

Integrated Business Excellence - Synergizing Management, Finance, HR, and Marketing

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About the Editors



Dr. Madhavi
Kappaggantula

Dr. Madhavi Kappaggantula born on June 19, 1979, is esteemed academic and Associate Professor in the Department of MBA at Acharya Institute of Graduate Studies (Acharya Institutions). With a robust educational background including an MBA, M.A, M.Phil, and a Ph.D. in Analytics, Dr. Kappaggantula has specialized in analytics, bringing a wealth of knowledge and expertise to her role. With over 20 years of teaching experience, beginning in February 2004, and an additional year in industry, she has significantly contributed to academia and research for a decade. Her scholarly work includes 3 publications in Scopus-indexed journals, 1 in the Web of Science, over 20 international publications, and 10 national publications. Dr. Kappaggantula has also authored 2 books and 2 book chapters, and holds 2 patents. Her dedication to professional development is reflected in her membership in 5 professional bodies. Dr. Kappaggantula's extensive experience and contributions have made her a respected figure in her field. She can be reached at madhavi2769@acharya.ac.in for academic and professional engagements.



Dr. P. Venkaiah Babu

Dr. P. Venkaiah Babu born on May 8, 1984, is an esteemed academic and Associate Professor in the Department of MBA at Acharya Institute of Graduate Studies (Acharya Institutions). He is the son of Sessaiah and Ramanjamma. Dr. Venkaiah Babu holds an MBA, a PGDBFM, and a Ph.D. in Finance, specializing in this field. With a teaching career that commenced in August 2008, Dr. Venkaiah Babu brings over 17 years of teaching experience and 4 years of research experience to his role. He joined Acharya Institute of Graduate Studies on January 19, 2023. Throughout his career, Dr. Venkaiah Babu has made significant contributions to academia with a total of 3 publications in Scopus, 1 in Web of Science, 8 international publications, and 5 national publications. He has also authored 3 books, contributed to 3 book chapters, and holds 3 patents. Additionally, he is an active member of 7 professional

bodies. Dr. P. Venkaiah Babu continues to inspire and mentor students, leveraging his extensive knowledge and expertise in finance to foster academic excellence.



Dr. Bhargava

Dr. Bhargava is a highly distinguished Associate Professor, enriching the MBA program at Acharya Institute of Graduate Studies, Bengaluru. With over 15 years of teaching experience, he brings a wealth of knowledge and practical insights to the classroom. Prior to joining Acharya, Dr. Bhargava honed his teaching skills at various esteemed institutions in Bangalore, fostering a well-rounded perspective on management education. Dr. Bhargava holds a Ph.D. in Management from REVA University, awarded in 2017, demonstrating his dedication to scholarly research. He earned his MBA from Sri Krishna Devaraya University in 2009 with First Class

honors. His research interests delve into Marketing, Business Analytics, organizational behavior, strategic decision-making, and other management-related areas, translating into engaging and thought-provoking lectures. A prolific researcher, Dr. Bhargava has authored or co-authored over 16 publications in esteemed international and national journals, including Scopus and UGC-indexed journals. He actively participates in conferences and seminars, sharing his research findings and serving in various leadership roles, demonstrating his expertise and commitment to fostering a vibrant academic community.

Preface

In today's rapidly evolving business environment, the need for integrated and innovative approaches to management is more critical than ever. "Integrated Business Excellence- Synergizing Management, Finance, HR, and Marketing" aims to address this need by exploring the intersections and synergies among these key business disciplines. This book is a comprehensive guide for academics, practitioners, and students who seek to understand and leverage the interconnectedness of business functions to drive organizational success. The inspiration for this book stems from the observation that businesses today operate in a highly dynamic and interconnected landscape. Traditional space that once separated departments are breaking down, giving way to a more holistic approach where management, finance, human resources, and marketing work collaboratively to achieve common goals. This synergy not only enhances efficiency and innovation but also creates a more cohesive and agile organization capable of responding swiftly to market changes. General Management forms the backbone of any successful organization, providing strategic direction and ensuring that all business functions align with the overarching goals. In this book, we delve into modern management practices that foster integration and collaboration across various departments. We explore leadership styles, strategic planning, and decision-making processes that facilitate a unified approach to business operations.

Finance is the lifeblood of an organization, enabling growth and stability. This book examines contemporary financial management practices that support and enhance the synergy among business functions. We cover topics such as financial planning, investment strategies, and risk management, emphasizing their impact on and integration with other business areas. Human Resources (HR) plays a pivotal role in shaping an organization's culture and ensuring that it has the talent necessary to thrive. We investigate how modern HR practices, including talent management, employee engagement, and organizational development, contribute to the overall synergy of the business. The focus is on creating a workforce that is aligned, motivated, and equipped to collaborate across functions. Marketing is the interface between the business and its external environment, driving growth through customer engagement and market presence. This book explores innovative marketing strategies and how they integrate with other business functions to create a cohesive and effective approach to market positioning and customer relationship management.

Throughout this book, we provide real-world examples, case studies, and practical

insights that illustrate the benefits and challenges of synergizing business functions. Each chapter is designed to build on the previous one, providing a comprehensive understanding of how these disciplines interact and support each other. The goal of "Integrated Business Excellence- Synergizing Management, Finance, HR, and Marketing" is to equip readers with the knowledge and tools needed to foster a more integrated and effective approach to business management. By understanding and leveraging the synergies among key business functions, organizations can achieve greater innovation, efficiency, and success in an increasingly complex and competitive landscape. We hope that this book will serve as a valuable resource for anyone looking to deepen their understanding of integrated business practices and drive meaningful change within their organization.

Dr. Madhavi K.
Dr. P. Venkiah Babu
Dr. Bhargava N.

Acknowledgement

We are deeply grateful to everyone who contributed to the creation of this book, "Integrated Business Excellence- Synergizing Management, Finance, HR, and Marketing." First and foremost, we express our heartfelt thanks to our esteemed editor, Dr. Madhavi K., Associate Professor, Department of MBA, Acharya Institute of Graduate Studies. Her leadership, vision, and unwavering dedication have been instrumental in bringing this project to fruition. We also extend our sincere appreciation to our co-editors, Dr. P. Venkiah Babu and Dr. Bhargava N., Associate Professors in the Department of MBA at Acharya Institute of Graduate Studies. Their expertise, insights, and collaborative spirit have greatly enriched the content and quality of this book. We are indebted to our colleagues at the Acharya Institute of Graduate Studies for their continuous support and encouragement throughout this endeavor.

Special thanks go to the faculty members and staff of the Department of MBA for their valuable contributions and assistance. We acknowledge the contributions of the numerous researchers and practitioners whose work and ideas have been referenced in this book. Their dedication to advancing knowledge in the fields of management, finance, HR, and marketing has been a significant source of inspiration. Our gratitude also goes to our families and friends for their patience, understanding, and encouragement during the countless hours spent on this project. Finally, we thank the publishing team for their professionalism and dedication in bringing this book to the readers. This book is a testament to the collaborative effort and shared commitment to excellence by all involved. We hope it serves as a valuable resource for students, academics, and practitioners alike.

Dr. Madhavi K.
Dr. P. Venkiah Babu
Dr. Bhargava N.

Contents

- About the Editors iii
- Preface v
- Acknowledgement vii
- Contents xi
- Chapter 1: Security and Privacy Implications of AI-powered Tax Filing Systems: Safeguarding Taxpayers Data in the Age of Automation 1-9
 - Introduction 2
 - Security Risks in AI-powered Tax Filing Systems 3
 - Privacy Concerns in AI-powered Tax Filing Systems 5
 - Safeguarding Taxpayers’ Data 6
 - Case Study and Examples 7
 - Conclusion 8
- Chapter 2: A Study On Impact Of Digital Financial Inclusion Of Youth In Bengaluru NEO Bank Perspective 10-19
 - Introduction 11
 - Objectives of the Study 14
 - Methodology Used 14
 - Tables and Figures 15
 - Analysis and Interpretation 16
 - Conclusion 17
- Chapter 3: Gesture-Controlled Robotics: Enhancing Automation and Safety 20-31
 - Introduction 21
 - Literature Review 22

	Dataset	24
	Methodology Used	25
	Results	28
	Conclusion and Future Enhancement	29
Chapter 4:	Enhancing IOT Security: Leveraging Artificial Intelligence	32-50
	Introduction	33
	Literature review	35
	Artificial Intelligence in Cybersecurity	40
	AI attacking IoT	43
	Conclusion	47
	Suggestions	47
Chapter 5:	A Study of Artificial Intelligence, and Its Role in Human Resource Management	51-59
	Introduction	52
	Research Objective	53
	Literature Review	53
	Research Methodology	55
	Role of Artificial Intelligence In HR	55
	Benefits of Artificial Intelligence In HR	56
	Challenges Of Artificial Intelligence In HR	57
	Conclusion	57
Chapter 6:	Sustainable Transportation Impact In Urban Cities Of India	60-68
	Introduction	61
	Indian Cities Current Status	62
	Sustainable Urban Transportation Concept	63
	Transportation's Environmental Impact	65
	Conclusion	66
Chapter 7:	Sustainable development goals towards innovation, industry and infrastructure in the era of Post Covid-19 – an Indian perspective	69-76
	Introduction and Review of Literature	70
	Objectives of the study	70
	Industry Innovation and Infrastructure: A special case post Covid-19	70
	Findings	73
	Suggestions	74

	Conclusion	74
Chapter 8:	Unpacking the Cashew Export Sector:Challenges and Opportunities	77-93
	Introduction	78
	Objectives of the study	80
	Literature Review	81
	Methodology	86
	Analysis	87
	Conclusion and Suggestions	90
Chapter 9:	Charting Employee Growth: The Role ofCompetency Mapping at Apitoria Pharmaceuticals Ltd.	94-115
	Introduction	95
	Study Objectives	97
	Literature Review	97
	Methods	101
	Analysis and Discussion	102
	Recommendations	111
Chapter 10:	Theoretical Insights into Reverse Logistics Strategies for Micro and Small Enterprises	116-130
	Introduction	117
	Objectives of the Study	119
	Literature Review	119
	Methodology	122
	Analysis and Interpretation	123
	Conclusion and Recommendation	127
Chapter 11:	Sustainability Strategies for Franchise Businesses in Indian Rural Markets:Insights from Literature	131-146
	Introduction	132
	Objectives of the Study	134
	Literature Review	134
	Methodology	138
	Analysis and Interpretation	139
	Conclusions and Recommendations	142
Chapter 12:	Theoretical Foundations of Consumer Perceptions and Attitudes towards Electric Vehicles: A Review and Synthesis	147-166
	Introduction	148

	Objectives of the Study	152
	Literature Review	152
	Methodology	158
	Analysis and Interpretation	159
	Suggestions	163
Chapter 13:	Youth Empowerment through Social Media in Career Building: A Theoretical Study167-183
	Introduction	168
	Objectives of the Study	171
	Literature Review	172
	Methodology	174
	Analysis and Interpretation	175
	Suggestions	180
Chapter 14:	Employees' Perception on 360 Degree Evaluation: Apitoria Pharma Pvt Ltd Perspective184-207
	Introduction	185
	Objectives of the Study	186
	Literature Review	187
	Methodology of the Study	190
	Analysis and Interpretation	191
	Implementation	200
	Incentives	202
	Development	204
	Conclusion	206
Chapter 15:	Revolutionizing Finance With Artificial Intelligence: Current Trends208-221
	Introduction	208
	Objectives of the Study	210
	Research Methodology	211
	Role of Artificial Intelligence in Finance	211
	Classical Applications of AI in Finance	211
	Modern Applications of AI in Finance	212
	Future Trends and Potential of AI in Finance	213
	Challenges and Considerations	214
	Functions of AI in Finance	214
	Findings	217
	Conclusion	220