

ISSN :2584-2412



ASHA PARAS

INTERNATIONAL MULTIDISCIPLINARY RESEARCH JOURNAL

Open Access, Double Blind Peer-reviewed, Bi-Annual (Online)

Special Issue

Commerce and Management Studies

October 2024, Volume-1, Special Issue

CHIEF EDITOR

PROF. ASHA SHUKLA

CHIEF EDITOR (VOLUME)

PROF. R K SHUKLA

MANAGING EDITOR

DR. RAMSHANKAR

EDITOR (VOLUME)

DR. BHARAT BHATI

Contact us

www.apimrj.com

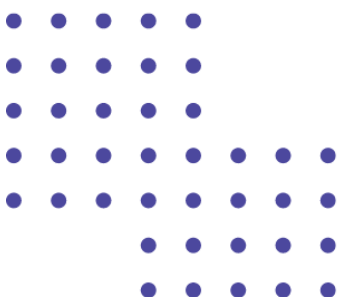
Email- apimrjournal@gmail.com

Publishers:

ASHA PARAS FOR PEACE AND HARMONY FOUNDATION

A93, Emerald Park city, Near AIIMS Hospital

Bagh Sewaniya, Bhopal





Editorial Board

<u>Chief Editor</u> Prof. Asha Shukla Former Vice Chancellor, Dr. B. R. Ambedkar University for Social Sciences, Mhow, Indore and Managing Director, Asha Paras Foundation for Peace and Harmony, India Email: ashashukla2006@yahoo.co.in Mo.: 9926310987	<u>Chief Editor (Volume)</u> Prof (Dr.) R. K. Shukla Former Professor and Head, PSSCIVE, Bhopal (MP) and Director, Asha Paras Foundation for Peace and Harmony, India Email: dr_ravindrashukla@rediffmail.com Mo.: 99774 66514
<u>Editor (Volume)</u> Dr. Bharat Bhati Associate Professor, Institute of Management Studies, Sage University, Indore (MP) Email: bbhati24@gmail.com Mo.: 7247579402	<u>Managing Editor</u> Dr. Ramshankar Assistant Professor, IIMT College of Management, Greater Noida Email- ramwardha1986@gmail.com Mob: 9890631370

Editorial Board Members

Dr. Kishor John Professor, Department- IT and Library, MP Bhoj Open University, Bhopal Email- john_kishor@yahoo.com	Dr. Amar Jeet Singh Parihar, Director-cum-Principal, Department of Education Sankalp College of Education, Ghaziabad, UP Email: pariharsingh73@gmail.com
Dr. Surendra Tiwari, Principal, Gulab Bai Yadav Smriti Shiksha Mahavidyalaya, Borwan (M.P.) Email: drsuredratiwari999@gmail.com	Dr. Bindiya Tater Assistant Professor, Department of Management, MediCaps University, RAU, Indore (MP) Email: bindiya.tater@gmail.com
Dr. Ajay Dubey, Officiating Principal & Associate Professor, Himalayan School of Yoga Science, Swami RamHimalayan University, Jolly Grant Dehradun, Uttarakhand, Email: ajaydubeyyoga@gmail.com	Dr. Manoj Kumar Gupta, Research Officer, Dr. Ambedkar Chair, Dr. B.R. Ambedkar University of Social Sciences, MHOW, M.P. Email: manojkumar07gupta@gmail.com

Table of Content

S.No.	Content	Page No.
Cover page, Index and Editorial		
1	“Perceived Usefulness and Value Creation of e-Governance Services” Prof. (Dr.) Parimal H. Vyas Dr. Madhusudan N. Pandya Major (Dr.) Mayank R Mathur (Veteran)	1-22
2	COVID – 19 and impact on Indian financial system Dr. Prashant Kumar	23-30
3	The Impact of Organizational Culture on Productivity: A Case Study of HEG Ltd., Mandideep Dr. Sameer Sharma Dr. Abhilasha Jain	31-44
4	Trust: A Predictor For The Growth Of E-Governance In Public Services Dr. Mukesh Keshari	45-53
5	The Role of Information and Communication Technology in Enhancing Heritage Tourism Resilience Dr. Venkateswarlu Chandu Dr.Ch. Sahyaja Dr. K. Pradeep Reddy	54-66
6	The impact of automated and social media marketing on consumer behaviour Yogesh Kag Dr. Bharat Bhati	67-82
7	Influence Of Coronavirus (Covid-19) Outbreak on Consumers Shopping And Buying Behavior In India. Chandni Sharma Pranav Tiwari Prof S.N Jha	83-91
8	An empirical study on the perception and preference of Students towards virtual education in the era of Covid-19 pandemic in India Priyajit Ray	92-105
9	A Study On Financial Inclusion For Accessibility Of Financial Resources To Fulfill The Financial Needs Of Scheduled Tribes In Madhya Pradesh (With Special Reference to Jhabua District) Dr. Arun Kumar Saral	106-115
10	Impact of Pricing Strategies on Consumer Purchase Decisions in Rural FMCG Markets: A Comparative Study between Indian and Foreign Companies Dipendra Yadav	116-135

**Preface...**

As we stand at the intersection of rapid technological advancement and evolving market dynamics, the fields of commerce and management have never been more critical. This special edition of our journal is dedicated to exploring the challenges and opportunities that characterize this complex landscape, showcasing research that is both innovative and relevant to contemporary practice.

In today's rapidly evolving global landscape, the fields of commerce and management face unprecedented challenges and opportunities. As businesses navigate the complexities of technological advancements, shifting consumer behaviors, and increasing competition, the need for innovative strategies and insights has never been more critical.

The rise of e-commerce, data analytics, and social media has transformed traditional business models, making it essential for companies to remain agile and responsive to market demands. One of the foremost themes in contemporary commerce is sustainability. As stakeholders become increasingly aware of social and environmental issues, businesses are called to adopt responsible practices that not only drive profitability but also contribute positively to society. This involves integrating sustainability into core business strategies, from supply chain management to product development. Companies that embrace sustainable practices are not only enhancing their brand reputation but also fostering long-term loyalty among consumers.

Moreover, effective leadership plays a pivotal role in steering organizations through these challenges. Sustainability is increasingly becoming a cornerstone of effective management. As stakeholders—including consumers, employees, and investors—demand greater accountability, organizations must integrate sustainable practices into their core strategies. This means not only addressing environmental concerns but also ensuring that social responsibility and ethical governance are prioritized. Leaders who embrace sustainability can foster trust and loyalty, creating a competitive advantage in an increasingly conscious marketplace.

In this context, ongoing research and discourse in commerce and management are vital. By exploring emerging trends, best practices, and innovative solutions, we can equip businesses with the knowledge they need to thrive in an ever-changing environment. Collaboration between academia and industry will be key in addressing the multifaceted challenges we face.

Thank you for engaging with this special edition, and we look forward to your insights as we collectively explore the future of commerce and management.

Prof. R K Shukla
Chief Editor (Volume)