43 books as well as authored of 6 books. At present under his guidance one research scholars are doing Ph.D in the area of Management and 11nos of scholars have been awarded Ph.D. To his credit Dr. Chaudhury has 25 years of teaching experience along with 8 years research experience. Currently Dr. Chaudhury is working for Berhampur University, Odisha as a Faculty Member, in P.G. Dept. of Business Administration.

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