Dr. Shailesh K. Dwivedi is an eminent scholar from one of the prestigious Institution of India "Banaras Hindu University". His academic qualifications are M. Com., Ph.D. Currently he is working as Assistant Professor in the Department of Commerce, Guru Ghasidas Vishwavidyalaya (A Central University), Bilaspur, Chhattisgarh. He is Financial Education Resource Person of SEBI & NCFE. Dr. Dwivedi has bagged in several books, edited books and research papers in his records both national and international. He has delivered many lectures as Resource Person/ Keynote Speaker in different national Seminars/ Workshops/ FDPs/ Webinars. He has presented papers and participated in several National and International seminars/ conferences. Dr. Shailesh is actively engaged in different financial awareness program & campaign, social activities, guest-lecturer, mentor, research-associate conducting various online and offline sessions.

Dr. Vikas Kumar is working as Assistant Professor, Department of Commerce, Govt. P. G. College, Obra, Sonbhadra, U.P. Prior to present, he was assistant professor, in FMS, WISDOM, Banasthali Vidyapith, Jaipur, Rajasthan. He is also certified financial education resource person, SEBI and conducting more than 50 financial education workshop in U.P. He has done his doctoral research in the area of mutual funds from Banaras Hindu University and prior to doctoral he has done masters in commerce from MGKVP, Varanasi and bachelors in commerce and law from HCPG College, Varanasi. He has published four books and more than 25 research papers in national and international journals and presented more than 60 research papers in national and international seminar and conferences. He is life member of ICA, IAA, and IAA Research Foundation.

Editors
Dr Shailesh K. Dwivedi
Dr Vikas Kumar

PARADIGM SHIFT OF BUSINESS IN INDIA
Opportunities, Challenges and Strategies for Sustainable Growth

---

PARADIGM SHIFT OF BUSINESS IN INDIA

Opportunities, Challenges and Strategies for Sustainable Growth

Editors
Dr Shailesh K. Dwivedi
Dr Vikas Kumar