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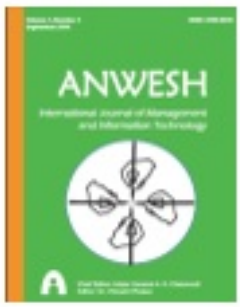
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About the Anwesh: International Journal of Management and Information Technology

Anwesh: International Journal of Management and Information Technology, is a biannual research journal, published by COER School of Management Roorkee, for encouraging quality research in the field of Management and Information Technology. This Journal provides a platform for interchange of ideas, research initiatives and outcomes of research carried out by the academicians, students, researchers and professionals. The main objective is to share information and knowledge in the various areas of Management and Information Technology and make the researchers aware about the future scope of the Research.

The Journal covers all topics related to Management and Information Technology associated with current trends in Technology, Innovations, and Creativity in writing cases and Book Review. The Journal is an attempt to infuse a holistic thought process in the overall field of Management and Information Technology industry with emphasis on the challenges faced while trying to be competitive globally. Research in Management and Information Technology, though not a new concept, is seeing significant changes in almost all areas with globalization and customer-driven market push. Therefore, there is a need to carry out research in this area which will cater to the ongoing changes in the industry.