

EDITORIAL

It gives us immense pleasure to launch the third 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 “Innovative Business Practices for Inclusive Growth and Sustainable Development in India”.

A noteworthy feature in this research journal is, it includes 15 Research Papers and Articles received from faculties and aspiring researchers of renowned institutions all over India in the various functional areas covering the Innovative Business Practices in Marketing Management, Financial Management, Human Resources Management, Information Technology and General Management. The content covered in each of the article is highlighted through the innovations in businesses for creating sustainable opportunities for growth and development.

We are extremely grateful to Hon’ble Chairman P.E. Society Prof. Dr. Gajanan Ekbote Sir, for 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. All efforts have been taken to minimize on errors, however the editorial committee would always welcome enlightened views of the readers on the research papers published to enable us to provide further scope for improvement. A special mention for the dedicated and sincere efforts put in by Prof. Rajesh Raut, Prof. Rachana Adtani and Prof. Prasanna Puranik enabling us launch this issue of the Research Journal. We thank all the contributors, review committee members and the printers for their support.

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

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