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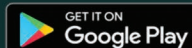
SMART TECH AND SUSTAINABILITY: TRANSFORMING THE FUTURE OF BUSINESS



Dr. Farhina Sardar Khan  
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# **Smart Tech and Sustainability: Transforming the Future of Business**

**Dr. Farhina Sardar Khan**

*Faculty of Commerce Integral University, Lucknow*

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*Integral Business School Faculty of Management & Research*

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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**

# INDEX

<b>Sr. No.</b>	<b>Chapter Name</b>	<b>Page No.</b>
	Chapter 1 Governance, Compliance, and CEO Pay: Navigating the New Regulatory Landscape in Indian Finance <i>Yatharth Kumar, Prof. Adeel Maqbool</i>	1- 16
	Chapter 2 Examining the Linkage Between Green Finance Business Models and Sustainable Development in India <i>Afa Asif Qidwai, Dr. Farhina Sardar Khan</i>	17 - 31
	Chapter 3 AI and Ethics in Global Decision-Making System <i>Ayesha Bano, Dr. Sultan Ahmad</i>	32 - 47
	Chapter 4 Leveraging Smart Technologies and Emotional Intelligence for Sustainable Business Practices in the Banking Sector <i>Shafeen Khan, Dr. Farheen Siddiqui</i>	48 - 61
	Chapter 5 Empowering the Marginalized: Integrating Social Entrepreneurship and Inclusive Innovation <i>Sayma Khan, Dr. Neda Tasneem</i>	62 - 70
	Chapter 6 ESG as a Transdisciplinary Convergence Point: Pathways to Corporate Sustainability in India and Beyond <i>Shubham Tiwari, Dr. Shujauddin Khan</i>	71 - 85

Chapter 7 Impact of Artificial Intelligence and Chatbots in the Skin Care Industry: A Narrative Review	86 - 102
<b><i>Pragati Sonali Srivastava Afreen Fatima</i></b>	
Chapter 8 Navigating the Digital Frontier: The Promise and Perils of Internet Banking	103 - 114
<b><i>Dr. Usman Ghani, Nameera Aziz</i></b>	
Chapter 9 Integrating social media into Fashion Retail CRM: A Comparative Analysis of Zudio and Reliance Trends	115 - 125
<b><i>Sheetal Singh, Dr. Swapnil Sharma</i></b>	
Chapter 10 From Innovation to Impact: Aligning Smart City Projects with Urban Sustainability Agendas	129 - 140
<b><i>Iqra Juned, Dr. Moiz Akhtar</i></b>	
Chapter 11 Mapping the Intersection of Youth, social media, and Sustainable Consumerism: A Bibliometric and Transdisciplinary Analysis (2010–2025)	141 - 155
<b><i>Aiman Khwaja &amp; Asma Farooque</i></b>	
Chapter 12 Academic Leadership and Green Fiscal Literacy: The Role of Environmental Tax Education in Promoting Sustainable Development	156 - 175
<b><i>Mohd. Asif Ansari, Dr. Farhina Sardar Khan, Prof. Syed Shahid Mazhar</i></b>	
Chapter – 13 Digital Economy Under Siege: Cybersecurity Threats and Resilience Strategies	179 - 200
<b><i>Sanjna Agarwal, Prof. Adeel Maqbool</i></b>	

## **Chapter - 2**

# **Examining the Linkage Between Green Finance Business Models and Sustainable Development in India**

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### **ABSTRACT**

Currently, adopting environmentally friendly practices is crucial and will continue to be a priority. Green finance represents a novel and progressive idea in the finance sector. This study explores the relationship among green financing business models, economic growth, and the attainment of environmental sustainability. This chapter examines the need and significance of green finance in both developed and developing economies to achieve their goals of reducing carbon emissions, protecting the environment, and promoting sustainability. This chapter not only delineates the differences between traditional and green finance models but also provides a comprehensive overview of the advantages of endorsing green finance business models for achieving sustainable development in India.

**KEYWORDS:** Green Finance, Sustainable development, environmental protection, Green Finance Business models