

# Innovation-Driven Sustainable Business Management: Trends and Insights

Editors:

Dr. Amita Arora

Dr. Nitesh Rawat



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# **Innovation-Driven Sustainable Business Management: Trends and Insights**

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## Preface

In an era where sustainability and innovation are no longer optional but imperative, the need for an evolved approach to business management has become more critical than ever. This edited volume, *"Innovation-Driven Sustainable Business Management: Trends and Insights,"* explores the pivotal role that sustainability and innovation play across diverse management fields, offering insights and strategies essential for today's dynamic business landscape.

This book addresses the urgent demand for sustainable practices within micro, small, and medium enterprises (MSMEs), larger corporations, and public sectors alike. By encompassing diverse perspectives, it caters to the needs of entrepreneurs, researchers, practitioners, and students who are keen to understand and implement sustainable business practices that are both innovative and impactful. Each chapter is a reflection of groundbreaking research and hands-on applications in human resource management, healthcare, finance, and marketing, demonstrating how these sectors can drive sustainable change while meeting business objectives.

Our goal is to bridge the theoretical underpinnings of sustainable business management with real-world applications, creating a resource that not only educates but also inspires innovation. Unlike traditional management texts, this volume integrates cross-disciplinary viewpoints, fostering a holistic approach that emphasizes the interconnectedness of sustainable practices across varied sectors.

The book is structured to encourage reflection, critical thinking, and dialogue on key issues surrounding sustainable development. From sustainable talent acquisition to healthcare policy innovation, corporate governance, and digital marketing strategies, each chapter is meticulously crafted to meet the needs of academicians, corporate professionals, and policymakers.

As editors, we believe this compilation will serve as a catalyst for change, empowering readers to adopt and advocate for sustainable innovations that support resilient, forward-thinking organizations. We hope this work not only informs but also ignites new ideas and drives meaningful action toward a sustainable future.

Sincerely,

– **Dr. Amita Arora**

– **Dr. Nitesh Rawat**

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