

GURUKUL BUSINESS REVIEW (GBR)

Chief Patron

Satya Pal Singh

Chancellor, Gurukula Kangri (Deemed to be University) Haridwar, India.

Patron

Roop Kishore Shastri

Vice-Chancellor, Gurukula Kangri (Deemed to be University) Haridwar, India.

Board of Editorial Advisors

Alexia Panayiotou UC, Cyprus	Elena Horska NITRA, Slovakia	M.R.Gharehbakloo IAU, Iran	S.C. Sharma Jaipur, India
Anand Kumar UBI, UK	J. Bonnici CCSU, USA	Pankaj Madan GKV, India	S.K.Singh BHU, India
B.K. Tiwari JNU, New Delhi	Menzhong Zhang NTU, Singapore	S.C.Bagri HNBG, India	V.K.Nagia Roorkee, India
			Yogesh Upadhyay Gwalior, India

Board of Editorial Reviewers

Arun Kaushik, IIM Amritsar	Nishtha Malik, Amity University, Jharkhand
Ashu Khanna, IIT Roorkee	Nitin Girdharwal, KIET, Ghaziabad
Bindu Arora, KGM, GKV	Omvir Gautam, Lovely Professional University, Punjab
Deependra Sharma, Amity University, Gurgaon	Shivi Mittal, G.L. BITM, Delhi-NCR Region
Gajendra Singh, SOM, Doon University	Patiraj Kumari, GKV, Haridwar
Gaurav Chopra, IMS Unison University	Poonam Penuli, GKV, Haridwar
Geeta Rana, SHRU, Dehradun	Priti Bakhshi, Jaipuria Institute of Management, Indore
Gururaj G. Pathak, GMIT, Davangere	Rajul Bhardwaj, FMS, GKV, Haridwar
Himani Grewal, APJ Abdul Kamal Tech. University, Lucknow	Rakesh Sahani, University of Delhi
Ishwar Kumar, EDII, Ahmedabad	Rupa Khare, Psychologist, Mathura
Jugal Kishore, Bengaluru	Sunil Kumar, RDIAS, New Delhi
Juhi Garg, UPES, Dehradun	S.K.Batra, SMJN College, Haridwar
Khaliqur Rehman Ansari, COER, Roorkee	Sanchita Bansal, USMS, GSIP University, New Delhi
Khyati Kapil, PhD, IIT Roorkee	Sudhanshu Joshi, Doon University
K.Shalender, Chitkara University, Punjab	Surekha Rana, GKV, Haridwar
Munazza Jabeen, Inter Islamic University, Islamabad	Tanmoy Roy, Sanjivani Group of College, Pune
MM Goel, Former VC JNU, Jaipur	Vinay Kandpal, UPES, Dehradun
Nidhi Goel, SVR College of Commerce and Studies, Bengaluru	Vishnu Nath, DMS, IIT Roorkee
Mukta Mani, IIIT, Noida	Vivek Agarwal, Subharti University, Meerut
Mohd. Imran, ICFAI, Dehradun	

Editorial Board

Editor -in -Chief V.K. Singh, FMS, GKV, Haridwar	Managing Editor Ashish Arya, FMS, GKV, Haridwar	Associate Managing Editor Mihir Joshi, FMS, GKV, Haridwar
---	--	--

Editorial Members

Anil Dangwal, FMS, GKV, Haridwar	Mithilesh Pandey, FMS, GKV, Haridwar	Vyomkesh Bhatt, FMS, GKV, Haridwar
Amit Agarwal, FMS, GKV, Haridwar	Rajul Bhardwaj, FMS, GKV, Haridwar	Vageesh Paliwal, FMS, GKV, Haridwar
Kapil Pandey, FMS, GKV, Haridwar	Sanchit Dagar, FMS, GKV, Haridwar	Vijayshree Sangwan, KGM, GKV, Haridwar

Copyright © 2020 by The Faculty of Management Studies (FMS), Gurukula Kangri (Deemed to be University). All rights reserved.

The views expressed in the articles are those of the contributors and not necessarily of the Editorial Board.

The Editorial Board invites original, unpublished contributions in the form of articles, case studies or research papers.

No part of this publication may be reproduced or transmitted in any form or by any means or stored in any retrieval system of any nature without prior written permission. Application for permission for other use of copyright material including permission to reproduce extracts in other published works shall be made to the publishers. Full acknowledgement of author, publishers and source must be given.

Faculty of Management Studies (FMS) Gurukula Kangri (Deemed to be University), Haridwar-249404, Uttarakhand (India) Tele. : 7455025010 Visit us at : <http://www.gurukulbusinessreview.in>, Email: gbr@gkv.ac.in

Although every care has been taken to avoid errors or omissions, this publication is being sold on the condition and understanding that information given in this journal is merely for reference and must not be taken as having authority of or binding in any way on the authors, editors, publishers and sellers who do not owe any responsibility for any damage or loss to any person, whether a purchaser of this publication or not, for the result of any action taken on the basis of this work.



FROM THE DESK OF THE EDITOR

Greetings and best wishes,

Time flies, after fifteen years of regular publication 16th issue of Gurukul Business Review (GBR), 2020 is tabled for you all. Let me start with reminding you about the transformation GBR went through in the last two years:

- Now the GBR has its own dedicated website www.gurukulbusinessreview.in
- The paper submission process is now online through the website mentioned.
- The abstract in the paper needs to be in a structural format (check author's section and manuscript requirements on the website).
- The referencing style has changed, earlier we use to refer APA but now we follow the Harvard style of referencing (For details, please visit the website of the journal).
- GBR follows the Committee on Publication Ethics (COPE) guidelines. GBR has adopted COPE's best practice guidelines for dealing with ethical issues in a journal.
- A gentle reminder on payment policy of GBR. The journal does not charge any fee from the authors for publication. However, to subscribe it within India, you have to bear a nominal cost of Rs 200/Annually for Institutions, Rs 100/Annually for Individuals and Rs 75 for Alumni. The subscription fee for bodies outside India is \$15 Annually.
- One of the refreshing news for the stakeholders of GBR is that now we are indexed in two more databases. One Web of Science Group (ESCI) and second, Indian Citation Index (ICI) other than Cabell's Directory, Inc.
- The journal impact factor has climbed to 2.82 from 0.75, courtesy IIFS.

One of the prime reasons for the structural change is to meet the international standards and UGC guidelines, and be progressive in the competitive world of publication. The result was the indexing of GBR in above mentioned databases of international repute. To maintain the progress, we are now targeting SCOPUS and Emerald. With your wishes and quality research papers hope we will be able to make it in coming years.

The 16th issue of GBR received papers from India and abroad, touching the themes imotional dissonance, organizational culture and managerial effectiveness, marketing dynamic capabilities, Export performance of indian auto component manufacturing industry, investment motives of working women, consequences of COVID-19 on imports and exports of China and corporate social responsibility. This year we received a total of 46 papers out of which 15 were desk rejected (due to not meeting the minimum standard of GBR), 26 papers went for the review process and finally 08 papers were able to make it for publication in GBR-2020. That leads to an acceptance rate of 20%.

Complying to the structural changes and difficulties faced by the authors in the restructuring process, I really take this opportunity to thank all the contributors and readers of GBR for making it an astounding success. As an editor, I also want to thanks the university administration authors, board of editorial advisors, board of editorial reviewers, my managing editor, associate managing editor, the faculty members, and the research scholars of FMS, especially for this issue Mr. Kapil Pandey, Mr. Vyomkesh Bhatt and Mr. Aditya, for their contribution that has really made the journey to complete uninterrupted Sixteen years of its publication.

As now we are ready for the 17th issue of GBR-2021, we ring the bell of *call for papers-GBR 2021!*

Thank you for your time and consideration. Be our partner and make this journal a part of your life of ideas, thoughts and practice.

Happy Reading.

(V.K. Singh)

**STATEMENT ABOUT OWNERSHIP AND OTHER PARTICULARS OF THE JOURNAL
GURUKUL BUSINESS REVIEW (GBR)**

FORM-5
(See Rule 8)

- | | | | |
|----|--|---|---|
| 1. | Place of publication | : | Haridwar, Uttarakhand |
| 2. | Periodicity of its publication | : | Annual |
| 3. | Printer's Name | : | Professor Dinesh Bhatt |
| | Nationality | : | Indian |
| | Address | : | Registrar, Gurukula Kangri
(Deemed to be University), Haridwar |
| 4. | Publisher's Name | : | Professor Dinesh Bhatt |
| | Nationality | : | Indian |
| | Address | : | Registrar, Gurukula Kangri
(Deemed to be University), Haridwar |
| 5. | Editor's Name | : | Professor V.K. Singh |
| | Nationality | : | Indian |
| | Address | : | Head & Dean, FMS, Gurukula Kangri
Vishwavidyalaya, Haridwar. |
| 6. | Name and addresses of the individuals who own the newspaper and partners or shareholders holding more than one per cent of the total capital | : | Gurukula Kangri
(Deemed to be University), Haridwar |
| 7. | Printed at | : | Kiran Offset Printing Press,
Kankhal, Haridwar. |

I, Professor Dinesh Bhatt, hereby declare that particulars given above are true to the best of my knowledge and belief.

Professor Dinesh Bhatt
Registrar
Gurukula Kangri
(Deemed to be University)
Haridwar.



FEEDBACK FORM

Would you take a moment to evaluate the papers/articles you have read in the 16th issue of the "Gurukul Business Review (GBR)" Your valuable comments will help shape future issues. Thank you!

	Highly Appreciable	Somewhat Appreciable	Not Appreciable
1. MEDIATING EFFECT OF AUTHENTICITY.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
2. ORGANIZATIONAL CULTURE AND MANAGERIAL EFFECTIVENESS.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
3. THE ROLE OF MARKETING RESOURCES	<input type="text"/>	<input type="text"/>	<input type="text"/>
4. INTERNATIONALIZATION AND INNOVATION CAPABILITIES.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
5. DOES AWARENESS AND DEMOGRAPHICS REALLY INFLUENCE.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
6. WORK FROM HOME.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
7. CONSEQUENCES OF COVID-19.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
8. CORPORATE SOCIAL RESPONSIBILITY.....	<input type="text"/>	<input type="text"/>	<input type="text"/>

We'd appreciate your comments and suggestions about articles in this issue of the "Gurukul Business Review-2020" in general: _____

Name : Dr./Mr./ Ms. _____ Designation : _____ Phone : _____

Address : _____



SUBSCRIPTION FORM

I wish to subscribe to "Gurukul Business Review-2020" for 1 / 2 / 3 year (s). A bank draft bearing no. _____ dated _____ for Rs. / US\$ _____ drawn in favour of "Registrar, Gurukula Kangri (Deemed to be University), Haridwar", toward subscription for _____ year(s) is enclosed.

Name _____

Address _____

City _____ Pin _____

Country _____

Phone _____

Fax _____

E-mail _____

Signature with date.....

Subscription Rates			
Category	1yr	2yr	3yr
Indian (in Rs.)			
• Institutions	200	350	500
• Individuals	100	175	225
• Alumni	75	125	175
Foreign (in US\$)			
• Air-Mail	15	25	40

POST

STAMP

TO,

THE EDITOR
GURUKUL BUSINESS REVIEW (GBR)
FACULTY OF MANAGEMENT STUDIES
GURUKULA KANGRI
(DEEMED TO BE UNIVERSITY)
HARIDWAR-249 404 (INDIA)



POST

STAMP

TO,

THE EDITOR
GURUKUL BUSINESS REVIEW (GBR)
FACULTY OF MANAGEMENT STUDIES
GURUKULA KANGRI
(DEEMED TO BE UNIVERSITY)
HARIDWAR-249 404 (INDIA)