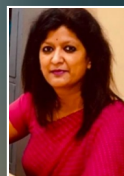


About the Editors



Dr. Aarti Chopra is a seasoned academican with over 19 years of teaching and administrative experience in higher education. She is an admired teacher and an efficient administrator. Besides her Masters and Doctorate in Business Administration, she also holds a professional law degree. Currently, she is working as an Associate Professor in MBA department at Poornima University, Jaipur and resource person at Lady Shri Ram College, New Delhi. She is the national gold medalist in Public Relation Program. She is the author of several books and research papers on various topics related to Commerce and Management. She is also an active member of NGO working actively for the promotion of Khadi and sustainable fashion. She is the member of many professional organisations and the joint secretary of a leading research organisation. She has 2 national and 1 international patents to her credit. Dr. Chopra is the former student union president of Kanoria Mahila Mahavidyalaya and Vice President of KMM alumni association. She is the recipient of many awards as Education Icon Award, Excellence in Academics Award and Mahila Shakti Award. She is also SHRM certified corporate trainer and PoSH trainer having trained over 5000 industry professionals at various Banks and PSUs as Punjab National Bank, Rajasthan Rajya Vidyut Nigam, Rajasthan Electronics and Instruments Ltd, etc.



Dr. Nandini Sharma is a distinguished academican and Head of the Department of Business Administration at S. S. Jain Subodh PG (Autonomous) College. With 20 years of teaching experience, she has an impressive academic and professional record. Dr. Sharma has presented over 30 research papers at various national and international conferences and has published more than 35 research papers in esteemed journals. She is also the author of 10 textbooks catering to B.Com, BBA, and MBA students. Her areas of specialization include Human Resource Management, Indian Ethos, Risk and Insurance Management, Marketing, and Business Management. Dr. Sharma has organized two international conferences and holds two patents under the Intellectual Property Rights Act, showcasing her commitment to innovation and research. Her contributions to education have earned her numerous accolades, including the prestigious Jewel of India and Shiksha Shiromani Award, as well as more than 20 other awards and recognitions from national and international organizations. Beyond academia, her articles on contemporary issues have been featured in newspapers, reflecting her engagement with current debates and developments. Dr. Sharma is also a life member of various academic bodies and has been actively involved in social work, serving as Vice-President and Treasurer of two reputed NGOs. Her multifaceted achievements and dedication make her a respected figure in both academic and social circles.



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