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Pragyaan: Journal of Management

Volume 16, Issue 1-2, Jan-Dec, 2018

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From the Editor

It is with much joy and anticipation that we present the January-December 2018 issue of our journal, Pragyaa: Journal of Management (Prgyaaan:JOM). It continues to gain appreciation and accolades as it provides a platform that stimulates and guides the intellectual quest of Management scholars and practitioners.

Pragyaa: JOM is a bi-annual, peer reviewed, open access Journal that brings to the readers high quality research in Management that should help to address the challenges of 21st century. It is committed to rapid dissemination of high quality research, and priority is given to the contributions that demonstrate practical usefulness.

This issue of Pragyaa: JOM presents articles that deal with issues like strategic orientation constructs and its impact on firms' performance, impact of spill-over effects of FDI, Big Data applications and its architecture, enhancing industrial policy effectiveness, regional integrative and partnership initiatives at global level, and emerging psychological disorders of nomophobia and internet addiction. This issue also includes for academicians and practitioners, a case on financial planning. A book review has been done for better understanding.

I am thankful to the authors for their scholarly contributions to the Journal. I express my gratitude to our panel of referees for the time and thought invested by them into the papers and for giving us sufficient insights to ensure quality of papers. Thanks to Dr. Gautam Sinha (VC), Dr. Gurdip Singh (Chancellor), the members of the Editorial Board, and the members of the Board of Management for their constant guidance and support.

I would like to acknowledge the contribution of Associate Editors and all the faculty members of School of Management for their contribution in preparing the reader friendly manuscript for the Press.

I invite national and international contributions from scholars, scientific community and industry practitioners to ensure a continued success of the Journal.

I hope our readers find the contents, findings and suggestions contained in this issue of Pragyaa: JOM as informative, stimulating, and of practical relevance. I welcome comments and suggestions for further improvement in the quality of our Journal.

Dr. K Ajay Singh

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Pragyaan: Journal of Management

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Call for Papers for Pragyaa: Journal of Management

Pragyaa: Journal of Management (ISSN: 0974-5505) is a double blind refereed journal of IMS Unison University (formerly Institute of Management Studies), Dehradun. The journal is dedicated to develop, promote and coordinate theory, research, and practice in the areas of Management, in Indian as well as global context. It aims at bringing together the academicians as well as practicing managers.

The University publishes conceptually sound articles and papers through this Journal, which have the potential to enrich the existing management education, theory and practice. The papers could deal with research on contemporary issues covering the fields of general management, corporate strategy, policy and governance, finance, public policy, marketing, organisational behavior, production and operations management, retail management, international business and other related areas of economics and social sciences including macro as well as micro perspectives.

Our journal provides food for thought to the managers in public as well as the private sector, consultants, academicians and students.

We invite research papers, case studies and book reviews on management related issues for our subsequent issues. Empirical studies as well as sound conceptual and application oriented studies in the area of Management are welcome.

The papers should be prepared as per the guidelines and submitted to the Editor, Pragyaa: Journal of Management at pragyaa.mgt@iuu.ac.

Warm regards

Editor

Pragyaa: Journal of Management

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5. Papers submitted or presented in a seminar must clearly indicate this fact at the bottom of the first page.
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14. Manuscripts are accepted for publication on the understanding that they are subject to editorial revisions. Proofs will not be sent to the authors.
15. Authors will receive a complimentary copy of the journal.
16. All manuscripts should be addressed to:

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IMS Unison University at a glance

IMS Unison University, a constituent of Unison Group is a premier educational and research University nestled amidst beautiful and serene surroundings offering an environment that fosters learning and stimulates creativity.

It was established as IMS Dehradun in 1996, as a non-profit organization by a group of visionaries dedicated to the cause of changing the face of professional education in Northern India.

The University today provides a platform for excellence in teaching, learning, and administration. Its State-of-the-art Infrastructure facilitates in developing well trained graduate, post-graduate and doctorate professionals to meet the ever changing needs of the corporate world.

IMS Unison University aspires to become a world-renowned center for creation and dissemination of knowledge. It aims to provide a holistic career-oriented education that develops intellectual, moral and physical capabilities of the students.

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- Pragyaa: Journal of Management
- Pragyaa: Journal of Mass Communication
- Pragyaa: Journal of Law

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