

# GURUKUL BUSINESS REVIEW (GBR)

## Chief Patron

**Satya Pal Singh**

Chancellor, Gurukula Kangri (Deemed to be University) Haridwar, India.

## Patron

**Roop Kishore Shastri**

Vice-Chancellor, Gurukula Kangri (Deemed to be University) Haridwar, India.

## Board of Editorial Advisors

Alexia Panayiotou  
UC, Cyprus  
Anand Kumar  
UBI, UK  
B.K. Tiwari  
JNU, New Delhi

Elena Horska  
NITRA, Slovakia  
J. Bonnici  
CCSU, USA  
Menzhong Zhang  
NTU, Singapore

M.R. Gharehbakloo  
IAU, Iran  
Pankaj Madan  
GKV, India  
S.C. Bagri  
HNBG, India

S.C. Sharma  
Jaipur, India  
S.K. Singh  
BHU, India  
Yogesh Upadhyay  
Gwalior, India

## Board of Editorial Reviewers

Arun Kaushik, IIM Amritsar  
Ashu Khanna, IIT Roorkee  
Bindu Arora, KGM, GKV  
Deependra Sharma, Amity University, Gurgaon  
Gajendra Singh, SOM, Doon University  
Gaurav Chopra, IMS Unison University  
Geeta Rana, SHRU, Dehradun  
Gururaj G. Pathak, GMIT, Davangere  
Jugal Kishore, Presidency University, Bengaluru  
Juhi Garg, UPES, Dehradun  
Khaliqur Rehman Ansari, COER, Roorkee  
Mohsen Salem Brahami, IAEA University, Tunisia  
Shikha Sahai, Dhofar University, Oman  
Munazza Jabeen, Inter Islamic University, Islamabad  
MM Goel, Former VC JNU, Jaipur  
Nidhi Goel, SVR College of Commerce and Studies, Bengaluru

Mohd. Imran, ICFAI, Dehradun  
Nitin Girdharwal, KIET, Ghaziabad  
Omvir Gautam, Lovely Professional University, Punjab  
Patiraj Kumari, GKV, Haridwar  
Poonam Penuli, GKV, Haridwar  
Priti Bakhshi, Jaipuria Institute of Management, Indore  
Rakesh Sahani, University of Delhi  
Sunil Kumar, RDIAS, New Delhi  
S.K. Batra, SMJN College, Haridwar  
Sanchita Bansal, USMS, GSIP University, New Delhi  
Sudhanshu Joshi, Doon University  
Surekha Rana, GKV, Haridwar  
Tanmoy Roy, Sanjivani Group of College, Pune  
Devkant Kala, UPES, Dehradun  
Romita Kohali, MJP Rohilkhand University, Barilly  
Vijay Shankar, UPES, Dehradun

## Editorial Board

Editor-in-Chief  
V.K. Singh, FMS, GKV, Haridwar

Managing Editor  
Mihir Joshi, FMS, GKV, Haridwar

Associate Managing Editor  
Vyomkesh Bhatt, FMS, GKV, Haridwar

## Editorial Members

Anil Dangwal, FMS, GKV, Haridwar  
Amit Agarwal, FMS, GKV, Haridwar  
Kapil Pandey, FMS, GKV, Haridwar

Mithilesh Pandey, FMS, GKV, Haridwar  
Rajul Bhardwaj, FMS, GKV, Haridwar  
Vijayshree Sangwan, KGM, GKV, Haridwar

Ashish Arya, FMS, GKV, Haridwar  
Vivek Agarwal, FMS, GKV, Haridwar

**Copyright © 2021 by The Faculty of Management Studies (FMS), Gurukula Kangri (Deemed to be University). All rights reserved.**

The views expressed in the articles are those of the contributors and not necessarily of the Editorial Board.

The Editorial Board invites original, unpublished contributions in the form of articles, case studies or research papers.

No part of this publication may be reproduced or transmitted in any form or by any means or stored in any retrieval system of any nature without prior written permission. Application for permission for other use of copyright material including permission to reproduce extracts in other published works shall be made to the publishers. Full acknowledgement of author, publishers and source must be given.

**Faculty of Management Studies (FMS) Gurukula Kangri (Deemed to be University), Haridwar-249404, Uttarakhand (India) Tele. : 7455025010 Visit us at : <http://www.gurukulbusinessreview.in>, Email: [gbr@gkv.ac.in](mailto:gbr@gkv.ac.in)**

Although every care has been taken to avoid errors or omissions, this publication is being sold on the condition and understanding that information given in this journal is merely for reference and must not be taken as having authority of or binding in any way on the authors, editors, publishers and sellers who do not owe any responsibility for any damage or loss to any person, whether a purchaser of this publication or not, for the result of any action taken on the basis of this work.



## FROM THE DESK OF THE EDITOR

Greetings and best wishes,

Time flies, after sixteen years of regular publication 17th issue of Gurukul Business Review (GBR), 2021 is tabled for you all. Let me start with reminding you about the transformation GBR went through in the last two years:

- Now the GBR has its own dedicated website [www.gurukulbusinessreview.in](http://www.gurukulbusinessreview.in)
- The paper submission process is now online through the website mentioned.
- The abstract in the paper needs to be in a structural format (check author's section and manuscript requirements on the website).
- The referencing style has changed, earlier we use to refer APA but now we follow the Harvard style of referencing (For details, please visit the website of the journal).
- GBR follows the Committee on Publication Ethics (COPE) guidelines. GBR has adopted COPE's best practice guidelines for dealing with ethical issues in a journal.
- A gentle reminder on payment policy of GBR. The journal does not charge any fee from the authors for publication. However, to subscribe it within India, you have to bear a nominal cost of Rs 200/Annually for Institutions, Rs 100/Annually for Individuals and Rs 75 for Alumni. The subscription fee for bodies outside India is \$15 Annually.
- One of the refreshing news for the stakeholders of GBR is that now we are indexed in two more databases. One Web of Science Group (ESCI) and second, Indian Citation Index (ICI) other than Cabell's Directory, Inc. and recently got inducted in J-GATE online database.
- The journal impact factor has climbed to 2.82 from 0.75, courtesy IIFS.
- Since volume 16, GBR has also begun assigning DOIs to all articles published online and print.

One of the prime reasons for the structural change is to meet the international standards and UGC guidelines, and be progressive in the competitive world of publication. The result was the indexing of GBR in above mentioned databases of international repute. To maintain the progress, we are now targeting SCOPUS and Emerald. With your wishes and quality research papers hope we will be able to make it in coming years.

The 16th issue of GBR received papers from India and abroad, touching the themes imotional dissonance, organizational culture and managerial effectiveness, marketing dynamic capabilities, Export performance of indian auto component manufacturing industry, investment motives of working women, consequences of COVID-19 on imports and exports of China and corporate social responsibility. This year we received a total of 40 papers out of which 25 were desk rejected (due to not meeting the minimum standard of GBR), 15 papers went for the review process and finally 08 papers were able to make it for publication in GBR 2021. That leads to an acceptance rate of 20%.

Complying to the structural changes and difficulties faced by the authors in the restructuring process, I really take this opportunity to thank all the contributors and readers of GBR for making it an astounding success. As an editor, I also want to thank the university administration, authors, board of editorial advisors, board of editorial reviewers, my managing editor, associate managing editor, the faculty members, and the research scholars of FMS for their contribution that has really made the journey to complete uninterrupted Seventeen years of its publication.

As now we are ready for the 18th issue of GBR-2022, we ring the bell of *call for papers-GBR 2022!*

Thank you for your time and consideration. Be our partner and make this journal a part of your life of ideas, thoughts and practice.

Happy Reading.

(V.K. Singh)

**STATEMENT ABOUT OWNERSHIP AND OTHER PARTICULARS OF THE JOURNAL  
GURUKUL BUSINESS REVIEW (GBR)**

---

**FORM-5**  
(See Rule 8)

- |    |  |   |   |
|----|--|---|---|
| 1. | Place of publication   | : | Haridwar, Uttarakhand   |
| 2. | Periodicity of its publication   | : | Annual  |
| 3. | Printer's Name   | : | Professor Vinod Kumar Singh                                       |
|    | Nationality  | : | Indian  |
|    | Address  | : | Registrar, Gurukula Kangri<br>(Deemed to be University), Haridwar |
| 4. | Publisher's Name   | : | Professor Vinod Kumar Singh                                       |
|    | Nationality  | : | Indian  |
|    | Address  | : | Registrar, Gurukula Kangri<br>(Deemed to be University), Haridwar |
| 5. | Editor's Name  | : | Professor V.K. Singh  |
|    | Nationality  | : | Indian  |
|    | Address  | : | Head & Dean, FMS<br>(Deemed to be University), Haridwar           |
| 6. | Name and addresses of the individuals who own the newspaper and partners or shareholders holding more than one per cent of the total capital | : | Gurukula Kangri<br>(Deemed to be University), Haridwar            |
| 7. | Printed at   | : | Kiran Offset Printing Press,<br>Kankhal, Haridwar.                |

I, Professor Vinod Kumar Singh, hereby declare that particulars given above are true to the best of my knowledge and belief.

**Professor Vinod Kumar Singh**  
Registrar  
Gurukula Kangri  
(Deemed to be University)  
Haridwar.



## FEEDBACK FORM

Would you take a moment to evaluate the papers/articles you have read in the 17<sup>th</sup> issue of the "Gurukul Business Review (GBR)" Your valuable comments will help shape future issues. Thank you!

	Highly Appreciable	Somewhat Appreciable	Not Appreciable
1. THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BASED.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
2. A STUDY ON THE PREVALENCE OF PSYCHOLOGICAL IMPACT.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
3. EVALUATING HEALTH SYSTEM EFFICIENCY USING DATA.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
4. MARKETING IN THE NEW ERA: INVESTIGATING THE PERSONALITY.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
5. MINDFULNESS TRAINING INTERVENTION TO MANAGE STRESS.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
6. RELATIONSHIP BETWEEN BRAND IMAGE AND STORE IMAGE AS DRIVERS.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
7. AUTHENTIC LEADERS FOR AN ENGAGED AND SATISFIED.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
8. ROLE OF INTERNAL MARKETING IN DETERMINING ACADEMIC STAFF.....	<input type="text"/>	<input type="text"/>	<input type="text"/>

We'd appreciate your comments and suggestions about articles in this issue of the "Gurukul Business Review-2021" in general: \_\_\_\_\_

Name : Dr./Mr./ Ms. \_\_\_\_\_ Designation : \_\_\_\_\_ Phone : \_\_\_\_\_

Address : \_\_\_\_\_



## SUBSCRIPTION FORM

I wish to subscribe to "Gurukul Business Review-2021" for 1 / 2 / 3 year (s). A bank draft bearing no. \_\_\_\_\_ dated \_\_\_\_\_ for Rs. / US\$ \_\_\_\_\_ drawn in favour of "Registrar, Gurukula Kangri (Deemed to be University), Haridwar", toward subscription for \_\_\_\_\_ year(s) is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Pin \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Signature with date.....

Subscription Rates			
Category	1yr	2yr	3yr
<b>Indian (in Rs.)</b>			
• Institutions	200	350	500
• Individuals	100	175	225
• Alumni	75	125	175
<b>Foreign (in US\$)</b>			
• Air-Mail	15	25	40

POST

STAMP

TO,

THE EDITOR  
GURUKUL BUSINESS REVIEW (GBR)  
FACULTY OF MANAGEMENT STUDIES  
GURUKULA KANGRI  
(DEEMED TO BE UNIVERSITY)  
HARIDWAR-249 404 (INDIA)

POST

STAMP

TO,

THE EDITOR  
GURUKUL BUSINESS REVIEW (GBR)  
FACULTY OF MANAGEMENT STUDIES  
GURUKULA KANGRI  
(DEEMED TO BE UNIVERSITY)  
HARIDWAR-249 404 (INDIA)