

Preface

'Anusandhan The Research Repository of GIBS' is an annual publication comprising the intellectual capital created by the students and the faculty members of Gitarattan International Business School, Rohini, Delhi. Quality Research papers which come out as research output from good projects are published in 'Anusandhan The Research Repository of GIBS'. This publication is the outcome of hard work carried by faculty guides and students. This encourages student to work hard and carry systematic research work. The journal comprises of research papers on various dimensions of management namely General Management, Financial Management, Human Resource Management, Marketing Management, and International Business etc.

The first issue of the first volume contains 19 Research Articles contributed jointly by the faculty members and final year students of MBA. All the papers are empirical in nature and duly reviewed by the editorial board.

Editor

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