

About the Book

This Pandemic of 21st Century has shattered the economy like a hailstorm where Indian economy's growth prospects dwindle from 7.4 percent to -21.7 percent following the bandwagon of the economies of all other countries. While lot of the industries junked out to the dust namely, Hotel, Travel, and Tourism; others have seen the dreadful years of business with collapsing demand and fear of extinction in near future. On the contrary, industries related to pharma, medication, hospitals have seen high demand of their products and services and barring few, most of such businesses have grabbed this opportunity to increase their profit margin. There are lessons from all this mishap to almost every family, locality, city, and society at large; to every labourer, entrepreneur, government, and to the economy at large; there are larger learnings at every level of operational entity be it an individual or the whole world populace to think about it. This volume of our series of 'Empowering Indian Economy' is trying to look out all such lessons and learnings from the outlook of business, management, and economy to encapsulate it for better understanding for present and future businesses so that if next time history repeats itself, businesses can save themselves from catastrophic results.

About the Editors



Dr. Chinmoy Kumar Roy is working as Assistant Professor in Faculty of Commerce, Banaras Hindu University, Varanasi, Uttar Pradesh since February 2014. He did his graduation from SRCC, Delhi University and post-graduation from Department of Commerce, Delhi School of Economics, Delhi University. He holds Ph.D. degree in Commerce from Faculty of Commerce, Banaras Hindu University. He has also completed extensive FDP from IIM-Ahmedabad. He has to his credit 8 research papers, 8 book chapters and 7 edited books. His subject of specialization is International Marketing, Export Marketing, Consumer Psychology and other emerging areas in marketing



Dr. Ashish Kant Chaudhari is working as Assistant Professor in Faculty of Commerce, Banaras Hindu University, Varanasi, Uttar Pradesh since February 2014. He was formerly Assistant Professor in Department of Commerce, IGNTU, Amarkantak, Madhya Pradesh. At present he has in his credit 18 research papers in national/international Journal & one book. He has specialized in Finance, Banking, and Human Resource Management.



Dr. Amit Manglani is working as Associate Professor in Department of Commerce, Guru Ghasidas Vishwavidyalaya, Bilaspur, Chhattisgarh. His earlier academic assignments include working as a Regular Faculty Member at Assam University, Diphu Campus; and as a faculty member on contractual basis at RGSC, Banaras Hindu University, Barkachha, Mirzapur. He also held number of administrative assignments in his current employment, including working as Head of the Department of Commerce. He has to his credit 12 research papers published in reputed national and international journals; served as editor in 03 edited books; and

has co-authored 03 chapters in the renowned edited books. He has specialization in Finance and his research interest incorporates FDI, Stock Market Volatility, Spillover Effects, Retail Business, Panel Data Analysis, Hedge Fund Analysis and emerging areas in the field of Finance.

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Economics of Pandemic
(Empowering Indian Economy Vol. V)

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Head Office:

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Corporate Office:

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Branch Office:

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Editors

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Head Office: 90, Sainik Vihar, Mohan Garden, New Delhi – 110 059

Corporate Office: 7/28, Room No. 209, Vardaan House, Mahavir Lane,
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Branch Office: 216, Flat-GC, Green Park, Nerendrapur, Kolkata - 700103

Tel: 011-23256188, 9971676330

E-Mail: ndpublishers@rediffmail.com/gmail.com

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