

A Handbook on Commerce & Management

Applications, Concepts and Technologies

(Volume 2)

Dr. Shiva Johri

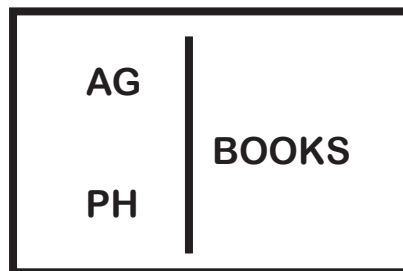
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About the Book

Commerce and Management books have always been popular as we seek out better ways to build and run our businesses or get ahead in our jobs. They tend to be practical, how-to guides focusing on specific topics or biographical of business leaders. To acquire the knowledge of nature and scope of business, small business, to understand private, public and global enterprises including Internal trade, to know about international business and to understand about business environment, this handbook is helpful.

This book consists of various research papers from the field of Commerce and Management. Managing a business, department or team is a complex task and requires a broad range of skills. Commerce and Management is a framework for managing the effect of new business processes, changes in organizational structure or cultural changes within an enterprise. This handbook on Commerce and Management comprises of 14 research papers and each discussing different aspects.

Readers of this handbook may find some extra information in the various topics, which is related to the current reference and changes in the commercial business environment. The object of this information is to give current changes and updated reference to the readers.

Preface

This book gives you an insight about “Commerce and Management” which are essential for any business organisation. In today’s scenario various activities are going on round-the-clock. ‘Business Services’ advocates importance of business services to various business organisations. We are now part of globalization, so ‘Emerging Modes of Business’ focuses on various emerging modes in business.

In every chapter of this handbook, research paper is presented by the researcher from the field of Commerce and Management. This book is written to expose managers in practice, experts, professionals and students to the reality of applying the concepts of business management.

The concept of this book is well arranged to cater for learners, researchers and managers in practice such that it’s adequately elucidate the core element of business management as may be applicable to our different spheres of discipline.

Much of the economy is made up of small businesses and there are plenty of entrepreneurs starting out on a daily basis. Consequently, there are how-to guides for setting up and running a business. So, it is important to study the aspects and thinking of researchers and their research for the future development. This handbook will make readers to analyse, manage, evaluate and respond to change which affects seriously. It provides a way of looking at and interacting with the business environment.

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