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*Organizational commitment and Job Satisfaction: A study of Manufacturing Sector*

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*A Study On Women Entrepreneurs In Beauty Care Service Industry With Special Reference To Virudhunagar District*

**Dr. Nidhi Pandey**

*Awareness of Life Skills for Job Sustainability amongst Management Students*

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*The Study Of E-Banking Services, Its Awareness And Uses Among Customers In India With Special Reference To Nagpur City*

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**Refereed Research Journal of**

**TIRPUDE INSTITUTE OF MANAGEMENT EDUCATION, NAGPUR**

**ISSN: 2319 – 5576**

**Editor**

***Dr. Praveen Mustoor***

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Dear Friend,

It gives me immense pleasure to introduce to you the fifth issue of 'APOTHEOSIS' Tirpude's National Journal of Business Research, an online publication that encompasses scholarly work of academicians and corporate professionals. We received an overwhelming response for this issue with some quality research papers in various domains.

A strong research culture is a precursor to academic development and environment. Knowledge disbursement then becomes more enriching. High quality original research enables an academic institution to serve its primary objective of value addition of updated and relevant knowledge to its students and the academic community at large. Research is one strand, which when weaved with other academic activities helps an institution to reach the pinnacle of academic excellence.

'APOTHEOSIS' offers its readers practical and meaningful contributions from academicians, research scholars and industry professionals in the field of business management that can be utilized for practical application in relevant fields.

This issue of APOTHEOSIS contains an array of research work conducted by various authors under numerous topics viz., Role of Microfinance Institutions in Rural Development; Determinants of Consumer Choice on Private Banking: A Case Study from Sabaragamuwa University of Sri Lanka; An Empirical Analysis of Supply Chain Competency of the Manufacturing Industry; Social Audit in Cooperatives – A case study on PACS Raidurg RR District, A Study on Women Entrepreneurs in Beauty Care Service Industry With Special Reference to Virudhunagar District; Risk Perception on Online Banking with Special Reference To HDFC and ICICI Bank.

My task as an editor became more perplexing by virtue of the thought provoking and original quality of research work submitted by contributors from diverse fields. It was extremely difficult selecting the best papers for publication though I could select a few based on originality with the help of our reviewing team comprising of erudite scholars from academia and industry.

I appeal to all my contemporaries in management education and related areas to subscribe to our Journal. This will facilitate dissemination of knowledge contained therein to one and all.

I am sure you will find the contents extremely enriching and of immense value and relevance to all concerned.

Thanking you in anticipation,

**Dr. Praveen Mustoor**  
Editor

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