
Marketing and Finance in the Modern Era

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Preface

The business landscape of the 21st century is evolving at an unprecedented pace, driven by rapid technological advancements, shifting consumer preferences, and dynamic financial markets. In this context, the intersection of marketing and finance has become more critical than ever. Recognizing the growing importance of this synergy, *Marketing and Finance in the Modern Era* brings together diverse perspectives from experts and scholars across these two essential domains.

The book is a compilation of carefully selected chapters that explore contemporary issues, challenges, and innovations in marketing and finance. The collaborative approach taken by the authors reflects the multidisciplinary nature of business and provides a well-rounded examination of these interconnected fields.

The chapters in this volume cover a broad range of topics that are both theoretical and practical. In today's interconnected world, marketing and finance are inseparable pillars of business success. The Instagram algorithm drives targeted content visibility, enabling brands to optimize digital marketing strategies. Payment banks simplify financial transactions, boosting access to investment management services. Social media platforms shape consumer behaviour through personalized marketing campaigns powered by advanced algorithms. This synergy fosters a dynamic ecosystem where technology, finance, and marketing converge—transforming the manner in which businesses engage customers and manage finances. *Marketing and Finance in the Modern Era* explores these intersections and offer useful insights into the way digital innovations reshape traditional financial and marketing practices for a competitive edge in the evolving global economy.

This book is unique, not only in terms of providing an interdisciplinary perspective, but also as each chapter is authored by experienced academics, and researchers who bring a wealth of knowledge from their respective fields. The variety of perspectives ensure that the content is both academically rigorous and practically relevant. The contributions were carefully selected to provide a balanced mix of theoretical insights, case studies, and real-world applications. The book delves into investment analysis, sustainability, risk assessment, financial literacy and financial technologies (FinTech). Together, these chapters form a cohesive narrative that highlights the synergy between financial theory, technology,

sustainability, and education that further creates resilient and forward-looking financial systems. Behavioural finance underpins many financial decisions, shaping how individuals and institutions perceive risks, invest in sustainable projects, and adopt new financial technologies. Understanding cognitive biases like overconfidence and loss aversion is essential when promoting financial literacy. Chapters related to green finance, crisis and sustainability are closely linked, addressing the important environmental challenges that influence global financial stability. Financial technologies (FinTech) serves as a critical enabler for advancing sustainability, enhancing financial literacy, and improving risk management. Digital platforms also make financial education more accessible, subsequently empowering consumers with better decision-making skills. Together, these chapters present a comprehensive synthesis of the marketing and financial activities in the contemporary age.

This edited volume aims to serve a wide audience, including students, researchers, academics, and business professionals. For students and researchers, it offers valuable insights into the latest developments in marketing and finance, supporting both academic inquiry and career preparation. For industry practitioners, the book provides actionable strategies and tools for navigating complex and ever-changing business environments.

We extend our heartfelt gratitude to all the contributing authors for their valuable work and dedication. Their expertise and collaborative spirit has been instrumental in bringing this book to life. We also thank the reviewers and editorial team for their insightful feedback and commitment to maintaining the highest academic standards.

We hope that *Marketing and Finance in the Modern Era* will serve as a valuable resource, fostering deeper understanding and sparking innovative thinking at the crossroads of these two essential business functions. May this book inspire future research, meaningful discussions, and impactful business practices.

Editors

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Prof. Anjala Kalsie

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