

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



INTERNATIONAL BULLETIN OF MANAGEMENT AND ECONOMICS

NAYAZ

JAN. 2021

VOLUME XIII (1)



IPS ACADEMY, IBMR INDORE (MP), INDIA



www.ipsacademy.org



"Unnayan" emanates spring of knowledge to guench the thirst of wisdom and learning. Being not only an upgraded path of research, it carries a rich repository of meanings like Elevation, Exaltation and Upliftment. This journey 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 makina.

> Editor in chief Ar. Achal K. Choudhary

Managing Editor Dr. Vivek S. Kushwaha

Associate Editors Prof. Sachin K. Mittal Prof. Pallabi Mukherjee **Prof. Sunita Jatav** Prof. Tarika Nandedkar

Editorial Assistant Prof. Anurag Dilraj

Editorial Advisory Board

Dr. Naila Aaijaz Centennial College, Canada Dr. Pritee Sharma IIT - Indore Dr. Ganesh Kawadia State Planning Commission Chair (M.P.) SOE, DAVV Dr. Vinay Goyal S.P.Jain Institute of Management & Research, Mumbai Dr. Nitin Merh SVKM'S NMIMS - Indore

Dr. Leena A. Kaushal MDI, Gurgaon. Dr. Neha Pathak Hult International Business School, London Dr. Kanhaiya Ahuja SOE. DAVV. Indore Dr. Karunesh Saxena Mohanlal Sukhadia University, Udaipur Dr. Kavita Tiwari Manipal Academy of Higher Education, Dubai Dr. Debojvoti Das Indian Institute of Management Bangalore

Unnayan "International bulletin of management and Contact person: Dr. Sachin K. Mittal economics" is a blind peer reviewed journal incorporating papers from national as well as cross country authors. It is a bi-annual publication of IPS Academy, Institute of Business Management and Research (IBMR), Indore, M.P.(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 researches 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 Address:

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

Contact us:

+91-731-4014776, +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 to missing issues should be made within three months of publication. Printed and Published by IPS Academy, IBMR, Indore (M.P.) India.



ABOUT IPS ACADEMY, IBMR



IPS Academy (IPSA) is one of the Central India's largest educational premises, playing a major role to develop Indore which is the cleanest city of India. It is the most preferred educational centre of India. 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 four years. IBMR has been ranked in the Rank-Band: 76-100 in the National Ranking Framework in year 2020. 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.) MBA(FT), MBA(IB), MBA(BE), MBA(FA) & MBA(MM) programs. IBMR is also a recognized research centre, facilitating research scholars who are focusing on doctoral degree of management and economics. IPS Academy also established two more campus at Sanwer & Jhabua in the year 2019.

