

PREFACE

We are currently on the door of Digital era, where we can expect great change in the way businesses are carried out. Organization needs to see opportunities of digital era, manage the risks associated with operating under this environment and strategically work for not only sustain in market but also grow well. Therefore the theme of the fifteenth AIMS International Conference on Management (AIMS-15) is, "Managing Organizations in Digital Era."

This conference is jointly organized by IMT Ghaziabad, AIMS International -The Association of Indian Management Scholars and International Forum of Management Scholars.

The Conference proceedings consist of 25 papers organized in 5 categories: Finance, Human Resource Management, Technology, Marketing and Operations Management. We hope these proceedings will serve as a valuable reference to managers and academics for many years to come.

Several people have worked hard behind the scene to organize this conference and produce the proceedings. We wholeheartedly thank the Conference Patron and Director of IMT Ghaziabad Dr. Atish Chattopadhyay, Conference Co-chairs Dr. Ravikesh Srivastava and Dr. Jayanthi Ranjan for their support. We are also grateful to Mrs. Minaxi Agrawal, and Mrs. Punam Makwana for their valuable contribution in the preparation of the proceedings.

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