

# Editorial

It is a matter of pride and honour to introduce this fifth volume of ADHYAYAN – The Journal of Management Sciences, Lucknow. This peer reviewed issue of the Journal incorporates a congregation of various research papers on diverse fields of Management and allied areas. The journal is now indexed with EBSCO as well and is a due recognition of the quality of papers accepted in “Adhyayan”.

This issue includes ten quality research papers.

The authors are a mix from various well-known institutes and universities of the country. I am sure the journal will serve as a valuable addition to the management literature and will also prove to be a valuable reference material. I would also like to place on record my sincere thanks to all the members of the editorial and advisory board for their unrelenting support to Adhyayan. I also sincerely thank the appreciable efforts of the members of the editorial team for helping to bring out this issue of the journal.

I am also grateful to reviewers for providing their comments and suggestions. Our sincere appreciation goes to all the authors for their timely contribution and to the readers for their incessant support.

We look forward to your comments on this issue and suggestions on matters concerning the journal.

A handwritten signature in black ink, appearing to read 'Mehrotra', is written over a horizontal line.

**Prof. (Dr.) M. Mehrotra**

Editor-in-Chief  
School of Management Sciences,  
Lucknow