

ABOUT ASIAN BUSINESS SCHOOL

Asian Business School popularly known as ABS was established with a vision of providing "Growth with Education". The mission of Asian Business School is to establish well researched and pragmatic business practices to enable the students to meet the challenges of a fast changing business environment in the new world economic order. Asian Business School aims at developing conceptual and practical skills to convert abilities of students into managerial competence, required in today's competitive environment.

We at Asian Business School strongly believe that a blend of relevant knowledge, skill and right attitude is essential for the overall development of students which determines their growth & success in the corporate world.

Asian Business School is one of the leading B-school in the country that offers full-time AICTE approved management programmes, with specialization in marketing, finance, human resource and information technology. The school also offers post graduate diploma course in Media and Entertainment.

The core advantage of studying at ABS is to get an internationally recognized qualification, by the finest academic minds who impart holistic knowledge through innovative teaching methodology. The support from the industry is immense in the form of internship and job placements. Asian Business School has international tie-ups with reputed institutions like Oxford Business College, Oxford, UK that tends to provide an international edge to its students.

Asian Business School curriculum focuses on enhancing its students' capabilities so that they can manage and lead, by ensuring that they learn to adopt a systematic approach in identification of business problems, their solutions and use their analytical, problem solving and decision making skills to deal successfully with management issues across a range of functional areas.



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GUIDELINES FOR AUTHORS

ABS International Journal of Management of Asian Business School, Noida invites original and research based unpublished papers in the area of management. This journal publishes papers of interest to academic researchers and industry practitioners. It encompasses all the areas of management. Papers are hence accepted for publication on the understanding that these papers contain original unpublished work, not submitted for publication anywhere else.

- The paper should be typed in MS Word.
- Title of the paper should be followed by full name, e-mail, contact number, affiliation(s) of the author(s).
- Font: Main Body – 11pt., Heading 18pt., Style – Times New Roman.
- Manuscripts: Should be upto 4000 words (A-4 size, typed 1 paragraph spacing, 11 point font).
- An abstract of about 200-250 words must be present.
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- The paper must end with a conclusion summarizing the findings of the paper.
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Message from President's Desk



ABS International Journal of Management provides a perfect opportunity to immerse oneself in the advancements of the fast-growing field of management research and get published in a journal that has excellent reach and expectations of a significant impact. It is no secret that the landscape of scholarly publishing is quickly changing. Across disciplines, new demands and expectations from both authors and readers have encouraged shifting perspectives among editors and publishers.

Our aim is to provide a platform for discussion and insights related to the rapidly shifting management research landscape. We strive for maintaining and intensifying the high standards of academic excellence through publication of this journal and hope to contribute to the existing body of knowledge on management research. The journal is served by a very competent editorial board along with a network of scholars helping to secure high-quality contributions.

I appreciate and congratulate the Research & Development Cell at Asian Business School, the contributors of research papers and all others involved directly or indirectly in this excellent intellectual exercise and wish that ABS International Journal of Management manifests itself as the best medium for scholarly work in the field of management education and research.

Dr. Sandeep Marwah

President

Asian Education Group

Message from Director's Desk



ABS International Journal of Management has accumulated a commendable heritage over 6 years of its existence. The objective of the journal is to publish up-to-date, high-quality and original research papers alongside relevant and insightful reviews. Under the thoughtful guidance of the highly competitive advisory board, the journal has evolved rapidly and meaningfully. The journal aspires to be vibrant, engaging and accessible, and at the same time integrative and challenging.

Today, it attracts a much wider spectrum of contributors across all the management streams and has gained a substantial wide readership by publishing thought provoking papers on recent and contemporary issues. I eagerly look forward to strengthening the reach of ABS International Journal of Management in the near future with valuable guidance and support from the partners and stakeholders.

As we move ahead, I would like to wholeheartedly thank all the members of the Editorial board, for their continued thought leadership and support to the journal. I would also like to congratulate the members of Research & Development Cell, Asian Business School for their exemplary mentorship of the journal. Our aim since the very inception of this journal has been to publish quality research upholding the standards of ethical publication. We have been consistently working towards enhancing the visibility, impact and the overall quality of our journal.

Best wishes to the Research & Development Cell at Asian Business School for its unstinted efforts to further strengthen the quality and readership of the journal and thanks to all the authors for their contribution to this issue of ABS International Journal of Management.

Dr. Lalitya Vir Srivastava

Director

Asian Education Group

From the Desk of Editor-in-Chief



Research is a continuous process of discovering, analysing and deliberating upon new horizons in various fields of study with an objective of developing more efficient and effective processes and products contributing towards progress of the civilization. Management research has an all-pervasive impact on the way decisions are taken in not only the business world but also in governments and societies. Fostering a conducive research environment and providing a platform for dissemination of quality research in management has been a constant endeavour of the Research & Development Cell at Asian Business School. In continuation of our efforts in this direction, we are pleased to present this issue of our peer reviewed bi-annual journal – ABS International Journal of Management which focusses on constructive public-private-personal partnership and promote a positive sentiment to propel Indian economy in the coming time by emphasising on innovation.

We are also pleased to share with you that ABS International Journal of Management is indexed in Mendeley, J-Gate and Google scholar which will give the research published in the journal a wider base of readers and better citation opportunities. We extend our gratitude to all the authors for their contribution in enriching the journal quality through their intellectual insights.

The editorial team of ABS International Journal of Management sincerely hopes that this issue will help in bringing to fore the best management research and practices for dealing with the volatility, uncertainty, complexity and ambiguousness of the dynamic business environment which business organizations and nations face today and will be instrumental in enhancing competitiveness of both for sustainable growth and development.

Dr. Anubhuti Dwivedi

Dean Academics & Chairperson R&D Cell
Asian Business School