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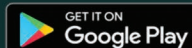
SMART TECH AND SUSTAINABILITY: TRANSFORMING THE FUTURE OF BUSINESS



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Smart Tech and Sustainability: Transforming the Future of Business

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In an era marked by rapid technological advancements and mounting environmental and societal challenges, the intersection of innovation and sustainability has never been more critical. *Smart Tech and Sustainability: Transforming the Future of Business* is a timely and multidisciplinary effort to explore how emerging technologies, particularly Artificial Intelligence (AI), digital platforms, and smart systems, are reshaping the landscape of commerce, finance, governance, and social innovation.

This edited volume brings together scholarly and practice-oriented contributions from across India, offering insights spanning green finance and ethical AI to social entrepreneurship, digital banking, and urban sustainability. The chapters reflect the rich diversity of approaches used to address today's most pressing challenges, from ESG integration and CEO governance in finance to AI-driven personalisation in skincare and fashion retail. The inclusion of thematic research on fintech, cyber resilience, inclusive innovation, and circular economy models provides readers with a broad yet deep understanding of how AI and technology can be responsibly leveraged to foster resilience, equity, and sustainable development, aligned with the Sustainable Development Goals (SDGs).

This edited volume is not only an academic contribution but also a practical guide for policymakers, industry leaders, researchers, and students who are working toward a future in which technological progress aligns with ethical, environmental, and social imperatives.

We extend our heartfelt appreciation to all contributing scholars and authors whose insights have made this volume possible. Their combined efforts demonstrate the collaborative power of knowledge in driving sustainable change.

Dr. Farhina Sardar Khan

Prof. Syed Shahid Mazhar

Dr. Farheen Siddiqui

Dr. Neda Tasneem

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Integrating Social Media into Fashion Retail CRM: A Comparative Analysis of Zudio and Reliance Trends

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Abstract

This study emphasises the impact of social media on fostering relationships between consumers and retail brands through increased engagement and interaction by including CRM into the retail industry and ensuring consumer satisfaction, promoting brand loyalty, and increasing sales. This study highlights the CRM practices adopted by two well-known Indian fashion retail companies, Zudio and Reliance Trends. The methodology used in this study was a qualitative research approach. This study focuses on how social media improves CRM practices and exposes the digital CRM technology, approaches, and problems of Zudio and Reliance Trends. This study points out areas of strength and weakness in CRM, as well as recommendations for enhancing digital CRM in the evolving retail environment.

Keywords: Social Media Marketing, CRM, Fashion Retail, Zudio, Reliance Trends, Retail Strategy, Customer Behaviour India Trade Sector