

EDITORIAL

It gives us immense pleasure to launch the second issue of our Research Journal “Paridnya - The MIBM Research Journal”. The contents in this journal are educative and knowledge enhancing. We have received multi disciplinary research articles to various aspects in management with a focus on the theme “New Approaches to Business Excellence”

A noteworthy feature in this research journal is, it includes more than 15 Research papers received from faculties and aspiring researchers of renowned institutions all over India in the various functional areas covering new approaches to business excellence in Marketing Management, Financial Management, Human Resources Management, Information Technology and General Management. The content covered in each of the article is highlighted through the new and dynamic approaches leading to business excellence

We are extremely grateful to Hon’ble Chairman P E Society Prof Dr Gajanan Ekbote Sir, for motivational guidance and continuous support for the publication of the Journal.

The views and opinions expressed in this research journal are solely made by the Authors and co-authors. All efforts have been taken to minimize on errors, however the editorial committee would always welcome enlightened views of the readers on the research papers published to enable us to provide further scope for improvement. A special mention for the dedicated and sincere efforts put in by Prof Priyadarshani Zanjurne and Prof Prasanna Puranik enabling us launch this issue of the Research Journal. We thank all the contributors, review committee members and the printers for their support.

MIBM continues to welcome quality submissions on research related all fields in management for the subsequent annual issues

Prof. Ms. Nivedita Ekbote

Co-ordinator

Prof. Dr. Vijayalakshmi Srinivas

Director