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# BHU Management Review

A REFEREED AND PEER REVIEWED JOURNAL OF CONTEMPORARY MANAGEMENT RESEARCH

Vol. 8, Issue-1 & 2, Jan - Dec 2020

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**INSTITUTE OF MANAGEMENT STUDIES, BANARAS HINDU UNIVERSITY**  
(Faculty of Management Studies), Varanasi (INDIA)



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Selection of Manufacturing System Based on Their Effectiveness During Covid-19 Pandemic <b>Ram Prakash, Ashish Agarwal</b>	1 - 10
A Study on Impact of Demographic Factors Influencing E-shopping Behaviour of Indian Consumers <b>Krishan Kant Pandey, Noorul Hasan</b>	11 - 23
Instagram as New platform for Political Participation among Indian Youth: An Opinion Study of University Students <b>Isha Kumari Bhatt, Varinder Kumar</b>	24 - 33
Ayurveda Rules Back : An Overview Of Wellness Industry <b>Harshada Jeetendra Raut, Chhabi Sinha</b>	34 - 43
Opportunities and Challenges of Paid Search Marketing: A Case Study of Indian Firms <b>Anuj Jatav, Madan Lal</b>	44 - 57
Understanding the Psychology of March 2020 Stock Market Crash <b>Smita Datta, Anindita Chakraborty</b>	58 - 62
Corporate Social Responsibility: A case of Cipla Limited <b>Amritjot Kaur Sekhon, Lalit Mohan Kathuria</b>	63 - 69

Call for Papers, Copyright Form, Author's Guidelines



## BHU MANAGEMENT REVIEW

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### Call for Papers

**Dear Prospective Contributors,**

Greetings from **Institute of Management Studies, Banaras Hindu University, Varanasi (INDIA)**.

Banaras Hindu University, founded by the Great visionary, Pt. Madan Mohan Malaviya in the year 1916, is currently celebrated its Centennial Year. Over the years, the University has contributed tremendously for the development of human society. The University, spread over 4000 acres of land in two different campuses, comprises 6 institutes, 16 Faculties and near 140 academic teaching departments. It offers a number of programs ranging from science and technology to music, mountaineering, flying etc.

Management education started in the University in the year 1968. It got gradual elevation through Department of Management Studies to Faculty of Management Studies and finally got upgraded to Institute of Management Studies in the December 2015. We are celebrating Golden Jubilee of our services in the field of management education. Over the years, it has produced more than 5000 management graduates who are currently holding senior managerial positions in reputed public and private sector organizations across the globe, or serving as government officers of higher ranks and also groomed successful entrepreneurs.

The core strength of the Institute is its dedicated highly skilled faculty, which is the backbone of the institute. Over hundred doctoral researches on a variety of topics under management discipline, besides, sponsored live projects and consultancy assignments have been undertaken by the institute. Recently, the institute has started **Atal Incubation Centre with the support of NITI Aayog, Government of India**.

It is our proud privilege and pleasure to inform you that the Journal of the Institute entitled 'BHU Management Review : A Refereed and Peer Reviewed Journal of Contemporary Management Research (ISSN2231-0142)' is having publishing frequency of twice in a year. BHU Management Review is a research journal of Contemporary Management Research and is intended to facilitate academicians, management thinkers, experts, professionals, practitioners, researchers and students to share their knowledge and experience.

It endeavors to publish results of research work in various business and management domains including multi-disciplinary research comprising: Research Papers, Case Studies, Corporate Experiences, Book Reviews, Current business developments etc. We take this opportunity to cordially invite you to contribute thought provoking and unpublished research paper to publish in the journal.

The Journal is bi annual. Authors are requested to send either hard copies or soft copy of their research papers as per guidelines specified. The hard copy of the manuscript should be send to The Managing Editor, BHU Management Review, Institute of Management Studies, Banaras Hindu University, VARANASI-221005 and soft copy can be submitted to email address: [bhumanagmentreview@fmsbhu.ac.in](mailto:bhumanagmentreview@fmsbhu.ac.in).

**Submission Deadline:** Open throughout year, however, paper submitted upto 30<sup>th</sup> June will be part of First Issue and papers submitted upto 31<sup>st</sup> December will be part of Second Issue.

**Publication Charges:** Nil

*We shall be thankful, if you could circulate this information among your colleagues and research scholars and motivate them to contribute their research papers interested in research and publications.*

With profound regards,

**Ashutosh Mohan**  
Managing Editor  
Mb.: +91 9839812181

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- (a) The manuscripts should normally not exceed 20 (A 4 Size) pages, margin 1 inch in all sides including figures and tables, typed in 1.5 space in 12 - point – preferably – in Times New Roman font
- (b) Research paper / article should be submitted in the form of MS Word file through e-mail.
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  - (ii) an abstract of the paper in about 200-250 words (Times Roman 10-point type & single spacing).
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- (e) The manuscripts may contain footnotes /end note. References should be placed at the end of the paper and arranged alphabetically.
- (f) References must be given in alphabetical order and typed on a separate page, single-spaced, at the end of the paper in APA style.
- (g) All Figures (charts, diagrams and line drawings) and Plates (photographic images) should be submitted in electronic form. They should be of clear quality, in black and white and numbered consecutively.
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The Editors reserve the right to reject/ return to the author(s) any manuscript that in their opinion is not suitable for publication in BHU Management Review, without expressly stipulating the reasons for doing so. In case of major/minor revisions, the possible suggestions will be provided to author(s) for resubmission and review of paper. Under no circumstances will the identity of the reviewer(s) and referee(s) be disclosed to the author(s) or to any other third party not involved in the editorial process.

### Review process :

Research Papers/Articles received will immediately be put before the editorial committee for initial review. **The submitted paper will be checked for Plagiarism and similarity of more than 15 percent will led to decision for rework for the submitted paper.** The selected papers will be sent to two reviewers for their opinion with a request to pass on the same in four week's time or less. An effort is made to publish a paper duly recommended by a reviewer within a period of two to six months.

Correspondence and proofs for correction will be sent to the first author unless otherwise specified. The article will be published after receipt of the corrected proofs from the authors.

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### Submission Instructions:

The Articles/Research papers sent to :

The Managing Editor, BHU Management Review, Institute of Management Studies (Faculty of Management Studies), Banaras Hindu University (BHU), Varanasi - 221005

**Email id:** bhumanagementreview@fmsbhu.ac.in



### About the University:

**Banaras Hindu University** is an internationally reputed temple of learning, situated in the holy city of Varanasi. The creative and innovative University was founded by the great nationalist leader, Pt. Madan Mohan Malaviya, in 1916. It played a stellar role in the independence movement and has developed into the greatest centre of learning in India. It has produced many great freedom fighters and builders of modern India and has immensely contributed to the progress of the nation through a large number of renowned scholars, artists, scientists and technologists who have graced its portals.

The area of the main campus of this premiere Central University is 1300 acres, which is the second largest in the World, having well maintained roads, extensive greeneries, a temple, an airstrip and buildings which are an architectural delight. Another campus of the University is coming up at Barkachha, in Mirzapur District, covering an area of 2800 acres. The university comprises 5 Institutes, Indian Institute of Technology-BHU, 16 Faculties, and 140 Departments spanning a vast range of subjects pertaining to all branches of humanities, social science, science, technology, commerce, management, medicine, performing arts and visual arts. It has 4 centres of Advanced Studies and several departments specially assisted by the UGC. It has a large number of specialized research centres.

*Banaras Hindu University is virtually 'The Universe in Microcosm'*

### About the Institute :

The University was achieving another milestone towards materializing the dreams of its great founder, **Pt. Madan Mohan Malaviya** when it started Post Graduate and doctoral Program in Management in the late 1960. It started as a Department in the Faculty of Commerce. Envisaging the increasing need for imparting quality management education and research, the University transformed the Department of Management Studies to an independent Faculty of Management Studies in the year 1984 and was upgraded to **Institute of Management Studies in 2016**. Dedicated efforts were made to run innovative and need based Programs for the corporate world under the dynamic leadership of professors of national and international repute. With continuous revision and innovation, the Institute has always been grooming managers capable of handling complex business operations of the day and future. During the last four decades, the university churned out near 5000 bright and dynamic managers who are currently holding prestigious positions in the corporate world across the globe.

### Recognitions:

- NITI Aayog has sanctioned **Atal Incubation Center** to the Institute, (**AIC – Mahamana Foundation for Innovation and Entrepreneurship – IM-BHU**).
- **DRS – Phase II SAP (Special Assistance Program)** : Faculty got the honour of being included in the Special Assistance Program of the UGC (DRS- Phase II) of University Grants Commission (Thrust area : **Social Innovation & Entrepreneurship Development in India**).
- **Allahabad Bank Chair Professor in Management**
- **Quality Improvement Program Centre:** FMS-BHU is one of the Quality Improvement Program Centres sponsored by AICTE for conducting short term training programs for teachers of management institutions approved by AICTE.
- **Host Institution for National Doctoral Fellowship in Management** : AICTE approved the Faculty as Host Institution for National Doctoral Fellowship in Management.
- **Entrepreneurship Development Cell** : All India Council for Technical Education (AICTE) approved and sponsored the Entrepreneurship Development Cell for carrying out research and training activities to inculcate the spirit of entrepreneurship among the youngsters.
- **Industry Institute Partnership Cell** : All India Council for Technical Education (AICTE) approved and sponsored the Industry-Institute Partnership Cell for carrying out consultancy and provide training for executives from business organizations and strengthen linkage with the corporate world.

Over a half dozen research projects sponsored by various external agencies such as AICTE, UGC, ICSSR etc. are either running or successfully completed. We are living in a world where the management education is gaining momentum. Skills of professional management makes career oriented younger generation more confident and successful in achieving their dreams. Organizations also require professional hands blended with management skills to carry out their future growth plans. In the present scenario, at IM – BHU, we understand that the responsibilities and challenges before management institutions in general and that too of our Institute, being one of the Premier Management Institution in the country in particular, we are continuously striving for achieving greater heights.



### Contact

**The Managing Editor**  
**Institute of Management Studies**  
*(Faculty of Management Studies)*  
**Banaras Hindu University**  
**Varanasi- 221005**  
**Phone: 09839812181**  
**email: [bhumanagementreview@fmsbhu.ac.in](mailto:bhumanagementreview@fmsbhu.ac.in)**  
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