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The Director Message –

Madanbhai Sura Institute of Business Management (MSIBM) has been established under the umbrella of **Sahajeevan Shikshan Sanstha, Khed**, (2008) in the beautiful district of Ratnagiri. The basic objective of MSIBM is to nurture and promote research and provide management education (MMS) affiliated to University of Mumbai and approved by AICTE, New Delhi. The process of research is being enthusiastically carried forward by the Chairman of MSIBM - **Hon. Shri Nandkumar Gujarathi**.

I had the privilege of handling the responsibility as the **Director of MSIBM** from April 2018 onwards. It gives me immense pleasure and pride that over the years; the Institute has made tremendous progress in many areas. It has now become an academy of innovation and entrepreneurship, along with the strong background of developing excellent managers from among the MMS students.

MIJMR is one of the ladders in the research journey of **MSIBM** in a competitive research environment which is coming up into limelight on the national and international stage by maintaining the uniqueness in the research field. This journal covers most of the areas of Management Sciences or Business Administration. The research articles will be carefully reviewed by eminent researchers on the editorial board.

MIJMR is a unique international journal in the Konkan region of the state of Maharashtra. This is certainly going to be a remarkable contribution in the research and development in the Konkan area. The researchers in this region shall get a wonderful opportunity to highlight and put forth their research work in front of the world research community. **MIJMR** is taking honest efforts to publish such research work which will scale up the innovative approach and socio-economic developments among youth.

MSIBM is successfully marching ahead towards academia-industry partnership by various ties with different industries and creating different platforms to encourage fruitful interaction between industry and academics. **MIJMR** is playing a major role in this process by providing such a research platform.

The infrastructure at **MSIBM** is being constantly upgraded to meet the academic requirement for carrying out academic and research activities. The faculty members here have an international academic experience and good research background with corporate exposure.

I wish all the researchers, students and subscribers the best for their research journey with **MIJMR**.

We are able to achieve these progresses with the abundant support and blessings from **The President of Sahajeevan Shikshan Sanstha, Hon. Shri. Hirachand Butala, The Secretary Hon. Shri. Mangesh Butala and The Trustee and Mentor of MSIBM Hon. Shri Vijaybhai Mehta (Ex-vice Chancellor, DBSKKV, Dapoli)** and also enthusiastic support from all the Trustee members, and the valuable support of all faculty members, students, and staff of **MSIBM**.

Dr. Prasad Bhanage
Director
MSIBM

Editor's message –

Dear Readers,

As educationists, we have the responsibility of imparting the knowledge to the world around us and helping make it a better place. We develop in our wards a perspective of looking at life. It helps them build opinions and have points of view on things in life. Education is not just about lessons in textbooks. It is about the lessons of life. That's what a management education is.

This year has seen a number of the maximum unprecedented events, mankind has ever witnessed. The depth and impact of pandemic of covid-19 has changed our life, lifestyle and idea processes however has also left a big impact on the methods and working of enterprise and academia.

This technological advancement has unfolded new avenues and possibilities for researchers and academicians across the world. Our sincere thanks to all academicians and researchers for sending their unpublished articles/ papers for publication in MIJMR journal.

My sincere gratitude towards management of MSIBM, and Trustees of Sahajeevan Shikshan Sanstha. My sincere thanks to my Director, Editorial Board, and Staff for their valuable support.

Prof. Divyesh Nagarkar,

Editor- In- Chief - MIJMR



Prof. Divyesh Nagarkar,
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