

Editorial

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Dear Readers,

It is pleasure to bring out the issue 2 volume 3 of International Journal of Research in Business Studies (IJRBS).

This issue is containing various explorations made by researchers and practitioners, covering various dimensions like finance and financial perception, job satisfaction, HR intervention in corporate sector, digital marketing, innovation, banking, and demonetization.

I sincerely appreciate the contribution of each author to the body of knowledge.

We are striving to make this journal more useful, focused, and thorough to better fit the expectations of the domain and academia.

Hope it will add value to you.

I will wait for your feedback and suggestion for this issue and otherwise also.

Arun Kumar

Editor-in-chief

IJRBS