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# Contemporary Advancements in Commerce

## Editors

Prof. Ishwara. P

Prof. Y. Muniraju

Dr. Vedava. P

Dr. Preethi Keerthi Dsouza

Dr. Parameshwara



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## EDITORIAL

Innovations are here to stay and are a part of everyday reality. In the area of Commerce, innovations have been doing a great deal of disruptions and this has cleared a new path of contemporariness.

This edited volume on 'Contemporary Advancements in Commerce' is an honest attempt to compile the advancements that are happening in the field of commerce. The editors believe that, this volume will be an addition to the existing knowledge in this filed. These contributions on contemporary advancements shall bring in light the new changes, challenges and deviations that have taken place in the recent times.

Commerce being a core discipline shall have an elongated future is the stance. It is observed that innovations of the past have become the practices of the present and in the similar nature, the innovations of present will be the usual usage patterns of tomorrow. Hence an attempt is done to capture the future in the present times by understanding the advancements that shall rule the world of commerce.

Changes are observed in every phase or practices of the businesses and these changes are pooled in this volume. The research works complied, will help the reader understand the newness that is flowing in the commerce arena and this volume has been an attempt to put the thoughts of researchers together. A strong desire is that this volume must be used by the knowledge seekers.

The present fourth industrial revolution wave has caused many disruptions and this has initiated newness in the field of commerce. Artificial intelligence along with spiritual intelligence is maintaining balance in the drifting changes that are happening in the field. Data is the new source of power and technology-another basic need. It is interesting to observe as to how the area of commerce with the help of change agents and business houses are reacting to the disruptions caused by technology. These drastic changes are noted and studies and this book is compiled on these trends that are taking another stride in the area of commerce.

This volume 'Contemporary Advancements in Commerce' would not be a reality without the dedicated involvement of many. It is only with the timely work of staff of the Department of Commerce, Mangalore University, the reviews, research scholars of the department and the publisher that this work could be materialised. We remain indebted to all the stakeholders for joining hands with us. We thank Mangalore University for their never ending support in every academic endeavour.

Happy learning and knowledge sharing

Editors



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