

# HSB Research Review



Vol. 15 No. 2

July-Dec. 2020

Regn. No. 36595

ISSN : 0976 - 1179

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Published & Printed by	:	Prof. Karam Pal Narwal on behalf of Haryana School of Business Guru Jambheshwar University of Science & Technology Hisar-125001 (Haryana) INDIA
Printed at	:	Print on Way Shop No. 32, New Palika Bazar, Opp. GJUS&T Gate No.3, Hisar (Haryana)
Published at	:	Haryana School of Business Guru Jambheshwar University of Science & Technology Hisar- 125001 (Haryana), INDIA
Editors	:	Prof. Anju Verma & Prof. Ubba Savita Haryana School of Business Guru Jambheshwar University of Science & Technology Hisar- 125001 (Haryana) INDIA

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# HSB Research Review

**From The Desk of the Editors**

Greetings!

It gives us immense pleasure to be the part of HSB Research Review as Editors . We take this opportunity to thank all contributors, reviewers, editorial board members and readers for making HSB Research Review Journal a success. The interest of the authors in sending their research papers for publication and over-whelming response received from the readers is duly acknowledged.

HSB Research Review Journal is intended to be an outlet for empirical research contributions for scholars and practitioners in the business field. Manuscripts that are suitable for publication in this journal cover management domains such as areas of HRM, Finance, Consumer Behaviour International Business, Marketing. Organizational Behaviour and Research Methods. We are committed to quality in all that we publish.

A Bi-Annual Peer Reviewed Refereed Journal of Haryana School of Business is committed to provide an academic dais to share ideas, promote and endorse the culture of research. This journal is an intellectual piece of knowledge with extensive exposure that maintains a balance between pure and applied research. Feedback and suggestions, if any, for the improvement in the quality of this journal are welcome at [hsbreview@gmail.com](mailto:hsbreview@gmail.com).

**Editors**

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*M3: By ensuring that our students graduate with a sound theoretical basis and wide-ranging practical business cases and problem solving experience.*

*M4: By fostering linkages between the academics, business and industry.*

*M5: By promoting ethical research of high quality in the field of business and management.*

*M6: By adopting the best pedagogical methods in order to maximize knowledge transfer to ensure outcome based education in business and management.*

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*M9: By sensitizing students to look for environmentally sustainable vis-à-vis globally acceptable business solutions.*

*M10: By upholding democratic values and an environment of equal opportunity for everyone vis-à-vis preparing the students as global humane citizens.*

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# Statement about Ownership and Other Particulars of HSB Research Review

Title of Journal	HSB Research Review
Registration No.	HARENG/2010/36595
ISSN No.	0976-1179
Periodicity	Bi-Annual
Language	English
Owner	Haryana School of Business Guru Jambheshwar University of Science & Technology Hisar-125001
Publisher & Printer	Published & Printed by Prof. Karam Pal Narwal for and on behalf of Haryana School of Business Guru Jambheshwar University of Science & Technology Hisar- 125001
Editors	Prof. Anju Verma & Prof. Ubba Savita Haryana School of Business
Place of Publication	Hisar(Haryana)

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Publisher & Printer

Subscription Fee:	Annual Subscription Fee 1000/- (for institution) 200/- (for Individual)
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