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Sustainable Management Practices: Trends Issues and Challenges

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Preface

Sustainability is the ability to endure and survive in an environment for a long time. In business parlance, sustainable management is incorporation of social, economic and environmental factors for business decisions. Incorporating these factors in decision making process of a business helps in identifying and avoiding future costs associated with unsustainable business practices, planning for changes in consumer expectations to capitalize on emerging markets and industries and practicing corporate social responsibility and business ethics. Sustainable Management practices in business prove to be more profitable as they tend to adapt and grow with the changing market, providing a competitive advantage over other firms. This also helps in gaining significance as socially responsible business by reducing the negative impact on society and increasing their positive influence. The focus on sustainable management has gained a new momentum since the market pressure from regulators and consumers holds organizations accountable for their actions. Failure on the part of business to adopt such practices can have a catastrophic impact on the viability of a business. In a global environment, it is increasingly difficult to succeed in any business without understanding the repercussions of business realities and developments. This book, “Sustainable Management Practices” provides an insight into recent trends, issues and challenges in business practices by focusing on Corporate Governance, Corporate Social Responsibility, Information Technology, E-tailing, Entrepreneurship, Total Quality Management, Employee Engagement and Organizational Performance is intended to help the readers in understanding the sustainable management practices of business.

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Dr. P. S. Buvaneswari
## Contents

1. **Consumers' online Shopping Adoption Behavioral Theories**
   Vijayalakshmi. R and Dr. Venu Thyagarajan
   1

2. **The Bovonto Challenge**
   Dr. Deepa Ittimani Tholath
   13

3. **Celebrity Endorsement and Knowledge of Food Standards**
   Dr. Jeyanthi. M and Dr. Nandini. N
   23

4. **Consumer Behaviour and Attitude Towards Purchase of Inverters**
   Dr. Martin David. A and Kalyan Kumar. R
   29

5. **Customer Satisfaction towards Online Shopping**
   (A Study with Reference to Chennai City)
   Dr. Sulaiman. J and Leelavathi. D
   37

6. **Customer Satisfaction on Quality of Services at Air India**
   Dr. Selvi. K
   43

7. **E-Tailing in India- Business and Legal Perspectives**
   Sayeeswari. R and Bhuvaneswari. R
   49

8. **Sustainable Development in Retailing**
   Suganya. M.P and Dr. Shanthi. R
   59

9. **Customers' Perception on Debit Card Usage**
   C. Senthilkumar
   71

10. **Banking Sector Reforms and Economic Development in India**
    Dr. Malathi. K
    79

11. **Performance Highlights of DCCBs in Tamil Nadu**
    Dr. Dharmendran. A
    91
12. Technology Readiness and Innovativeness in Internet Banking Adoption  
   Dr. Maragathavalli. V. K

13. Mathematical Modelling in Economics & Social Sciences  
   Dr. Ruchi Chaturvedi

14. TQM Practices & It's Impact on Performance in Private Sector Banks  
   Dr. Rangarajan. R and Ayeswarya. R. B

15. Total Quality Management Practices and Organizational Performance in Commercial Banks  
   Dr. Usha Priya. T

16. Satisfaction on Payroll Software System – An ICT Analysis  
   Dr. Kannan. M, Sujatha. J and Dr. Ananthanarayan. N. R

17. Organisational Communication and Employee Engagement  
   Gayathri S. and Dr. Saranya. A. S

18. Job Satisfaction and Performance of Women Teachers  
   Maheswari. N

19. Revolution in Information Technology and Organizational Performance:  
   Dr. B. Yasodha Jagadeeswari

20. The Role of Women Entrepreneurship in Economic Development of India  
   Dr. I. Chitra and Dr. S. Kasi

21. Empowerment of Women in the Indian Banking Sector  
   Dr. Gayathri Ramesh

22. Dominant Parameters Defining High-Performing Start-ups  
   Dr. Sumathy. V
23. Corporate Governance in India: Issues and Challenges
   Dr. Kalyani. S  

24. Corporate Governance and Corporate Social Responsibility in India-A Review
   Dr. Dilshad Shaik  

25. Role of E-Commerce in Business World: An Analysis
   Dr. Rajavenkatesan. P. R. L  

26. Information Technology and Business Development:
    An Overview
   Dr. Prema. E