

# **A Reference Book on Commerce & Management**

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# *Preface*

Dear Readers,

The book titled **“A Reference Book on Commerce & Management”** is ready for the readers. The main objective to present a book on this title is to collect the articles of Commerce and management in a single volume so that it can be easy for the researchers to get the research papers of their interest areas. I hope that the readers and researches will get fruitful content from this book.

The book contains 7 chapters in from various streams of commerce and management. Each and every chapter has its own significance and gives an idea to the researchers from their field.

I am really thankful to the authors who have contributed their precious time for writing the chapters.

I pay my special gratitude to Almighty God, my family, my well wishers, my friends, office bearers and the entire team of Social Research Foundation for their great assistance and support.

Thank you once again.

**Dr. Rajeev Misra**  
**Bhawana Nigam**



| S. No. | Chapter  | Page No. |
|--------|--|----------|
| 1.     | <b>Dynamic Analysis of 50-story High-Rise Building Based on Non-Linear Dynamic Time-History Analysis with Aerodynamic Optimization</b><br>Abdul Samad, Ankush Kumar Jain & Shivanshi, Jaipur, Rajasthan, India | 01-16    |
| 2.     | <b>Go Green: Consumer Purchase Intention towards Eco Friendly Packaging</b><br>Neeraj Bhanot, Rakhi Daga, Ranju Rawat & Kritika, Jalandhar, Punjab, India  | 17-25    |
| 3.     | <b>Role of Workplace Spirituality and Emotional Intelligence on Employee Retention In Education Sector</b><br>Dr. Saurabh Kumar Sharma,<br>Bulandshahr, Uttar Pradesh, India                                   | 26-49    |
| 4.     | <b>A Study of Consumer Behaviour towards Online Grocery Shopping</b><br>Ritu Sehgal & Nitika Wason, Jalandhar, Punjab, India   | 50-65    |
| 5.     | <b>Government Policy towards Foreign Direct Investment in India</b><br>Pooja Srivastava, Uttar Pradesh, India  | 66-81    |

|    |  |         |
|----|--|---------|
| 6. | <b>Role of Social Infrastructure in Economic Development of India</b><br>Dr. Jyoti Achanta, Vadodara, Gujarat, India   | 82-99   |
| 7. | <b>Poverty Alleviation through Women Empowerment At Arambagh Sub-Division In West Bengal: An Initiative Towards Growth</b><br>Jayanta Kumar Nandi, Hooghly, West Bengal, India | 100-116 |