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Printed by

KUNAL CREATIVE ARTS

Shop No. 38, Jai Jawan Market, Sector - 17, Vashi, Navi Mumbai - 400 703.

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EDITORIAL

The field of management education has become more consolidated over the last decade, while simultaneously expanding the range of topics analyzed and research methodologies used. Different theories and approaches has been continuously in the process of development addressing different research topics. These underlying theories have given sufficient reasons explaining firms' competitive advantage and success. The eight research papers in the current issue is a staple food for the current competitive minds. The research papers are covering a wide arena of management education which includes Finance, operations, marketing and Human Resources Management. This is a successful fifth year of publishing Parivartan Journal of Management Research. We show our gratitude towards all the mentors and review board for their co-operation and support and above all the researcher who have continuously shown their enthusiasm and participation.

Ms. Shakti Awasthi
Editor

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