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EDITORIAL



DR. (PROF). R. GANESAN
CHIEF EDITOR

This journal has been marching towards its goal of providing a variety of innovative, original articles of relevant research contents. Today research in the area of management is progressively extending towards technologically oriented allied sciences and thereby becoming multi disciplinary. However if is the healthy originality with technical refinement that would justifiably recognise the sanctity of research.

Multi-dimensional research approach to multi-faceted managerial problems can ensure new trends of thought and thereby usher in opportunities and as well as challenges.

It is earnestly hoped that the articles in this issue would be quite interesting to the readers. Suggestions from readers are welcome.