

CALL FOR PAPERS FOR GURUKUL BUSINESS REVIEW (GBR)

Editorial Information

Gurukul Business Review (GBR), is a double-blind peer-reviewed refereed journal of Faculty of Management Studies, Gurukul Kangri Vishwavidyalaya. It started its journey in the year 1996 and since then it is disseminating its research-based knowledge to the academia and the industry both. The journal is published annually and is available in electronic (e-ISSN No. 0973-9262) and in print (ISSN No. 0973-1466) format. For the upcoming GBR 2020 issue, all the papers submitted to the editor from 10th October 2019 to 30th September 2020 will be considered for review.

Submission Guidelines

Before submitting a paper please go through the section: Guidelines for the author and Manuscript requirements on the journal website www.gurukulbusinessreview.in. To clear the editor's desk your writeup should be straightforward, thought-provoking, supported by strong evidence and in accordance with the aim, scope, and guidelines of the journal.

The following brief checklist provides a quick reference for you to follow during your submission and manuscript review process.

- Papers submitted should not be under coexisting consideration at another journal.
- Any actual or potential data overlap with previous studies should be noted and described in the letter to the Editor.
- All new manuscripts should be submitted electronically. Electronic submissions should be uploaded to the Journal website.
- Files should be submitted in Microsoft Word format.
- All manuscripts must adhere to the Harvard Style (check the Manuscript Requirements) of referencing.
- Papers that violate the spirit of the guidelines (e.g., papers that are single-spaced, papers that use footnotes rather than conventional referencing formats, papers that greatly exceed 50 pages), or which do not clearly fit the mission of the journal will be immediately returned to authors without being reviewed.
- Authors should keep in mind that papers are evaluated on a page-to-contribution ratio.
- We encourage you to have a colleague peer review/ proper proofread of your paper prior to submission to the GBR. To maintain masked review, please acknowledge your peer reviewer(s) and include other author notes in the letter to the Editor.
- During the review process, including at the conditional accept stage, manuscripts may be subject to additional methodological screening that may require the submission of additional information (e.g. analysis code; analysis output; original data).
- Accepted papers must fully adhere to the guidelines.
- Published papers will use the affiliations of each author at the time of the original submission. No changes can be made at any stage in the review/publication process.

For more details visit www.gurukulbusinessreview.in

Editor

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RNI No. : **UTTENG00072**



About Gurukula Kangri Vishwavidyalaya

Gurukula Kangri Vishwavidyalaya is a deemed to be university u/s of UGC act 1956, fully funded by UGC/Govt. of India, and has been accredited 'A' Grade by NAAC. The Vishwavidyalaya was founded on March 4, 1902 by Swami Shradhdhanandaji. This institution was established with the objective of providing an indigenous alternative to Lord Macaulay's education policy by imparting education in the areas of Vedic literature, Indian philosophy, Indian culture, modern sciences and research. Arya Samaj has been advocating women's education since the day it was founded. As part of its policies for the upliftment of women in the country, Kanya Gurukula Campus, Dehradun was established in 1922 by Acharya Ramdevji as a second campus of women's education. To give real shape to the dreams of Swami Shradhdhanandaji, Kanya Gurukula Campus, Haridwar was established in 1993.

About Faculty of Management Studies (FMS)

Faculty of Management Studies (FMS) established in the year 1996, is running three post-graduate courses: (i) Master of Business Administration (MBA), (ii) Master of Business Administration in Business Finance [(MBA(BF)], (iii) Master of Business Administration in Business Economics [MBA(BE)], and a graduate course: (i) Bachelor of Business Administration (BBA). Beside this, Ph.D. program is also running in different areas of management. The faculty aims at providing quality conscious managerial manpower for the industries by infusing right mix of competencies, styles, and the Vedic values in the would-be managers. The faculty has established itself as a world-class teaching and research institution, and is involved in consulting and training programmes for the industries.

INTERNATIONAL CONFERENCE ANNOUNCEMENT

THE ERA OF E-LEARNING, E-GOVERNANCE AND E-BUSINESS

Faculty of Management Studies
 Gurukula Kangri Vishwavidyalaya, Haridwar (Uttarakhand)

Conference Date : 10-11 & 12 Oct, 2020

About The Conference

Dear & Esteemed Colleagues!
 You are cordially invited!
 The Faculty of Management Studies (FMS), Gurukula Kangri Vishwavidyalaya again come up with an International Conference "Vedic Values and Social Sciences in the Era of E-Learning, e-Governance and e-Business".

The aim of this conference is to reflect the pioneering state of research in the field of Management and Social Sciences. Digitalization of the society is structurally and fundamentally changing the way the society, markets, economy behaving and operating. Surmounting through the business world, digitalization is navigating the Next Generation Revolution. Digitalization is a major theme cutting across corporate India with every other company investing their resources in technology, software, data and artificial intelligence to create capabilities and accelerate growth by establishing discrete competitive advantage. The agenda of the Conference is to provide a collaborative platform for researchers, academicians and thought leaders to discuss, know and contribute to the efforts in the direction of an enhanced digital infrastructure.

Registration Form

Sub Themes:

- Role of Management Studies in India
- Contribution of India's Human Resource in Business
- Impact of Globalization on Indian Economy
- Spiritual, Vedic and Aesthetic Values in Modern Business
- Case Studies on Business Administration
- Research of Vedic Values of Education in the Modern Educational System
- Digital Transformation of Public Services and Government
- Open Government and Digital Citizenship: Participation, Empowerment and Empowerment
- Digital Inclusion, Equity, and the 2030 Sustainable Development Goals
- Digital Government Research and Policy
- Emerging Technologies, Information Security, Privacy and Ethics
- Special Concerns for Smart Cities, Communities, and Cities
- University-Industry Cooperation in Technology Entrepreneurship
- ICT based Initiatives between University and Industry
- Library Learning and Digital Economy
- Human Resource Development for Business World
- Flexible Learning including Blended Learning, Disruptive Learning, Impact of COVID-19
- Technologies in Education and Workplace Learning
- Online Personal Learning Environments
- Electronic Assessment System (E-ECET)/ Virtual Reality (VR)/Augmented Reality (AR)
- Chief Contemporary Issues in Social Sciences, Business Management

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IMPORTANT DATES

Full Paper Submission Deadline: **15th AUGUST 2020**

Last Date of Registration: **15th AUGUST 2020**

Conference Dates: **10/10/2020 to 12/10/2020**

REGISTRATION FEE

- For Indian Scholars : INR 2000/-
- For Foreign Scholars : INR 15000/-
- For Corporate : INR 10000/-

*Registration fee covers participation in all sessions of the conference, a copy of the proceedings, participation certificate, lunch, travel, dinner and refreshments during all three days of the conference including accommodation.

Faculty of Management Studies

Gurukula Kangri Vishwavidyalaya, Haridwar-249404 (U.K.) INDIA

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GURUKUL BUSINESS REVIEW (GBR) WINTER 2019 VOLUME - 15

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GURUKUL BUSINESS REVIEW (GBR)

An International Refereed Management Journal of FMS, Gurukula Kangri Vishwavidyalaya, Haridwar

ISSN : 0973-1466 (Off line)
 ISSN : 0973-9262 (On line)
 Listed in Web of Science (Wos)
 Indian Citation Index (ICI)
 Cabell's directory
 Impact Factor : 2.82 (IIFS 2019)

CONTENTS

1. Prime minister employment generation programme: A tool to attain economic development through MSMEs in India
 Sanchita Bansal, Anshita Yadav and Isha Garg.....1-11
2. The effects of self-esteem and locus of control on self-reported personal reputation
 Turhan Erkmen and Emel Esen12-23
3. Empirical Investigation of application of concept of Cognitive Dissonance to Indian Financial Markets
 Rakesh Shahani and Mehak Gupta.....24-35
4. Job satisfaction and employee loyalty: A study of working professionals in Noida NCR
 Manisha Sharma.....36-43
5. Leadership and its impact on women employee turnover in IT industry
 Richa and Rupali Arora.....44-52
6. The effect of organizational aesthetics on self-esteem, mental health and morale in employees
 Iman Sabbagh Molahosseini Masoud Pourkiani, Farzaneh Beygzadeh Abbasi, Sanjar Salajeghe and Hamdollah Manzari Tavakoli.....53-60
7. Accelerating financial inclusion in India with digital products and services
 Yuvika Gupta and Sandeep Khanwalkar.....61-75



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