



UNNATI

The Business Journal



Scientific Indexing Services



Scientific Journal Impact Factor

VOLUME : 8

ISSUE : I

ISSN 2319-1740

January-June, 2020



SJIF IMPACT FACTOR = 6.199
A Peer Reviewed Bi-annual
Refreed Journal

FACULTY OF MANAGEMENT

Unnati - The Business Journal

A Half Yearly Refereed research Journal on management, published by Faculty of Management. It brings you critical perspectives, case studies, research analyses, serving as an outlet for the best theoretical and research work.

Patrons

Shri B.R. Agrawal

Chairperson
PAHER University

Shri Rahul Agrawal

Secretary
PAHER University

Shri Ashish Agrawal

Finance Secretary
PAHER University

Mr. Sharad Kothari

Registrar
PAHER University

Editorial Board

Prof. Mahima Birla

Editor - in - Chief

Dr. Pallavi Mehta

Managing Editor

Prof. Dipin Mathur

Administrative Editor

Advisory Board

Prof. Nawal Kishor

Professor
SOMS, IGNOU
New Delhi

Prof. DPS Verma

Formely Professor of Commerce
Delhi School of Economics
Delhi University, Delhi

Prof. C.P. Shrimali

Professor HRM
Management Development Institute
Delhi University, Gurgaon

Prof. Rajeev Jain

Professor
School of Management
JECRC University
Jaipur

Prof. Kartik Dave

Professor Marketing & Strategy
School of Business Public
Policy and Social Entrepreneurship
Ambedkar, University, Delhi

Dr. Sharad Chaturvedi

Professor - Operation
Fortune Institute of
International Business
New Delhi

Dr. Kaneez Fatima Sadriwala

Assistant Professor

A/HOD, Department of Accounting, College of Economics Management
and Information Systems, University of Nizwa, Sultanat of Oman

Circulation Manager

Dr. Asha Galundia

All Rights Reserved.

ISSN 2319-1740

© Faculty of Management

Articles published in Unnati can not be reproduced or reprinted in any form, either in full or in part, without prior written permission from the editor. Views and data published in Unnati are sole responsibility of authors.

Jurisdiction : All disputes are subject to Udaipur Jurisdiction only.

Published by : PACIFIC INSTITUTE OF MANAGEMENT & TECHNOLOGY

Printed by : YUVRAJ PAPERS, Near Bapu Bazar, Udaipur