

तेजस्विनावधीतमस्तु

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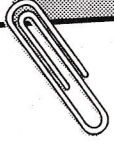
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Message from the editorial board

It is a great pleasure to bring to you this the very first issue of our research journal JIDNYASA. JIDNYASA, in Sanskrit means the urge to more and more learning. The end result is research a step towards gaining more knowledge. JIDNYASA is an annual journal and it provides you with the latest information in the Management field.

Management practitioners are required to keep themselves updated by continuously striving in research activities. The theme of this journal is "Enlightenment-a continuous process". In order to survive in the ever-changing environment it is necessary for management professionals to pursue their efforts in search of knowledge. Through this journal our endeavor is to provide knowledge areas of management in which further research can be pursued.

JIDNYASA has the articles covering diverse areas of management, contributed by eminent faculty from various management institutions all over India. We thank the contributors for their valued articles.

We welcome contributions and suggestions from the readers for the next issue of JIDNYASA-07.

*With warm regards,
THE EDITORIAL BOARD.*



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