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HARYANA SCHOOL OF BUSINESS

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE AND TECHNOLOGY, HISAR

Invites

Quality Research Paper/Case Study/Book Review

on

BUSINESS MANAGEMENT AND ITS ALLIED AREAS

With best regards & season's greetings

Prof. Anju Verma & Prof. Ubba Savita

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HSB RESEARCH REVIEW

The Editorial

HSB Research review journal is intended to be an outlet for theoretical and empirical research contributions for scholars and practitioners in the business field. HSB journal encourages new ideas or new perspectives on existing research. Manuscripts that are suitable for publication in this journal cover management domains such as areas of accounting, buying behaviour, finance, international business, marketing, human resource management, organizational behaviour, organizational theory, and research methods etc. We are committed to quality in all that we publish. We depend on the experience and expertise of our authors, editors, reviewers and publishers with whom we work. We emphasize to bring out research articles that seek to uncover the contemporary aspects of business issues.

HSB Research review journal, peer-reviewed and published bi-annually, is committed to publish scholarly empirical and theoretical research articles that have a high impact on the management field as a whole. It aims at providing a platform for the academia, management researchers and students to publish their original work. It seeks original manuscripts that identify, extend, unify, test or apply scientific and multi-disciplinary knowledge concerned to the management field.

The journal intends to provide an academic dais to share ideas, promote and endorse the culture of research to generate evocative debates. This bi-annual journal invites and attracts best quality research papers from all parts of the globe and reaches a wide variety of readers. This journal is an intellectual piece of knowledge with extensive exposure that maintains a balance between pure and applied researches. Suggestions, if any, for the improvement in the quality of this journal are welcome from all corners.

EDITORS