

EDITORIAL

It gives us immense pleasure to launch the Fourth issue of our Research Journal “Paridnya - The MIBM Research Journal”. The contents in this journal are educative and knowledge enhancing. We have received research articles in various areas of management with a focus on the Conference theme “Indian Digital Economy – The challenges of change”.

A noteworthy feature in this research journal is, it includes 12 Papers and Articles received from faculties and aspiring researchers of renowned institutions all over India in various functional areas related to Indian Digital Economy. The content covered in each article is highlighted by developments of digitalization in Indian Economy and challenges of change in Digital India.

We are extremely grateful to Hon’ble Chairman P.E. Society Prof. Dr. Gajanan Ekbote Sir, for his motivational guidance and continuous support for the publication of the Journal.

Under his guidance we are also extremely happy to announce the launch of e-version of our Research Journal from this year known as **E-Paridnya – The MIBM Research E Journal**. It is **platform** where the Research Papers and articles contributed by Academicians and professionals, which will be made available in electronic form – both having an ISSN number. The Link for the same being **www.mibmparidnya.in**

The views and opinions expressed in this research journal are solely made by the Authors and co-authors. All efforts have been taken to minimize on errors, however the editorial committee would always welcome enlightened views of the readers on the papers and articles published to enable us to provide further scope for improvement. A special mention for the dedicated and sincere efforts put in by Prof. Priyadarshani Zanjurne, Prof. Bhagyashree Pande and Mr. Nilesh Bagave enabling us launch this issue of the Research Journal. We thank all the contributors, review committee members and the printers for their support in publishing this Issue.

MIBM continues to welcome quality submissions on research related all fields of management for the subsequent annual issues in Electronic or Print form.

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