

# HSB Research Review



Vol. 19 No. 2

July - Dec 2024

Regn. No. 36595

ISSN : 0976 - 1179

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**A Bi-Annual Peer Reviewed Refereed Journal of Haryana School of Business**

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Published & Printed by	:	Prof. Vinod Kumar Bishnoi on behalf of Haryana School of Business Guru Jambheshwar University of Science & Technology Hisar-125001 (Haryana)
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)
Editors	:	Prof. Anju Verma & Prof. Ubba Savita Haryana School of Business Guru Jambheshwar University of Science & Technology Hisar-125001 (Haryana)

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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.*
- M7:** *By inculcating a culture of free and open discussions in the school thereby engaging students in evolving original business ideas and applying them to solve complex business problems.*
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# HSB Research Review

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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, Health Care and Business Analytics. 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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