

EDITORIAL

With the blessings of Lord Ganesha and God Almighty, it gives us immense pleasure to launch the maiden 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 "Vision 2020: exploring the opportunities and challenges in management."

A noteworthy feature in this maiden research journal is, it includes 33 Research papers received from faculties and aspiring researchers of renowned institutions in India in the areas of Marketing Management, Financial Management, Human Resources Management, Information Technology and General Management. The content covered in each of the article is highlighted through the challenges and opportunities on the various fields of management.

We are extremely grateful to Hon'ble Chairman, Progressive Education Society, Prof Dr Gajanan Ekbote, for motivational guidance and continuous support for the publication of the Journal.

This is the first ever issue of Paridnya – The MIBM research journal. It is definitely a little work in the field of research but we are glad that we have started our journey. The editorial committee would always welcome views of the readers on the research papers published for further enhancement.

We would like to thank the review committee members for dedicated effort in enhancing the quality of the journal. A special mention for the dedicated and sincere efforts put in by Prof. Atul Fegade, Prof. Priya Zanjurne, Prof Archana Lahoti and Prof. Ashish Mohture and all the faculty members and staff in enabling us launch the issue of *Paridnya – The MIBM research journal*.

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

Prof.Ms. Nivedita Ekbote
Executive Editor

Prof. Dr. Vijayalakshmi Srinivas
Chief Editor