



EMERGING TRENDS IN
ECONOMICS, COMMERCE
AND MANAGEMENT

Editors

Dr. S. THEENATHAYALAN | Dr. MAMTA BRAMBHATT

EMERGING TRENDS IN ECONOMICS, COMMERCE AND MANAGEMENT

Editors

Dr. S. THEENATHAYALAN

Dr. MAMTA BRAMBHATT

Published by

L ORDINE NUOVO PUBLICATION

lonpublication@gmail.com

www.nuovopublication.com

Book Title : **EMERGING TRENDS IN ECONOMICS, COMMERCE AND MANAGEMENT**

Editors : **Dr. S. Theenathayalan**
Associate Professor & Head
Post Graduate Department of Economics and
Centre for Research in Economics
The Madura College (Autonomous)
Madurai, Tamil Nadu, India
Dr. Mamta Brahmhatt
Associate Professor & Head (Department of Business Intelligence)
B.K. School of Professional and Management Studies, Gujarat, India.

Book Subject : Economics, Commerce and Management

Book Category: Edited Book

Copy Right : Publisher

First Edition : December, 2021

Book Size : B5

Paper : 21 kg, Maplitho NS

Price : Rs.600/-

Published by : **L ORDINE NUOVO PUBLICATION**

E-mail: lonpublication@gmail.com

www.nuovopublication.com

Mobile: 99442 12131.

ISBN Supported by

Raja Rammohun Roy National Agency for ISBN, New Delhi – 110066 (India)

ISBN: 978-93-92995-07-1

ISBN 939299507-5



Disclaimer: *The Publisher and editors cannot be held responsible for errors or any consequences arising from the use of information in this Book; the views and opinions expressed herein are of the authors and do not necessarily reflect those of the publisher and editors.*

About the Editors



Dr. S. THEENATHAYALAN is presently serving as Associate Professor and Head, Department of Economics and Centre for Research in Economics of The Madura College (Autonomous), Madurai, Formerly Member – Syndicate and Member Convener Committee, Madurai Kamaraj University. He has credibly maintained consistent academic records in his post graduate studies with a University Rank. He started his teaching career in July 1991 with a passion for teaching for more than 3 decades. He has produced 11 Ph.Ds, 32 M.Phil and published 15 books.

He was also the organizing secretary of 10 National Seminars, 1 National Conference and 3 International Conferences. In addition, he has delivered 80 plus invited lectures at the UGC HRDC and keynote addresses in Economics in National, International conferences and radio talks. His research contributions are also outstanding. Under his guidance, eleven students got their Ph.D. degrees. 31 M.Phil graduates and many PG students have completed their projects under his guidance. At present, 7 Ph.D Scholars and one post-doctoral fellow are working under him.

He has published 15 books, 34 research papers and reviews in national and international journals of repute. His academic contributions involve membership and chairmanship of Board of Studies of various institutes. He was also recipient of "Best teacher award", "Best NSS Programme Officers Award", "Senior Economists award" and "Eminent Academician award". Besides he served as NAAC Coordinator, IQAC Coordinator and Dean of Academics and Research in the college.



Dr. MAMTA BRAHMBHATT is having more than 21 years of academic experience and at present, she is serving as an Associate Professor (Quantitative Techniques & Research Methods area) and head of department of Business Intelligence at B.K. School of Professional and Management Studies, Gujarat University. She is also an academic coordinator of Institute of Defence Studies & Research (IDSR).

Dr. Brahmhatt has published papers in several major international and national referred journals. Her publication includes 130 plus published research papers and 30 books. She has delivered more than 250 expert sessions on research methods and SPSS and was engaged in various academic endeavors in more than 30 different universities/institutions, she has developed three MOOCs under Swayam Platform of MHRD. She is BoS member of Management faculty at Gujarat University, National Forensic Sciences University (NFSU), Gandhinagar and at Karnavati University. She has been visiting faculty at Pandit Deendayal Petroleum University (PDPU) and National Institute of Fashion Technology (NIFT), Gandhinagar.

During the course of her academic journey, she has been awarded for "Best Research Paper Award" 23 times, she was selected for "Jewel of India Award" by Economic Growth Society of India and she is the recipient of National Education Award for Best Professor in Operation Management and Education Leadership Award from Dewang Mehta National Education and Teaching Excellence Award by Higher Education Forum_Gujarat Chapter. She has also awarded MTC Global Distinguished Teachers Award Management -2020 and National Eminent Young Researcher Award 2020 by International Institute of Organized Research.



Published by
L ORDINE NUOVO PUBLICATION
lonpublication@gmail.com
www.nuovopublication.com

ISBN 939299507-5



9 789392 995071