

# International Journal of Research in Business Studies

## Volume 8 Issue 1 June 2023

### Editorial Board

#### **Editor-in-Chief**

**Professor Arun Kumar**  
Department of Commerce and Business Administration,  
University of Allahabad, Prayagraj, Uttar Pradesh, India.  
[www.arunk.com](http://www.arunk.com)

#### **Editor**

**Dr. Priyadarshani Singh**

### National Editorial Board

**Professor R. K. Singh** Professor, Delhi School of Economics, Delhi University, Delhi, India.

**Professor Y. S. Thakur** Professor, Dr. Hari Singh Gour University, Sagar, Madhya Pradesh, India.

**Professor Piyush Ranjan Agrawal** Professor, Motilal Nehru National Institute of Technology, Prayagraj, Uttar Pradesh, India.

**Dr. Subodh Kesharwani** Associate Professor, Indira Gandhi National Open University, New Delhi, Delhi, India.

**Dr. Ekta Verma** Assistant Professor, University of Allahabad, Prayagraj, Uttar Pradesh, India.

**Dr. Swati Agrawal** Professor, Jaipuria Institute of Management, Noida, Uttar Pradesh, India.

**Dr. Himanshu Srivastava** Assistant Professor, University of Allahabad, Prayagraj, Uttar Pradesh, India.

**Dr. Sarita Maxwell** Assistant Professor, University of Allahabad, Prayagraj, Uttar Pradesh, India.

**Dr. Rohit Singh** Professor, AURO University, Surat, Gujarat, India.

**Dr. Kumar Neeraj Sachdev** Associate Professor, Birla Institute of Technology & Science (BITS-Pilani), Pilani, Rajasthan, India.

**Dr. Amita Maxwell** Assistant Professor, Sam Higginbottom University of Agriculture, Technology and Sciences, Prayagraj, Uttar Pradesh, India.

**Dr. Meera Mehta** Assistant Professor, Shaheed Bhagat Singh College, Delhi University, Delhi, India.

**Dr. Sameer Shekhar** Assistant Professor, The ICFAI University, Agartala, Tripura, India.

**Dr. Suparna Dutta** Associate Professor, Birla Institute of Technology & Sciences (BITS) Mesra, Ranchi, India.

**Dr. Tanmoy Rudra** Executive Secretary of Confederation of Indian Universities (CIU), New Delhi, Delhi, India.

**Dr. Rekha Mewafarosh** Academic Associate, Indian Institute of Management (IIM), Kashipur, Kundeshwari, Kashipur, Uttarakhand, India.

**Dr. Nitin Varma** Professor, Chitkara University, Chandigarh, Punjab, India.

### International Editorial Board

**Dr. Mohan Lal Agarwal** Professor, Mena College of Management, Dubai, United Arab Emirates.

**Professor Mussie Tessema** Professor, Winona State University, Winona, Minnesota, United States.

**Dr. Parag Dhumal** Associate Professor, University of Wisconsin – Parkside, USA.

**Professor Sudipto Sarkar** Professor, DeGroote School of Business, McMaster University, Hamilton, Canada.

**Dr. Sohail S. Chaudhry** Professor, Villanova School of Business, Villanova University, Villanova, USA.

**Yusuff Utiyineshola Adeleke** Professor, National Centre for Technology Management (NACETEM), Abuja, Nigeria.

**Professor Anshuman Khare** Professor, Faculty of Business, Athabasca University, Edmonton, Canada.

**Dr. Mohammad Abu Faiz** Assistant Professor, City University College of Ajman, Dubai, United Arab Emirates.

**Dr. David Boohene** Lecturer, All Nations University College, Koforidua, Ghana, West Africa.

**Prof. Gautam B Singh** Professor & Technology Lawyer, Oakland University, Rochester, MI, USA.

Contents may not be copied, emailed, or reproduced without copyright holders' expressed permission in writing.

The views expressed by the authors are of their own and not necessarily of the editors nor of the publisher nor of authors' organizations.

### Publisher

**Shuchita Prakashan (P) Ltd.**

25/19, L.I.C. Colony, Tagore Town,  
Prayagraj - 211002, U.P., India. Mob. : 7754818899  
Copyright of the IJRBS, all rights reserved.

For any complaint/suggestion, please send an email to [contact@ijrbs.com/care@shuchita.com](mailto:contact@ijrbs.com/care@shuchita.com)