

## Editor – in - Chief

**Dr. Hiresh Luhar**  
M.Com, MBA, PhD., GMPE (IIM-Lucknow)  
Director, VIVA Institute of Management & Research  
hireshluhar@gmail.com

## Assistant Editor

**Prof. Arti Sharma**  
MBA, MPhil, Pursuing PhD  
Asst. Prof., VIVA Institute of Management & Research  
artisharma@vivacollege.org

## Editorial Board

### **Dr. Rohit Kapoor**

ME, PhD, PGDFM,  
Associate Professor,  
Indian Institute of Management, Indore  
rohitkapoor.iima@gmail.com

### **Dr. Robin Luo**

PhD, FRM  
Professor of Finance ALHOSN University,  
Editor-In-Chief Journal of Financial Risk Management.  
robin.h.luo@gmail.com

### **Dr. Santosh Hulagbali**

M.Lib, PhD Librarian  
Nagindas Khandwala college  
santosh@nkc.ac.in

### **Dr. Indranil Bose**

MBA, PhD, EFMMS (UK).  
Dean and Associate Professor,  
WINC, University of Bolton.  
sentindranil@gmail.com

## From the Editor's Desk

We are happy to announce the publication of the first issue of the journal, "VIVA IMR International Journal Of Management" This is an Bi- annual journal with an ISSN No.( ) The goal of this journal is to broaden the knowledge of business professionals and academicians by promoting access and provide valuable insight to business related information, search and ideas.

Gradually more and more people are required to perform their work within a management context. This means that it is mandatory for people to have knowledge and experiences in wide arena of management ranging from virtual organization with international colleagues or customers to Indian managers or professionals. Hence organizations need efficiency and effectiveness to manage people.

The current issue of this journal contains six papers selected from collection of innumerable research paper which were submitted nationally and internationally by academicians and corporate professionals and research scholars.

The readers of VIVA IMR. IJM are requested to go through the contents of the journal and help us in improving the standard of the publication by offering suggestions based on their critical review and observations.

Dr. Hiresih Luhar.

**Editor – in - Chief**