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THE MULTIDISCIPLINARY PERVASIVE FACE OF BUSINESS MANAGEMENT

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Dr. Firoz Husain
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The Multidisciplinary Pervasive Face of Business Management

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PREFACE

The Multidisciplinary Pervasive Face of the company Management talks about many aspects that have to do with running a business.

Business management is a big and always-changing field that covers a lot of diverse areas, such economics, finance, marketing, operations, psychology, and sociology. In today's fast-paced global economy, managers have to do more than just make strategic decisions and lead. It also has to run the firm every day and come up with new ideas. Businesses need to operate in a way that is broad and interconnected because they are always facing new chances and issues.

The book talks about the numerous parts/advice on how to run a business in a world that is continually changing. It illustrates that managers need to know a lot about a lot of various things to solve hard problems. To help the firm do well, a good manager needs to know how to use a range of tools, frameworks, and methodologies. You may do this by making the supply chain better, coming up with strong marketing plans, managing people, or keeping an eye on what's happening in the market.

This book combines theory with real-life events to help readers completely understand all the different components of running a business. In a business environment that is getting more and more competitive, it also underlines how crucial it is to be adaptable, always learn new things, and be able to come up with new ideas.

The purpose of this book is to give future managers the tools and information they need to succeed in a world that is continually changing and connected. With this information, they will be better equipped to lead teams, make sensible choices, and help any firm develop in the long run.

Dr. Rizwana Atiq, Dr. Firoz Husain, Dr. Priyanka Bajpai

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Dr. Rizwana Atiq, Dr. Firoz Husain, Dr. Priyanka Bajpai

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Impact of Covid-19 on Behavioral Pattern of Online Shoppers in India

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Abstract

The pandemic of COVID-19 has changed consumer behaviour across the world such as shopping online. Due to the lockdowns caused by the pandemic, it accelerated the adoption of e-commerce in India based on social distancing norms. This study explores the impact of COVID-19 on the behaviour of online shoppers in India. This study specifically aims at determining the change in the online buying behaviour. The study uses a mixed-method approach combining quantitative data from surveys and e-commerce platforms and qualitative data from interviews with consumers, and industry experts. As many people are now opting for online shopping regarding both essential and non-essential items, they also wish to make contactless payments and ensure safety and hygiene. Also discussed in the study were problems faced by consumers such as delayed delivery and availability of products and recommendations were provided for e-commerce platforms to enhance customer satisfaction and retention.

Keywords: COVID-19, Online Shopping, Behavioural Patterns, E-commerce, India, Consumer Behaviour