

From the Chairperson's Desk



At NDIM, we encourage quality and professionalism, I am fastidious to present Vol.VI, Issue 1 of Anusandhan: NDIM's Journal of Business and Management Research.

First paper is on Consumer's Intention to Embrace Electric Vehicles: A Study of Indian EV Market by Dr. Dhanjay Yadav, Indira Gandhi Delhi Technical University for Women, Ms. Diksha Tandon, Indira Gandhi Delhi

Technical University for Women, Dr. Arvind Jayant, Indira Gandhi Delhi Technical University for Women and Ms. Preeti Kaushik, Indira Gandhi Delhi Technical University for Women.

Second paper is on Blockchain Role in Enhancing Financial Risk Management- A Correlation Analysis in Banking Companies by Dr Ashish Saxena, Dr Deepak Bansal, and Dr. Swati Bansal, from Sharda University, Gr.Noida.

Third paper is on The Influence of Student Participation On Nonformal Educational Activities On Their School Performance by Editha-Margareta Coşarbă, from Aurel Vlaicu University of Arad, Romania

Fourth paper is on Strategic Integration of Multimedia in Outdoor Education: Nurturing Pupils for future Leadership Roles by TORKOS Henrietta, from Aurel Vlaicu University of Arad, Romania.

Fifth paper is on approaching the subject of substance use in a peer-to-peer education project by Alina Costin from Aurel Vlaicu University of Arad, Romania

Sixth paper is on Risk and Return Trade off: A Study of Indian Pharmaceutical Sector's Stocks by Shikha Dua and Dr. Shankuntala Meena from Maharaja Surajmal Brij University, Bharatpur.

At last book on Effective Training Systems, Strategies, and Practices is reviewed by Dr. Priyanka Arora from Gitarattan International Business School,

I wholeheartedly congratulate editorial team for the progressive Anusandhan journey and publication of issue September 2023-February 2024.

Bindu

Dr. Bindu Kumar
Chairperson, NDIM