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From the Desk of Editor-in-Chief

Amity Business School, Amity University Gurugram, is one of the most sought-after institutions for management education in India (Ranked among top 10 private B-Schools in India by Times of India) and our flagship journal 'Amity Management Analyst' (AMA) is no exception to it.

It is our pleasure to present this January - June 2021 issue of the journal. The current issue contains the research papers on diverse issues, book review and an interview with the CEO of a well-known company. A two fold blind referral process is involved in selecting the papers for this journal. We are sure that the research papers in the journal will enhance the knowledge and thoughts of the readers. The journal would serve as a channel for knowledge sharing among academicians and practicing managers about contemporary management issues.

We hope that the readers will thoroughly benefit from the papers/contents compiled in the journal and give their valuable feedback to upgrade the quality of our forthcoming journal issues.

We are grateful and thank all the authors who have contributed their well-researched articles, book review and others. We appreciate the editorial team for their support in publishing this issue. We will work to further our team's efforts in positioning the AMA as a leading management research journal that is scientifically rigorous and academically relevant and useful to academicians and practitioners

My Gratitude to the Hon'ble Founder President Dr Ashok K Chauhan, Chancellor Dr Aseem K Chauhan and Vice Chancellor Dr P B Sharma for their constant guidance and valuable support.

Prof (Dr) Vikas Madhukar
Pro Vice Chancellor
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