



# Journal of Contemporary Research in Management

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## Journal of Contemporary Research in Management

Journal of Contemporary Research in Management (JCRM) provides a platform for academicians and practitioners of management to facilitate discussions and to disseminate their work and thoughts to the research community at large. The main objective of this journal is to keep the readers updated about the latest developments, theories and techniques in the field of management sciences. The journal seeks to publish innovative and original, research based articles, Case Studies and Research abstracts in all functional areas of management.

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