

EDITORIAL

Modern Institute of Business Management annually publishes its Research Journal, “Paridnya - The MIBM Research Journal” which means knowledge of surrounding, since the year 2013. It gives us immense pleasure to launch the seventh issue of our Research Journal “Paridnya - The MIBM Research Journal”.

The contents of this journal are educative and knowledge enhancing. We have received multi-disciplinary research articles in various areas of management from academic fraternity Nationally. A noteworthy feature of this research journal is that it includes research papers received from the experienced practitioners, research scholars, industrialists, academicians and students of renowned institutions in India, in the areas of Marketing, Finance, Human Resources, Information Technology and General Management. The content covered in each article is highlighted through the challenges and opportunities in the various fields of management.

Till now we have published six issues of the research Journal. We are happy to launch e-version on this journal, “e-Paridnya- The MIBM Research Journal” (**Online ISSN 2457-0281**) on the occasion of **10th Foundation Day of MIBM 27 September 2020**.

We remain indebted to Hon'ble Chairman, P.E. Society, Prof. Dr Gajanan R.Ekbote, for his motivational guidance and continuous support for the publication of the Journal.

The views and opinions expressed in this research journal are solely made by the authors and co-authors. We have taken utmost care by ensuring a plagiarism check of every research paper/article that has been received, in case found will be the sole responsibility of the Author/ Co-Author. The editorial committee would always welcome the enlightened views of the readers on the published papers and articles; to enable us to improve further.

A special mention for the dedicated and sincere efforts put in by Prof. Dr Shrawan Owhal, Prof. Dr Rajesh Raut and Mr Nilesh Bagave in launching this issue of our Research Journal. We thank all the contributors for their support in publishing this Issue.

MIBM continues to welcome quality submissions on research related to all the fields of management for the subsequent annual issues in online (**ISSN 2457-0281**) and print (**ISSN 2347-2405**) form.

Prof. Dr Nivedita Ekbote

Coordinator

PES's Modern Institute of Business Management (MIBM)

Shivajinagar, Pune – 411005

Prof. Dr Vijayalakshmi Srinivas

Director