



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

Dr. Orooj Siddiqui is an accomplished academician and researcher with over 19 years of experience in human resource management, research, and higher education. She holds a Ph.D. in Commerce and Business Management and has made significant contributions to the fields of organizational behavior, work-life balance, and employee satisfaction. She has published and presented numerous research papers in national and international journals and conferences, edited several academic volumes including "From Lockdown to Rebound" (2022) and "Shaping the Future – Islamic Financial Services in India" (2025), and holds multiple published patents in HR innovation and learning technologies. Dr. Siddiqui has also been a recipient of the Best Doctoral Thesis Award (2022) and Excellence in Teaching in Higher Education Award (2025). Her work bridges academia and industry through her leadership in seminars, panel discussions, and research-driven initiatives focused on human capital development and sustainable management education.



Ph.D. Scholar in Management

Anamta Ali is a dedicated Ph.D. scholar in Management with a multidisciplinary academic background encompassing Commerce, Education, Political Science, Economics, and Business Administration. A consistent academic topper and UGC-NET qualifier, she exemplifies a strong blend of analytical thinking and research orientation. Her doctoral research focuses on work-life balance, emotional intelligence, and human behavior, exploring how these dimensions influence performance, satisfaction, and well-being in contemporary organizational settings. With a keen interest in human dynamics and sustainable workplace practices, she aims to contribute meaningfully to both academia and industry. Anamta has actively participated in various international and national conferences, faculty development programs, and academic seminars, and has contributed insightful book chapters and research papers to the field of management and behavioral studies. Beyond research, she is a skilled content writer and editor, known for her clarity of thought and ability to translate complex ideas into impactful writing. Her passion for knowledge-sharing, academic excellence, and holistic education continues to drive her scholarly pursuits and engagement in the academic community.

BOOK AVAILABLE



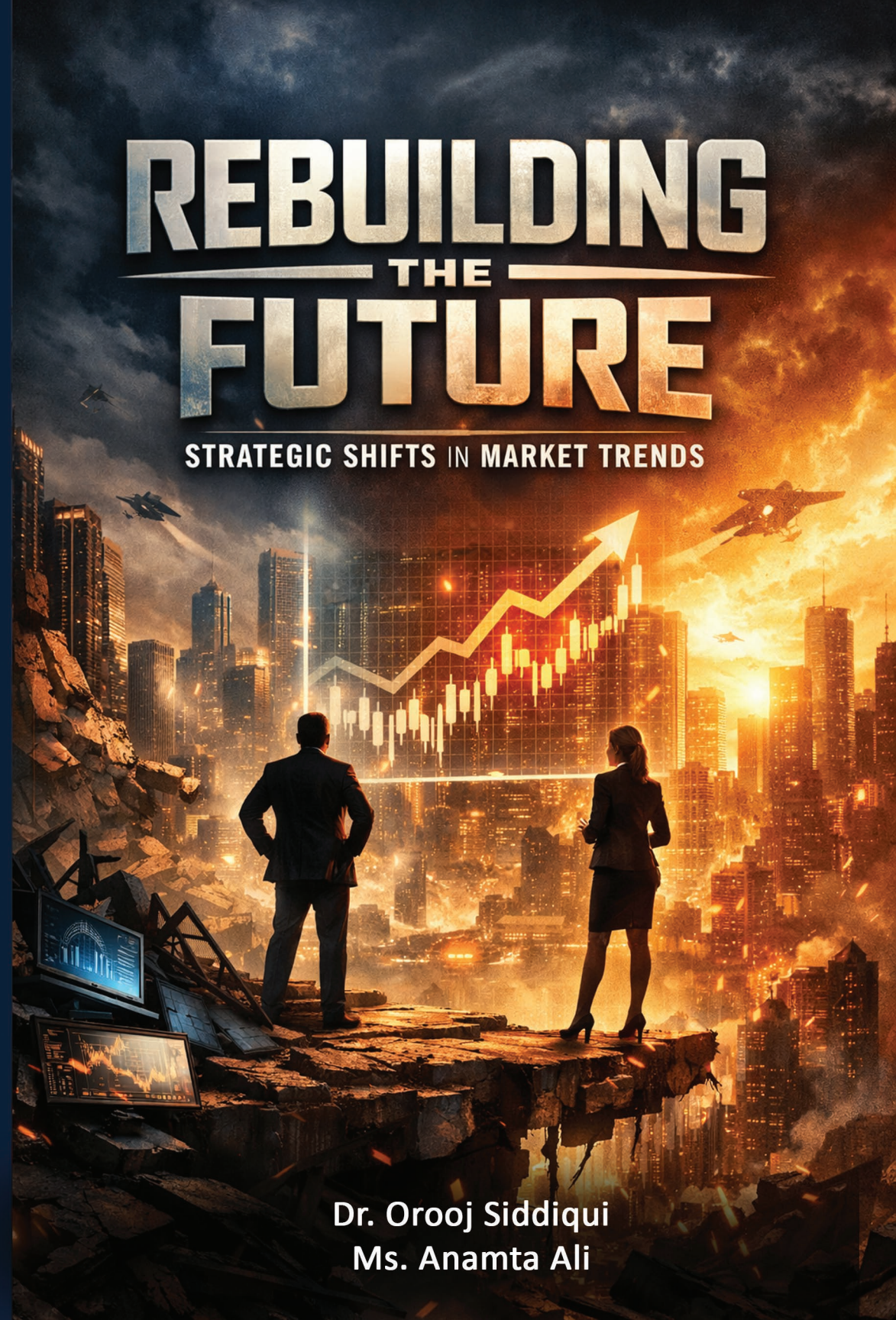
₹ 499/-

BOOK RIVERS
WE CREATE READERS

REBUILDING THE FUTURE

STRATEGIC SHIFTS IN MARKET TRENDS

REBUILDING THE FUTURE: STRATEGIC SHIFTS IN MARKET TRENDS



Dr. Orooj Siddiqui
Ms. Anamta Ali

Rebuilding the Future: Strategic Shifts in Market Trends

Editors

Dr Orooj Siddiqui

Associate Professor, Integral Business School, Integral University

Ms Anamta Ali

Research Scholar, Integral Business School, Integral University



No part of this publication may be reproduced, transmitted or stored in a retrieval system, in any form or by any means, electronic, mechanical, photocopying recording or otherwise, without the prior permission of the author.

Published by: - Book Rivers

Website: - <https://www.bookrivers.com> Email:

publish@bookrivers.com

1st Print Edition - 2026

Copyright©: Authors

Title: Rebuilding the Future: Strategic Shifts in Market Trends

Editors: Dr Orooj Siddiqui, Ms Anamta Ali

All Rights Reserved

ISBN: 978-93-6884-533-1

MRP: 499 /-INR

(Printed in India)

Table of Contents

Sr. No.	Chapter Name	Page No.
PART I	EVOLVING CONSUMER BEHAVIOUR AND DIGITAL TRANSFORMATION	1
Chapter 1	Consumer Buying Behaviour in the E-Commerce Era: A Study of Flipkart vs. Amazon <i>Faisal Ahmad, Dr Rizwana Atiq</i>	1 - 13
Chapter 2	Market Strategy and Branding in Online Retail: A Case Study of Flipkart <i>Mohammad Kaif, Dr Shahab Ud Din</i>	14 - 23
Chapter 3	Digital Payments and E-Commerce Growth Amid COVID-19 <i>Faiza Khan, Dr Nazia Akhlaq</i>	24 - 33
Chapter 4	Digital Advertising and Government Messaging During the Pandemic <i>Megha Goswami, Dr Uzmi Anjum</i>	34 - 47
Chapter 5	Digital Banking and Customer Satisfaction <i>Ashutosh Singh, Syed Afzal Ahmad</i>	48 - 58
Chapter 6	Digital Visibility and the Fintech Revolution: Leveraging SEO and SMO for Sustainable Market Growth <i>Avinash Rastogi, Dr Firoz Hussain</i>	59 - 64
PART II	SECTORAL STRATEGIES FOR RESILIENCE AND INNOVATION	65

Chapter 7	Retail Competition and Market Dynamics: A Case Study of Mother Dairy in Lucknow <i>Faheem Khan, Dr Abdul Tayyab Khan</i>	66 - 77
Chapter 8	Recruitment and Selection in Banking: The Case of Kotak Mahindra Bank <i>Asra Afreen, Dr Ariz Siddiqui</i>	78 - 85
Chapter 9	Artificial Intelligence in Human Resource Management <i>Asra Afreen, Dr Habib Uddin</i>	86 - 92
PART III	HUMAN RESOURCE MANAGEMENT IN THE POST-COVID ERA	85
Chapter 10	Impact of COVID-19 on HRM and Recruitment in the Hospitality Sector <i>Emaad Hassan Banday, Dr Orooj Siddiqui</i>	94 - 103
Chapter 11	Role of HRM in Higher Education Institutions Post-COVID <i>Saleena Parveen, Dr Orooj Siddiqui</i>	104 - 111
PART IV	POLICY AND ECONOMIC INTERVENTIONS FOR RECOVERY	112
Chapter 12	Fiscal Policy and Economic Recovery in Ghana After COVID-19 <i>Bismark Agoba Opoku, Prof Asma Farooque</i>	113 - 119
Conclusion	Navigating the Future with Innovation and Inclusivity <i>Dr. Orooj Siddiqui, Ms Anamta Ali</i>	120 - 124

Artificial Intelligence in Human Resource Management

Asra Afreen: *Student-Department of Business Management-Integral University*

Dr Habib Uddin: *Assistant Prof-Department of Business Management-Integral University*

1. Introduction (300 words)

The 21st-century workplace is undergoing a significant transformation, driven largely by the integration of Artificial Intelligence (AI) across organizational functions. Human Resource Management (HRM), traditionally reliant on human judgment and manual processes, is now at the cusp of a technological revolution. From talent acquisition and onboarding to performance management and employee engagement, AI is reshaping how HR departments operate. This chapter explores the evolving role of AI in HRM, emphasizing both the opportunities and the challenges it presents.

This study, originally presented as a dissertation, has been adapted into a book chapter to provide a broader understanding of AI's impact on HR practices. Drawing from both primary and secondary data, it explores the practical applications of AI in HR functions and evaluates employee perceptions of these changes. The objective is to bridge the gap between emerging technological capabilities and real-world HR practices, offering insights for scholars, practitioners, and policymakers.

The chapter begins with a literature-based overview of AI's relevance in HRM, followed by an analysis of the empirical findings obtained through structured surveys. The study highlights areas where AI has proven effective—such as resume screening, chatbots