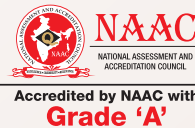


ISSN No. 0975-6280

• Vol. 18 • No. 2 • July -December 2022



# JIM QUEST

*Journal of Management and Technology*



A Bi-annual Refereed Research Journal of Jaipuria Institute of Management, Indirapuram, Ghaziabad

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Journal of Management and Technology

Volume 18 • No. 2 • July - December 2022

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## From the Desk of the Chief Editor

It gives me immense pleasure to reveal the latest issue of the JIM QUEST- a bi-annual refereed research journal welcoming high-quality original contributions on different functional areas of management. The Journal offers panorama to scholars to contribute on topics of interest to the scientific community. The ultimate goal of this journal is to produce a high-quality publication that will serve as a cutting-edge resource for researchers in the field and provide recognition for the journal's editorial staff and contributing authors. It provides a perfect opportunity to immerse oneself in the advancements of the fast-growing field of study and get published in a journal that has excellent reach and expectations of a significant impact. This present issue promotes applied research in emergent themes that improve the practice of all management areas including Economics, Finance & Accounting, Marketing, IT, International Business, and Business Analytics amongst other core business aspects. Moreover, this issue addresses the challenges in various industries, describing the application of latest techniques and methodologies. Therefore, this issue has come up as a blend of theoretical, empirical and experimental papers that significantly contribute to the disciplines of management and interdisciplinary areas. I take this opportunity to acknowledge the contribution of authors whose impactful research added significant value to current issue of JIM QUEST. I hope that readers will find the content of JIM QUEST informative and valuable in their professional lives

**Prof. (Dr) Daviender Narang**

Chief Editor

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