

From Editorial Desk



NDIM is elated to present the current issue of Vol.VI, Issue 1 of Anusandhan: NDIM's Journal of Business and Management Research.

This publication marks a significant milestone towards fostering a culture of innovation, inquiry and collaboration. Our college has always been committed to advancing knowledge and pushing the boundaries of research in various disciplines. Through this journal, we aim to provide a platform for researchers, scholars, and students to showcase their cutting-edge work, share their insights, and engage in meaningful dialogue.

In today's rapidly evolving world, it is imperative that we stay at the forefront of research and development. By encouraging interdisciplinary collaboration and promoting academic excellence, we can address the complex challenges facing society and make meaningful contributions to the global knowledge landscape. I invite all members of our academic community to actively participate in this endeavor by submitting their research papers, articles, and reviews. Let us seize this opportunity to inspire innovation, ignite curiosity, and shape the future of research at our college. Together, let us embark on this journey of discovery and make our Research Cell Journal a beacon of excellence in the world of academia.

NDIM is thankful to all the reviewers for providing unbiased comments to make papers more meaningful and improve quality. Authors did all corrections suggested again and again and make their paper more readable.

To avoid errors, we have proofread our journal 3 times. Efforts of proof reading partners, Ms. Isha Kataria. Mr. Deepak and Dr. Shubham Agarwal are praiseworthy.

I hope all academicians and researchers found this issue useful; we are open for suggestions and recommendation for continuous improvement. We are happy to get mails at editor@ndimdelhi.in

A handwritten signature in blue ink that reads "Madhu".

Prof. Dr. Madhu Arora
Editor