

From Editorial Desk



Dear Readers and Contributors,

In our ongoing commitment to fostering transparency and advancing research, We are here with August Issue 2024 of Anusandhan- NDIM's Journal of Business and Management Research, Vol VI- Issue 2, In this issue we announce the integration of ORCID IDs into our publication process. As part of this initiative, we are introducing this feature to streamline author identification and ensure that every researcher receives proper credit for their work.

We take this opportunity to thank our constant readers, highly innovative and talented authors, expert reviewers and distinguished editorial board for being a part of this highly sought after archived NDIM journal.

I close this message by inviting everyone to submit their exciting research to the journal. All papers receiving a high degree of enthusiasm in the peer-review process will find a home here. Therefore, we are committed to publishing all empirical papers, qualitative and quantitative one that significantly advance the field of Business and management research.

Afresh I welcome you to this journal – your journal! With your support as authors, reviewers, and editors, we are progressively improving in providing a platform to researchers for publish in peer reviewed journal. Ultimately, we will improve more to research community. We look forward to your continued contributions from authors; also we invite reviewers and proofreaders to be part of our team. We are committed to do every effort to enhanced visibility that provide to your research.

Special thanks to Ms. Shweta, Amity University for thoroughly proof reading of the Journal for making it grammatically correct and modifying para phrasing.

We hope to hear from you soon, and we welcome your feedback! If you have any questions, suggestions, or concerns, please address them to editor@ndimdelhi.in

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

Prof. Dr. Madhu Arora

Editor