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Chief Editor Message

As SUMEDHA Journal of Management Twenty ninth issue, We look forward to the momentous growth of our Journal, increasing in their appeal, readership and relevance to the fast-changing world of Business Management. During these six years journey our journal has been critically evaluated by various institutions with similar line of interest and faculty fraternity. We have been consistently seeking advice from experts to continuously improve the quality of the journal. Our journal has got UGC Approval Journal (Serial No : 46802), Indexed in Indian Citation Index (ICI), PROQUEST Database, Google scholar JUSER Database, MIAR Data Base, Index Copernicus value 59.11, ISRA Journal Factor 4.018, Sjifactor Impact factor 4.339, International Scientific Indexing Impact factor 1.332. On behalf of the Management, Editorial Board and Editorial Team, I express my profound gratitude to all our authors, reviewers, readers and patrons for offering their overwhelming support and I anticipate a continued and lively partnership for years to come.

All of us recognize the necessity for change, which results in progress. It gives way to new ideas and perspectives reflecting the current and emerging environment, which builds on the solid foundations of the past.

Last but not least valuable would be your response and suggestions on this issue. Kindly send us your views so that we can keep on upgrading our journal.

Thanking you

Dr. A Kotishwar
Chief Editor