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Preface

The Department of Commerce, Naba Ballygunge Mahavidyalaya proudly publishes its IXth Volume of the official peer reviewed Journal of the Department of Commerce “**The Way**”. The Journal has ISSN recognition and has always been appreciated by scholars and researchers. The editorial board is thankful to the Honourable Governing Body of the college, Principal, teachers and office staff and scholars of the academic institution for their whole hearted participation and generous support throughout the process. The journal is a blind peer reviewed journal and we express our gratitude towards the reviewers for their hard work and sincerity to maintain the quality of the journal.

This issue of “**The Way**” comprises of a collection of selected peer reviewed papers from various academicians and researchers. The edition covers major and relevant areas of commerce, economics, management and social sciences. In the present situation when the nature of investment and investors has drastically changed an understanding of stock market volatility would be considered really significant. India being one among the topmost producers of the automobile industry, a study on its resurgence gives an idea about its economic contribution. The fast changing digitalized economy in the Post- COVID situation have witnessed rise of start-ups and unicorns in India. In this era the role of digital entrepreneurship and its economic impact automatically becomes relevant. Similarly, the issue also covers the crucial aspects such as social entrepreneurship, social audit, digital audit, financial inclusion and many more. Further, the issue also included the sensitive topics of sustainable development, microfinance and women empowerment, quality of life of women slum dwellers and situation of railway station hawkers.

The present issue is a humble effort to focus on the imminent economic situation of India and try to highlight on the issues that has become more relevant in present circumstances. The Editorial Board is looking forward to the valuable feedback and suggestions from the readers of the journal.

December 2023