



Paradigm Shift in the Sphere of
**COMMERCE
MANAGEMENT
AND ECONOMICS**

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ABOUT THE BOOK

This book is a compilation of experiential learning and innovation-based research papers in commerce, management and economics. This book deals with unique combination of theory, empirical analysis, and conceptual modelling on various topics showcasing the paradigm shift in the sphere of commerce, management and economics in the form of distinguished chapters. It is an attempt to publish the latest and original articles that feature a balance of quality research in commerce, management, and economics across geographic regions in India as well as global contexts. This edited book is to present an anthology of research articles highlighting some of the contemporary issues and problems faced by Academia and Industry currently.

This book will make the readers understand various researches that are being conducted in the areas of business management, commerce, and economics. The book provides useful insights into the strategic perspectives of various organizations globally to strengthen their sustainability in the Emerging Market economy. The discussion and deliberation will help in generating and analyzing the contemporary practices concerning Emerging Markets. Various research articles in the form of chapters of the present book will highlight different distinctive practices, challenges, and emerging trends in the current scenario.

This book will be used as a reference by academicians, economists, researchers, social scientists, corporate professionals, and Students of Undergraduate/Post Graduate courses. The knowledge shared through the book would surely benefit society and all stakeholders of the higher education sector and the industry as well.



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Changing Paradigm of Environment Concern of Indian Companies using a Content Analysis

Dr. Musheer Ahmad*

Abstract

With the increase in environmental pollution and degradation of natural resources, Corporate Sustainability has attracted the attention of the various stakeholders involved in the company's governance. The main purpose of this study is to determine the extent of environmental concern by Indian Companies.

To determine the various environmental initiatives carried out by the companies, NIFTY 50 companies were selected as the target population because these companies represented the Indian corporate world and have sufficient resources to invest for upbringing society and save the environment.

The study uses environmental indicators like environmental policy and environmental management systems, Reuse and Recycling, reduction in energy consumption, etc from G4 Guidelines (GRI) and National Voluntary Guidelines (NVGs).

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