

RESEARCH METHODOLOGY

Author's Profile



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Mr. Manish Gulyani is an Assistant Professor in the Department of Management Studies at Panipat Institute of Engineering & Technology, with over 14 years of experience in academics, administration, and research. He has presented research papers on diverse topics related to marketing and economics in both national and international journals. His active participation includes attending more than 10 national and international conferences, along with contributing to over 10 faculty development programs (FDPs). In addition to his academic achievements, he has edited several books and served as a resource person in various FDPs and conferences. His research and teaching interests span General Management, Operations Research, Financial Management, and Business Statistics.



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Dr. Monisha is Professor of Department of Management Sciences at Tecnia Institute of Advanced Studies, Rohini, New Delhi. She has an experience of over two decades in academics, administration and research. She has many research papers to her credit published in National and International Journals (Scopus Indexed, ABDC and UGC Care). She has attended 20+ National & International Conferences and 15 Faculty Development Programmes. The author is acting as a panel member of Editorial Board of UGC listed Journals. She has also edited books and contributed as resource person in FDPs and Conferences. Her areas of interest include General Management, Service Marketing, and Economics.



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Dr. Navita is a seasoned academic and researcher with expertise in Human Resource Management, Organizational Behaviour, HR analytics, and General Management. With over 20 peer-reviewed publications and participation in more than 30 national and international conferences, she has significantly contributed to the field of management. A frequent coordinator and resource person for various workshops and seminars, Dr. Navita is also a member of the editorial boards of reputed journals. Their extensive research and practical insights continue to shape innovative approaches in HR and management practices.



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