

EDITORIAL

Modern Institute of Business Management annually publishes its Research Journal, “**Paridnya - The MIBM Research Journal**” “which means knowledge of surrounding, since the year 2013. It gives us immense pleasure to launch the Sixth 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 in various areas of management with a focus on the Conference theme, “**Skills and Education**”.

A noteworthy feature of this research journal is that, it includes research papers received from the owned experts, experienced practitioners, research scholars, industrialists, academicians and students of renowned institutions in India, in the areas of Marketing, Finance, Human Resources, Information Technology and General Management. The content covered in each article is highlighted through the challenges and opportunities on the various fields of management.

The first Annual issue of our Research Journal “Paridnya- The MIBM Research Journal” was launched on 27th September 2013, on occasion of the completion of 3 years of existence of our Institute, which received an overwhelming response. Till now we have published five issues of the research Journal.

After the successful launch of the Journal in Print form, we are extremely happy and proud to announce the launch of e-version on this journal, “e-Paridnya- The MIBM Research Journal” (*ISSN 2457-0281*). This research journal will be devoted to the research articles of academicians.

We are extremely grateful to Hon’ble Chairman, P.E. Society, Prof. Dr. Gajanan R.Ekbote, for his motivational guidance and continuous support for the publication of the Journal. Under his guidance we are glad to announce the launch of e-version of our Research Journal from this year known as “e-Paridnya- The MIBM Research Journal”. We are extremely gratified to have our journal “e-Paridnya- The MIBM Research Journal” inaugurated at the hands of Prof. Dr. Nitin Karmalkar, Vice Chancellor, Savitribai Phule Pune University.

The views and opinions expressed in this research journal are solely made by the authors and co-authors. The editorial committee would always welcome the enlightened views of the readers on the published papers and articles; to enable us for the further scope of improvement.

A special mention for the dedicated and sincere efforts put in by Prof. Dr. Vidula Adkar, Prof. Rajesh Raut and Mr. Nilesh Bagave in launching this issue of our Research Journal. We thank all the contributors for their support in publishing this Issue.

MIBM continues to welcome quality submissions on research related to all the fields of management for the subsequent annual issues in online (*ISSN 2457-0281*) and print (*ISSN 2347-2405*) form.

Prof. Dr. Nivedita Ekbote
Coordinator

Prof. Dr. Vijayalakshmi Srinivas
Director