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Sommario/riassunto	The contents of this volume focuses on the economic issues such as income inequality, foreign direct investment, world income classification, business issues such as customer churn analysis, internal branding, human resources issues among others. The papers were presented during the 11th Annual Research Conference of Symbiosis Institute of Management Studies (SIMSARC2020). The book also focuses on the information technology and its application for the business in the form of social media, role of artificial intelligence etc. The contents of the volume are highly relevant, consisting of recent data and results, and based on strong research and statistical analysis. They widely cover

the business, society and environmental issues faced in the present times, and the challenges faced by India to reach its goal of a trillion dollar economy. The papers not only discuss the issues but also come up with research based solutions and will be of interest to scholars, corporates, policy makers, and academics alike.
