

SAMVAD

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Editorial

SIBM is pleased to release Volume VIII of Samvad, a bi-annual journal of the institute. Samvad serves as a medium for dissemination of research for the institute's faculty and other academicians/ professionals. We are happy to inform you that the popularity of Samvad is achieving new heights and we are receiving good number of research articles for publication in Samvad. However, this has increased our responsibility to give space to rigorously researched and then reviewed articles in our journal.

This volume of Samvad is compilation of all the papers presented in our "International Research Conference on Innovative Business Strategies" which was organized on 28th and 29th March 2014 at SIBM Pune.

**Regards,
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All articles in this Journal have undergone a review process by the editors.