

Editorial



Editor-in-Chief

I am pleased to announce the release of Volume 8-9, Issues 1-4 for the years 2022-2023 of the International Journal of Applied Management Research (IJAMR). This Volume comprises a total of ten (10) manuscripts. A temporary hiatus in the release of issues occurred during 2020-21, attributable to the Covid-19. However, the Editorial staff promptly organized its responsibilities and began receiving contributions from eminent scholars and academicians, enabling the expedited facilitation of the past issues.

I express my profound gratitude to all the authors for their valuable submissions from both India and abroad. I am very grateful to all the reviewers who assisted in the timely blind examination of the articles; their ongoing assistance enabled the successful publication of this journal issue.

I express my gratitude to the Managing Editor of IJAMR, who, upon assuming the particular role has dedicated himself to the publication of the current issue. I express my gratitude to the Advisory Board and Editorial Board Members for their diligent contributions, which have facilitated the effective publication of this Volume.

I express my profound gratitude to the Vice Chancellor of NEHU, Shillong, and the Campus Director of NEHU, Tura Campus, for their unwavering support to our department and for advancing this institution towards greater academic success. I extend my sincere gratitude to all the writers who submitted high-quality pieces for this issue. I anticipate that high-quality research papers will persist in being submitted to IJAMR in the future.



(Prof. Abhigyan Bhattacharjee)
Editor-in-Chief, IJAMR

Editorial



Managing Editor

I take great delight in presenting the consolidated issues (Issues 1-4) of Volume 8-9 for the years 2022-2023 of the International Journal of Applied Management Research.

To form an objective perspective on the subject of inquiry, scholars must gather facts, concepts, viewpoints, and other pertinent matters. The backlog of issues from 2020 has been a testament and a significant editorial commitment to include papers as combined issues in the current Journal Volume.

We are dedicated in elevating the quality of publications with IJAMR and standard among academics. The International Journal of Applied Management Research (IJAMR) has demonstrated a robust commitment to ethical publication processes, marking a significant advancement in the domain of publishing ethics.

The research papers in the current volume were meticulously picked through a blind review process and have been appropriately included in the current editions of our journal. The reviewers' competent evaluation of the manuscripts, together with their objective and equitable peer-review method, contributed to the journal's outstanding quality of research. The editorial board has undertaken proactive and constructive initiatives in the publication process, driven by a dedicated objective to advance management research while adhering to business research standards.

Due to the meticulous efforts of our Editor-in-Chief and editorial board members, along with the steadfast support of our advisory board members, the issues could be published in the current volume.

I wish to convey my appreciation to all the scholars and researchers who have submitted their research papers and have agreed to serve as our esteemed reviewers. The editorial board acknowledges the significant responsibility of ongoing commitment to the academic mission and anticipates valuable and pragmatic ideas to advance our efforts.

Amit Kundu

(Dr Amit Kundu)

Managing Editor, IJAMR