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## Editorial

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## EDITORIAL

*World is yet to recover from ongoing pandemic shock. Countries are facing multiple waves and fighting on multiple fronts to increase vaccination and inoculate people. India also faced the deadly second wave and many precious lives were lost. Kumar, Pillai, and Vipin explore a timely issue of how age structure and social distancing can affect the pandemic. Using a mathematical predictive model, authors reaffirm the importance of social distancing in flattening the spread curve of COVID-19.*

*The success of any business depends on how well it can meet consumer needs. World's top firms and brands invest money and efforts to understand what consumers want. In digital age, social media offers an interesting way to listen to consumers' thoughts, feelings, and views based on their posts. The paper by Panwar and Khan specifically looks at how social media listening can be used to improve consumer engagement and bonding with new age consumers.*

*The telecom industry in India has seen an exponential growth in the last decade. Presently, the industry is stable with multiple mergers and acquisitions leading to three big competitors. The cut-throat competition and price war resulted in consumer churn among operators. The third paper by Bhale and Bedi examines the factors associated with consumer churn. Authors study the factors behind the movement of consumers from one firm to another in the telecom industry.*

*Let us collectively fight the virus, help the needy, and pray for the well-being of human kind.*

**#StaySafe.StayHealthy.**

**Dr. Anubhav Mishra**  
(Editor)

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