

UNNAYAN OFFICE

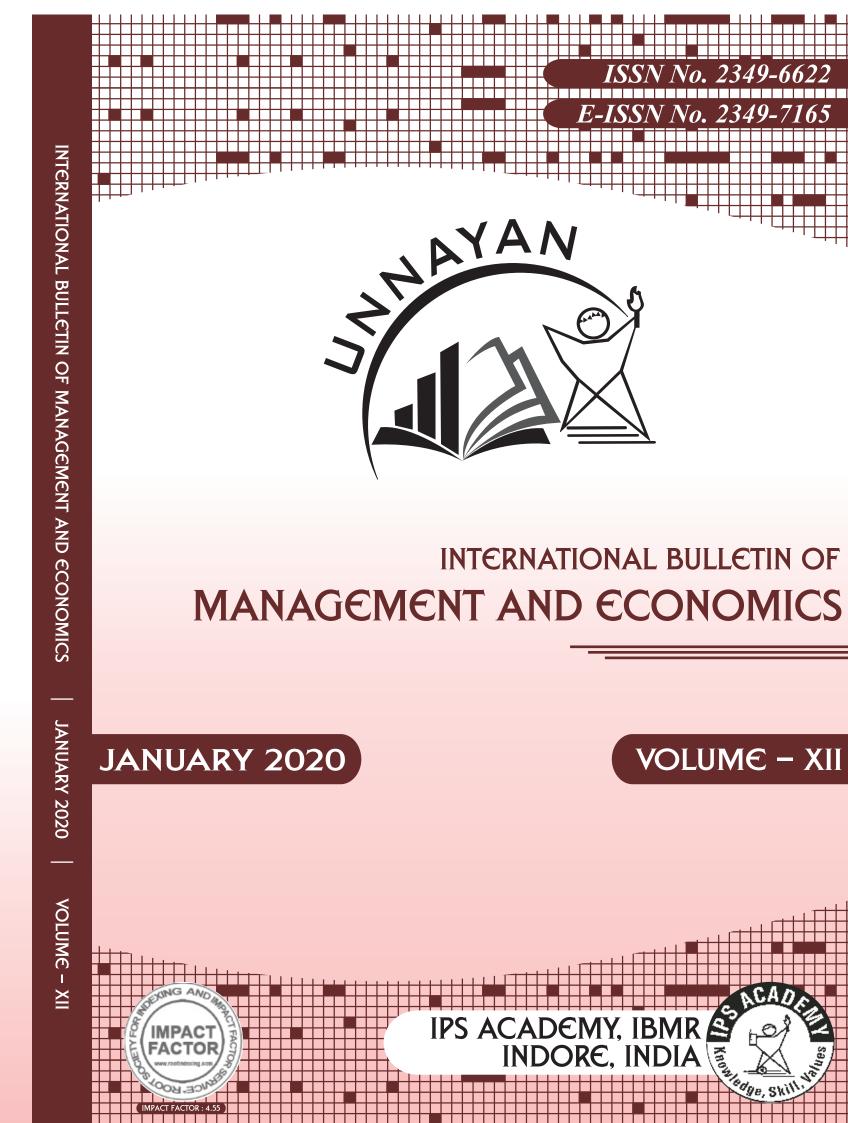
IPS ACADEMY, IBMR

Rajendra Nagar, A.B. Road, Indore-452012 M.P. (India)

Tel. No.: +91-731-4014776, +91-731-4014783

Email: unnayan@ipsacademy.org

Website: http://unnayan.ipsacademy.org





"Unnayan" emanates springs of knowledge to quench the thirst of wisdom and learning. Being not only an upgraded path of development, it carries a rich repository of meanings like Elevation, Exaltation and Upliftment. This journal portrays developmental content for enhancing and broadening horizons in various aspects vis-à-vis management research, economic problems, past and present scenario, analytical research and decision making.

EDITORIAL BOARD

Editor in chief

Ar. Achal K. Choudhary

Managing Editor Dr. Vivek S. Kushwaha

Associate Editors Prof. Anita Ahuja Prof. Pallabi Mukherjee **Prof. Sunita Jatav** Prof. Tarika Nandedkar

Editorial Assistant Prof. Bhanu Pratap Singh

Editorial Advisory Board

Dr. Kamal Nayan Agrawal, USA

Dr. Naila Aaijaz, Canada

Dr. Leena A. Kaushal, MDI, Gurgaon

Dr. Pritee Sharma, IIT Indore

Dr. J.P. Upadhyay, S.P. Jain IMR, Mumbai

Dr. Rasha Roshdy, Director of Research Programs, Coleman University.

Dr. K.V. Singh, Houston, Texas, USA

Dr. Neha Pathak, Hult International Business School, London

Dr. Ganesh Kawadia, State Planning Commission Chair (M.P.), SOE, DAVV, Indore

Dr. S. Chaturvedi, Kashi Vidyapeeth, Varansi (U.P.)

Dr. Karunesh Saxena, FMS, MLS University, Udaipur

Dr. Vinay Goyal, IIM Raipur

Dr. Kanhaiya Ahuja, SOE, DAVV, Indore

"UNNAYAN: International Bulletin of Management and **Economics**" is a bi-annual publication of Institute of Business Management and Research, IPS Academy, Indore, MP (India).

Its objective is to propose and foster discussions on empirical and theoretical work on management and economics. The journal seeks to provide a bridge between those conducting research on management and economics on the one hand, and those willing to enhance and enrich their knowledge regarding these fields. The focus is on applied research and reflects the present scenario involving cross country researches, changes taking place and decision making suggestions. It has a special emphasis on management issues that are relevant to emerging economies.

Contact Person

Dr.Anita Ahuja

ContactAddress

IPS Academy, Institute of Business Management and Research (IBMR), Rajendra Nagar, A.B.Road, Indore - 452012 (M.P.) INDIA

Contact us:

+9|-73|-40|4776

+91-731-4014783

Email:unnayan@ipsacademy.org Website: http://unnayan.ipsacademy.org

The views expressed in the articles and other material published in "UNNAYAN: International Bulletin of Management and Economics" do not reflect the opinions of the institute.

Claims for missing issues should be made within three months of publication.

Printed and published by IPS Academy, IBMR, Indore, M.P., India.

ABOUT IPSA

ndore Professional Studies Academy (IPSA) is one of the Central India's largest educational premises, playing a major role to develop Indore as the most preferred educational centre. Founded in 1994, IPS Academy now has 17 colleges, runs 71 courses, and has a sprawling 60 acres lush green campus.

Institute of Business Management and Research (IBMR) is an integral part of IPS Academy. IBMR, IPS Academy has been ranked in top 100 by Ministry of Human Resource Development (MHRD) in the National Ranking Framework, for consecutive two years. IBMR has been ranked in the Rank-Band: 76-100 in the National Ranking Framework in year 2018. IPS Academy is a NAAC accredited and ISO: 9001-2008 certified institute.

IBMR caters to the educational needs of the students of BBA, BBA(Foreign Trade), BA(Eco.) and MBA(FT), MBA(IB), MBA(BE) MBA(FA) programs. IBMR is also a recognized research centre, facilitating research scholars who are focusing on various fields related to management and economics.

