

THE CATALYST

JOURNAL OF MANAGEMENT

ISSN 2455-7929
Volume 5 Issue 1
SEPTEMBER 2022

School of Management Studies
Baddi University of Emerging Sciences & Technology
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About the Journal

The Catalyst-Journal of Management is a bi-annual journal brought out by the School of Management Studies, Baddi University of Emerging Sciences and Technology (BUEST). The Catalyst-Journal of Management (CJM) is committed to publish scholarly articles having empirical and theoretical research output that have a huge impact on management and related fields. CJM encourages innovative ideas and new perspectives on existing research.

Aim and Scope

The aim of 'The Catalyst-Journal of Management' is to make sincere efforts to establish an effective communication channel between corporates, policy makers in business, and academic researchers to recognise and implement their ideas to create new trends in business. The scope of the journal includes the field of accounting economics, business accounting, business law, business model and strategy, business processes, customer relationship management, e-commerce, collaborative commerce, and net-enhancement. The Catalyst-Journal of Management is a refereed journal. All papers submitted to the journal go through a review process at the editorial desk.

Publication Information

The Catalyst-Journal of Management is published bi-annually. All editorial correspondences should be sent to George Thomas at the School of Management Studies, Baddi University of Emerging Sciences and Technology, Village- Makhnumajra, Baddi, NH 21 A, Distt. Solan – 173205, Himachal Pradesh.
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From the Desk of the Editor- in- chief

It gives me immense pleasure to bring out the volume 5 issue 1 of the journal ‘The Catalyst – Journal of Management’. Academic journal is a forum where academicians from a specific discipline share research work and ideas by writing research articles and review the work done by others, including published books.

We are glad to mention that there was a tremendous response to our call for papers from the academicians from the field of management. We would like to maintain the standard of the journal by referring the articles received from the authors to reviewers for judging the suitability of the articles for publication in the journal. We would therefore request the authors to judge their own articles in terms of relevance to the discipline of management, whether they add new knowledge to the discipline or not, who will benefit from the articles, if the information/data presented in the articles is from reliable sources, whether proper scientific methods have been used, if the language expression is correct and clear, and if the reference list is appropriate.

I congratulate the editorial team who has been the integral part of the success in publishing the journal. I would like to mention the support received from Dr. Poonam Bassi, Miss Manpreet and Mr. Harwinder Goyal. They meticulously worked towards bringing the journal to a standard shape. I wish to express my gratitude to the reviewer /advisory editors for all their valuable inputs and suggestions for improving the quality of the journal.

I extended my deepest gratitude to our Hon’able Vice-Chancellor Prof. (Dr.) J.K. Sharma and Prof. (Dr) T.R. Bhardwaj without whose guidance and support this endeavour would not have been a success. My sincere thanks to our honourable Secretary sir Shri Gaurav Ram Jhunjhunwala ji who always encourages the Department to take such type of initiatives. My heartfelt gratitude goes to my colleagues for sending their valued academics/research contributions. Congratulations to all the authors. I extend to you a hearty invitation to submit your manuscript for the further issue of ‘The Catalyst-journal of Management’.

Arun Kant Painoli

Dean, School of Management Studies

Editor-in-chief

The Catalyst-journal of management

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