

JIM QUEST

Journal of Management and Technology



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

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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. It serves as a vehicle of communication, between those who study management and those who practice it, by publishing articles that are both research- and practice-based. This present issue promotes applied research in emergent themes that improve the practice of all management areas including Economics, Finance, Accounting, Marketing, HRM, International Business, Business Analytics, Operations Management, Digital Business Practices 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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