

ABOUT THE EDITORS



Dr. Pooja Yadav, is a distinguished Professor and Head, Department of School of Commerce & Management, Renaissance University, Indore, MP. With over two decades of experience in the education sector, she brings a unique blend of academic expertise and exceptional administrative skills. Her expertise spans both administration and research, making her a valuable asset. As a Research Supervisor at the university, Dr. Yadav has a proven track record of mentoring scholars who have successfully received their Ph.D. degrees under her guidance. She has also published research papers in reputable journals and presented papers at various national and international conferences, showcasing her commitment to advancing knowledge in her field. She is a highly accomplished individual with an impressive portfolio. Her achievements includes Publishing numerous articles, Received several National and International Awards. She is also the member in various committees. Her work and contributions have been recognized and celebrated globally, and she is a respected figure in her field.



Dr. Ravi Kant Modi, currently working as an Professor & Dean in the Department of Commerce and Management, Nirwan University Jaipur, Rajasthan, India. He is a distinguished faculty member bringing with him an extensive 14 years of teaching experience. His contribution in research solidifies his position as a highly accomplished researcher and scholar. His dedication to research has been recognized through the prestigious Young Researcher Award, bestowed upon him on September 5, 2021. As an author, He has contributed to the academic community through his textbooks and edited books. Moreover, he has published over 50 papers in renowned National and International journals, including notable Scopus journals. Recently he got the Best Business Academic of the year award-2024 (Silver Medal) for the article entitled "The Role of Indian Knowledge System in shaping corporate social responsibility in India (A Study of FMCG and it's companies in Rajasthan" presented in All India Commerce conference during 18-20 October,2024 at Pacific University, Udaipur.



INSPIRA
Reg. No. SH-481 R- 9-V P-76/2014

Published by:
INSPIRA
Tonk Road, Jaipur - 302018 (Raj.)
Mobile No.: 9829321067, 9828571010
Email: inspirairajapur@gmail.com

Copyright © publisher
Website : inspirajournals.com

₹ 1050/-



ADVANCED TRENDS IN
COMMERCE & MANAGEMENT

Yadav & Modi



ISBN: 978-81-974427-2-8

ADVANCED TRENDS IN COMMERCE & MANAGEMENT

Edited by
Dr. Pooja Yadav
Dr. Ravi Kant Modi