



**SHRI RAWATPURA SARKAR UNIVERSITY  
RAIPUR (C.G.)**

**Two-Day National Conference  
on**

**Contemporary Issues in Commerce and Management  
(CICM-2025)**

**May 09-10, 2025**

**(HYBRID MODE)**

**Editor**

**Dr. Anoop Shrivastava**

**Co Editor**

**Dr. Bharati Pujari**

**Organized by**

Faculty of Commerce and Management  
(Under the Aegis of Internal Quality Assurance Cell)  
Shri Rawatpura Sarkar University  
Raipur-492015, Chhattisgarh, India

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May 06 - 07, 2025

**Editor**

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Dean, Faculty of Commerce and Management  
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Raipur, Chhattisgarh, India

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Publisher :

**Aditi Publication**, Raipur, Chhattisgarh, India  
Ph.: +91 9425210308

# **Contemporary Issues in Commerce and Management (CICM-2025)**

Year : **2025**

Edition - **01**

## **Editor**

**Dr. Anoop Shrivastava**

Shri Rawatpura Sarkar University

Raipur, Chhattisgarh, India

ISBN : **978-81-986662-8-4**

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Publisher & Printed by :

**Aditi Publication,**

Opp. New Panchajanya vidya Mandir, Near Tiranga Chowk,

Kushalpur, Raipur, Chhattisgarh, INDIA

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## **About the University**

Shri Rawatpura Sarkar University, Raipur was established in 2018 under the Chhattisgarh Private Universities (Establishment and Operation) Act 2005 by the spiritual leader Param Pujya, Anant Shri Vibhushit Shri Ravi Shankar Ji Maharaj. The University has the approval under 2(f) and 12(b) of the University Grants Commission (UGC) Act 1956. Shri Rawatpura Sarkar University is the 13th private University in the country to be recognized under section 12(b) of UGC. The University is a multi-faculty and multidisciplinary Institution offering Diploma, UG, PG and Ph.D. programmes in Engineering, Science, Commerce, Management, Law, Pharmacy and Arts Streams. The university was setup with the mission to promote the human wellbeing by imparting quality education especially in the tribal regions of Chhattisgarh.

## **About the Conference**

The 1<sup>st</sup> National conference; “Contemporary Issues in Commerce and Management (CICM-2025)” will be held at Shri Rawatpura Sarkar University, Raipur on 9-10 May 2025. This prestigious event is dedicated for additions in the universal field of commerce and management through good quality research contributions. CICM-2025 will cover a wide range of topics, aiming to bring together university academic fraternity, commercial and managerial professionals to share researches, technical notes, case studies and review papers so that emerging trends, new insights, challenges and opportunities in the area of commerce and management can be discussed and explored. We invite contributions from students, research scholars, academicians and industry experts for advancing commerce and management discipline by sharing valuable insights.



## Message from Chancellor



It is with great pleasure and a sense of pride that I extend my warmest greetings to all of you on the occasion of 1<sup>st</sup> National Conference on “Contemporary Issues in Commerce and Management (CICM-2025)” being organized by Faculty of Commerce and Management (Under the Aegis of Internal Quality Assurance Cell). It is truly heartening that brilliant minds and experts in various fields will come together to share knowledge, exchange ideas, and pave the way for ground breaking advancements.

Conferences play a crucial role in promoting collaboration, fostering Innovation, and expanding the boundaries of knowledge. They create a space for discussion, bring up diverse perspectives to tackle contemporary challenges and discover possibilities for a better future.

I commend the diligent efforts of the stunning committee, speakers, and participants for their commitment to intellectual excellence and the pursuit of cutting-edge research. Your contributions will surely enrich our academic community and society at large. Let the collective wisdom of this assembly propel us towards new horizons of discovery and understanding.

I extend my best wishes to the coordinators who made this conference a reality and wish each of you a fulfilling and inspiring experience. May the knowledge exchanged here today reverberate far beyond the seawalls during impact on the pursuit of learning.

Thank you for your commitment to the advancement of knowledge and I eagerly anticipate observing the positive impact that will undoubtedly emerge from the outcomes of this conference. Best wishes for a successful and enriching event.

**Anant Shri Vibhushit Shri Ravi Shankar Ji Maharaj**

**Founder & Chancellor**

**Shri Rawatpura Sarkar University, Raipur**

## Message from the Executive Director



This is a generation marked by rapid technological advancements and global challenges, the importance of sustainable innovation and continuous learning has never been greater. 1<sup>st</sup> National Conference on “Contemporary Issues in Commerce and Management (CICM-2025)” being organized by Faculty of Commerce and Management (Under the Aegis of Internal Quality Assurance Cell), provides an exceptional platform for professionals, researchers, and thought leaders to converge, share knowledge and explore ground breaking solutions that will drive future progress in our fields.

I am truly honored to witness this gathering of brilliant minds, who will undoubtedly contribute to meaningful discussions and outcomes. The title, “Contemporary Issues in Commerce and Management” emphasizes the urgency for adaptability in an ever-evolving landscape. I extend my heartfelt gratitude to the organizing committee, speakers, and participants for their relentless efforts in making this conference a reality.

May CICM-2025 inspire innovative thinking, foster collaboration and lead to significant advancements in engineering and technology. I wish all attendees a productive and enriching experience.

**Shyam Sunder Bajaj**  
**Executive Director**  
**Shri Rawatpura Sarkar University, Raipur**

## Message from Vice-Chancellor



In the era of rapid commercial and managerial advancement and global challenges, the need for sustainable practices and continuous all-round professional development has never been more crucial. The national conference on Contemporary Issues in Commerce and Management (CICM-2025)” organized by Faculty of Commerce and Management (Under the Aegis of Internal Quality Assurance Cell) serves as a platform for us to come together, share insights and explore innovative solutions that will be useful for our academia and industries. I look forward to witness the gathering of innovative minds, leaders and diverse backgrounds, all converging to discuss and deliberate on relevant and imperative topics. The theme “Contemporary Issues in Commerce and Management” underscores the necessity for us to adopt and thrive in an ever-evolving landscape.

I extend my appreciation to the organising committee, speakers and all those who have worked tirelessly to make the conference a reality. The conference would enhance the reputation on the national stage.

May the conference be the source of inspiration, knowledge and fruitful connection for all. I look forward to the enlightening discussion and the positive impact that will result from collective efforts. Wishing you a productive and fulfilling one at this.

**Prof. R.R.L. Birali**  
**Vice-Chancellor (I/C)**  
**Shri Rawatpura Sarkar University, Raipur**

## Message from Registrar



I am pleased to extend a warm welcome to all participants and attendees of the 1st International Conference on “Contemporary Issues in Commerce and Management (CICM-2025)” organized by the Faculty of Commerce and Management, Shri Rawatpura Sarkar University, Raipur. This esteemed event brings together innovative minds and experts to share knowledge, exchange ideas and inspire ground breaking advancements in the field of Commerce and Management.

I congratulate the organizing committee, speakers and participants for their relentless efforts and commitment to excellence. Your contributions will undoubtedly enrich not only our academic community but also society as a whole.

I look forward to witnessing thought-provoking discussions and fruitful collaborations, which will propel us toward new heights of discovery and innovation.

May the conference be a source of inspiration and knowledge for all, and I wish you a productive and fulfilling experience at CICM-2025.

**Dr. Saurabh Kumar Sharma**  
**Registrar**  
**Shri Rawatpura Sarkar University, Raipur**



## Message from Conveners



It gives me immense pleasure and a sense of pride to extend my warmest greetings to all of you on this momentous occasion of the 1st National Conference on “Contemporary Issues in Commerce and Management (CICM-2025)”, organized by Faculty of Commerce and Management (Under the Aegis of Internal Quality Assurance Cell). The conference brings together experts from across the country to collaborate and exchange ideas to promote sustainable practices and professional development.

Your presence at the conference is a testament to your commitment to making a positive impact on our world. I am confident that the insightful discussions and shared knowledge during the conference will pave the way for innovative solutions and lasting partnerships. May the conference inspire you to explore new avenues, challenge existing norms and work together towards a more sustainable and professionally enriching future. Let us build bridges that unite us in our shared commitment to sustainability and professional advancement.

I hope that the proceedings of the conference will serve as a valuable source for researchers, educators, practitioners and policymakers alike. The diverse perspectives and cutting-edge research presented in the proceeding will contribute to the advancement of sustainable practices and professional development and inspire future generations to continue the quest for a better world.

Congratulations to all the contributors for their hard work and dedication in putting together this remarkable publication.

**Dr. Anoop Shrivastava**  
**Convener, CICM-2025**  
**Shri Rawatpura Sarkar University, Raipur**

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**May 09-10, 2025**  
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**Proceedings of Selected Abstracts**

**Volume – I**

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**Proceeding of the Selected Abstracts  
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We invite contributions from students, research scholars, academicians and industry experts for advancing commerce and management discipline by sharing valuable insights.



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Kushalpur, Dist.- Raipur-492001, Chhattisgarh  
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ISBN: 978-81-986662-8-4

