

## Message from Editor-in-Chief



It gives me profound pleasure and humility in welcoming and promoting quality writing and research at ICFAI University, Himachal Pradesh. On behalf of the entire research and teaching fraternity, I would like to extend a very warm welcome to the readership of writing and research pool. I invite quality authors, editors and anonymous reviewers who wish to add to our writing and research pool. The writing and research work at our institution focusses upon numerous areas such as Marketing Essentials, International Marketing, Services Marketing, Marketing Strategy, Distribution & Logistics Management, Marketing Research, B2B Marketing, Advertising Management, Personal Sales Management, Retail Marketing, Human Resource Management, Organization Behaviour, Management Process, Business Administration, Business Organisation & Management, Managerial Economics, Operations & Optimization Research, Business Ethics, Corporate Social Responsibility, E-Commerce, Management Information System, Knowledge Management, Business Policy & Competitive Strategy, Entrepreneurship & Small Business Management, Business Laws, Corporate Laws, Cyber Laws, Information Technology, Artificial Intelligence, Modern Physics and Mathematics.

I welcome contributions that can demonstrate near-term practical usefulness, particularly contributions that take a multidisciplinary/convergent approach because many real-world problems are complex in nature. The IUHP Editorial Cell provides an ideal forum for exchange of information on all of the above topics and more, in various formats: full length and letter length research papers, survey papers, work-in-progress reports on promising developments, case studies/best practice articles written by industry experts, and tutorials on up-and-coming technological breakthroughs. We at IUHP are strongly convinced that this platform will provide science-driven, peer-reviewed articles conforming to the strict international processes and editorial standards expected by the Management, Legal, Scientific and other communities. We are here to modernize and strengthen the areas of research and development for all our readers and contributors. IUHP Editorial cell is certainly striving hard to reach new benchmarks of research, writing, innovation and development through its rich reservoir of papers and articles. We at this institution are going to leave no stone unturned in ensuring that we are writing and researching extensively upon the most recent developments in the field of Management, Law, Science, Technology and other allied and inter-disciplinary areas.

**Dr. Ashish Pandey**  
**Editor-in-Chief, IUHP Editorial Cell,**  
**Head of Research Department**