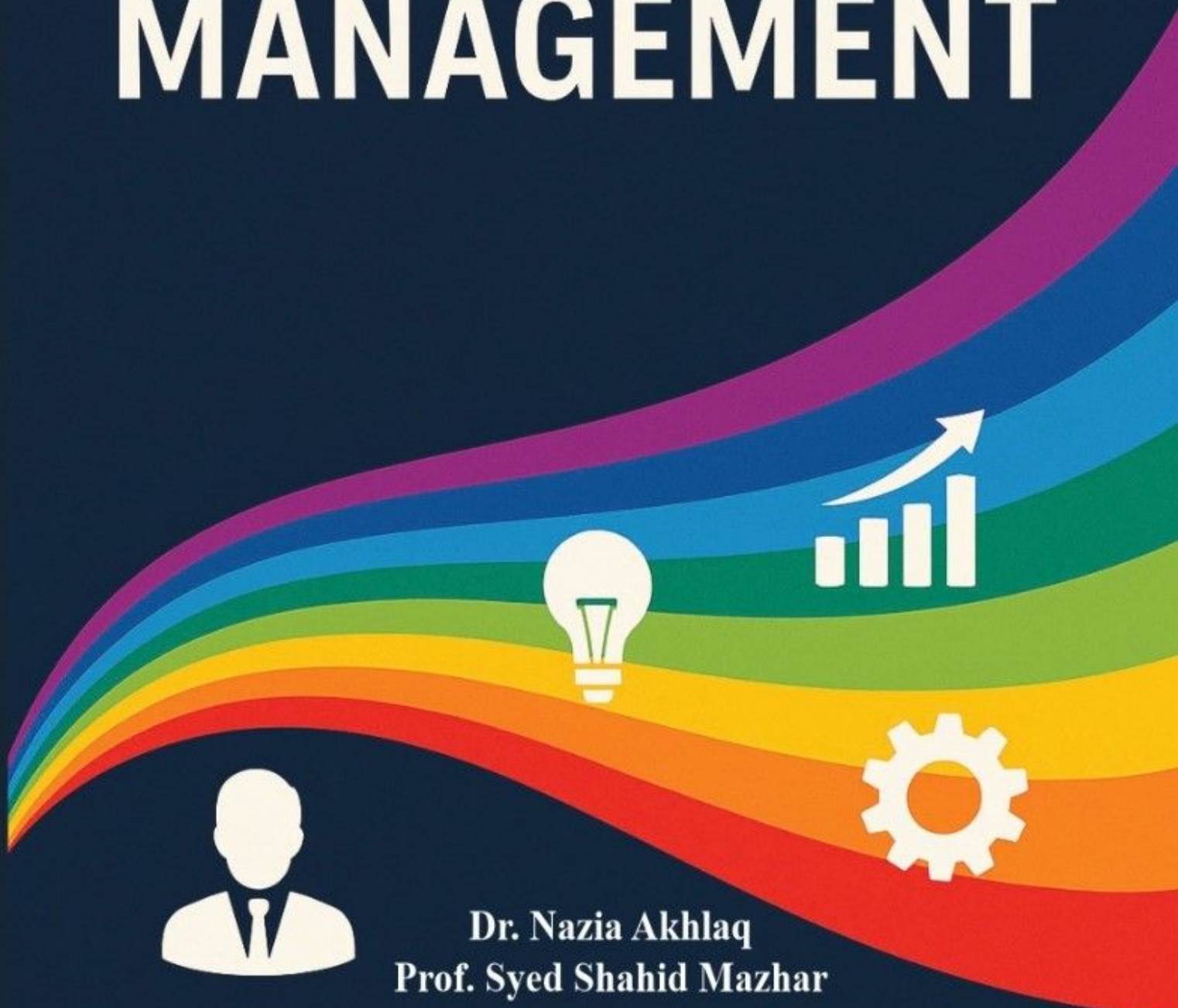


# THE SPECTRUM OF MANAGEMENT

THE SPECTRUM OF MANAGEMENT



**Dr. Nazia Akhlaq**  
**Prof. Syed Shahid Mazhar**  
**Dr. Farhina Sardar Khan**

# The Spectrum of Management

**Dr. Nazia Akhlaq**

Assistant Professor  
Integral Business School  
Integral University, Lucknow

**Prof. Syed Shahid Mazhar**

Professor  
Integral Business School  
Integral University, Lucknow

**Dr. Farhina Sardar Khan**

Associate Professor  
Integral University, Lucknow



**BOOK RIVERS**  
WE CREATE READERS

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](mailto:publish@bookrivers.com)**

First Print Edition - 2025

**Copyright©: Authors**

**Title: The Spectrum of Management**

**Authors: Dr. Nazia Akhlaq, Prof. Syed Shahid Mazhar,  
Dr. Farhina Sardar Khan**

**All Rights Reserved**

**ISBN: 978-93-6884-266-8**

**MRP: 299/-INR**

---

**(Printed In India)**

## **Brief Profile**



### **Dr. Nazia Akhlaq**

Dr. Nazia Akhlaq is an experienced academician and researcher in the field of finance, currently serving as an Assistant Professor at Integral University, Lucknow. She holds a Ph.D. in Finance, with research focused on financial inclusion and its impact on microbusinesses in Uttar Pradesh. With a strong academic background and extensive teaching experience, Dr. Akhlaq has contributed significantly to both undergraduate and postgraduate programs. Her areas of expertise include financial inclusion, fintech, SME development, and training and development. She has authored books, book chapters, and multiple research papers in reputed journals. In addition to her academic role, she has coordinated NAAC activities, placement drives, and faculty development programs. She has also undertaken consultancy work and led research projects aimed at improving access to finance in underserved communities. Dr. Akhlaq is committed to promoting inclusive growth and academic excellence through innovative teaching and impactful research.



### **Dr. Syed Shahid Mazhar**

Dr. Syed Shahid Mazhar, (M.Com, MBA, D.Phil.), is a Professor at Department of Business Management, Integral University, Lucknow. An alumnus of the University of Allahabad, he has vast teaching experience of more than fifteen years in Commerce and

Management field having specialization in Accounting, Finance and International Trade. Dr. Shahid has patents and a substantial number of research papers publications, and paper presentation certificates at National and International Conferences. He has successfully attended several workshops, FDP and STCs. Dr. Shahid is guiding research scholars in the areas of International Trade, Indian Capital Market, Venture Capital, Financial Inclusion and Micro finance. More than 15 Ph.D. Degrees have been awarded under his able supervision.



### **Dr. Farhina Sardar Khan**

Dr. Farhina Sardar Khan, D.Phil., M.Com, UGC NET is working as an Associate Professor in the Department of Commerce, Integral University, Lucknow. She is an Alumnus of the University of Allahabad. Her research area is Banking and Finance, HRM and her subject expertise is in

Finance, Accounting and Financial Auditing. She has over thirteen years of teaching experience and has published more than fifty research papers and authored five books and eight edited chapters. She has five patents and a project. She has supervised 14 Ph.D. and is a reviewer of Scopus-indexed journals and Peer-Reviewed journals of UGC CARE, She has numerous international/national conference certificates and attended workshops, FDPs, and STCs, in her area. She is actively involved in organizing activities with NGOs and had organised many more workshops, FDPs, seminars and webinars.

# Contents

<b>S.No</b>	<b>Title of Paper</b>	<b>Authors Name</b>	<b>Page No</b>
<b>1.</b>	Industrial Era 4.0: Technological Integration And Digital Transformation Of MSME	Dr. Shama Dr. Syed Shahid Mazhar	<b>1-12</b>
<b>2.</b>	Examining The Linkage Between Green Finance Business Models And Sustainable Development In India	Afa Asif Qidwai Dr. Farhina Sardar Khan Dr. Syed Shahid Mazhar	<b>13-41</b>
<b>3.</b>	Fintech And Its Future In India	Dr. Shahab Ud Din	<b>42-50</b>
<b>4.</b>	Equity For All: The Growth And Implication Of Retail Investors In India	Dr. Afreen Fatima	<b>51-60</b>
<b>5.</b>	The Changing Landscape Of Indian Stock Market On Retail Investor Engagement	Dr. Afreen Fatima	<b>61-75</b>
<b>6.</b>	The Evolving Landscape Of Human Resource Management	Dr. Mohd Ariz Siddiqui	<b>76-83</b>
<b>7.</b>	The Impact Of Financial Technology (Fintech) On Small And Medium-Sized Enterprise (SME) Financing	Dr. Mohd Ariz Siddiqui	<b>84-95</b>
<b>8.</b>	Digital Payment System: Transforming The Future Of Sustainable Banking	Shahlin Qureshi Dr. Nazia Akhlaq Dr. Shahab Ud Din	<b>96-107</b>

- 9.** The Strategic Evolution Of Digital Payment Gateways In India: Key Drivers, Challenges, And Future Prospects Dr. Farheen Zehra **108-119**  
Dr. Farhina Sardar Khan
- 10.** Integrating E-Commerce Technologies With Microfinance: A Pathway To Socioeconomic Empowerment Nabeel Mujtaba **120-137**  
Dr. Sultan Ahmad  
Dr. Moiz Akhtar  
Mr. Niraj Kumar

## **Integrating E-Commerce Technologies with Microfinance: A Pathway to Socioeconomic Empowerment**

**Nabeel Mujtaba**

Research Scholar

Department of Commerce, Integral University, Lucknow

**Dr. Sultan Ahmad**

Assistant Professor

Department of Commerce, Integral University, Lucknow

**Dr. Moiz Akhtar**

Assistant Professor

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

**Mr. Niraj Kumar**

Assistant Professor

Department of Economics, C.M., Darbhanga

### **Abstract**

The integration of e-commerce and microfinance is a significant tool for fostering financial inclusion, economic empowerment, and reducing poverty, especially in emerging economies. E-commerce increases the availability of markets for tiny businesses, whereas microfinance supplies the financing required to continue operating and expand small firms. Digital payment systems, smartphone banking, and a blockchain-based banking services all improve usability and productivity. Yet, obstacles like insufficient internet access, unclear regulations, cybersecurity threats, and social and cultural hurdles impede efficient integration. This chapter investigates the role of e-

commerce in microfinance, its socioeconomic impact, and the primary impediments to its adoption. Case studies, such as M-Pesa in Africa and microfinance-backed e-commerce platforms in Asia, demonstrate successful implementations that have increased economic participation and company viability. Investments in digital infrastructure, fintech cooperation, regulatory reforms, digital literacy training, and trust-building measures are among the most effective alternatives. The findings underscore the need of supportive policies, technology breakthroughs, and scalable financial solutions for closing financial disparities and promoting inclusive growth. By tackling these difficulties, e-commerce-driven microfinance can create new economic opportunities, empower underprivileged people, particularly women, and contribute to the digital economy's long-term sustainability.

### **Introduction**

E-commerce along with microfinance represent two innovative variables boosting financial inclusion and economic growth, especially in nations that are developing (Smith & Jones, 2020). E-commerce is the purchase and sale of goods and services via online venues, allowing businesses, particularly small and medium-sized enterprises (SMEs), to connect with larger audiences outside geographical boundaries (Brown, 2019). It has grown in tandem with the advent of mobile commerce, digital payment methods, and online marketplaces such as Amazon and Alibaba, as well as local platforms customized to emerging economies (Lee, 2021). Microfinance, upon the opposite hand, offers small loans, savings options, insurance, and financial services to individuals and small enterprises who do not have access to traditional banking institutions (Johnson & Patel, 2018). Microfinance institutions (MFIs) help low-income entrepreneurs achieve economic independence and alleviate poverty (Davis et al., 2022). Microfinance has developed from traditional group lending