



ISSN: 3107-3913  
PIF (I2OR): 2.015

# International Journal of Academic Excellence and Research

(An International Quarterly Multidisciplinary bi-lingual Peer Reviewed Refereed Journal)

**Vol. 02 | No. 02 | April-June 2026**

UGC Approved Journal (The Gazette of India, Extraordinary Part III, Section 4, Dated July 18, 2018 & F.No.: 1-1/2018(CARE/JOURNAL) Dated 16 July, 2025)

International Journal of Academic Excellence and Research (IJAER)

Vol. 02 | No. 02 | April-June, 2026

Indexed in



# IJAER

## EDITORIAL ADVISORY BOARD - IJAER, ISSN: 3107-3913

### CHIEF PATRON

#### Prof. (Dr.) S.S Modi

Chairman, MGM Publishing House  
Former Professor & Head, Department of ABST  
University of Rajasthan, Jaipur  
President, Inspira Research Association  
Past President, Indian Accounting Association  
profdrssmodi@gmail.com

### PATRON

#### Prof. (Dr.) Anil Mehta

Professor of Management  
Department of Legal Studies, Banasthali Vidyapith &  
Former Professor, Department of BADM  
University of Rajasthan, Jaipur  
Vice President, Inspira Research Association  
mehta.2001@gmail.com

### EDITOR-IN-CHIEF

#### Prof. (Dr.) Rana Singh

Director, Chandragupt Institute of Management (CIMP), Patna Bihar  
Former Vice-Chancellor, Sanskriti University, Mathura, India &  
Former Director- Institutional Effectiveness (Quality Assurance)  
University of Jazeera, Dubai, UAE  
director@cimp.ac.in, dr.ranasingh@gmail.com

### MANAGING EDITORS

#### Dr. Anukrati Sharma

Associate Professor  
Department of Commerce and Management  
University of Kota, Kota Rajasthan  
dr.anukratisharma@uok.ac.in

#### Dr. Ravi Kant Modi

Founder & CEO, MGM Publishing House  
General Secretary Inspira Research Association-IRA &  
Professor & Dean School of Commerce & Management  
Nirwan University Jaipur  
ravimodii@gmail.com, dean.commerce@nirwanuniversity.ac.in

### ASSOCIATE EDITORS

#### Dr. Aarti Chopra

Associate Professor  
Faculty of Management and Commerce  
Poornima University, Jaipur, Rajasthan  
chopraaarti.1981@gmail.com

#### Dr. Shruti Arora

Associate Professor  
Modi Institute of Management & Technology  
Kota, Rajasthan & Guest Faculty, University of Kota, India  
shruti11mehta@gmail.com

### EDITORIAL CUM ADVISORY BOARD

<b>Dr. Jolly Sahni</b> Director, Jubilation Office Associate Director MBA Program Prince Sultan University, Riyadh, Saudi Arabia jsahni@psu.edu.sa	<b>Dr. Jeetesh Kumar</b> Head of Research Faculty of Social Sciences and Leisure Management Taylor's University, Malaysia jeetesh.kumar@taylors.edu.my	<b>Dr. Pastor Arguelles Jr.</b> Director, Research and Publication Office University of Batangas Lipa City Philippine pastor.arguelles@ub.edu.ph
<b>Dr. Shweta Singh</b> Founder, Ennoble IP Economic Times Most Inspiring Women Leader Entrepreneur Speaker & Author, Delhi, India ceo@ennobleip.com	<b>Dr. Prabha Thoudam</b> Dean Academic & International Affairs Firebird Institute of Research in Management Coimbatore, Tamil Nadu, India dean.academics@firebird.ac.in	<b>Dr. Pavnesh Kumar</b> Professor, School of Management Studies Indira Gandhi National Open University (IGNOU) pavneshkumar@ignou.ac.in
<b>Dr. Meghna Chhabra</b> Professor Delhi School of Business, New Delhi meghna.chhabra@dsb.edu.in	<b>Dr. Ajay Kumar Singh</b> Director of Research Centre, HJU and Head Department of BA Journalism and Mass Communication Haridev Joshi University of Journalism and Mass Communication, Jaipur AjayKSingh@hju.ac.in	<b>Dr. Reena Anand</b> Associate Professor & Head Librarian Nirwan University Jaipur reena.anand@nirwanuniversity.ac.in
<b>Dr. Shweta Sharma</b> Assistant Professor, Department of History S.S. Jain Subodh PG College (Autonomous) Jaipur, Rajasthan swetasharma@subodhpgcollege.com		

**Statutory Warning :** No part of this journal may be reproduced or copied in any form or by means (graphic, electronic or mechanical, including photocopying, recording, taping, or information retrieval system) or reproduced on any disc, tape, perforated media or any other information storage device etc., without the prior written permission of the publishers. Breach of this condition is liable for legal action. However, researcher may use any part of this journal in their research work provided that proper citation is used in their work and description of such reference/citation is compulsorily required to inform in writing to the publisher within a month of publication/award of research work.

The Editorial Advisory Board of the "International Journal of Academic Excellence and Research (IJAER)"  
is not responsible for views expressed by the authors and reviewers.

website :- [www.mgmpublications.com](http://www.mgmpublications.com)

## GUIDELINES FOR CONTRIBUTORS

The following are the guidelines applicable to contributions:-

1. The cover page should include Title, Abstract, Keywords, Authors(s) and Affiliations(s) Official Address (es) as well as Residential Address (es) with Pin Code (s) Email Address (es). Please indicate the corresponding author. The abstract not exceeding 200 words along with 5 Keywords, citing the purpose, scope and conclusion of the submission. Preferably it should explain why the readers should consider the same important.
2. Articles should be between 3000-6000 words including notes, references & tables.
3. Text should be 1.5 spaced typed in MS-word on A4 size paper leaving one inch margins all around. The text must be typed in font size 12 and font type "Times New Roman".
4. The main text should not contain name of the author. The manuscript should not contain footnotes. References should be given at the end of the manuscript.
5. Reference should be given in APA style.
6. Tables: tables (each on a separate sheet) should be numbered consecutively in Arabic numerals and should be referred to in the text as Table 1, Table 2 etc. tables should not duplicate results in Graphs.
7. Graphs: With minimum descriptive text and Graph axes should be labeled with variable written out in full, along the length of the axes, with the unit in parenthesis.
8. All submissions for publication are referred on the 'double blind' system by at least two professionals.
9. Articles must be original and hitherto unpublished.
10. The final decision on the acceptance or otherwise of the paper rests with the Editors, and it depends entirely on the standard and relevance of the paper.
11. The final draft may be subjected to editorial amendment to suit the Journal's requirements.
12. All author/s must sign and send the "Copyright Certificate" along with their submission.
13. In the case of website, please do not forget to mention the date of accessing.
14. Electronic submissions should be sent to (publicationmgm@gmail.com/info@mgmpublications.com).

**Prof. (Dr.) Rana Singh**

Editor-in-chief

IJAER



# IJAER



**MGM PUBLISHING HOUSE**

Reg. No. - SCA/2023/14/134811

Website : [www.mgmpublications.com](http://www.mgmpublications.com)