

HSB Research Review



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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.

Editors

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Haryana School of Business strives to achieve the vision of a globally respected institution engaged in generation of knowledge and dissemination of the same through teaching, research and collaboration with leading business Schools, the industry, government and society in the fields of business management studies for the benefits of the economy, nation and the world.

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***M1:** By striving to contribute its best in transforming raw brains into effective business leaders ready to contribute towards the emerging frontiers of economic and societal growth.*

***M2:** By imparting state-of-the-art knowledge in the field of business and management keeping into the changing requirements of the industry.*

***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.*

***M8:** By inspiring an enthusiasm into students for lifelong learning thereby infusing scientific temper, enthusiasm, professionalism, team spirit and business leadership qualities in the students.*

***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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