

Inspira-

Journal of Modern Management & Entrepreneurship (JMME)

(A National Multidisciplinary bi-lingual Quarterly Peer Reviewed Refereed Journal)

Vol.14 | No.03 | July-September, 2024

Indexing Status: Inspira-JMME is Indexed and Included in:

COSMOS Foundation & Electronic Journal Library EZB, Germany || Directory of Journals indexing (DOJI) International Institute of Organised Research (I2OR) || Global Society for Scientific Research (JIF) International Accreditation and Research Council (IARC) || Research Bible || Academic Keys International Society for Research Activity (ISRA) || Open Academic Journals Index (OAJI) Directory of Research Journal Indexing (DRJI) || International Scientific Indexing (ISI) Journal Factor (JF) || General Impact Factor (GIF) || Scientific World Index (SCIWIN) International Innovative Journal Impact Factor (IIJIF) || Google Scholar.

EDITORIAL BOARD - JMME

CHIEF EDITOR

PROFESSOR (DR.) S. S. MODI

Former Head

Department of Accountancy and Business Statistics Faculty of Commerce, PG School of Commerce University of Rajasthan, Jaipur-302004 Rajasthan (India) Past President, Indian Accounting Association (IAA) Secretary, Indian Accounting Association, Jaipur Branch

MANAGING EDITORS

Dr. Vijay Hematlal Pithadia

Director - MBA & i-MBA Programs Smt. S.H. Gajera MBA Mahila College Amreli, Gujarat Email ID: drvijaypithadia1@gmail.com

Prof. (Dr.) Manvinder Singh Pahwa

Professor
Department of Commerce
Dr. Harisingh Gour Vishwavidyalaya (A Central University)
Sagar, M.P.
Email ID: manvinder.singh@dhsgsu.edu.in

Dr. Anukrati Sharma

Associate Professor
Department of Commerce and Management
Coordinator, Skill Development Centre
University of Kota, Kota, Rajasthan
Email ID: dr.anukratisharma@gmail.com

EDITORIAL CUM ADVISORY BOARD

Prof. B. Ramesh Goa University, Goa	Prof. Pratapsingh Chauhan Vice Chancellor, Shri Govind Guru University, Godhra	
Prof. Achalapathi K. V.	Prof. K Eresi	
D.I.S.T., Hyderabad	Dr. B.R. A.V., Bengaluru	
Prof. G Soral	Prof. Sanjay Bhayani	
ML Sukhadia University, Udaipur	Saurashtra University, Rajkot	
Prof. S.K. Khatik	Prof. Anil Mehta	
Barkatullah University, Bhopal	University of Rajasthan, Jaipur	
Prof. Hitesh Shukla	Dr. M.L. Vasita	
Saurashtra University, Rajkot	University of Rajasthan, Jaipur	
Dr. Hem Chand Jain	Dr. Ashok Kumar	
University of Delhi, Delhi	JNVU, Jodhpur	
Dr. Manish B Vyas	Dr. Aarti Chopra	
Nagpur, Maharashtra	Poornima University, Jaipur	
Dr. Asha Rathi	Dr. B.L. Yadav	
JNV University, Jodhpur	NIMS University, Jaipur	

Statutory Warning: No part of this journal may be reproduced or copied in any form or by means (graphic, electronic or mechanical, including photocopying, recording, taping, or information retrieval system) or reproduced on any disc, tape, perforated media or any other information storage device etc., without the prior written permission of the publishers. Breach of this condition is liable for legal action. However, researcher may use any part of this journal in their research work provided that proper citation is used in their work and description of such reference/citation is compulsorily required to inform in writing to the publisher within a month of publication/award of research work.

The Editorial Board of the "Inspira-Journal of Modern Management & Entrepreneurship (JMME)" is not responsible for views expressed by the authors and reviewers.

website:-www.inspirajournals.com

GUIDELINES FOR SUBMISSION OF RESEARCH MANUSCRIPTS FOR PUBLICATION IN JOURNAL OF INSPIRA

The following are the guidelines applicable to contributions:-

- 1. The cover page should include Title, Abstract, Keywords, Authors(s) and Affiliations(s) Official Address (es) as well as Residential Address (es) with Pin Code (s) Email Address (es). Please indicate the corresponding author. The abstract not exceeding 200 words along with 5 Keywords, citing the purpose, scope and conclusion of the submission. Preferably it should explain why the readers should consider the same important.
- 2. Articles should not be more than 2500-5000 words including notes, references & tables.
- 3. Text should be 1.5 spaced typed in MS-word on A4 size paper leaving one inch margins all around. The text must be typed in font size 12 and font type "Times New Roman".
- 4. The main text should not contain name of the author. The manuscript should not contain footnotes. References should be given at the end of the manuscript.
- 5. Reference should be given in APA style.
- 6. Tables: tables (each on a separate sheet) should be numbered consecutively in Arabic numerals and should be referred to in the text as Table 1, Table 2 etc. tables should not duplicate results in Graphs.
- 7. Graphs: With minimum descriptive text and Graph axes should be labeled with variable written out in full, along the length of the axes, with the unit in parenthesis.
- 8. All submissions for publication are referred on the 'double blind' system by at least two professionals.
- 9. Articles must be original and hitherto unpublished.
- 10. The final decision on the acceptance or otherwise of the paper rests with the Editors, and it depends entirely on the standard and relevance of the paper.
- 11. The final draft may be subjected to editorial amendment to suit the Journal's requirements.
- 12. All author/s must sign and send the "Copyright Certificate" along with their submission.
- 13. In the case of website, please do not forget to mention the date of accessing.
- 14. Electronic submissions should be sent to editor@inspirajournals.com / profdrssmodi@gmail.com Hard copies are accepted, but there must be three printed copies along with the soft copy saved on a CDROM.

Prof. (Dr.) S.S. ModiChief Editor

INSPIRA

INSPIRA-JMME

MEMBERSHIP SUBSCRIPTION RATES FOR THE JOURNAL

	India		Outside India	
	Annual	Five Years	Annual	Life Membership
Individuals	₹2,500	₹ <i>7</i> ,500	US \$ 50	US \$ 100
Institutions	₹3,000	₹ 8,000	US \$ 80	US \$ 200

^{*}For rebate contact at 9829321067/9828571010.

Please send your Subscription to "INSPIRA" payable at Jaipur



Chief Editor, INSPIRA- Journal of Modern Management & Entrepreneurship (JMME)
25, Modi Sadan, Sudama Nagar
Street Near Gangaur Sweets Opp. Glass Factory
Tonk Road, Jaipur-302018, Rajasthan, India.
editor@inspirajournals.com/profdrssmodi@gmail.com
Mobile: 09829321067 / 09828571010







Printed in India by **Prof. (Dr.) S. S. Modi** on behalf of the INSPIRA, Jaipur, Rajasthan **Website: www.inspirajournals.com**