

Worldwide Retail And Ecommerce Sales Emarketers

This practical guide shows architects how to incrementally adopt cloud computing (specifically public Infrastructure-as-a-Service and Platform-as-a-Service) and to marshal as much capacity as needed to handle peak holiday or special-event traffic. Advances in Cloud over the past few years now make it possible to run an enterprise-class eCommerce platform out of a cloud. This book helps architects leverage these advances by covering: Cloud service models (IaaS, PaaS, Software-as-a-Service) and deployment models (public, hybrid, private) ; the impact of omnichannel retailing on platform architecture and deployment architecture ; how to build an auto-scaling solution that can quickly add or subtract hardware in response to real-time traffic ; re-applying what you already know about security to cloud ; running a single eCommerce platform from multiple data centers, including several forms of multi-master ; building a hybrid solution or deploy your entire platform in the cloud ; application and deployment architecture for cloud native through legacy eCommerce platforms ; how to use Software-as-a-Service for eCommerce, including Content Delivery Networks and Global Site Load Balancing services.

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Design and Implementation of service-oriented architectures imposes a huge number of research questions from the fields of software engineering, system analysis and modeling, adaptability, and application integration. Component orientation and web services are two approaches for design and realization of complex web-based system. Both approaches allow for dynamic application adaptation as well as integration of enterprise application. Commonly used technologies, such as J2EE and .NET, form de facto standards for the realization of complex distributed systems. Evolution of component systems has lead to web services and service-based architectures. This has been manifested in a multitude of industry standards and initiatives such as XML, WSDL UDDI, SOAP, etc. All these achievements lead to a new and promising paradigm in IT systems engineering which proposes to design complex software solutions as collaboration of contractually defined software services. Service-Oriented Systems Engineering represents a symbiosis of best practices in object-orientation, component-based development, distributed computing, and business process management. It provides integration of business and IT concerns. The annual Ph.D. Retreat of the Research School provides each member the opportunity to present his/her current state of their research and to give an outline of a prospective

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Ph.D. thesis. Due to the interdisciplinary structure of the research school, this technical report covers a wide range of topics. These include but are not limited to: Human Computer Interaction and Computer Vision as Service; Service-oriented Geovisualization Systems; Algorithm Engineering for Service-oriented Systems; Modeling and Verification of Self-adaptive Service-oriented Systems; Tools and Methods for Software Engineering in Service-oriented Systems; Security Engineering of Service-based IT Systems; Service-oriented Information Systems; Evolutionary Transition of Enterprise Applications to Service Orientation; Operating System Abstractions for Service-oriented Computing; and Services Specification, Composition, and Enactment.

This new Edition of Electronic Commerce is a complete update of the leading graduate level/advanced undergraduate level textbook on the subject. Electronic commerce (EC) describes the manner in which transactions take place over electronic networks, mostly the Internet. It is the process of electronically buying and selling goods, services, and information. Certain EC applications, such as buying and selling stocks and airline tickets online, are reaching maturity, some even exceeding non-Internet trades. However, EC is not just about buying and selling; it also is about electronically communicating, collaborating, and discovering

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information. It is about e-learning, e-government, social networks, and much more. EC is having an impact on a significant portion of the world, affecting businesses, professions, trade, and of course, people. The most important developments in EC since 2014 are the continuous phenomenal growth of social networks, especially Facebook , LinkedIn and Instagram, and the trend toward conducting EC with mobile devices. Other major developments are the expansion of EC globally, especially in China where you can find the world's largest EC company. Much attention is lately being given to smart commerce and the use of AI-based analytics and big data to enhance the field. Finally, some emerging EC business models are changing industries (e.g., the shared economy models of Uber and Airbnb). The 2018 (9th) edition, brings forth the latest trends in e-commerce, including smart commerce, social commerce, social collaboration, shared economy, innovations, and mobility.

These proceedings represent the work of researchers participating in the 6th International Conference on Management, Leadership and Governance (ICMLG 2018) which is being hosted this year by the Institute for Knowledge and Innovation Southeast Asia (IKI-SEA), a Centre of Excellence of at Bangkok University, Thailand on 24-25 May 2018.

In the next few years, it is expected that most

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businesses will have transitioned to the use of electronic commerce technologies, namely e-commerce. This acceleration in the acceptance of e-commerce not only changes the face of business and retail, but also has introduced new, adaptive business models. The experience of consumers in online shopping and the popularity of the digital marketplace have changed the way businesses must meet the needs of consumers. To stay relevant, businesses must develop new techniques and strategies to remain competitive in a changing commercial atmosphere. The way in which e-commerce is being implemented, the business models that have been developed, and the applications including the benefits and challenges to e-commerce must be discussed to understand modern business. The Research Anthology on E-Commerce Adoption, Models, and Applications for Modern Business discusses the best practices, latest strategies, and newest methods for implementing and using e-commerce in modern businesses. This includes not only a view of how business models have changed and what business models have emerged, but also provides a focus on how consumers have changed in terms of their needs, their online behavior, and their use of e-commerce services. Topics including e-business, e-services, mobile commerce, usability models, website development, brand management and marketing,

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and online shopping will be explored in detail. This book is ideally intended for business managers, e-commerce managers, marketers, advertisers, brand managers, executives, IT consultants, practitioners, researchers, academicians, and students interested in how e-commerce is impacting modern business models.

Many fields are beginning to implement developing practices that prove to be more efficient and environmentally friendly compared to traditional practices. This holds true for the realm of business, as organizations are redesigning their operations through the incorporation of sustainable methods.

Research is needed on the specific techniques companies are using to promote efficiency and improved effectiveness using sustainability.

Handbook of Research on Sustainable Supply Chain Management for the Global Economy is an essential reference source that discusses the incorporation of sustainability in various facets of business management. Featuring research on topics such as disruptive logistics, production planning, and renewable energy sources, this book is ideally designed for researchers, practitioners, students, managers, policymakers, academicians, economists, scholars, and educators seeking coverage on sustainable practices in supply chains to ensure a cleaner environment.

This book constitutes the refereed proceedings of

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the 16th International Conference on Entertainment Computing, ICEC 2017, held in Tsukuba City, Japan, in September 2017. The 16 full papers, 13 short papers, and 2 posters presented were carefully reviewed and selected from 46 submissions.

This book constitutes the refereed proceedings of the 9th International Conference on Design, User Experience, and Usability, DUXU 2020, held as part of the 22nd International Conference on Human-Computer Interaction, HCII 2020, in Copenhagen, Denmark, in July 2020. The conference was held virtually due to the COVID-19 pandemic. From a total of 6326 submissions, a total of 1439 papers and 238 posters has been accepted for publication in the HCII 2020 proceedings. The 40 papers included in this volume were organized in topical sections on UX design methods, tools and guidelines, interaction design and information visualization, and emotional design.

Urban Freight Transportation Systems offers new insights into the complexities of today's urban freight transport system. It provides a much needed multidisciplinary perspective from researchers in not only transportation, but also engineering, business management, planning and the law. The book examines numerous critical issues, such as strategies for delivery, logistics and freight transport spatial patterns, urban policy assessment, innovative transportation technologies, urban hubs, and the role factories play in

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the urban freight transport system. The book offers a novel conceptual approach for addressing the problems of production, logistics and traffic in an urban context. As most of the world's population now live in cities, thus significantly increasing commercial traffic, there are numerous challenges for efficiently and sustainably delivering goods into cities. This book provides solutions and tactics to those challenges. Includes interdisciplinary contributors from around the globe Provides never-before-published original research to help users stay current and develop a deeper understanding of the field Presents the methods and results of research that is useful for both academics and practitioners

The internet has become a flexible platform upon which global retail brands can expand and grow. With a greater emphasis on and opportunity for new market opportunities in the digital sphere, the global retail market is undergoing an era of rapid transformation as new web-based retail models emerge to meet the needs of the modern consumer. *E-Retailing Challenges and Opportunities in the Global Marketplace* explores the transformations occurring in the virtual marketplace as consumer needs and expectations shift to the new age of online shopping. Emphasizing the difficulties business professionals face in the digital age in addition to opportunities for market growth and new product development, this publication is a critical reference source for business professionals, product strategists, web managers, IT specialists, and graduate-level students in the fields of business, retail management, and advertising.

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This volume offers state-of-the-art research in service science and its related research, education and practice areas. It showcases recent developments in smart service systems, operations management and analytics and their impact in complex service systems. The papers included in this volume highlight emerging technology and applications in fields including healthcare, energy, finance, information technology, transportation, sports, logistics, and public services. Regardless of size and service, a service organization is a service system. Because of the socio-technical nature of a service system, a systems approach must be adopted to design, develop, and deliver services, aimed at meeting end users' both utilitarian and socio-psychological needs. Effective understanding of service and service systems often requires combining multiple methods to consider how interactions of people, technology, organizations, and information create value under various conditions. The papers in this volume present methods to approach such technical challenges in service science and are based on top papers from the 2019 INFORMS International Conference on Service Science. This two-volume set (CCIS 1229 and CCIS 1230) constitutes the refereed proceedings of the 5th International Conference on Recent Developments in Science, Engineering and Technology, REDSET 2019, held in Gurugram, India, in November 2019. The 74 revised full papers presented were carefully reviewed and selected from total 353 submissions. The papers are organized in topical sections on data centric programming; next generation computing; social and

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web analytics; security in data science analytics; big data analytics.

Mobile devices have become an essential item in the daily lives of many people. As with any innovation, mobile services present both opportunities and challenges to current business models. The development of mobile communication coupled with evolving mobile services have completely changed the business landscape and have transformed consumer behavior. It is important to understand the impact that these services have on users' lives, business, and society. Impact of Mobile Services on Business Development and E-Commerce is a collection of innovative research that focuses on the importance of mobile services in business development and discusses the provision of decentralized services, mobile commerce and marketing, and new models for the delivery of mobile services such as business-to-consumer and peer-to-peer. While highlighting topics including global market, consumer behavior, and customer satisfaction, this book is ideally designed for business managers, executives, marketers, entrepreneurs, financial advisors, consumer behavior analysts, computer engineers, software developers, IT specialists, students, researchers, and business professionals.

Gain the understanding you need to address all of the decision areas in marketing practice today with the most current principles of marketing resource -- Pride/Ferrell's FOUNDATIONS OF MARKETING 9E. This edition blends marketing fundamentals with discussions of the latest, emerging topics and contemporary trends

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reshaping marketing today. You examine the power of market research and analytics and the impact of artificial intelligence on marketing choices. This edition also introduces you to marketing within social media, digital marketing, ethics, globalization and marketing technology interface. Updated intriguing visuals, timely content, real cases and fascinating videos work with the book's inviting presentation to emphasize the importance of what you're learning and to guide you in effectively putting principles into practice in today's fast-paced business world. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Business-to-consumer (B2C) and consumer-to-consumer (C2C) e-commerce transactions, including social commerce, are rapidly expanding, although e-commerce is still small when compared to traditional business transactions. As the familiarity of making purchases using smart devices continues to expand, many global and regional investors hope to target the ASEAN region to tap into the rising digital market in this region. The Handbook of Research on Innovation and Development of E-Commerce and E-Business in ASEAN is an essential reference source that discusses economics, marketing strategies, and mobile payment systems, as well as digital marketplaces, communication technologies, and social technologies utilized for business purposes. Featuring research on topics such as business culture, mobile technology, and consumer satisfaction, this book is ideally designed for policymakers, financial managers, business

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professionals, academicians, students, and researchers.

“Laurel Delaney writes in a tremendous spirit of service to entrepreneurial and small business leaders navigating the opportunities of globalization. Whether leading a fresh startup, a small business, or an entrepreneurial growth company seeking greatness, the question of whether—and how—to go global must be addressed. Delaney shows yet again her passionate dedication to serving her readers with deeply practical guidance.”—Jim Collins, author of *Good to Great* and co-author of *Beyond Entrepreneurship*

Gain the knowledge you need to market, sell, and fulfill orders internationally, taking full advantage of the Internet and the opportunities it creates. This book is the bible for entrepreneurs and small business owners taking their US businesses to the next level of growth through exports. Exporting empowers readers with the can-do confidence to tackle the challenges and opportunities of exporting, leading to greater revenues, stability, and profitability for your business. With 70 percent of global buying power lying outside US borders, exporting is not just an option for ambitious entrepreneurs—it’s an absolute must for building and sustaining a successful future. Typically, exporting first appears on the radar of small businesses as unsolicited inquiries from foreign customers on the web via your email, website, blog, or Facebook page. People outside your country want your product, and they want it now. The problem is that most small business owners do not know how to service these inquiries. What’s the best way to ship goods? Do I need a license? Should I sell through wholesalers in specific countries or

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directly to consumers? How will I get paid? Reflecting the rapid rate of change in national and global trade regulations and economic conditions, this second edition contains extensive updates and enhancements of the first edition's data and citations; actual and prospective multilateral trade agreements, especially the TPP and TTIP; CFR, EAR, and BIS rules; interviews with trade and sector specialists; economic trends and shocks affecting export opportunities and risks in various regions and sectors; and the annotated selection of recommended exporting resource sites. **Exporting: The Definitive Guide to Selling Abroad Profitably:** Lays out simple steps and tips to conduct market research, find customers, open new markets, create an export business plan, get paid, and ship goods and services efficiently and profitably Shows you how to use the Internet and social media to mediate the exporting process and expand your international presence Details how the US government helps exporters and how to avoid foreign regulatory pitfalls

One key for success for an entrepreneur is to obtain sales (revenue) and profits as quickly as possible upon launching the venture. Entrepreneurial Marketing focuses on this and the essential elements of success in order to achieve these needed sales and revenues and then grow the company. The authors build a comprehensive, state-of-the-art picture of entrepreneurial marketing issues, providing major theoretical and empirical evidence that offers a clear, concise view of the

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field. Through an international approach that combines both theoretical and empirical knowledge on entrepreneurship and marketing, this book informs and enhances an entrepreneurs' creativity, their ability to bring innovations to the market and their willingness to face risk and change the world. Key components addressed include: identifying and selecting the market, determining the consumer needs cost-effectively, executing the basic elements of the marketing mix (product, price, distribution, and promotion) and competing successfully in the domestic and global markets by implementing a sound marketing plan. Numerous illustrative examples bring the content to life. The mix of theoretical content, examples, empirical analyses and case studies, make this book an excellent resource for students, professors, researchers, practitioners, and policymakers all over the world. This book offers a unique blend of reports on both theoretical models and their applications in the area of Intelligent Information and Database Systems. The reports cover a broad range of research topics, including advanced learning techniques, knowledge engineering, Natural Language Processing (NLP), decision support systems, Internet of things (IoT), computer vision, and tools and techniques for Intelligent Information Systems. They are extended versions of papers presented at the ACIIDS 2018 conference (10th Asian Conference on Intelligent

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setups. You'll learn how to adapt your solutions for different industry verticals such as healthcare, social media, and retail. With this book, you'll: Understand the wide spectrum of problem statements, tasks, and solution approaches within NLP Implement and evaluate different NLP applications using machine learning and deep learning methods Fine-tune your NLP solution based on your business problem and industry vertical Evaluate various algorithms and approaches for NLP product tasks, datasets, and stages Produce software solutions following best practices around release, deployment, and DevOps for NLP systems Understand best practices, opportunities, and the roadmap for NLP from a business and product leader's perspective

This book presents strategies and practices to allow everyday companies to cope with the fundamentally changing landscape of business models and to take advantage of the huge business opportunities arising from the advent of big data. It develops several case studies from companies in traditional industries like LEGO, Yamato and Mediq, but also examines small start-ups like Space Tango, which is partnering with major multinationals to develop new business models using big data. The book argues that businesses need to adapt and embark on their big data journey, helps them take the first step, and guides them along their way. It presents successful examples and deduces essential takeaway lessons

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a worldwide economy responsible today for 40 million US trade-dependent jobs and approximately six million US factory jobs—roughly half of all manufacturing employment, whether or not they have any interest in global business activities. In the face of globalization, small businesses must evaluate their strengths, weaknesses, opportunities, and threats and then develop strategies that effectively respond to the globalized business environment in which they operate. If your firm is growth-oriented—and what business is not?—you should grow global markets as an important strategic option allowing you to:

- Reach new customers/markets with little or no competition
- Reduce dependence on a limited number of major customers
- Even out business cycle-related demand fluctuations
- Extend the life of niche products to new markets
- Develop a global network of contacts and partners that improves their offerings to established customers

What You'll Learn

- Determine your role in global markets
- Identify target markets and find customers
- Negotiate around the world
- Complete the transaction and understand international trade procedures and regulations
- Understand the keys to global market growth
- Follow sample forms and sales proposals

Who This Book Is For

US small- to medium-sized business owners

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Global retail e-commerce sales are expected to reach \$4.8 trillion by 2021! Ecommerce is expanding in every direction and becoming a more integral part of the consumer experience worldwide. Ecommerce sales currently account for 17.2% of all retail sales, with online

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shopping itself growing 13.7% year-on-year. There's really never been a better time to get online. It's actually important that you learn about e-commerce as soon as you can because it (especially mobile e-commerce) has grown by 300% over the last few years with revenue of \$700 billion in the US just last year. So, here we are with our Awesome Ecommerce Income Mastery Training Guide which covers:

- What are the advantages of having an e-commerce business
- The most crucial emerging Ecommerce Trends to Follow this year
- How To Start A Successful Ecommerce Business – step by step
- What are the Latest Business Ideas for setting up an ecommerce business.
- How to do e-commerce blogging
- What are the best strategies to increase your overall e-commerce revenue
- Finding the right e-commerce niche that you can dominate!
- How can you improve the landing Page Conversions of your E-commerce business.
- How can you Set Up a Facebook Ad Funnel for eCommerce Products.
- Successful Ecommerce Business Stories to inspire
- And much more!

A well-established ecommerce business is a great feat as it helps you build your brand a lot faster, broadens your marketplace exponentially Creating a marketing strategy for ecommerce is therefore not just about how to get more sales but also making the customer experience better, building brand awareness, and building a lasting relationship with your customers. These Ecommerce statistics can help you see the big picture by answering some relevant questions. By 2040, around 95% of all purchases are expected to be via ecommerce. With a reach of 75.4%, Amazon was the

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most popular shopping app in the US in mid-2018. PayPal had 267M active registered accounts by the fourth quarter of 2018. 61% of online shoppers made an online purchase related to fashion, which is higher than any other product category. Worldwide, the share of m-commerce in all ecommerce is expected to rise to 72.9% by 2021. Online stores that have a social media presence have 32% more sales on average than stores that don't. On average, 52% of online stores have omnichannel capabilities. While the ecommerce economy is poised for significant growth in the coming months and years, you can only expect to see results if you approach it in the right way. That means focusing on the critical tips for ecommerce success. Well, we have put together all the resources you need to tap into this incredible marketing potential with this well researched, comprehensive Ecommerce Income Mastery Training Guide. It is jam-packed with valuable information on a wide variety of topics from latest ecommerce business ideas, emerging trends, finding the right product niche, ecommerce blogging tips, improving landing page conversions, to using Facebook, Instagram and Twitter for driving more ecommerce sales and successful business stories.

This book focusses on recommendation, behavior, and anomaly, among of social media analysis. First, recommendation is vital for a variety of applications to narrow down the search space and to better guide people towards educated and personalized alternatives. In this context, the book covers supporting students, food venue, friend and paper recommendation to demonstrate

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the power of social media data analysis. Secondly, this book treats behavior analysis and understanding as important for a variety of applications, including inspiring behavior from discussion platforms, determining user choices, detecting following patterns, crowd behavior modeling for emergency evacuation, tracking community structure, etc. Third, fraud and anomaly detection have been well tackled based on social media analysis. This has is illustrated in this book by identifying anomalous nodes in a network, chasing undetected fraud processes, discovering hidden knowledge, detecting clickbait, etc. With this wide coverage, the book forms a good source for practitioners and researchers, including instructors and students.

This book constitutes the refereed conference proceedings of the 16th IFIP WG 6.11 Conference on e-Business, e-Services and e-Society, I3E 2017, held in Delhi, India, in November 2017. The 45 revised full papers presented were carefully reviewed and selected from 92 submissions. They are organized in the following topical sections: Adoption of Smart Services; Assessment of ICT Enabled Smart Initiatives; Analytics for Smart Governance; Social Media and Web 3.0 for Smartness; and Smart Solutions for the Future.

A review of E-Retail and the changes the digital universe are making to our life, industry, retail possibilities. A world where the barriers to buying, selling and creating products online are gone for everyone. Read the story of - How It All Began, The World is Flat, Is the Big Box Really Dead, The Entrepreneurial Revival, Customers Wear the Crown, The Global Consumer, and much

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digital tools become less expensive and more widely available, research and real-world cases that examine the union between emergent countries and information systems are essential in determining the next steps for these nations. The Handbook of Research on Managing Information Systems in Developing Economies is a pivotal reference source that explores the effects of technological data handling within developing economies. Covering a broad range of topics such as emerging digital technologies, socio-economic development, and technology startups, this book is ideally designed for software programmers, policymakers, practitioners, educators, academicians, students, and researchers.

Rich in examples from the real world, International Entrepreneurship illustrates how theory and practice go hand in hand. Specially designed for courses and tutors of International Entrepreneurship, this essential text discusses the opportunities and challenges facing internationalising entrepreneurial ventures. With clear and concise explanations of the current literature, the subject is explored from the different perspectives of social, cross-cultural and comparative entrepreneurship, as well as including analysis of the relationship to marketing and finance.

The buzz word USD 5 Trillion size of Indian economy in the next five years is more than the current size of the economy of Japan & Germany. It is both ambitious and inspiring. Achieving this dream, as a country, particularly in the Post COVID 19 Pandemic season demands a high degree of creativity in addition to the hard and smart

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works. It requires accelerating the current pace of innovation and development in addition to the up-gradation of the systems and infrastructure so as to provide a better eco-system than now. The intent to achieve this mission definitely requires quite a good number of passionate entrepreneurs venturing their startups in plethora of fields and industries thereby requires the widening of the startup highway. To make this happen, it requires changes, right from policy level to that of grass root. It also requires to lift the spirit of young and old citizens living both in rural and urban areas of the country. This virtual conference, in its endeavour, is attempting to provide space for the think tanks from the industry and the academia to share their creative insights. This would turn the challenges thrown by this global epidemic and inspire the participants to prompt and be instrumental in taking the mission of initiating start-up for achieving the USD 5 Trillion economy of India in the Post COVID 19 world.

This edition of International Trade Outlook for Latin America and the Caribbean covers 2018 and is divided into three chapters. Chapter I analyses the impact of divergent global growth and trade tensions on trade in the region. Chapter II examines the share of Latin America and the Caribbean in global trade in minerals and metals. The region overall is a net exporter in this sector; however, given the typically low level of processing of its exports, it has the largest share in this category of primary products of all regions in the world. Finally, Chapter III examines whether cross-border e-commerce has the potential to galvanize and diversify

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exports from the region. Cross-border e-commerce refers to transactions for products and services that are ordered online, platform-enabled, or delivered online. This book highlights the impacts of COVID-19 on the global economy, at a time when the world economy has experienced large demand and supply shocks. To limit the transmission of the corona virus, all governments shut down production, restricted movement of people, etc, which led to severe curtailment in demand, and disruptions in supply chains all over the world. The COVID-19 pandemic has dragged the world economy into an abrupt and unforeseen recession. According to IMF estimates, world GDP will fall by over 3 percent due to the outbreak of this pandemic - the steepest slowdown since the Great Depression of the 1930s. The ILO has predicted a loss of about 25 million jobs due to this pandemic. Emerging markets will lose at least 2.4 percent of their GDP in 2020 alone. Loss in global travel revenue due to COVID-19 is estimated at USD 810.7 billion. Financial markets have been badly hit and about USD 83 billion has been pulled out of developing markets since the outbreak of COVID-19. The list of sectors impacted by the COVID-19 outbreak, is endless. All governments have announced stimulus packages comprising a mix of fiscal and monetary measures, but it is difficult to predict how quickly businesses will respond to these measures. The papers in this book, which are the proceedings of an online global conference, have attempted to analyze and summarize the thoughts of academicians on these vexed issues.

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