

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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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

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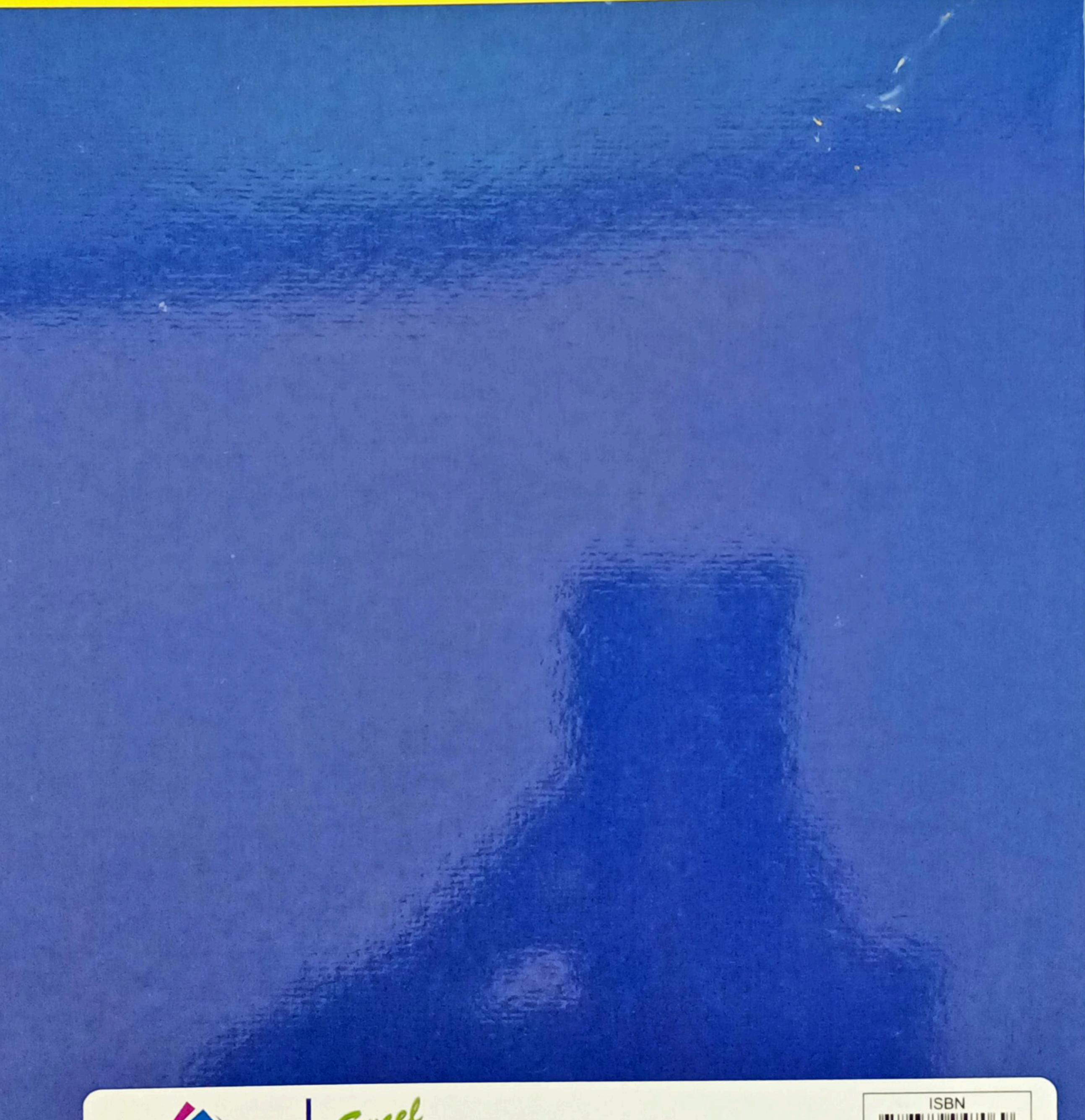
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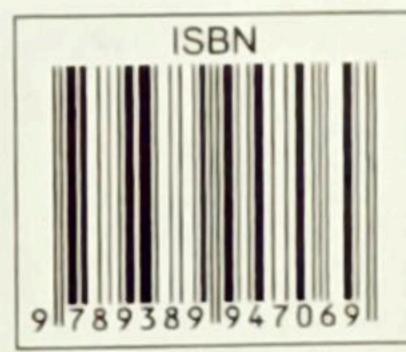
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