



## Business Environment

By Veena Keshav Pailwar

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Business environment refers to different forces or surroundings that affect business operations. This book dwells on how such forces comprising customers, competitors, suppliers, distributors, government activities, the economy, demographics, and social and cultural factors act and affect business environment. The book shows business environment in the light of three important aspects – Economic environment, Political environment and Social environment. It also explains the relationship of macroeconomic instability vis-a-vis capital flows and growth. The book is designed for the undergraduate and postgraduate students of Commerce and Management

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### Editorial Review

#### About the Author

**Veena Keshav Pailwar** (Ph.D.) is a faculty at Institute of Management Technology (IMT) Nagpur India. She has previously been associated with Xavier Labour Relations Institute (XLRI) Jamshedpur National Institute of Financial Management (NIFM) Faridabad National Council of Applied Economic Research (NCAER) New Delhi and National Institute of Public Finance and Policy (NIPFP) New Delhi. With over 19 years of teaching and research experience Dr. Pailwar has published/presented papers in national and international journals/conferences in the areas of computable general equilibrium modelling financial sector modelling forecasting methods foreign capital flows and external sector reforms.

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