

# MANAGEMENT 5.0

Reimagining Business in the Age of Disruption and Innovation  
through Emerging Trends and Multidisciplinary Perspectives



**Dr. Shweta Gupta**  
**Kamal Krishna**  
**Sachin Kumar**

**Management 5.0: Reimagining Business in  
the Age of Disruption and Innovation  
through Emerging Trends and  
Multidisciplinary Perspectives**



**India | UAE | Nigeria | Uzbekistan | Montenegro | Iraq | Egypt |  
Thailand | Uganda | Philippines | Indonesia  
[www.empyrealpublishinghouse.com](http://www.empyrealpublishinghouse.com)**

**Management 5.0: Reimagining Business in  
the Age of Disruption and Innovation  
through Emerging Trends and  
Multidisciplinary Perspectives**

*Editors:*

**Dr. Shweta Gupta**

Assistant Professor, Sharda School of Business Studies,  
Sharda University, Greater Noida-201310, Uttar Pradesh, India

**Mr. Kamal Krishna**

Sharda School of Business Studies  
Sharda University, Greater Noida-201310, Uttar Pradesh, India

**Mr. Sachin Kumar**

Sharda School of Business Studies  
Sharda University, Greater Noida-201310, Uttar Pradesh, India

Copyright 2026 by Dr. Shweta Gupta, Kamal Krishna and Sachin Kumar

First Impression: April 2026

**Management 5.0: Reimagining Business in the Age of Disruption and Innovation through Emerging Trends and Multidisciplinary Perspectives**

**ISBN:** 978-93-49359-24-6

**DOI:** <https://doi.org/10.5281/zenodo.19679047>

Rs. 1499/- (\$80)

No part of the book may be printed, copied, stored, retrieved, duplicated and reproduced in any form without the written permission of the editor/publisher.

#### **DISCLAIMER**

Information contained in this book has been published by Empyreal Publishing House and has been obtained by the editors from sources believed to be reliable and correct to the best of their knowledge. The authors are solely responsible for the contents of the articles compiled in this book. Responsibility of authenticity of the work or the concepts/views presented by the author through this book shall lie with the author and the publisher has no role or claim or any responsibility in this regard. Errors, if any, are purely unintentional and readers are requested to communicate such error to the author to avoid discrepancies in future.

Published by:  
Empyreal Publishing House

## Preface

The contemporary business landscape is undergoing an unprecedented transformation, driven by rapid technological advancements, evolving societal expectations, and continuous global disruptions. In this dynamic environment, traditional management approaches are being re-evaluated and redefined to align with the demands of a more complex, interconnected, and innovation-driven world. It is within this context that the concept of *Management 5.0* emerges—emphasizing a shift towards human-centric, technology-enabled, and sustainable management practices.

The edited volume, *Management 5.0: Reimagining Business in the Age of Disruption and Innovation through Emerging Trends and Multidisciplinary Perspectives*, seeks to capture this transformation by bringing together diverse scholarly contributions from across the field of management. The chapters included in this book explore a wide range of contemporary themes, including digital transformation, artificial intelligence, leadership, sustainability, finance, marketing, human resource management, and global business dynamics. Collectively, they offer critical insights into how organizations can adapt, innovate, and thrive in an era marked by uncertainty and rapid change.

This volume adopts a multidisciplinary perspective, recognizing that modern management challenges cannot be addressed within the boundaries of a single domain. Instead, it encourages the integration of knowledge across disciplines to foster more holistic and effective solutions. The contributions reflect both theoretical depth and practical relevance, making the book valuable for students, researchers, academicians, and practitioners alike.

We extend our sincere gratitude to all the contributors whose scholarly efforts and intellectual rigor have made this volume possible. Their commitment to advancing knowledge in the field of management is deeply appreciated. We also acknowledge the support of reviewers, academic peers, and all those who have contributed, directly or indirectly, to the successful completion of this work.

It is our hope that this book will serve as a meaningful resource for understanding emerging trends in management and inspire further research and dialogue in this evolving domain.

## **Acknowledgements**

The successful completion of this edited volume would not have been possible without the support, guidance, and contributions of many individuals and institutions.

First and foremost, we express our sincere gratitude to all the contributors for their valuable research work, intellectual insights, and commitment to academic excellence. Their diverse perspectives and scholarly efforts have enriched this volume and made it a meaningful contribution to the field of management.

We extend our heartfelt appreciation to the reviewers and academic peers who provided constructive feedback and critical evaluations, helping to enhance the quality and rigor of the chapters included in this book.

We would also like to acknowledge the support and encouragement received from the Sharda School of Business Studies, Sharda University, whose academic environment and institutional support have been instrumental in facilitating this endeavour. We are equally grateful to our colleagues and mentors for their continuous guidance and encouragement throughout the process.

Special thanks are due to the publishing team for their cooperation, professionalism, and assistance in bringing this work to fruition.

Finally, we express our deepest gratitude to our families and well-wishers for their constant support, patience, and encouragement, which enabled us to complete this project successfully.

Warm regards,

**Dr. Shweta Gupta**

**Kamal Krishna**

**Sachin Kumar**

## About the Editors



**Dr. Shweta Gupta** is a dynamic management scholar, accomplished author, and dedicated academician whose work stands at the forefront of organisational behaviour, human resource management, and workplace gender equity. Holding a Ph.D. in Management and backed by over eight years of rigorous academic and research experience, she has established a strong scholarly presence through her contributions to Scopus-indexed journals, international conferences, and published management books.

Beyond her academic credentials, Dr. Gupta is not merely an observer of management science but an active contributor shaping its evolving discourse. Her research critically examines organisational barriers, interrogates power structures, and advocates for inclusive, evidence-based leadership practices. With a deep commitment to advancing equitable and sustainable workplaces, she continues to emerge as one of the most purposeful, insightful, and forward-thinking voices in contemporary Indian management academia.



**Mr. Kamal Krishna** is an emerging academic and education professional with a strong multidisciplinary footprint across management, technology, and sustainability. Actively involved in major institutional initiatives, he has played key roles in organizing management development programs, international conferences, and workshops on research, with a focus on AI, innovation, leadership, and the future of work.

Mr. Krishna has an impressive publication record that includes multiple book chapters, contributions to edited books, and peer-reviewed research papers across areas such as entrepreneurship, human resource analytics, digital transformation, educational policy, and sustainable business. He frequently collaborates with faculty and researchers from reputed institutions across India, including professors from prominent central universities, strengthening a nationwide network of interdisciplinary scholarship.

He has presented his work at numerous national and international conferences, contributing to academic dialogue with clarity and rigour. He has also been successful in competitive forums, having won major pitching events, which reflects his ability to translate research into practical, high-impact solutions.

Mr. Krishna's professional trajectory demonstrates a sustained commitment to bridging theory and practice, fostering innovation in business education, and advancing collaborative research across India.



**Mr. Sachin Kumar** is an emerging management professional with a keen interest in contemporary business practices and decision-making frameworks. With a strong inclination towards experiential learning and interdisciplinary exposure, he has actively contributed to event management and social media coordination across various NGOs, gaining hands-on experience in planning, execution, and audience engagement.

He has also organized and participated in several initiatives aligned with the United Nations Sustainable Development Goals (SDGs), reflecting his commitment to sustainable and socially responsible practices. His participation in the X-Culture global collaboration program has further strengthened his cross-cultural communication, analytical thinking, and problem-solving skills.

In addition, Mr. Kumar has contributed to academic research through his publication in an edited volume, demonstrating his early engagement with applied management perspectives. He continues to advance his knowledge with the aim of contributing meaningfully to organizational effectiveness and evolving business environments.

## Table of Contents

Title of Chapters	Page No.
<b>AI TOOLS FOR SMALL AND MEDIUM ENTERPRISES FOR DECISION MAKING IN INDIA</b>	1 – 13
<i>Piyush Singh</i>	
<b>ROLE OF SUSTAINABLE FINANCE IN ACHIEVING SUSTAINABLE DEVELOPMENT GOALS</b>	14 – 24
<i>Mohd Faiz and Dr. Mohammed Rashid</i>	
<b>INFLUENCE OF INSTAGRAM ON THE TEENAGERS' BEHAVIOR: EFFECTS ON LIFESTYLE, SELF-PERCEPTION AND SOCIAL INTERACTION</b>	25 – 34
<i>Moitri Baruah and Dr. Swati Bansal</i>	
<b>FOOD SAFETY MANAGEMENT SYSTEMS AS A STRATEGIC TOOL FOR ENHANCING ORGANIZATIONAL PERFORMANCE, OPERATIONAL EFFICIENCY, AND COMPETITIVE ADVANTAGE IN THE FOOD INDUSTRY</b>	35 – 48
<i>Rajan Kumar and Pramod Kapse</i>	
<b>THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING: STRATEGIES, CONSUMER ENGAGEMENT, AND BUSINESS GROWTH</b>	49 – 57
<i>Richa Kumari and Professor (Dr.) Sumesh Raizada</i>	
<b>ROLE OF ARTIFICIAL INTELLIGENCE AND WEARABLE SENSORS IN SPORTS TRAINING, PERFORMANCE MONITORING, AND DECISION SUPPORT</b>	58 – 67
<i>Sachin Bansal and Sahil Soni</i>	

<b>BRIDGING TECHNOLOGY AND MANAGEMENT: A FRAMEWORK FOR AI-ENABLED SUSTAINABLE HEALTHCARE SYSTEMS</b>	68 – 76
<i>Shreya Sharma, Kamal Krishna and Dr. Priti Verma</i>	
<b>FINANCIAL RISK MANAGEMENT USING BUSINESS ANALYTICS AND DECISION SCIENCE</b>	77 – 88
<i>Tanisha Agarwal and Yashika Goel</i>	
<b>IMPACT OF AI IN RECRUITMENT AND SELECTION SECTOR: A MIXED-METHOD STUDY</b>	89 – 99
<i>Tarushi Pandey, Aditi Nayak, Yuvraj Prithvi Singh and Shreyas</i>	
<b>CAREERS AND PROFESSIONAL DEVELOPMENT IN APPLIED SPORT PSYCHOLOGY: EXPLORING EFFECTIVENESS, SUPERVISION, AND ATHLETE-CENTERED PRACTICE</b>	100 – 109
<i>Radha Jha and Abhishek Pandey</i>	
<b>SUSTAINABLE FOOD MANAGEMENT THROUGH FOOD WASTE VALORIZATION AND CIRCULAR BIOECONOMY FOR FOOD SECURITY AND ENVIRONMENTAL SUSTAINABILITY</b>	110 – 121
<i>Rajan Kumar and Rohit Choudhary</i>	
<b>BLOCKCHAIN FOR SOCIAL GOOD: POTENTIAL APPLICATIONS IN SOCIAL ENTERPRISES</b>	122 – 135
<i>Raj Verma and Dr. Manik Batra</i>	
<b>EDTECH IN INDIA: A COMPARATIVE STUDY OF GROWTH, CHALLENGES, AND LEADING PLATFORMS</b>	136 – 150
<i>Kamal Krishna and Dr. Rachna Dhingra</i>	

**SOCIAL MEDIA AS A TOOL FOR ENTREPRENEURIAL GROWTH** 151 – 166

*Dinesh Ghimire, David Patel and Dr. Richa Pandey*

**INFLUENCE OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOR** 167 – 175

*Consolata Kapaya, Erin Godfrey and Dr. Shweta Gupta*

**EXAMINING THE EVOLUTION OF FASHION TRENDS: FROM TRADITIONAL TO DIGITAL PLATFORMS** 176 – 188

*Bhoomi Kansal, Ayush Agrawal and Dr. Shweta Gupta*

**STRATEGIC MANAGEMENT CONSULTING IN THE DIGITAL AGE: A COMPARATIVE STUDY OF TRADITIONAL VS. DIGITAL CONSULTING APPROACHES** 189 – 195

*Ayush Jain, Yuvrash Kumar Modi and Dr. Rachna Dhingra*

**EFFECTIVENESS OF DIGITAL MARKETING STRATEGIES ON CUSTOMER ACQUISITION AND GROWTH OF STARTUPS: A SECONDARY DATA ANALYSIS** 196 – 205

*Saurav Kumar*

**EXPLORING TAM'S ROLE IN UNDERSTANDING CUSTOMER SATISFACTION IN QUICK COMMERCE** 206 – 225

*Shivam and Dr. Manik Batra*

**GROWTH OF THE ORGANIZED RETAIL SECTOR IN DELHI-NCR 2015–2025: A COMPREHENSIVE PRIMARY AND SECONDARY ANALYSIS** 226 – 235

*Vinayak Raj Malik, Kushagra Kaushik, Dr. Rahul Singh and Dr. (CS) Rakesh Sharma*

**SUSTAINABLE AND HUMAN-CENTRED MARKETING  
IN THE INDUSTRY 5.0 ERA: TOWARD A MARKETING  
5.0 FRAMEWORK** 236 – 246

*Yash Periwal and Harsh Kumar*

**A STUDY ON THE IMPACT OF TEAMWORK ON  
ORGANIZATIONAL PRODUCTIVITY** 247 – 255

*Ramsha Ali and Dr. Monica Agarwal*

**DETERMINANTS OF BEHAVIORAL CHANGE IN AIR  
POLLUTION CONTROL: INSIGHTS FROM PUBLIC  
PERCEPTION AND AWARENESS** 256 – 266

*Ashwini Ashish Raulkar, Sachin Kumar and Dr. Ankit Raj Singh*

**THE IMPACT OF QUIET QUITTING ON EMPLOYEE  
WELL-BEING AND ORGANISATIONAL  
PERFORMANCE** 267 – 276

*Akshita Chauhan, Diksha Singh and Dr. D. Barani*

**INTEGRATION OF ARTIFICIAL INTELLIGENCE IN  
LEAN SUPPLY CHAIN MANAGEMENT: ENHANCING  
EFFICIENCY AND RESILIENCE IN THE FMCG  
SECTOR** 277 – 286

*Aryan Khanna and Dr. Shweta Gupta*

**IMPACT OF COMMUNICATION EFFECTIVENESS,  
INSTITUTIONAL SUPPORT, AND GENERATIONAL  
DIVERSITY ON LEADERSHIP DEVELOPMENT IN THE  
EDUCATION SECTOR: A MIXED-METHOD STUDY** 287 – 296

*Akshayita Nandal, Gunjan Sharma, Akshat Gupta and Dr.  
Shweta Gupta*

**SPORT MANAGEMENT AND NATIONAL  
PERFORMANCE: AN INSTITUTIONAL ANALYSIS OF  
INDIA'S SPORTING ECOSYSTEM** 297 – 307

*Vaishnavi Mishra and Hema Rawat*

**CLAY BRICK BUSINESS DEVELOPMENT AS A SUSTAINABLE BUSINESS: AN IN-DEPTH STUDY ON SMALL ENTREPRENEURS** 308 – 321

*Chandan Roy*

**AI-GENERATED EMPLOYEE SENTIMENT ANALYSIS FOR PREDICTING WORKPLACE HARASSMENT IN INDIAN ORGANISATIONS: AN INTEGRATIVE REVIEW** 322 – 334

*Krittika Ghosh, Aditi Raj and Abhinanda Bhattacharya*

**PRODUCT LIFECYCLE MANAGEMENT AND SUSTAINABLE DEVELOPMENT: TRENDS, CHALLENGES, AND FUTURE DIRECTIONS IN MANUFACTURING** 335 – 352

*Yashaswini Panda, Yash Periwai and Hema Rawat*

**IMPACT OF DELIVERY FEES AND SERVICE QUALITY ON CUSTOMER SATISFACTION IN QUICK COMMERCE IN DELHI NCR** 353 – 364

*Aan Singh and Dr. Manik Batra*

**DIGITAL MARKETING STRATEGIES INFLUENCING RETIREMENT PLANNING BEHAVIOR: A BUSINESS ANALYTICS APPROACH TO CONSUMER DECISION-MAKING IN THE DIGITAL AGE** 365 – 373

*Harsh Garg and Deepankar Singh*

**IMPACT OF DIGITAL CURRENCY ON INDIAN CONSUMERS** 374 – 385

*Ankush Kumar Yadav, Ashok Roy, Arjun Chaudhary and Abhinanda Bhattacharya*

## ABOUT THE EDITORS



**Dr. Shweta Gupta**

Assistant Professor, Sharda School of Business Studies,  
Sharda University, Greater Noida-201310, Uttar Pradesh, India



**Mr. Kamal Krishna**

Sharda School of Business Studies  
Sharda University, Greater Noida-201310, Uttar Pradesh, India



**Mr. Sachin Kumar**

Sharda School of Business Studies  
Sharda University, Greater Noida-201310, Uttar Pradesh, India

## ABOUT THE BOOK

Management 5.0: Reimagining Business in the Age of Disruption and Innovation through Emerging Trends and Multidisciplinary Perspectives explores how modern organizations must evolve to thrive in an era defined by rapid technological change, global uncertainty and shifting workforce dynamics. The book presents a forward-looking approach to management that integrates digital transformation, artificial intelligence, sustainability and human-centric leadership.

It emphasizes the transition from traditional hierarchical models to agile, adaptive and innovation-driven systems. By combining insights from multiple disciplines—such as management science, behavioral studies and technology—the authors provide a comprehensive framework for understanding contemporary business challenges. Key themes include employee engagement, organizational commitment, ethical leadership and the role of emerging technologies in decision-making.

Designed for academicians, researchers and industry professionals, this book offers both theoretical perspectives and practical implications. It encourages leaders to adopt flexible strategies, foster creativity and build resilient organizations capable of navigating disruption. Ultimately, Management 5.0 serves as a valuable resource for those seeking to align business practices with the demands of a rapidly evolving global landscape.



India | UAE | Nigeria | Uzbekistan | Montenegro | Iraq | Egypt | Thailand | Uganda | Philippines | Indonesia

Empyreal Publishing House || [www.empyrealpublishinghouse.com](http://www.empyrealpublishinghouse.com) || [info@empyrealpublishinghouse.com](mailto:info@empyrealpublishinghouse.com)