



# SRI BALAJI SOCIETYS

## The Balajian

### JOURNAL OF MANAGEMENT RESEARCH

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- Book Review  
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## **About Journal**

The first edition of Sri Balaji Societys The Balajian Journal of Management Research was published in the year 2023. It is a biannual, double-blind peer-reviewed journal, in English, published in online format. Its primary aim is to disseminate original empirical and conceptual research spanning the management discipline. The journal welcomes submissions of full-length research papers, management cases, article reviews, perspective-based pieces, and book reviews.

## **Aims and Scope**

Sri Balaji Societys The Balajian Journal of Management Research stands as a beacon of scholarly rigor, boasting a rigorous peer- review process. As a bi-annual publication, it serves as a vibrant arena for intellectual discourse across management discipline. Our esteemed journal features a variety of research articles, case studies, and insightful book reviews contributed by esteemed scholars and established researchers.

Published by Sri Balaji University, Pune.  
Survey No. 55/2-7, Tathawade,  
Off Mumbai-Bangalore Bypass, Pune - 411 033

Printed by M/s. Printrade Issues (India) Pvt. Ltd.  
EL-179, TTC Industrial Area, Electronic Zone,  
Near Mahape Telephone Exchange, Mahape, Navi Mumbai - 400 710

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