



**Dr. Rizwana Atiq** is an Associate Professor in the Department of Business Management at Integral Business School, Integral University, Lucknow. She holds a Ph.D. in Business Management from Integral University and has been recognized with the National Award for Outstanding Woman Educator in Business Management. With extensive teaching and research experience, she has authored and edited several books, published over 45 research papers in UGC-Care, Scopus-indexed, and peer-reviewed journals, and presented at numerous national and international conferences. Her areas of expertise include Consumer Behaviour, Sustainability, and Organizational Management.



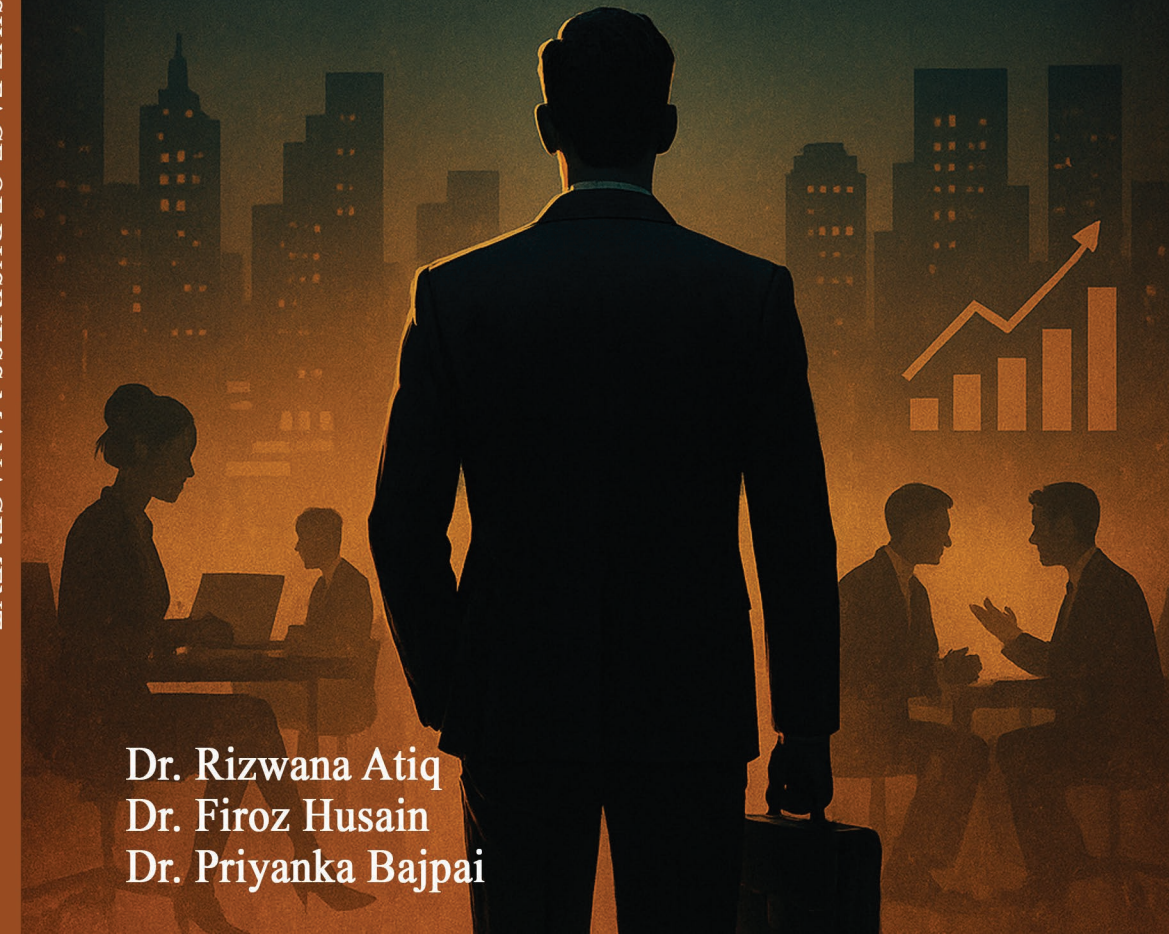
**Dr. Firoz Husain** is an Assistant Professor in the Department of Business Management at Integral Business School, Integral University, Lucknow. He earned his Ph.D. in Finance and is a UGC-NET JRF qualified scholar. With over 15 years of academic experience, he has published more than 20 research papers in reputed national and international journals, many of which are indexed in Scopus, Web of Science, and ABDC. His teaching and research interests span Financial Management, Security Analysis and Portfolio Management, Financial Derivatives and Commodity Markets, and sustainable finance.



**Dr. Priyanka Bajpai** is an Assistant Professor in the Department of Business Management at Integral Business School, Integral University, Lucknow. She holds a Ph.D. in Human Resource Management and an MBA in HR and Finance. Her research focuses on Green HRM, sustainable business practices and the application of artificial intelligence in HR. She has received a Seed Money Grant for a project on Green HRM and employee efficiency and has published and presented several papers at national and international conferences, including award-winning research.

# THE MULTIDISCIPLINARY PERVASIVE FACE OF BUSINESS MANAGEMENT

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Dr. Rizwana Atiq  
Dr. Firoz Husain  
Dr. Priyanka Bajpai



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# **The Multidisciplinary Pervasive Face of Business Management**

*By*

**Dr. Rizwana Atiq**

*Associate Professor, Department of  
Business Management, Integral  
Business School, Integral  
University, Lucknow*

**Dr. Firoz Husain**

*Assistant Professor, Department of  
Business Management, Integral  
Business School, Integral  
University, Lucknow*

**Dr. Priyanka Bajpai**

*Assistant Professor, Department of  
Business Management, Integral  
Business School, Integral  
University, Lucknow*



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**Authors: Dr. Rizwana Atiq, Dr. Firoz Husain, Dr. Priyanka Bajpai**

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## PREFACE

The Multidisciplinary Pervasive Face of the company Management talks about many aspects that have to do with running a business.

Business management is a big and always-changing field that covers a lot of diverse areas, such economics, finance, marketing, operations, psychology, and sociology. In today's fast-paced global economy, managers have to do more than just make strategic decisions and lead. It also has to run the firm every day and come up with new ideas. Businesses need to operate in a way that is broad and interconnected because they are always facing new chances and issues.

The book talks about the numerous parts/advice on how to run a business in a world that is continually changing. It illustrates that managers need to know a lot about a lot of various things to solve hard problems. To help the firm do well, a good manager needs to know how to use a range of tools, frameworks, and methodologies. You may do this by making the supply chain better, coming up with strong marketing plans, managing people, or keeping an eye on what's happening in the market.

This book combines theory with real-life events to help readers completely understand all the different components of running a business. In a business environment that is getting more and more competitive, it also underlines how crucial it is to be adaptable, always learn new things, and be able to come up with new ideas.

The purpose of this book is to give future managers the tools and information they need to succeed in a world that is continually changing and connected. With this information, they will be better equipped to lead teams, make sensible choices, and help any firm develop in the long run.

**Dr. Rizwana Atiq, Dr. Firoz Husain, Dr. Priyanka Bajpai**

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**Dr. Rizwana Atiq, Dr. Firoz Husain, Dr. Priyanka Bajpai**

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# **“A Study on The Performance of Mutual Funds in India: A Comparative Analysis”**

**\*Farheen Fatima \*\*Dr. Firoz Husain**

*\*Student, Integral Business School,  
Integral University, Lucknow.*

*\*\*Assistant Professor, Department of  
Business Management, Integral Business  
School, Integral University, Lucknow.  
email id: firozh@iul.ac.in*

## **Abstract**

Mutual funds have become increasingly popular as investment options in India nowadays. Investors can invest in mutual funds for portfolio diversification and long-term financial goals. The purpose of this study is to assess how different types of mutual fund perform in India which include equity, debt and hybrid funds. The study uses the comparative analysis method and relies on secondary data from mutual fund schemes, financial statements and other publications. Returns, risk-adjusted returns (Sharpe ratio), expense ratios, and portfolio turnover are key performance measures of selected mutual funds measured and analysed. The results show that return-wise equity funds beat debt and hybrid funds, but it will have more risk as well. While hybrid funds give you balanced equity and debt funds for investment, debt funds give you more stable returns albeit at a lower risk. Considering our findings, we make suggestions to investors on making right choices and optimal investment in mutual funds.

**Keywords:** Mutual Funds, Performance Analysis, Equity Funds, Debt Funds, Hybrid Funds, Sharpe Ratio, Expense Ratio, Portfolio Turnover