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THE MULTIDISCIPLINARY PERVASIVE FACE OF BUSINESS MANAGEMENT

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Dr. Firoz Husain
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The Multidisciplinary Pervasive Face of Business Management

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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 Consumer Perception Towards Tata Motors and The Contribution of Tata Motors in Working Towards Sustainability

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Abstract

The research Paper aims to study consumer's perception regarding Tata Motors with respect to its products, brand image, and Tata Motors' efforts towards sustainability. Tata motors is a well-reputed Indian automobile company that has tremendously improved the automobile industry. Also, the company provides the economy and society with innovative environment-friendly solutions. The research studies consumer perceptions about Tata Motors, consumer preferences and consumer reactions towards their sustainability. An analysis of Tata Motors on environment-friendly, i.e. especially electric vehicles (EVs), and production system sustainable decision-making system. The study uses both qualitative and quantitative data to investigate these factors and gives a detailed assessment of the effect of these activities on consumers' choices and opinion. This paper discusses the evolving role of Tata Motors on sustainability and evaluates the impact of Tata Motors corporate responsibility on consumer loyalty.

Keywords: Tata Motors, consumer perception, sustainability, electric vehicles, green manufacturing, corporate responsibility.