

BUSINESS TRENDS

ISSUES AND IMPLICATIONS

EDITORS

**Dr. Vedava R.
Prof. Y. Muniraju
Prof. Ishwara R.
Dr. Preethi Keerthi Dsouza
Dr. Parameshwara**

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Excel
INDIA PUBLISHERS

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NEW DELHI

First Impression: March, 2020

© Editors

ISBN: 978-93-89947-06-9

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Published by

EXCEL INDIA PUBLISHERS



91 A, Ground Floor

Pratik Market, Munirka, New Delhi-110 067

Tel: +91-11-2671 1755/ 2755/ 3755/ 5755

Cell: 9899127755, 9999609755, 9910757755

Fax: +91-11-2671 6755

E-mail: publishing@grouppexcelindia.com

Web: www.grouppexcelindia.com

Typeset by

Excel Prepress Services, New Delhi-110 067

E-mail: production@grouppexcelindia.com

Printed by

Excel Printing Universe, New Delhi-110 067

E-mail: printing@grouppexcelindia.com

Preface

Businesses have a dynamic effect on the economy. Are businesses relying on the changes or are the changes in the economy a driving force for all innovations? is a debatable issue. Trends keep on changing and there is a disruption in the society with the new drift that keeps emerging. Some trends stay for a long time and some are just a passing fad. However the changes that are encountered by the customers are having a ripple effect on the decisions of the business houses. Hence this volume on emerging business trends holds great relevance.

The year 2020 has started with a vibrant note on one side and there are sceptic predictions done on the other. The growth rate of the economy is debated on and the share market shows an interesting trend too. The automobile sector is gasping and the industrial growth rate has another story to tell. All this is creating a new folder of knowledge in the business world. The trends on these times must be captured and recorded and this will be a direction for the future researchers to ponder on the issues that are happening now.

What the future holds for businesses and industry is not known. However the studies of today will have relevance for tomorrow and they can be directions for further studies too. Hence this volume on emerging business trends will be a great offering to the existing knowledge base.

Acknowledgements

This book is, in truth, the work of a host of learned academics, scholars and practitioners who have allowed me to compile their work in order to present a more realistic and multidimensional approach to the study of business trends. We are deeply grateful to these individuals for without their work and consideration this book would not have come to pass. In addition, we would like to thank our research scholar Mr. Yatheen for his time less energy and exceptional research abilities in connection with locating some of the more exceptional materials in the book. Finally, we thank Mangalore University for the support of this innovative task.

Editors

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₹1600 ■ US\$ 70