

Editorial

Dear Readers,

Greetings!!

It gives me immense pleasure to bring Xth issue of SAMVAD- A double blind peer reviewed bi-annual International Journal of Management with p-ISSN 2249-1880, e-ISSN 2348-5329.

It is a moment of much pride to us as SAMVAD is now included in prestigious digital library i-scholar and largest e-journal gateway-J Gate Plus. This inclusion is a boon to the authors in terms of better visibility of their content at national and global level, leading to more citations and thereby improving their index. This will also add value to the existing knowledge base of various streams under management faculty. With every issue of SAMVAD, Symbiosis Institute of Business Management, Pune (SIBM), will be able to create greater impact in the area of research through knowledge enhancement.

This issue of SAMVAD attempts to document and spark a discussion on research focused on the sectors ranging from education, leadership, finance, human resource, operations and supply chain management, marketing, telecom services, banking, manufacturing, consumer behavior, stock market and other service areas. Apart from research articles and papers, there are some very interesting cases written on crisis management by defense forces, mergers of financial institutions, dealing with dilemma at a travel company.

I would like to thank all the authors, reviewers, and my editorial team members for their contributions. I hope that the research content featured here sets up many new mile stones!

We had an over whelming response from the eminent researchers all across India.

I look forward to walk with you in our research movement.

Dr. Poornima Tapas
Editor