

HSB Research Review



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A Bi-annual Refereed Journal of Haryana School of Business

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HSB Research Review

The Editorial

In the field of management, as the complexities of management issues show an increase, there is an imminent need to bridge the gap between generation, dissemination and imparting of knowledge. This entails a need to understand where we, as management researchers, are coming from and the underlying influences in doing research. It also consists in taking a more reflexive approach to management research.

Haryana School of Business, Guru Jambheshwar University of Science and Technology, Hisar (Haryana) is committed to build up the culture of research and publication in management so that it may perform a leading role in inculcating the line of research and analysis in the young generation who aspire to compete with the best. For promoting qualitative and quantitative research-publication in global trends, HSB publishes a reviewed bi-annual journal, HSB Research Review. In changing scenario of business education around the Globe, there are convincing rationale to a B-school to publish a management journal that may cater to the needs of management scholars, business leaders, and practicing managers. HSB Research Review is an academic journal that provides an amalgamated outlook of management thoughts, empirical researches and management practices within and outside India. Further it aims at bringing together academicians and practicing corporate managers. This journal publishes papers that advance knowledge through research on current management issues and the cases in functional areas of marketing, finance, human resource management, human behaviour, operations management, information technology, general management besides macro issues of globalization and local trade.

HSB Research Review is an academic dais to share ideas, promote and endorse the culture of research to generate evocative debates. Its intention is to guide the scholars to study and deliberate on diverse dimensions of management ideas or cases where there is scope for research. This bi-annual journal invites and attracts best quality research papers from all parts of the globe and reaches to wide variety of readers. This journal is an intellectual piece of knowledge with extensive exposure that maintains balance between pure and applied researches.

Suggestions, if any, for the improvement in the quality of this journal are welcome from all corners.

Editor

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