

Sustainable Business in Digital Era: The Role of Smart Technologies

Contents

Editors Biography	iii-vi
Preface	vii-viii
I Sustainable Finance for Next Generation: Review on Fin-Tech Enablers of Industry 5.0	I-12
<i>Liza Maanya, Lakshika Bharadwaj</i>	
2 Artificial Intelligence: Opportunities and Challenges in The Banking and Financial Sector	13-26
<i>Kanchan Ngı, Akriti Thapa</i>	
3 Role of Smart Technology in Product Advertisement for Marketing	27-32
<i>Khushboo Yadav, M Luihing</i>	
4 Artificial Intelligence (AI) and Agriculture Production: Opportunity and Challenges	33-42
<i>Ayushi Sharma</i>	
5 Role of Smart Technology in Digital Marketing Process and Its Future Implications	43-51

Manisha, Dimple, Khushi

- 6 [The Future of Human Resources Management: Human- Artificial Intelligence Collaboration](#) 52-60
Ashok Kumar
- 7 [Sustainable Finance Concept of Financial Institution toward Green Finance and Green Innovation](#) 61-68
Ashok Kumar
- 8 [Developing Inclusive Policies for Remote Employee](#) 69-79
Sambit Ghosh, Nancy Maddheshiya
- 9 [Role of Technology In Sustainable Transportation System](#) 80-89
Harsh Maddheshiya
- 10 [Role of Smart Technologies to Reduced Human Effort](#) 90-99
Gourav Rawat, Himanshi
- 11 [Technologies Reduced Tax evasion: Opportunities and Challenges](#) 100-106
Juhi Varshney
- 12 [Role of Smart Technology in Product Marketing Process and Future Perspective](#) 107-116
Ayushi Sharma