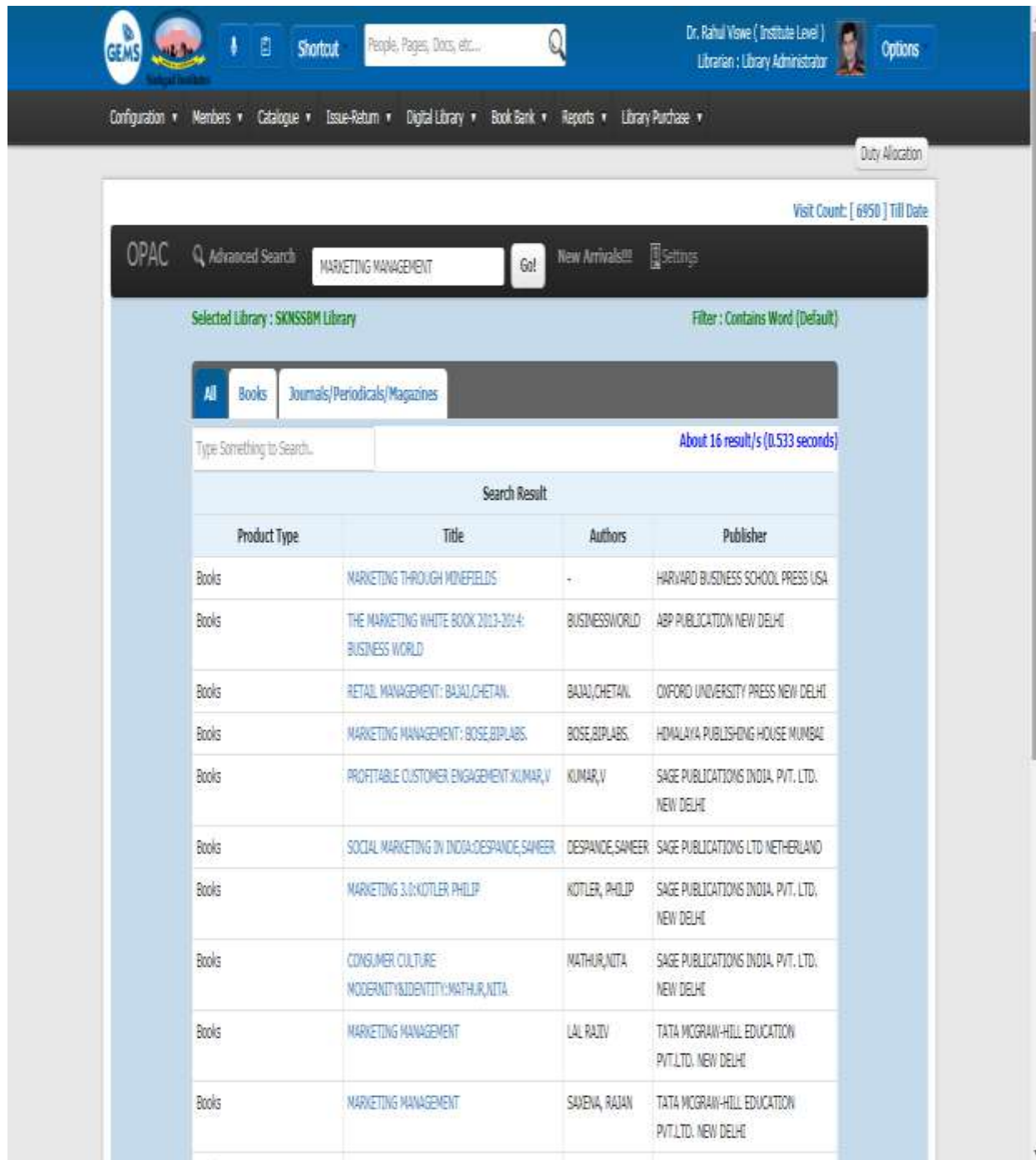


## 6.5.1: Two best practices institutionalized as quality assurance strategies and processes

### 1. Knowledge Resource Management through Information and Communications Technology (ICT)



The screenshot displays a library OPAC interface. At the top, there is a navigation bar with logos for GEMS and SKNSBM, a search bar containing 'MARKETING MANAGEMENT', and user information for Dr. Rahul Vise. Below the navigation bar is a menu with options like Configuration, Members, Catalogue, Issue-Return, Digital Library, Book Bank, Reports, and Library Purchase. The main content area shows the search results for 'MARKETING MANAGEMENT' in the SKNSBM Library. The results are displayed in a table with columns for Product Type, Title, Authors, and Publisher. There are 16 results shown, with the first few being books on marketing management and related topics.

Visit Count: [ 6950 ] Till Date

OPAC Advanced Search  Go! New Arrivals!!! Settings

Selected Library: SKNSBM Library Filter: Contains Word (Default)

All Books Journals/Periodicals/Magazines

Type Something to Search... About 16 result/s (0.533 seconds)

Search Result			
Product Type	Title	Authors	Publisher
Books	MARKETING THROUGH MINEFIELDS	-	HARVARD BUSINESS SCHOOL PRESS USA
Books	THE MARKETING WHITE BOOK 2013-2014: BUSINESS WORLD	BUSINESSWORLD	ABP PUBLICATION NEW DELHI
Books	RETAIL MANAGEMENT: BAJAJ,CHETAN.	BAJAJ,CHETAN.	OXFORD UNIVERSITY PRESS NEW DELHI
Books	MARKETING MANAGEMENT: BOSE,BIPLAB.	BOSE,BIPLAB.	HIMALAYA PUBLISHING HOUSE MUMBAI
Books	PROFITABLE CUSTOMER ENGAGEMENT:KUMAR,V	KUMAR,V	SAGE PUBLICATIONS INDIA. PVT. LTD. NEW DELHI
Books	SOCIAL MARKETING IN INDIA:DESPANDE,SAMEER	DESPANDE,SAMEER	SAGE PUBLICATIONS LTD NETHERLAND
Books	MARKETING 3.0:KOTLER PHILIP	KOTLER, PHILIP	SAGE PUBLICATIONS INDIA. PVT. LTD. NEW DELHI
Books	CONSUMER CULTURE: MODERNITY&IDENTITY:MATHUR,NITA	MATHUR,NITA	SAGE PUBLICATIONS INDIA. PVT. LTD. NEW DELHI
Books	MARKETING MANAGEMENT	LAL RAJIV	TATA MCGRAW-HILL EDUCATION PVT.LTD. NEW DELHI
Books	MARKETING MANAGEMENT	SAVENA, RAJAN	TATA MCGRAW-HILL EDUCATION PVT.LTD. NEW DELHI



Shortcut

People, Pages, Docs, etc...

Dr. Rahul Viswa ( Institute Level )  
Librarian - Library Administrator



Options

- Configuration ▾
- Members ▾
- Catalogue ▾
- Issue-Return ▾
- Digital Library ▾
- Book Bank ▾
- Reports ▾
- Library Purchase ▾

ISSUE-RETURN » ISSUE RETURN TRANSACTION

JAN 17 Duty Allocation

Total Media Count	On-Shelf Count	Issued Count	Possible Return Count	Member Visit Count	Actual Return Count
6,578	6,356	4	.	3	.

Refresh

- Transaction
- Book Bank Transaction
- Report
- Member Requests

Hint : [During Exam Period Please Select EXAM Rule If Applicable.]

Select Rule Type  Regular  Exam

Select Transaction Type  With Bar-codes  Without Bar-codes

Find

Transaction Details			
Member Id	<input type="text"/>	Accession no. Barcode	<input type="text"/>
Issue Date	<input type="text"/>	Return Date	<input type="text"/>
<a href="#">Print Transaction Receipt</a>			



Shortcut

People, Pages, Docs, etc...



Dr. Rahul Vivek ( Institute Level )

Librarian - Library Administrator



Options

Configuration ▾ Members ▾ Catalogue ▾ Issue-Return ▾ Digital Library ▾ Book Bank ▾ Reports ▾ Library Purchase ▾

CONFIGURATION ▾ STOCK VERIFICATION

JAN 12, 2018 4:54:17

Stock Verification Details

Library Name

Press enter to save record

Verification Details

	From Date (yyyy-mm-dd)	To Date (yyyy-mm-dd)	Name	Start Verification	Report
1	2016-07-26	2016-08-31	STOCK VERIFICATION 2016	<input type="button" value="Start Verification"/>	<input type="button" value="Report"/>
2	2015-06-09	2015-06-18	STOCK VERIFICATION 2015	<input type="button" value="Start Verification"/>	<input type="button" value="Report"/>
3	2014-06-10	2014-06-14	STOCK VERIFICATION 2014	<input type="button" value="Start Verification"/>	<input type="button" value="Report"/>

← Add New      Page 1 of 0      100      View 1 - 3 of 3

Last logged on Fri, 12 Jan 2018 11:51 AM

FAQ - Support - Blogs - Career - Forum



# Business

Basic Search | Advanced Search | Publications | Browse

MARKETING MANAGEMENT



Full text  Peer reviewed i

[Modify search](#) [Recent searches](#) [Save search/alert](#) v

877,513 results [Search within](#)

[Cite](#) [Email](#) [Print](#) [Save](#)

Relevance v **Sort**

Select 1-20 0 Selected items

[Brief view](#) | [Detailed view](#)

Narrow results

Full text

Peer reviewed

Source type ^

Trade Journals (371,742)

Scholarly Journals (226,137)

Reports (98,084)

**1** Arts **management / marketing** journal citation analysis: assessing external impact

Rentschler, Ruth; Kirchner, Theresa A. **Arts Marketing**; **Bingley** Vol. 2, Iss. 1, (2012): 6-20.

...culture focus, on arts **management / marketing** articles published in general...  
 ...**management** and **marketing** journals since 1987 influenced research published on...

Cited by (2) [References \(25\)](#)

[Abstract/Details](#) [Full text](#) [Full text - PDF \(206 KB\)](#)

[Preview](#) v

**2** 50 Journals used in FT Research Rank

Ormans, Laurent. **FT.com**; **London** (Sep 12, 2016).

...**Management** Studies 27. **Journal of Marketing** 28. **Journal of Marketing Research** ...  
 ...**Marketing Science**\* 32. **Management Science** 33. Manufacturing and Service...

[Details](#) [Full text](#)

[Preview](#) v

## Business

[Basic Search](#) [Advanced Search](#) [Publications](#) [Browse](#)



Full text  Peer reviewed 

[Search tips](#)

### Search databases (1)

[ABI/INFORM Global Search >](#)



This database is one of the most comprehensive business databases on the market. It includes in-depth coverage for thousands of publications, most of which are available in full text and the latest business and financial information for researchers at all levels.

Sinhgad Business  
School

### Want to Learn More?

Try one of these options:

- [Search the online Help.](#)
- [Discover answers to common questions at ProQuest's Product Support Center.](#)
- [Contact Support](#) if you need further assistance.

### Search tip

By default, we will look for documents with all the terms entered.

Use "quotation marks" to search for exact phrases.

Separate terms with OR to find any of the words entered.



National Digital Library of India

13,388,769 items hosted in NDL India

🔍 Enter your search key...

English ▾



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COORDINATED BY



INDIAN INSTITUTE OF TECHNOLOGY KHARGAPUR



About NDL India



Learning Resource Type



Subject Domain



Featured Sources



News and Events

More than 60 types of learning resources are available

### 👤 Activity Area

Hello, Dr. Rahul Viswe

Welcome to National Digital Library of India

You may like to explore NDL India through following activities

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🔍 Search

👤 Add Users

› About

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› Help

› Disclaimer

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› Institutional Registration

› NDL India Video YouTube Link

› Career

Feedback



## 2. Promotion of Research

Three non compounded increments to teacher in recognition of acquiring Ph.D.

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(Regd. No. MAH / 7199-93 / Pune dt. 6/7/93 & F-8282 (Pune) dt. 12/8/93)

19/15, Erandwane, 5th, Khilasa Marg, Off Karve Road, Pune - 411 004  
Tel. : (020) 2545 9751 Fax : 2545 3456 E-mail : stes@sinhgad.edu Website : www.sinhgad.edu



PROF. M. N. NAVALE  
M.E. (ELECT), M.B.E., M.B.A.  
FOUNDER PRESIDENT

DR. (MRS.) SUNANDA M. NAVALE  
B.A., M.P.M., Ph.D.  
FOUNDER SECRETARY

STES/IAO/2017-18/70

16.10.2017

12-10-2017

### OFFICE ORDER

The undersigned is pleased to sanction three non compounded increments to Dr. Pradip Padhye, Assistant Professor, SKN Sinhgad School of Business Management, Ambegaon (BK), Pune on his present Pay in Pay Band with AGP w.e.f 01.10.2017 as he acquired Ph.D. while in service. These increments are sanctioned as per provision mentioned in para 2 D (ix) of the GR Higher and Technical Education Dept. No.SPC-2010/(34/10)/TE-2 dt. 20.08.2010.

After adding three non compounded increments, his Pay in Pay Band and AGP will be as follows -

Date	Pay in Pay Band	AGP	Total
01.10.2017	21330	6000	27630

His next increment will fall due on 01.07.2018.

M.N. Navale  
President

To,  
Dr. Pradip Padhye,  
Assistant Professor,  
SKN Sinhgad School of Business Management, Ambegaon (BK), Pune

Received  
17/10/2017

Copy to :

- (1) Director, SKN Sinhgad School of Business Management, Ambegaon (BK), Pune
- (2) CAO (Personnel), STES, Karve Road, Pune - 4
- (3) Select File
- (4) Personal File



(1) पूर्ण नाम :-

(1) Name :- Riadip Sanatkumar Padhye

(2) धर्म, जात (प्रकारांतर) :-

(2) Race :- Hindu - Brahmin - Open

(3) (अ) सध्याचा पत्ता :-

(ब) घोषित केलेले स्वग्राम व पत्ता :-

(3) Residence :- Rajput Lay out, Dhad Naka, Boldhana  
Declared Village & Address :-

(4) वडिलांचे नाव व राहणस्थाने ठिकाण :-

(4) Father's Name and Residence :- Sanatkumar B. Padhye  
Rajput Lay out, Dhad Naka Boldhana

(5) जन्मदिनांक नक्की करून तो ख्रिस्ती सनाच्याने लिहिता येईत तेवढा अंदाज लिहावा. :-

(5) Date of Birth by the Christian Era as nearly as can be ascertained :-

02/12/1986

(6) तंतोतंत उंची :-

(6) Exact height by measurement :- 170 cm

(7) ओळखाण्यासाठी अंगवारीत खुणा :-

(7) Personal marks for identification :- Mark Below Right Eye.

(8) (अ) नियुक्तीच्या वेळची शैक्षणिक अर्हता :-

BSc MBA Finance

(ब) नियुक्तीनंतर प्राप्त केलेली शैक्षणिक अर्हता :-

(8) (A) Educational qualifications at the time of an appointment :-

(B) Educational Qualifications post appointment :-

(9) शासकीय कर्मचाऱ्याची दिनांकित सही :-

(9) Signature or (non-gazetted) Government servant :-

Sye 28/12/2012

(10) क्रमांक १ ते ९ मधील नोंदी तपासल्याबद्दल कार्यालय :-

प्रमुख्याची अथवा इतर कोणत्याही साक्षात्कार अधिकार्याची पदनामासहित सही व तारीख.

(10) Signature and designation of the Head of the Office or other Attesting Officer :-

S.K.R. Salgaed School of Business Management  
Sr.No.10/01, Ardesipatti (Bk), Pune-411041

(11) वैद्यकीय तपासणीचा अहवाल :-

(एक) प्रमाणपत्र क्रमांक व दिनांक :-

(दोन) प्रमाणपत्र देणारा प्राधिकारी व त्याचे पदनाम :-

(11) Report of medical Test :-

(i) Certificate No. and date

(ii) Issuing Authority and his designation

9425  
18/10/12

Resident Medical Officer  
STES Campus, Pune-411041

टीप :- या फुटावरील नोंदी निदान प्रत्येक पाच वर्षांनंतर पुन्हा नव्याने करण्यात याव्यात किंवा त्या पुन्हा साक्षात्कार करण्यात याव्यात, आणि

(९) व (१०) या ओळीतील सही खाली तारीख घालण्यात यावी या नियमानुसार प्रत्येक ५ वर्षांनंतर बोटाने नवीन ठसे घेण्याची गरज नाही.

N.B. :- The entries in this page should be renewed or re-attested at least every five years and the signature in lines

(9) and (10) should be dated. Finger prints need not be taken afresh every 5 years under this rule.

...१...



नियुक्ति का नाम Name of appointment & Payment	नियुक्ति का प्रकार Whether substantive or temporary	नियुक्ति का प्रकार और शर्तें (1) क्या नियुक्ति अधि-स्थायी है और (2) क्या शर्तें अधि-स्थायी हैं	आय Pay	अतिरिक्त आय Additional pay	वेतन Other emolument	नियुक्ति तिथि Date of appointment	आय का प्रकार Nature of appointment
Asst. Professor 15600-34100			21300	4000		26/10/17	

व्यक्ति का नाम Signature and designation of the Head of the Office or other appointing Officer	नियुक्ति का प्रकार Reason of termination (such as promotion, transfer, dismissal etc.)	नियुक्ति का प्रकार Signature of the Head of the Office or other appointing Officer	नियुक्ति का प्रकार Nature and duration of leave taken	नियुक्ति का प्रकार Reference to any recorded government order or order of the Government servant	नियुक्ति का प्रकार Signature of the Head of the Office or other appointing Officer
1	2	3	4	5	6
				Three months leave taken on 26/10/17	

Three months leave taken on 26/10/17  
by office order No. SFC/IAO/2017-18/90 dated 17/10/17

Director  
S.K.N. Sinha School of Business Management  
No. 107, Ambikapur (Bihar) Phone-412-041

# SINHGAD TECHNICAL EDUCATION SOCIETY®

(Regd. No. MAH / 7199-93 / Pune dt. 6/7/93 & F-8282 (Pune) dt. 12/8/93)



Sinhgad Institutes

19/15, Erandwane, Smt. Khilare Marg, Off Karve Road, Pune - 411 004.  
Tel. : (020) 2545 9751 Fax : 2545 3456 E-mail : stes@sinhgad.edu Website : www.sinhgad.edu

PROF. M. N. NAVALE  
M.E. (ELECT.) ME., MBA.  
FOUNDER PRESIDENT

DR. (MRS.) SUNANDA M. NAVALE  
B.A., MPW, Ph.D.  
FOUNDER SECRETARY

STES/IAD/2016-17/85

02.12.2016

## OFFICE ORDER

The undersigned is pleased to sanction three non compounded increments in pay in pay band of Rs.15600 - 39100 + AGP Rs.6000/- w.e.f. 01.12.2016 to Dr. (Mrs.) Shalaka Rahul Sakhrekar, Assistant Professor, SKN Sinhgad School of Business Management, Ambegaon (Bk), Pune for acquiring Ph.D. while in service of STES from Rashtrasant Tukadoji Maharaj Nagpur University in Business Management in November 2016 in relevant discipline.

After adding three non compounded increments, her pay in pay band and AGP will be as follows:

Date	Pay in Pay Band	AGP	Total
01.12.2016	22150	6000	28150

Her next increment will fall due on 01.07.2017.

M.N. Navale  
President

To

✓ Dr. (Mrs.) Sahalaka Rahul Sakhrekar  
Assistant Professor,  
SKN Sinhgad School of Business Management, Ambegaon (Bk), Pune

Copy to :

- (1) Director, SKN Sinhgad School of Business Management, Ambegaon (Bk), Pune
- (2) CAO (Personnel), STES, Karve Road, Pune - 4
- (3) Select File
- (4) Personal File

Received  
MS  
6/12/16

(1) पूर्ण नाम :-  
 (1) Name :- Mrs. Shalaka Rahul Sakhrekar

---

(2) धर्म, जात (प्रमाणित) :-  
 (2) Race :- Hindu, Ladshakhiya wani (OBC)

---

(3) (अ) राहत्याचा पत्ता :-  
 (ब) घोषित केलेले स्वयं व पत्ता :- 86, Pancheratna Apts.  
 (3) Residence :- 87-A Rambaug Colony,  
 Declared Village & Address :- Poud Road, Pune - 411 008.

---

(4) वडिलांचे नाव व राहत्याचे ठिकाण :-  
 (4) Father's Name and Residence :- Shri. Bhalchandra N. Pate.  
 opp. Ganpati Mandir, MIDC Dambivali

---

(5) ख्रिस्तपूर्व काळात किती वर्षांनी जन्म झाल्याचा अंदाजित तारीख :-  
 (5) Date of Birth by the Christain Era as nearly as can be ascertained :- 18/06/1971.

---

(6) तंतोतंत उंची :-  
 (6) Exact height by measurement :- 5-4"

---

(7) ओळखण्यासाठी अंगवरील खुणा :-  
 (7) Personal marks for identification :- Mole on left wrist

---

(8) नियुक्तीच्या वेळची शैक्षणिक अहर्ता :-  
 (क) नियुक्तीनंतर प्राप्त केलेली शैक्षणिक अहर्ता :-  
 (A) Educational qualifications at the time an appointment :- MPM, MCA, MCS  
 (B) Educational Qualifications post appointment :-

---

(9) शासकीय कर्मचाऱ्याची दिनांकित सही :-  
 (9) Signature or (non-gazetted) Government servant :-

---

(10) कक्षांक 9 ते 11 मधील नोंद तपासण्याबद्दल कार्यालय प्रमुखाची अथवा इतर कोणत्याही साक्षात्कार अधिकार्याची पदनामासहित सही व तारीख :-  
 (10) Signature and designation of the Head of the Officer or Other Attesting Officer.  
 Smt. Kashibai Navale  
 Director  
 Sanghad School of Business Management  
 Sr. No. 10/1, Ambegaon (Bk), Pune-411 041.

---

(11) वैद्यकीय तपासणीचा अहवाल :-  
 (एक) प्रमाणपत्र क्रमांक व दिनांक :-  
 (दोन) प्रमाणपत्र देणारा प्राधिकारी व त्याचे पदनाम :-  
 (11) Report of medical Test :-  
 (i) Certificate No. and date  
 (ii) Issuing Authority and his designation  
 8048  
 21/08/10  
 Resident Medical Officer  
 STES Campus, Pune-411041

टीप :- या पृष्ठावरील नोंदी निदान प्रत्येक पाच वर्षांनंतर पुन्हा नव्याने करण्यात याव्यात किंवा त्या पुन्हा साक्षात्कार करण्यात याव्यात. आणि (९) व (१०) या ओळखणीतील सही खाली तारीख घालण्यात यावी या नियमानुसार प्रत्येक ५ बेटांचे नवीन ठसे घेण्याची गरज नाही.

N.B.- The entries in this page should be renewed or re-attested at least every five years and the signature in lines (9) and (10) should be dated. Finger prints need not be taken afresh every 5 years under this rule.





## SPPU BCUD funding to teachers for research projects



University of Pune

Pune: - 411 007

### Board of Colleges and University Development

Ref. No:- OSD/BCUD/230/159

Date:- 14/05/2012

To,  
The Principal,  
Sinhgad Technical Education Society  
SKN SINHGAD SCHOOL OF BUSINESS MANAGEMENT  
Addr: Ambegaon, Tq-Haveli,  
Dist- Pune Tq: Haveli Dist: Pune

**Subject:-** Sanction BCUD research Proposals for 2012-13 to 2013-14.

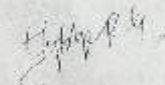
Dear Sir/Madam,


With reference to the acceptance letter and revised budget of the Research Proposals received from Principle Investigators, the University authorities are pleased to approve the projects submitted by the following Principle Investigators along with the sanctioned amount show against their names for year 2011-12 to 2013-14.

Sr. No.	Full Name	Sanction Amount
1	Yatin Prakash Bokil	50,000/-
2	Nutan Harshvardhan Samdani	80,000/-
3	Shalaka Rahul Sakherekar	50,000/-
4	Rajashree Abasaheb Shinde	80,000/-
	<b>Total</b>	<b>2,60,000/-</b>

The 1<sup>st</sup> Installment of the Sanction research project has been released. You are requested to inform concerned teachers.

Details about the Norms and Guidelines can be download from [www.unipune.ac.in](http://www.unipune.ac.in)

  
Dr. Ravindra G. Jaybhaye  
OSD/BCUD

  
Dr. W. N. Gade  
Director, BCUD

Publication of International Multidisciplinary Peer Reviewed Research Journal  
'SANKALAN'

**SANKALAN**  
**INTERNATIONAL MULTIDISCIPLINARY  
PEER REVIEWED RESEARCH JOURNAL**  
S. K. N. SINHGAD SCHOOL OF BUSINESS MANAGEMENT, PUNE

---

VOLUME 2 | NOVEMBER 2016 – APRIL 2017 | ISSUE 2

**SPECIAL ISSUE OF NATIONAL CONFERENCE 'CONFLUENCE 2017'**

  
**SANKALAN**  
NATIONAL CONFERENCE  
ORGANIZED BY  
S. K. N. SINHGAD SCHOOL OF BUSINESS MANAGEMENT, PUNE  
IN ASSOCIATION WITH  
SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE UNDER QUALITY IMPROVEMENT PROGRAMME  
(QIP)

 | 



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PEER REVIEWED RESEARCH JOURNAL

S. K. N. SINHGAD SCHOOL OF BUSINESS MANAGEMENT, PUNE

VOLUME 2

NOVEMBER 2016 – APRIL 2017

ISSUE 2

SPECIAL ISSUE OF NATIONAL CONFERENCE 'CONFLUENCE 2017'



SANKALAN

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IN ASSOCIATION WITH  
SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE UNDER QUALITY  
IMPROVEMENT PROGRAMME (QIP)



# SANKALAN

SANKALAN is a biannual peer-reviewed journal published by S.K.N. Sinhgad School of Business Management, Pune with an objective to provide diverse insights on Business and Management to its readers. It is a medium to share experiences, knowledge and practices with the wider research community. SANKALAN publishes empirical and theoretical research with an aim to enhance the understanding of various phenomena related to Business and Management. The journal is structured to include one general and one national conference special issue every year.

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## Editorial

It gives us immense pleasure to present this National Conference Special Issue of SANKALAN.

The pace and scale of change is attaining unprecedented levels. This creates unique challenges for the future of business. Today the businesses are witnessing new and emerging paradigms, exciting innovations in energy, challenges due to resource scarcity, big implications for the climate and environment, an increasing blurring of physical and digital boundaries, growing business decentralization, exponential progression, and many more global drivers all contributing to an uncertain future. On this background, the National Research Conference is organized by SKN Sinhgad School of Business Management in association with Savitribai Phule Pune University, Pune on the theme of "Emerging Business Paradigms: Present Context and Future Perspectives".

Conferences undoubtedly represent one of the main means of communication and dissemination of research findings, playing a fundamental role in the advancement of knowledge. A similar activity is undertaken by journals applying a peer review process aimed at ensuring the quality of papers published. Probably the most important role journals play is forming archive of knowledge. Journals also play a role in maintaining community standards in how research and scholarship are conducted. Journals also act as a means of tying a scholarly community together in a number of ways.

Peer reviews are indispensable for an editor to judge whether a manuscript submitted is worthwhile to publish in a journal or not. Publication in peer-reviewed journals is one of the major ways scholars are evaluated. All the Papers published in this journal have been blind peer reviewed.

We would like to thank Prof. M.N Navale, Honorable Founder President, STES, Dr. Mrs. Sunanda Navale, Honorable Founder Secretary, STES, Mr. Rohit Navale, Honorable Vice President HR, STES, Mrs. Rachana Navale Ashtekar, Honorable Vice President, Admin., STES for their continuous support and guidance. We are thankful to Savitribai Phule Pune University, Pune for being associated with us for organizing the National Conference 'Confluence 2017' under Quality Improvement Programme (QIP).

We hope that this journal will facilitate the sharing of research based knowledge among researchers and stimulate future research in the field of Business and Management.

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SANKALAN

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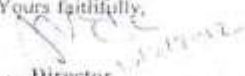
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