



# **CUTTING-EDGE RESEARCH IN COMMERCE AND MANAGEMENT: A TECHNOLOGY PERSPECTIVE**

**Sustainability, Green Enterprises & Socioeconomic Perspectives**



**Dr. V. DHEENADHAYALAN**

**CUTTING-EDGE RESEARCH IN COMMERCE AND  
MANAGEMENT: A TECHNOLOGY PERSPECTIVE -  
Sustainability, Green Enterprises &  
Socioeconomic Perspectives**

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## PREFACE

In an era defined by ecological urgency, digital disruption, and shifting social paradigms, the pursuit of sustainability in commerce and management is no longer optional—it is imperative. This edited volume, *Cutting-Edge Research in Commerce and Management: A Technology Perspective – Sustainability, Green Enterprises & Socioeconomic Perspectives*, brings together a compelling array of research that reflects the evolving priorities of businesses, institutions, and communities striving to balance profitability with purpose.

The chapters in this volume span a rich spectrum of inquiry—from green business models and circular economy frameworks to microfinance innovations and the rise of eco-conscious consumer behavior. Scholars explore how digital connectivity, predictive analytics, and emerging technologies like the metaverse are reshaping global trade, tourism, and retail ecosystems. At the same time, the volume delves into deeply human concerns: the empowerment of working women, the dynamics of work-life balance, and the cultural factors influencing organizational performance in education and enterprise.

Special attention is given to the Indian context, with empirical studies on consumer behavior at Reliance Trends, social media advertising in Chennai's organic skincare market, and the challenges of green entrepreneurship in beauty salons. These contributions offer both local relevance and global resonance—highlighting how sustainability intersects with socioeconomic realities, technological innovation, and ethical business practice.

This volume also foregrounds the role of governance, knowledge mapping, and digital infrastructure in enabling responsible growth. Whether examining the jewelry-buying behavior of women in Karnataka or the satisfaction levels of students using Meta AI in Marthandam, each study contributes to a nuanced understanding of how commerce and management can evolve toward inclusivity, resilience, and environmental stewardship.

We extend our sincere gratitude to the contributors whose research, insights, and commitment to sustainable scholarship have shaped this volume. Their work reflects the intellectual rigor and visionary thinking needed to navigate the complexities of the 21st-century business landscape.

It is our hope that this book serves as a resource and catalyst—for academics, policymakers, entrepreneurs, and students—who seek to reimagine commerce not just as a vehicle for economic gain, but as a force for social equity and ecological harmony.

**Dr. V. Dheenadhayan**  
*Editor*  
Tiruttani, India  
September, 2025



# CONTENTS

Chapter No	Title	Page No.
1	Green Business Models & Sustainability: Balancing Profitability and Eco-Consciousness <b>Dr. S. Bhuvaneshwari</b>	1
2	Problem and Prospects of Working Women in the Banking Sector <b>MN. Divya &amp; Dr. Veershetty G Rathod</b>	6
3	Work Life Balance on Empowerment of Working Married Women <b>Elizabath Ligia Fernandez &amp; Dr. M. Kavitha</b>	13
4	A Study on Transportation Fleet and Cargo Management at Pyrologics Systech International <b>Mr. PS. Narayanasamy</b>	21
5	Understanding Consumer Behavior at Reliance Trends Retail Stores: an Exploration of Shopping Stages in Chennai <b>Dr. M. Nevedida</b>	29
6	Marketing Strategies and Challenges in Tourism Industry: An Indian Perspectives <b>Dr. N.V. Ramachandran, Dr. V. Kalaiselvan &amp; Dr. R. Subhashini</b>	37
7	The Role of Big Data and Predictive Analytics in Socially Responsible Investment in the Digital Age <b>Tessy Mathew &amp; Dr. J. Sundararaj</b>	42
8	A Method for Knowledge Mapping that Decodes Corporate Governance in India <b>T. Ashitha, Dr. E. K. Satheesh &amp; AK. Saleena</b>	50
9	A Study on Students Satisfaction While Using Meta AI in Marthandam Town <b>Dr. S. Ramola Ponmalar</b>	57
10	Global Trade & Digital Connectivity - Expanding Market Reach Through Technology <b>Dr. P. Manjula</b>	63
11	Microfinance Innovation for Women Entrepreneurs <b>Dr. MK. Manjunatha, Dr. K. Bhagyalakshmi &amp; Dr. T.P. Renuka Murthy</b>	70
12	Metaverse and Commerce: A New Frontier of Digital Exchange <b>Dr. V. Suganya &amp; Mr. V. Lawrence Benadict</b>	77
13	An Analysis of Working Women's Jewellery Buying Behaviour in Selected Karnataka Districts <b>CR. Aishwarya Jeeva Kumar</b>	80
14	Challenges and Opportunities in Practising Green Entrepreneurship in Beauty Salons: A Study of Green Enterprises and Eco-Conscious Practices <b>A. Abisha &amp; Dr. C.L. Jeba Melvin</b>	86

<b>Chapter No</b>	<b>Title</b>	<b>Page No.</b>
15	Green Entrepreneurship in India: Prospects, Challenges, and Future Prospects <b>Path C. Bhatt &amp; Prof. (Dr.) Bhavsinh M. Dodia</b>	93
16	A Study on Impact of Organizational Culture on Teacher Performance in Higher Education Institutions <b>Dr. Meeta Seta</b>	98
17	Influence of Social Media Advertising on Sales Outcomes: A Study of Organic Skincare Products in Chennai <b>Mr. S. Sarathkumar, Dr. V. Balakumar &amp; Mr. R. Srinivasan</b>	105
18	Mapping the Landscape of Green Enterprises: A Descriptive Study of Sustainable Business Practices Across Sectors <b>Ms. S. Sathiya Priya</b>	110
19	Circular Economy as a Precursor to Sustainable Entrepreneurship using Industry 4.0 <b>Sukriti Pandey</b>	116
20	Digital Pathways to Tourism Growth: An Empirical Study of Tourist Perceptions of Online Marketing in Kanyakumari District <b>Dr. CL. Jeba Melvin &amp; Dr. S. Ramola Pon Malar</b>	123
21	Influence of Micro E-Commerce on Retail Sectors: A Retailer's Perspective <b>Dr. Mukaram Khan</b>	126

## CHAPTER 3

# WORK LIFE BALANCE ON EMPOWERMENT OF WORKING MARRIED WOMEN

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### **Abstract**

*Modern life's complexities, competition, and stress contribute to anxiety and mental unrest. Achieving work-life balance is crucial for Indian married working women, fostering motivation, concentration, and professional engagement. This study examines the relationship between empowerment, work engagement, and life satisfaction in various work settings. It suggests that maintaining a balance between work and personal life can lead to empowerment and a sustainable framework for organizations and entities employing women.*

**Keywords:** *Married, Working, Women, Empowerment, Work Life Balance, Work Engagement, Life Satisfaction, Work*

### **Introduction**

In recent decades, the participation of women in the workforce has seen a significant rise across the globe. Among them, married women form a critical segment, as they often juggle the dual roles of being professionals and caregivers. This dual responsibility places unique demands on their time, energy, and emotional well-being. As a result, the concept of work-life balance has become increasingly relevant, especially in understanding the factors that contribute to the empowerment of working married women.

Work-life balance refers to the equilibrium between professional duties and personal responsibilities, allowing individuals to maintain both aspects of their lives without compromising either. For married women, this balance is particularly crucial, as societal expectations often place a larger share of household and childcare responsibilities on their shoulders. The ability to manage these expectations while also pursuing a fulfilling career can greatly influence a woman's sense of self-worth, independence, and agency—key elements of empowerment.

Empowerment, in this context, goes beyond economic independence. It encompasses personal development, decision-making power, and the freedom to shape one's life and future. When married women are able to effectively balance their work and personal lives, they are more likely to feel confident in their roles both at home and in the workplace. This balance not only enhances their productivity and job satisfaction but also contributes positively to their mental and physical health, leading to a more empowered and self-sufficient lifestyle.

However, achieving this balance is often challenging. Factors such as workplace policies, societal norms, family support, and access to childcare play a significant role in either facilitating or hindering a woman's ability to maintain this equilibrium. Therefore, examining the impact of work-life balance on the empowerment of working married women is essential in developing strategies and policies that support their well-being and growth. This exploration provides insights into how better balance can lead to a more inclusive, equitable, and empowered society.

### **Objectives**

1. To examine the concept of work-life balance and its relevance in the context of working married women.
2. To analyze the challenges faced by married women in maintaining a balance between professional and personal responsibilities.
3. To explore the relationship between work-life balance and women's empowerment, particularly in terms of self-confidence, independence, and decision-making capacity.
4. To assess the role of family, organizational policies, and societal expectations in influencing the work-life balance of married working women.

### **Background of the Study**

In the evolving landscape of the global workforce, the role of women has undergone a significant transformation. Today, women are not only contributing to the economy through professional engagement but are also expected to fulfill traditional responsibilities at home, especially after marriage. As more married women pursue careers to achieve financial independence, personal growth, and societal recognition, the challenge of managing professional commitments alongside domestic duties has intensified. This dual role has brought the issue of work-life balance to the forefront of discussions surrounding gender equality, employee well-being, and women's empowerment.

Work-life balance refers to the ability to allocate time and energy effectively between work and personal life. For married women, achieving this balance is more complex due to the intersection of societal norms, gender roles, and familial expectations. Often, married women are expected to prioritize family needs over career ambitions, which may lead to stress, burnout, and a sense of unfulfillment. On the other hand, women who manage to strike a healthy balance between work and home often experience increased self-esteem, financial autonomy, and greater influence in family and workplace decisions—key indicators of empowerment.

This study aims to explore how work-life balance influences the empowerment of married working women, highlighting the various factors that support or hinder this balance. Understanding this relationship is essential for creating environments—both at home and in the workplace—that foster equality, well-being, and sustainable empowerment for women in modern society.

## **Scope of the Study**

This study focuses on exploring the impact of work-life balance on the empowerment of working married women. It aims to understand how the ability to effectively manage both professional responsibilities and domestic roles contributes to their personal, social, and economic empowerment. The research will cover:

Married women who are employed in various sectors (e.g., education, healthcare, corporate, government).

The key factors influencing work-life balance such as working hours, job flexibility, household responsibilities, childcare, organizational support, and spousal or family support.

Different dimensions of empowerment, including decision-making power, self-confidence, financial independence, and career growth.

The geographical scope may be limited to a specific region or city (as determined by the study's framework), but the findings could offer broader implications for women in similar socio-cultural settings.

The study will not extensively focus on unmarried women, full-time homemakers, or men, although references may be made for comparative insights.

## **Significance of the Study**

This study holds significant relevance in the context of today's rapidly changing social and economic environment. With the increasing number of married women entering and remaining in the workforce, it becomes crucial to understand the dynamics between work-life balance and women's empowerment. The significance includes:

For women: Providing insight into how maintaining a balanced life can lead to greater personal and professional fulfillment, improved health, and enhanced self-worth.

For employers and policymakers: Highlighting the need for gender-sensitive workplace policies such as flexible work hours, parental leave, and childcare support to promote employee well-being and retention.

For society: Contributing to the broader goal of gender equality by recognizing and supporting the dual roles of women, thus encouraging a more inclusive and balanced societal structure.

For academic research: Adding to the growing body of literature on gender studies, work-life balance, and empowerment, and serving as a foundation for further studies in related areas.

## **Review of literature**

### **1. Greenhaus & Beutell (1985)**

They introduced the concept of work-family conflict, identifying it as a form of inter-role conflict where work and family pressures are mutually incompatible. Their work laid the foundation for understanding how poor work-life balance can hinder personal growth and well-being, especially among women.

## **2. Kalliath & Brough (2008)**

Their study highlighted that work-life balance is a subjective experience, varying among individuals based on personal goals and social contexts. They emphasized that for married women, empowerment is strongly linked to how they define and manage balance.

## **3. Emslie & Hunt (2009)**

This research explored gender and health in work-life balance, showing that working married women often experience higher stress levels due to unequal domestic workloads. Empowerment is impacted when women are unable to gain autonomy over their time and decisions.

## **4. Rajadhyaksha & Smita (2004)**

In the Indian context, they found that social support, especially from spouses and extended family, plays a crucial role in helping women achieve work-life balance. Empowerment is stronger when women receive emotional and logistical support at home.

## **5. Lewis & Humbert (2010)**

Their research examined how organizational culture affects women's roles. They concluded that lack of flexible policies and gender-sensitive practices in workplaces limits women's career progression and empowerment.

## **6. Poelmans et al. (2008)**

They argued that work-life initiatives in organizations must be culturally sensitive, especially in collectivist societies where family expectations are high. For married women, empowerment depends on the alignment between cultural norms and organizational support.

## **Type of work environment employment considered for Indian working women**

### **1. Corporate Sector (Private Companies, MNCs)**

Nature of Work: Office-based, white-collar jobs in IT, finance, marketing, HR, etc.

Work Environment: Competitive, target-driven, with longer hours but often offers work-from-home options or flexible schedules.

Work-Life Balance: Mixed; while some companies offer supportive HR policies, the high-pressure nature can affect balance.

### **2. Government and Public Sector Jobs**

Nature of Work: Administrative, clerical, teaching, healthcare, and civil services.

Work Environment: More stable, structured hours, job security, and benefits like maternity leave.

Work-Life Balance: Generally better due to fixed working hours and holidays. Encourages empowerment through security and benefits.

### **3. Education Sector**

Nature of Work: School or college teaching, administration.

Work Environment: Regular hours, relatively low stress, often viewed as family-friendly.

Work-Life Balance: High, especially for mothers; helps in achieving a stable personal-professional balance.

### **4. Informal Sector**

Nature of Work: Domestic help, tailoring, street vending, small-scale entrepreneurship.

Work Environment: Unregulated, often lacks legal protection or benefits.

Work-Life Balance: Challenging; long hours, low pay, and lack of support systems limit empowerment.

### **5. Healthcare Sector**

Nature of Work: Doctors, nurses, lab technicians, etc.

Work Environment: Demanding with irregular shifts (especially in hospitals).

Work-Life Balance: Often poor due to long shifts, night duties, and emotional labor.

### **6. Self-Employment and Entrepreneurship**

Nature of Work: Small businesses, freelancing, home-based enterprises.

Work Environment: Flexible and autonomous.

Work-Life Balance: Can be positive if support exists; empowerment is high due to independence and decision-making power.

## **The role of empowerment, marriage, work engagement, and life satisfaction in shaping work-life balance, particularly for working married women:**

### **1. Empowerment**

Empowerment—especially in terms of decision-making ability, financial independence, and self-confidence—plays a critical role in work-life balance. Empowered women are better equipped to negotiate flexible work conditions, seek support, delegate household tasks, and set boundaries between work and home life. It enables them to assert their needs, manage stress effectively, and create a fulfilling personal-professional life structure.

### **2. Marriage**

Marriage introduces additional responsibilities such as caregiving, managing the household, and sometimes adhering to traditional gender roles. The quality of the marital relationship significantly affects work-life balance:

Supportive spouses contribute positively by sharing domestic duties and emotional support.

In contrast, traditional or non-supportive dynamics may lead to role overload, stress, and imbalance. Marriage can either be a source of stability or strain, depending on mutual understanding and cooperation.

### **3. Work Engagement**

Work engagement refers to the emotional and psychological connection a woman has with her job. Highly engaged women often:

Experience greater job satisfaction, which can enhance their overall happiness and motivation.

However, excessive engagement without balance may lead to burnout, negatively impacting home life. When work engagement is matched with time management and flexibility, it contributes positively to work-life balance and overall well-being.

### **4. Life Satisfaction**

Life satisfaction encompasses overall happiness with one's personal and professional life. A good balance between work and personal life enhances life satisfaction, and vice versa:

When women feel satisfied in their roles as professionals, spouses, and individuals, they are more likely to report balanced lives. High life satisfaction acts as a buffer against stress, increasing resilience and emotional stability.

### **Research Gap**

While numerous studies have explored the themes of work-life balance and women's empowerment independently, there remains a significant gap in research that specifically focuses on the interconnection between work-life balance and the empowerment of married working women, particularly in the Indian socio-cultural context. Most existing literature tends to generalize the experiences of working women without differentiating between the unique challenges faced by married women, who often navigate the dual pressures of professional roles and traditional family expectations.

Furthermore, limited empirical data exists on variables such as spousal support, organizational flexibility, emotional well-being, and societal norms directly influence both work-life balance and empowerment outcomes. The interplay between marital dynamics, work engagement, and life satisfaction in shaping empowerment is also underexplored.

Another notable gap is the lack of sector-specific and class-specific analysis—how women in different work environments (corporate vs. informal sector) and socio-economic backgrounds experience and manage work-life balance differently, and how that affects their empowerment levels. Also, rural vs. urban perspectives are rarely compared in depth.

Addressing this gap is critical to developing targeted policies, workplace reforms, and family-level interventions that genuinely support the empowerment of married working women through improved work-life balance.

### **Observations**

#### **1. Dual Responsibilities Lead to Increased Pressure:**

Married working women often carry the dual burden of managing professional duties and household responsibilities, which significantly affects their ability to maintain work-life balance.

## **2. Support Systems Play a Crucial Role:**

Women with supportive spouses, families, or childcare options are observed to manage work-life balance more effectively, leading to greater personal empowerment and emotional stability.

## **3. Empowerment is Multi-Dimensional:**

Empowerment is not limited to financial independence—it also includes self-esteem, decision-making power, and emotional autonomy. Women who achieve work-life balance tend to feel more empowered in multiple areas of life.

## **4. Workplace Flexibility Enhances Balance:**

Organizations that offer flexible hours, remote work, maternity benefits, and understanding management tend to have more satisfied and empowered female employees, especially those who are married.

## **5. Cultural Norms Still Pose Challenges:**

Traditional gender roles, especially in Indian households, often expect women to prioritize family over career, which creates internal and external conflict that impacts both empowerment and work-life balance.

## **6. Work Engagement Can Be Both Positive and Negative:**

Highly engaged women may derive satisfaction and confidence from their careers, but if not managed well, this engagement can lead to burnout and poor work-life balance.

## **7. Life Satisfaction Reflects Overall Balance:**

Women who report high levels of life satisfaction generally exhibit better coping mechanisms, stronger support systems, and greater empowerment—indicating a well-maintained work-life balance.

## **Limitations of the Study**

This study is limited in scope due to its focus on a specific demographic—working married women—excluding unmarried women, men, and homemakers whose experiences may differ. The findings may also be influenced by cultural and regional factors, as the study may primarily reflect urban or semi-urban settings, limiting generalizability to rural areas. Additionally, self-reported data may be subject to personal bias or social desirability, affecting the accuracy of responses. Time constraints and sample size may also restrict the depth of analysis across various employment sectors and socio-economic backgrounds.

## **Conclusion**

These four elements—empowerment, marriage, work engagement, and life satisfaction—are deeply interconnected. Together, they influence how effectively a married working woman can achieve and sustain a healthy work-life balance. Creating supportive

systems in workplaces and families is essential to strengthen these elements and promote holistic well-being.

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## CHAPTER 4

# A STUDY ON TRANSPORTATION FLEET AND CARGO MANAGEMENT AT PYROLOGICS SYSTECH INTERNATIONAL

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### **Abstract**

*Cargo management plays a critical role in the logistics and supply chain industry, ensuring the efficient handling, storage, and transportation of goods. This paper explores the key components and modern practices in cargo management, including inventory control, documentation, cargo tracking, and risk mitigation. Emphasis is placed on the integration of digital technologies such as RFID, GPS, and cargo management systems (CMS) to enhance visibility, security, and operational efficiency. The study also examines challenges such as regulatory compliance, cargo damage, and cost control, proposing strategic solutions for optimization. By analysing case studies and current industry trends, the paper aims to highlight how effective cargo management contributes to seamless global trade and improved customer satisfaction.*

**Keywords:** *Cargo, transportation, cargo tracking, customer satisfaction.*

### **Introduction**

In today's globalized economy, the demand for efficient, reliable, and cost-effective transportation has never been greater. Transportation fleet and cargo management are at the heart of modern logistics, playing a pivotal role in ensuring the smooth movement of goods across vast supply chains. Fleet management involves the administration of commercial vehicles such as trucks, ships, aircraft, and rail systems, with a focus on performance, maintenance, fuel efficiency, and regulatory compliance. Cargo management, on the other hand, encompasses the planning, handling, tracking, and delivery of goods to their intended destinations. Together, these systems are essential for minimizing delays, reducing operational costs, and improving overall service quality. As technology advances, the integration of GPS tracking, telematics, automated scheduling, and data analytics has revolutionized both fleet and cargo management, enabling real-time decision-making and greater transparency. This article explores the principles, challenges, and innovations in transportation fleet and cargo management, highlighting their strategic importance in the logistics and supply chain sectors.

### **Statement of the Problem**

Many organizations struggle with inefficient fleet maintenance, leading to costly and untimely repairs, increased downtime, and ultimately higher operational costs for businesses that rely on their fleets for daily operations.

Additionally, high operational costs and fuel consumption remain major challenges, as companies often find it difficult to optimize fuel usage. Inefficiencies in route planning,