

CONTEMPORARY ISSUES OF FINANCE & BUSINESS MANAGEMENT

Editors

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Preface

Finance, IB, Marketing and HR standards have to be evolutionary as the span of their improvement is always more than the tangible improvement for business management. They have surpassed their conventional dimensions to most contemporary. Standards have to be optimal and should be based on fundamental logic. The task of providing optimal standards for management of business society is associated with several problems such as conflicting interests of managers and shareholders and, over/under production of required data. There are arguments for voluntary reporting and arguments for regulated reporting. There is paradox of regulation too.

We have a few very reputed auditing firms like KPMG, PWC, Delloite and so on yet the world has witnessed a few major accounting-auditing debacles and shambles of many reputed companies where even intellectuals of finance and business management could & cannot smell the scam. This raises a big doubt on prevailing mechanism of business management. Agencies like IAA, IAAER, AAA, and IAARF are putting in steady efforts for intact mechanism. Yet considerable efforts and attention is obligatory. Even ethical part of accounting, HR, Marketing, and IB is much talked on, everyone knows of its need, but still there is some vacuum in its realization.

This maneuvers us to ponder over the contemporary issues of Business Management and to create a forum for exchanging the concerns, apprehensions, views and recommendations for all associated with this. And the anthology of the scholarly views and articulations of this book would be of immense help to concerned personnel. With this vignette 4th International Conference on Finance and Business Management (ICFBM) was conducted in Haridwar, Uttarakhand (India) during 15th to 16th June 2013. It was conceptualized by Society of Technical and Management Professionals (STMP). This compilation makes an endeavor to provide comprehensive information of contemporary delving into in the field of finance and business management.

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