

# VOLUME-1

## EMERGING TRENDS IN COMMERCE AND MANAGEMENT A MULTI-DISCIPLINARY APPROACH



**Dr. Ashu Tomar**, Assistant Professor in Rajkiya Engineering College, Bijnor has 15 years of experience in the field of teaching. She teaches Professional Communication, Technical Communication, Soft Skills and Human Values and Professional Ethics to undergraduate students. The area of specialisation is South African Literature, English Language and Phonetics, British Literature. She has published various research papers in Scopus, Elsevier and UGC Care journals and presented many papers in the various conferences. She has also published three books. She is a co-guide of one student who is doing his Ph.D. from SRM University, Ghaziabad. She is a BOS member of KIET University. She has delivered few expert lectures on English Language Teaching, Professional Communication and Motivation and chaired the various sessions too. She is an Editor of the Institute Newsletter. She is an active member in academic and administrative activities of the Institute. She is dedicated towards her work.



**Dr. Aiman Fatma**, is an Associate Professor & Dean Academics at P.K University Shivpuri M.P. I have been teaching, training and administration for the last 12 years. Interested areas fit in the domain of core finance, Behavioural finance and Entrepreneurship. As an academic and an administrator, I have held several key portfolios including the chairman and member of the academic boards of many universities of repute. I have published more than 25 research papers, case studies, articles and edited books. Furthermore I am mentoring and guiding and consulting projects 6 students are pursuing Ph.D under my guidance. Dr. Fatma is an active social worker and has a passion to promote the well-being of society.

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