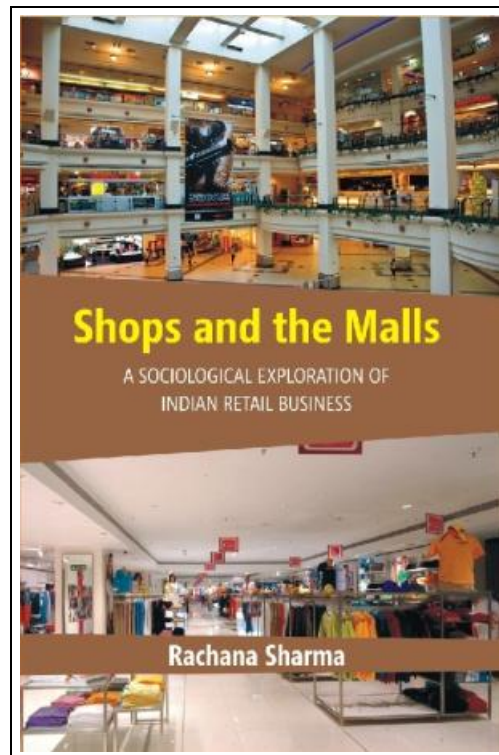


Shops and the Malls : A Sociological Exploration of Indian Retail Business



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SHOPS AND THE MALLS : A SOCIOLOGICAL EXPLORATION OF INDIAN RETAIL BUSINESS



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2015. Hardcover. Book Condition: New. 264 About The Book:- Of recent, Retail globalization has come to dominate academic and political discourse in India. The book provides to its readers coverage to the Indian Retail Policy and its implications on different segments of the society such as, traditional retailers, consumers and employees working in the modern retail formats. The book also examines that how as a result of globalization and economic restructuring, cities in India are transforming. The cities are being forced to look at consumption and finance activities so as to compete in the growing economic competition by construction of new consumption spaces and urban images as a result of which inequalities (including spatial) are becoming more profound. In all, the book brings out that retail globalization is going to bring certain changes in social relations, market, lifestyle and consumption patterns, and in spatial expression of cities. The book has much to offer to scholars, teachers from sociology, management as well as economics. About The Author:- Rachana Sharma (M.A., PhD) is an Assistant Professor in Department of Sociology at Guru Nanak Dev University, Amritsar. She has taught in different departments of the university, in the past. Her areas of research interest are social exclusion and inclusion, dalit studies, and urban studies. She has authored several research papers published in journals of repute. Contents:- Preface 9 1. Globalisation and Beyond : An Introduction 13 Backdrop to the Launch of New Economic Policy in India Globalisation : Contents and Discontents New Economic Policy and its Implications Indian Business Entrepreneurship: Nature and Dynamics 2. Retail Globalisation : Prospects and Challenges 41 Evolution of Retailing India Experience in South-East Asia: Dissent against Modern Retailing and FDIs Indian Retail Policy: An Overview The Methodology 3. City and the Business: A Case of Amritsar 61 Changing Entrepreneurship...



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