

Preface

Anusandhan: The Research Repository of GIBS is a research journal published annually, as the outcome of the research work conducted by faculty and students jointly during the process carrying out research project.

The aim of this process is to enhance the research abilities of faculty in the routine process of guidance to students, synergies student-teacher efforts to generate intellectual capital and Report the research outcome in the form of research papers.

The Institute systematically develops faculty members to enhance their capacity to research and disperse the acquired knowledge and skills to the students. This transfer of research potential to students is realized through the process of conducting Research Project Dissertation by the students under the guidance of faculty members.

The first issue of the second volume contains 20 Research Articles contributed jointly by the faculty members and final year students of MBA. All these papers are empirical in nature and duly reviewed by the editorial board.

Editor

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