



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A STUDY ON " PSYCHOLOGICAL WELL-BEING AND JOB SATISFACTION OF EMPLOYEES OF CONCENTRIX ORGANIZATION, VADODARA".

Toral Gohil
Student,
MBA-HRM

Faculty of Management Studies
Parul University

Vikram Mahala
Student,
MBA-HRM

Faculty of Management Studies
Parul University

Dr. Bijalben Shah (Asst. Prof)

Parul Institute of Management & Research Parul University
Parul University AT & P.O. Limda, Waghodia, Vadodara- 391760 Gujarat

Abstract:

In a fast changing and fast-paced global workplace, where maintaining competitive advantage is paramount to success, identifying ways of sustaining employee well-being is of increasing importance to a range of stakeholders, both within the context of work and beyond. Within the workplace, well-being is important not only to individual employees in terms of maintaining their own good health, but also to managers and organizations as there is evidence to suggest that poor well-being at work can have adverse effects on performance and overall productivity. Beyond the workplace, health service providers must manage the potential burden of poor individual and population health, exacerbated in many nations by ageing workforces. Given the existing evidence linking employee well-being to key organizational outcomes such as performance and productivity, identifying ways to enhance employee well-being is, arguably, a core function of contemporary human resource professionals. However, the juxtaposition of an increased focus on well-being at work and the current business climate of needing to do more with less can pose significant challenges for HRM professionals in contemporary organizations. This article reviews some key questions of interest to researchers in the field of HRM and well-being and suggests several areas for future research.

Introduction:

In today's business, it is more important than ever to create and maintain job satisfaction and psychological well-being in the workplace through good, efficient, and effective methods and technologies. Job satisfaction and psychological well-being are ways to minimize and prevent employee turnover. High staff turnover negatively impacts an organization's ability to grow effectively. Improve employee productivity through effective job satisfaction and psychological well-being. Human resource management is concerned with working with employees.

Since every organization is made up of people, maintaining job satisfaction and psychological well-being is critical to improving organization performance. An organization's ability to achieve success is aided by having a positive work culture. When job satisfaction and psychological well-being are associated in their jobs, leading to the accomplishment of organization goals, having a healthy work culture empowers an organization to gain a competitive advantage in the industry. The goal of this research is to learn more about the impact of job satisfaction and psychological well-being on employee turnover. Organizations must reduce employee turnover and take necessary actions to maintain job satisfaction and psychological well-being in order to ensure long-term success. Improving a person's psychological well-being benefits both the individual employee and the organization as a whole. Individual employee happiness is linked to psychological well-being, which is linked to physical health, longer lives, and higher happiness. Although it is critical to reduce the category of psycho-social risk in the workplace and to limit work-related compression, having a risk-averse approach to psychological well-being does not improve the benefits to an organization or its people. A proactive approach to psychological well-being, not merely risk reduction, is part of a positive approach to psychological well-being. It also entails focusing on the entire workforce, not just those who are already in conflict. The main message of this white paper is that psychological well-being affects work, work life and organizational performance. Over the past 20-30 years, the importance of psychological well-being in the workplace has grown as we have moved from physical bullying to psychological bullying. Positive psychological well-being should not conflict with challenging or strenuous work.

Literature Review:

Psychological well-being:

Ongoing research complements both theory and practice. Our results confirm the detrimental effects of emotional dissonance on people and businesses at the conceptual level. There are several empirical studies of predictors and outcomes of emotional dissonance. In fact, this is perhaps the first study to explore the meaning of emotional dissonance in an Indian context. Our study found that emotional dissonance was positively associated with change intentions and negatively associated with emotional well-being in Mrs. in the Indian pharmaceutical business.

According to the findings, there is a negative link between organisational identity and emotional dissonance. Finally, emotional dissonance was discovered to be a mediator between organisational identity and turnover intention.

(Linking emotional dissonance and organizational identification to turnover intention and emotional well-being: A study of medical representatives in india deepti bhatnagar) Background: During an epidemic, health care workers (hcws) are a particularly susceptible population in terms of physical, mental, and emotional health problems. It is critical to have a thorough grasp of the consequences of epidemics on hcws in order to put in place measures to ensure their safety. The goal of the review was to consolidate, evaluate, and contrast the available data in order to create a clear picture of how hcws are affected by epidemics and the factors that influence their mental health. Thirteen factors classified as sociodemographic variables, personal characteristics, social characteristics, and psychological components were identified. Conclusion: Infectious diseases have significant psychological impact on healthcare workers. The problem of homelessness needs to be addressed urgently. (Factors Influencing Psychological Well-Being of Healthcare Workers During a Pandemic: A Topical Review)

The purpose of this study was to determine how spirituality affects subjective stress and psychological well-being (PSB). This study also looks at the role of stress as a mediator in the relationship between spirituality and well-being. The study's design, methodology and approach are quantitative. Data were collected from 322 high school teachers using a systematic questionnaire. Data were analyzed using partial least squares structural equation modeling. conclusion. Spirituality and PWB were found to be positively related, but work stress was found to be inversely related. Subjective stress has also been found to be a key mediator in the relationship between spirituality and happiness. Social ramifications — Teachers' inner resources of spirituality can be used to cope with perceived stress levels, enhancing their sense of well-being. Psychologically clear and receptive minds are indispensable in the process of teaching. Originality/value – The present study combines the evolving construct of

workplace spirituality with PWB and subjective stress, which are under explored in the social sector. (Workplace spirituality, psychological well-being and mediating role of subjective stress A case of secondary school teachers in India Manju Mahipalan and Sheena S. National Institute of Technology, Surathkal, India)

The impact of perceived organisational support (POS) and psychological well-being (PWB) on organisational commitment was studied to better understand the link between individuals and organisations. 513 managers from two large Indian manufacturing companies took standardised POS, PWB, and OC tests to assess affective commitment (NC), normative commitment (NC), high sacrifice (HiSac), and low alternatives (LoAlt). According to regression analysis, POS has a considerable impact on psychological well-being and all aspects of organisational commitment. PWB was discovered to have a strong link to AC, NC, and LoAlt. The results of the mediation analysis demonstrated partial mediation between POS and AC, POS and NC, and POS and LoAlt. To further understand the impact of different characteristics of psychological well-being on organisational commitment, a post hoc study was conducted (Perceived Organizational Support and Organizational Commitment: The Mediation Influence of Psychological Well-Being Meenakshi Aggarwal-Gupta KJ Somaiya Institute of Management Studies & Research Neharika Vohra Indian Institute of Management Deepti Bhatnagar Indian Institute of Management)

Job satisfaction:

Workers who are happy are more likely to be productive, while productive workers are more likely to be happy. Employee job satisfaction is critical in order to meet the dynamic and ever-increasing demands of maintaining organisational productivity by keeping employees engaged and motivated. Furthermore, environmental challenges, rising health-care expenditures, and a diverse workforce present management with a problem. This could be avoided by building a work environment that maintains employee job happiness while also motivating employees to perform at their best at work, resulting in a work-life balance. The broad contours of several elements important for employee satisfaction are outlined in this study, as well as various methods for maximising employee satisfaction. Based on the foregoing, we may conclude that employee attitudes typically mirror the company's morale. Employee happiness is critical in customer service and sales since they represent the organisation to the public. Every company should devise tactics to improve the work environment and boost employee morale and happiness in order to boost staff performance and productivity, which leads to increased profits, customer satisfaction, and customer retention. When it comes to managing their staff, one of the most challenging areas for today's managers is job satisfaction. In order to please their employees, policymakers and managers have shifted their attention to providing various types of facilities to them. A pleasant working atmosphere and quality working conditions can increase employee job satisfaction, and employees can work hard to improve employee productivity.

(Journal of Indian Studies (ISSN: 2321-4155) Vol.1, No. , 2013, 105- 111. A STUDY OF WORKER SATISFACTION AND ITS IMPACT ON THEIR PERFORMANCE (Jitendra Kumar Singh, Dr. Mini Jain)

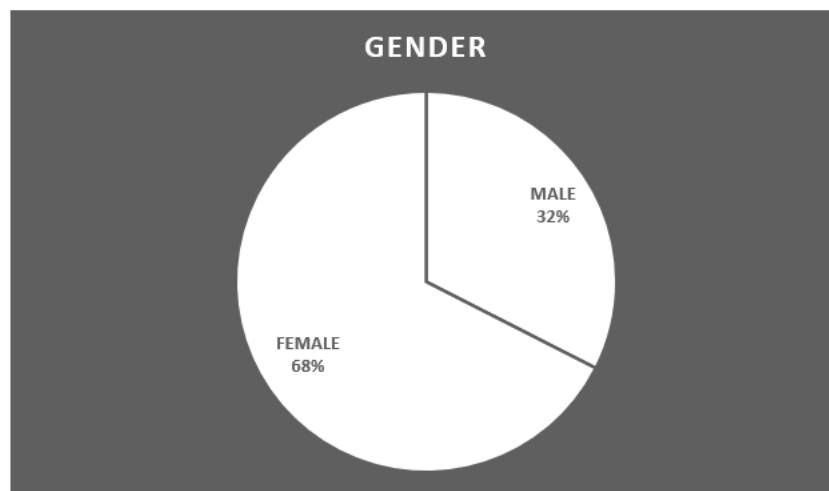
The purpose of the study is to compare and contrast the role of culture and job satisfaction as prerequisites for organizational commitment in both Western (US) and Indian (Indian) contexts. Responses to the questionnaire sent to engineers in India were used to create a design/methodology/approach. The extent to which each predictive precursor was associated with affective, enduring, and normative commitment was estimated using hierarchical regression analysis. We collect and compare responses from each country. conclusion. Both the Indian and American samples show an association between job satisfaction and emotional commitment. Both populations provided some support for the expected impact of collectivism on normative compliance, but not a hypothetical prerequisite for continued compliance. In the United States and India, different forms of relationships arise. Limitations and implications of the research – The findings add to the growing body of evidence warning against blindly adapting Western organisational models to developing countries like India. The sample in this study was limited to engineers; however, future research should look at other occupations/professions as well as the applicability of these findings at various levels within the business. Value/originality – This study looks at theoretically postulated antecedents to organisational

commitment and puts them to the test in two cultural settings. The findings of this article imply that when constructing organisational theories, context must be considered. Furthermore, the findings suggest specific activities that could be effective in increasing both normative and affective commitment in the Indian context. (Culture, job satisfaction and organizational commitment in India and the United States Catherine T. Kwantes Department of Psychology, University of Windsor, Windsor, Canada)

Job satisfaction and employee performance are crucial in a service industry like public bus transportation, where staff procurement, maintenance, training, and development account for nearly half of the costs. The purpose of this study is to investigate the association between overall job satisfaction, job facet satisfaction (14 job facets), and six indicators of job performance in operating staff such as conductors and drivers. There is no link between work facet satisfaction and total job satisfaction, according to the findings. Of the six performance indicators measured, only one, Passenger Dissatisfaction, was associated with overall job satisfaction. There was no correlation between income and overall job satisfaction in the low- and middle-income groups, and there was a negative correlation only in the high-income group. Discussion of recommendations and implications for future research (International Journal of Academic Research in Economics and Management, March 2013, vol. 2, no. 2 ISSN: 2226-3624 The Relationship Between Job Satisfaction and Performance in the Public Sector - An Indian Case Study by Dr. Padmakumar Ram)

Research Analysis:

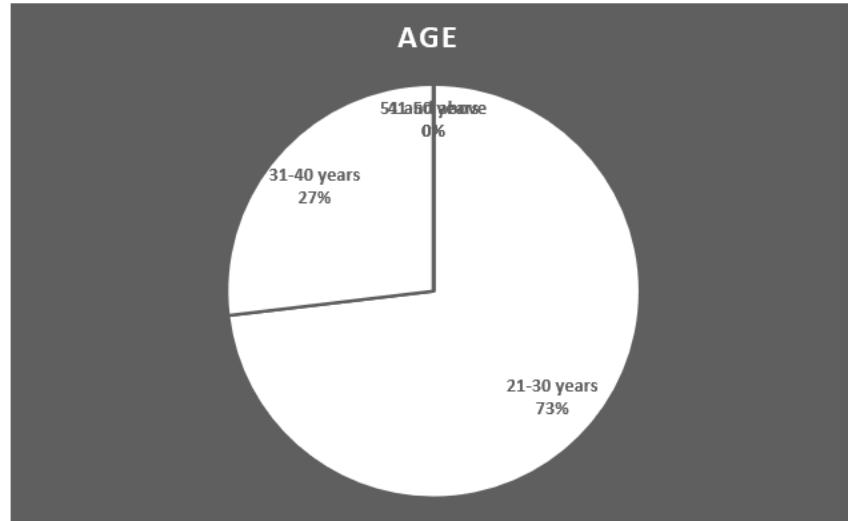
Gender	Frequency	Percentage
Male	52	32.5
Female	108	67.5
Total	160	100



INTERPRETATION:

According to the table above, 32.5 percent of persons are male and 67.5 percent are female. As a result, there are more female employees than male employees in the company. There are more female employees in the concentrix corporation, which appears to be a good thing and a positive component of the company. They have fantastic qualities that allow women to work comfortably there.

Age groups	Frequency	Percentage
18-28 years	117	73.125
29-38 years	43	26.88
39-48 years	0	0
49 and above	0	0
Total	160	100

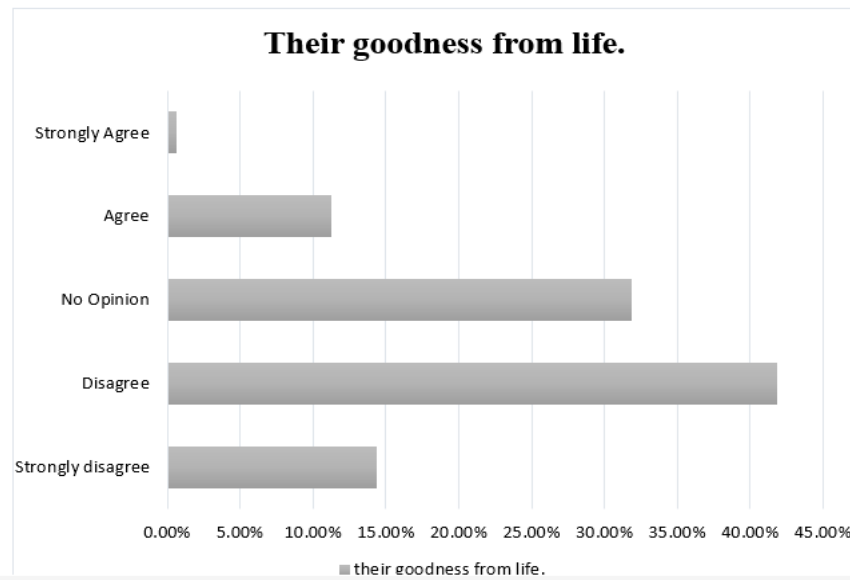


INTERPRETATION:

According to the table, 73 percent of the company's employees are between the ages of 21 and 30, 27 percent are between the ages of 31 and 40, and no one is between the ages of 41 and 50, and 51 and above. The majority of the staff at concentrix are young. It can make it easier to adapt new concepts. It covers the age range of 18 to 38 years old, and it appears that they are capable of working with and managing future generations.

Table showing the feelings of respondents about their goodness from life.

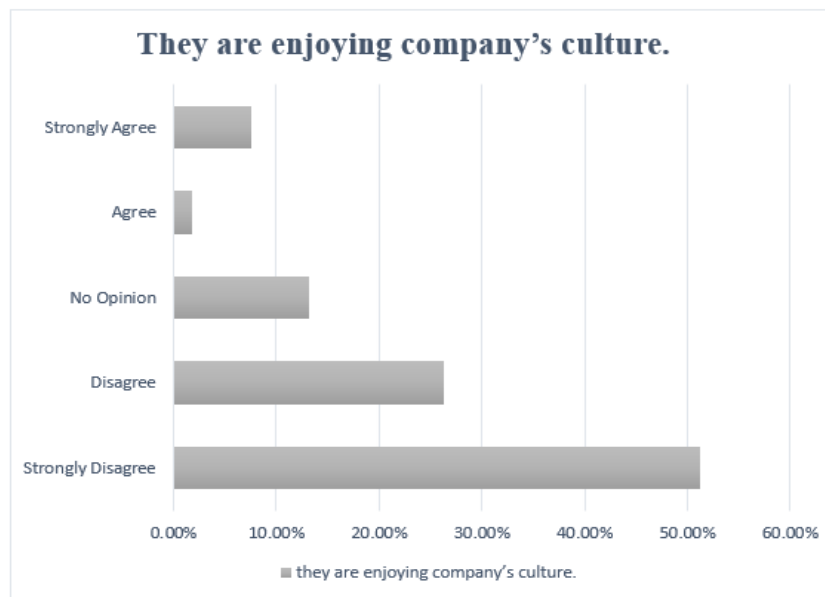
Opinion	Frequency	Percentage
Strongly disagree	23	14.38
Disagree	67	41.88
No Opinion	51	31.88
Agree	18	11.25
Strongly Agree	1	0.61
Total	100	100

**INTERPRETATION:**

According to the table, 14.38 percent of employees strongly disagree, 41.88 percent disagree, 31.88 percent disagree, 31.88 percent of employees have no opinion, 11.25 percent of employees agree, and 0.63 percent of employees highly agree about their quality of life. It demonstrates that they must try to improve the quality of life of their employees and teach them life skills.

Table showing the respondent's opinion about that they are enjoying company's culture.

Opinion	Frequency	Percentage
Strongly disagree	82	51.25
Disagree	42	26.25
No Opinion	21	13.12
Agree	3	1.87
Strongly Agree	12	7.5
Total	160	100

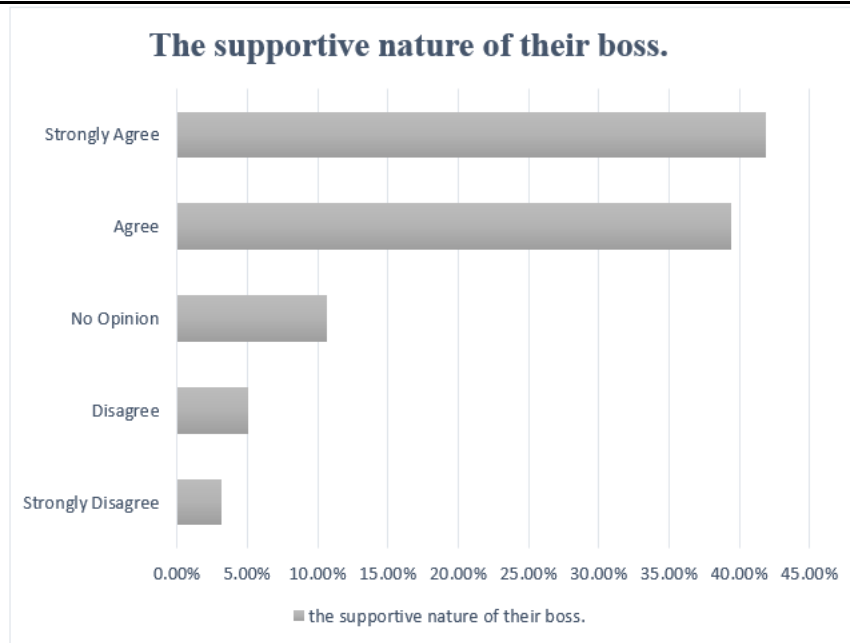


INTERPRETATION:

The table indicates that 51.25% of the employees are strongly disagree, 26.25% of the employees are disagree, 13.12% of the employees are having no opinion, 1.87% of the employees are agree and 7.5% of the employees are strongly agree about they are enjoying company's culture.

Table showing the respondent's opinion about the supportive nature of their boss.

Opinion	Frequency	Percentage
Strongly disagree	5	3.12
Disagree	8	5
No Opinion	17	10.62
Agree	63	39.38
Strongly Agree	67	41.88
Total	160	100

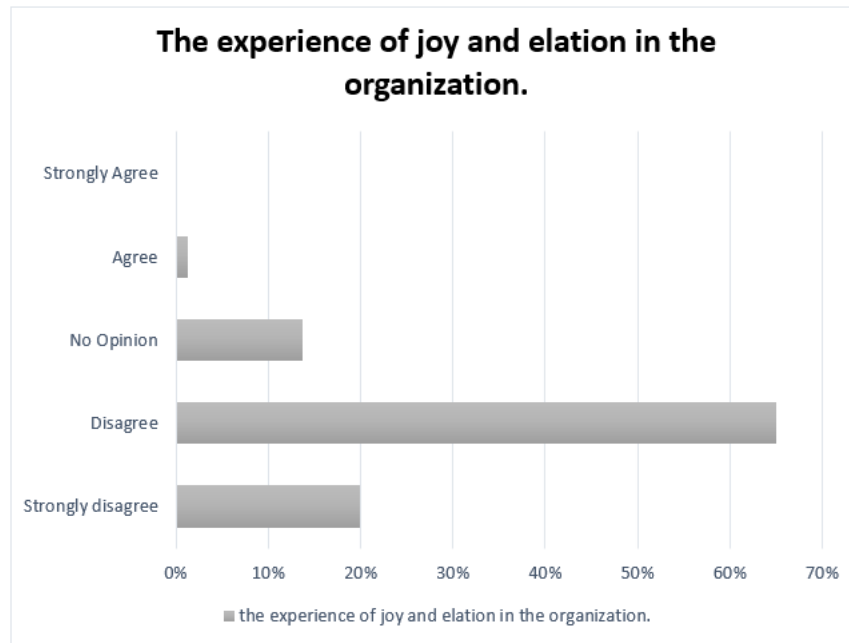


INTERPRETATION:

The table indicates that 3.12% of the employees are strongly disagree, 5% of the employees are disagree, 10.62% of the employees are having no opinion, 39.37% of the employees are agree and 41.87% of the employees are strongly agree about the supportive nature of their boss. Most of the employees are having good opinion about the supportive nature of their nature. It impacts good in job satisfaction. Supportive leadership is an important and valuable leadership style for businesses. Not only does it foster positive relationships between employees, but it also ultimately empowers team members to develop their professional skills and work well autonomously or with little active management and guidance. Managerial support can take many different forms, including effective communication between workers and managers, involving workers in important decisions, giving workers clear feedback on their performance and helping them with difficult tasks.

Table showing the feelings of respondent about the experience of joy and elation in the organization.

Opinion	Frequency	Percentage
Strongly disagree	32	20
Disagree	104	65
No Opinion	22	13.75
Agree	2	1.25
Strongly Agree	0	0
Total	160	100



INTERPRETATION:

The table indicates that 20% of the employees are strongly disagree, 65% of the employees are disagree, 13.75% of the employees are having no opinion, 1.25% of the employees are agree and no one of the employees are strongly agree about expression of joy and elation at workplace. They should work on that because Work is hard. Dealing with work stresses day in and day out is hard. Learning how to find a [balance in life between](#) the stresses and pressures of work and life outside of work is hard. Learning how to offset this by [creating a great place](#) to work is essential for your sanity, your success - and the success of your business. One of the most important lessons that many leading companies have learned is that encouraging and fostering a work environment that is fun and that inspires employees to take joy in their work can reap enormous benefits.

Findings:

- ✓ 4.38% of the employees are strongly disagree, 18.75% of the employees are disagree, 20.63% of the employees are having no opinion, 32.5% of the employees are agree and 23.75% of the employees are strongly agree about good attention at workplace.
- ✓ 13.12% of the employees are having no opinion, 30% of the employees are agree and 56.88% of the employees are strongly agree about safe and secure job in this organization.
- ✓ 18.75% of the employees are having no opinion, 32.5% of the employees are agree and 29.37% of the employees are strongly agree about good interpersonal relationship with co-workers.
- ✓ 16.25% of the employees are having no opinion, 25% of the employees are agree and 56.87% of the employees are strongly agree about they have good sleeping habits.
- ✓ 20.62% of the employees are having no opinion, 32.5% of the employees are agree and 23.75% of the employees are strongly agree about similarities at your work place among the employees.

- ✓ 46.88% of the employees are agree and 39.37% of the employees are strongly agree about their confidence at workplace.
- ✓ 55% of the employees are agree and 33.12% of the employees are strongly agree about the ability of appropriate decision making in certain time.
- ✓ 32.5% of the employees are agree and 29.37% of the employees are strongly agree about the good connection with co- workers.
- ✓ 39.37% of the employees are agree and 41.87% of the employees are strongly agree about the supportive nature of their boss.
- ✓ 35% of the employees are agree and 65% of the employees are strongly agree about good satisfaction of organizational orientation.
- ✓ 22.5% of the employees are agree and 77.5% of the employees are strongly agree about good discipline and regularity of organization.
- ✓ 100% of the employees are strongly agree about availability all tools and technologies from which they can do their job effectively.
- ✓ 36.5% of the employees are agree and 56.87% of the employees are strongly agree about their managers praise them when they have done good work.
- ✓ 14.37% of the employees are agree and 85.62% of the employees are strongly agree about the performance bonus from the organization
- ✓ 100% of the employees are strongly agree about the free parking facilities in the organization.
- ✓ 7.5% of the employees are agree and 92.5% of the employees are strongly agree about the get together functions in the organization.
- ✓ 4.37% of the employees are agree and 95.62% of the employees are strongly agree about the work from home facility in the organization.
- ✓ 14.38% of the employees are strongly disagree, 41.88% of the employees are disagree, 31.88% of the employees are having no opinion, 11.25 % of the employees are agree and 0.63% of the employees are strongly agree about their goodness of life.
- ✓ 14.37% of the employees are strongly disagree, 41.88% of the employees are disagree, 31.88% of the employees are having no opinion, 11.25 % of the employees are agree and 0.63% of the employees are strongly agree about their rewarded life.
- ✓ 20% of the employees are strongly disagree, 65% of the employees are disagree, 13.75% of the employees are having no opinion, 1.25% of the employees are agree about expression of joy and elation at workplace.
- ✓ 46.25% of the employees are strongly disagree, 41.87% of the employees are disagree, 11.87% of the employees are having no opinion, 0.62% of the employees are agree about their mood swings at during work.
- ✓ 31.25% of the employees are agree and 48.12% of the employees are strongly agree about their communication gap with family.

- ✓ 35% of the employees are strongly disagree, 30.62% of the employees are disagree, 15% of the employees are having no opinion, 12.5% of the employees are agree and 6.87% of the employees are strongly agree about the convenient lunch break from the organization.

Conclusion:

- ✓ Here, most of the employees are satisfied with good attention towards them in the organization. It impacts good on psychological wellbeing of the employees of this organization as they all can be have good managers and team leader who listen them carefully and reply quickly and in good way.
- ✓ Most of the people have their safe and secure job in this organization and it is very important factor to develop more effective psychological well-being of employees. When employees feel safe in their work environment, they are much more likely to remain at their job rather than search for a new position elsewhere. They tend to be happier, and remain committed to the company's growth and success. Job security typically results in a more relaxed atmosphere in the workplace. Job security results in better employee engagement. More satisfied employees lead to a reduced chance of employee turnover. A secured job will improve the employee's efficiency level and productivity.
- ✓ Most of the employees of the organization have good relationship with their co-workers it shows good impact on psychological well-being of the employees of this organization. Mutual respect among coworkers leads to better solutions in the workplace as each member of a team values the input and ideas of the others. Trust. Trust is the foundation of any healthy relationship. Trust among coworkers forms a powerful bond that facilitates communication and working together.
- ✓ In this organization, most of the employees have good sleeping habits it impacts good on psychological well-being of employees of this organization. When a worker is well rested, they are more alert and less likely to make mistakes that could result in an accident. Lack of sleep impacts a person's cognitive functions, which can mean lack of focus, reduced attention to detail and less than optimal decision making. During sleep, your brain creates and maintains pathways that are critical for memory formation and retention (3). These processes help enhance learning and problem-solving skills (4), which are essential for top performance in the workplace.
- ✓ Most of the employees of this organization are agreed with similarities in their workplace. It shows good results on psychological well-being of the organization. A healthy employee relation reduces the problem of absenteeism at the work place. Individuals are more serious towards their work and feel like coming to office daily. They do not take frequent leaves and start enjoying their work. Employees stop complaining against each other and give their best.
- ✓ Most of the employees are having good confidence at workplace. It impacts good on psychological well-being of the employees Confidence is important in business because it helps you to deal better with conflict, improves your communication skills, can make you happier at work, enables you to take feedback better, and it can make you a better manager or leader.

- ✓ Most of the employees are able to take decision in certain time it shows good impact on psychological well being and develops confidence also. Good decision-making can help managers show their employees that they value their work and have their best interests in mind. When a manager takes the time to evaluate, analyze and explain decisions, they also display thoughtfulness and trustworthiness.
- ✓ Most of the employees are having good connection with their co workers and it impacts good on job satisfaction because good connections can increase more productivity.
- ✓ Most of the employees are having good opinion about the supportive nature of their boss. It impacts good in job satisfaction. Supportive leadership is an important and valuable leadership style for businesses.
- ✓ Most of the employees are very happy with orientation of the organization. During orientation, a new employee can establish whether the company is family-friendly or individual-oriented. Orientation also helps an employee learn the structure of the organization. Most of the employees are agreed about regularities in organization. Discipline and punctuality are two most essential traits required in a professional to be successful. Discipline ensures individuals behave in an acceptable way at the workplace and also adhere to the rules and regulations of the organization.
- ✓ All employees are happy with tools and technologies from organization by which they can do their job effectively. An innovative business on the cutting edge of technology is able to empower its remote workers, reap the cost-savings benefits, and connect its employees no matter how and where they work. It can provide higher-quality products or services, enhance customer service and the user experience, and reduce waste while improving productivity for higher profit margins. All in all, properly utilizing technology in the workplace creates a competitive advantage.
- ✓ Most of the employees are satisfied with motivation which comes from giving praise by managers.
- ✓ In this organization mostly employees are happy with its work from home facilities as they did good work during covid 19 situation and after that they have accepted its policy and provides work from home also. It makes good impact on psychological well being and job satisfaction of the employees
- ✓ Most of the employees are satisfied with get together functions of the organization as they celebrate every function with enthusiasm and gifts. It shows good impact on relationships and psychological well being.
- ✓ All employees are satisfied with free parking facilities from organization as they have good and secured parking facilities with good arrangements from organization. It shows good impact of job satisfaction of the employees. When the number of parking spaces is fewer than the number of drivers needing parking, this consumer surplus is reduced by the uncertainty of not finding a space.
- ✓ Most of the employees are satisfied with rewards and appreciations from the organization as they usually get good bonus and incentives or performance based gifts. A good bonus program can inspire better morale and more productivity. But another key advantage is the program's ability to boost earnings for your company. When you give your employees an incentive to really push and achieve their goals, you're actually helping them achieve your goals as well.

- ✓ This all above details or findings states new need of employees of the organization. The need of taking good care of their feelings towards their lives. I believe there is one most effective solution of gaining life skills.
- ✓ Life skills are defined as a set of psychosocial competence and personal skills that help people make carefully big decisions, communicate effectively with others, develop coping skills with surrounding circumstances, and manage oneself that leads to progress and success. Necessary life skills vary by a person's age and by culture and society. If we want to live life successfully, then we need to understand the importance of life skills. And it is also very important to implement it in our life. If this happens then our life can move in a simple and right direction. Life skills make us competent to know how to make our life easy and simple, how to create a positive life, how life can be spent in the right way. Therefore, life skills are very important in our life.
- ✓ It polishes the ability to adapt to all kinds of circumstances and succeed in every aspect of the society. Lack of life skills in the lives of new generations needs to be taken care of as it is important in life. Due to absence of life skills, not only personal lives but professional lives and careers get affected.
- ✓ employees that is employees engagement activities. So, they can fresh up their minds and work with good mood and good psychological feelings. engagement is so important to all organizations because having effective strategies in-place helps create a better work culture, reduce staff turnover, increase productivity, build better work and customer relationships, and impact company profits.
- ✓ The new need among the employees that is need of work life balance. For that organization is supposed to do some arrangement for family holidays plans as an incentives and give them some relaxation about their leaves.
- ✓ . As far as I observed, employees are not getting convenient lunch break with regular timings. So, organization should think about that. And for free food services they can add free food vouchers for employees.

REFERENCES:

- ✓ https://www.researchgate.net/profile/Hans-De-Witte/publication/228079577_Job_Insecurity_and_Psychological_Well-being_Review_of_the_Literature_and_Exploration_of_Some_Unresolved_Issues/links/53df41560cf216e4210c680b/Job-Insecurity-and-Psychological-Well-being-Review-of-the-Literature-and-Exploration-of-Some-Unresolved-Issues.pdf
- ✓ https://www.researchgate.net/profile/Brad-Gilbreath/publication/48512613_The_Contribution_of_Supervisor_Behaviour_to_Employee_Psychological_Well-Being/links/577d600408aeaa6988abaf14/The-Contribution-of-Supervisor-Behaviour-to-Employee-Psychological-Well-Being.pdf

- ✓ https://www.researchgate.net/profile/Cary-Cooper/publication/247626892_Full_Engagement_the_Integration_of_Employee_Engagement_and_Psychological_Well-Being/links/5ad48f1f458515c60f54112b/Full-Engagement-the-Integration-of-Employee-Engagement-and-Psychological-Well-Being.pdf
- ✓ http://www.safewellwork.com/health_and_well_being_in.pdf
- ✓ https://d1wqtxts1xzle7.cloudfront.net/49036163/1-s2.0-S0001879109000797-main-with-cover-page-v2.pdf?Expires=1649019778&Signature=X7~UIOGL50BcNIZP9jCHGQs-HuJ-VOfYDbIHQUWbXXNpJg7SeyJpep0a9qEDweVRUdpzeazHa84jv0GDcGasUkppVGWc-cT8HTMBqHmQe5xF6sxAnhCo9Rhes1qD1VekB9bRJvpyr~47mLtAZjEIgqTfGvyK6CfGsnNvWP4qHsAgJYpit1IJ2Z5kjdpiz8cV9ZhGzSMmpZBj6R3elH9Uuyijx3dR2SOVxHKPPuKyrIA9yPGSOOUzzTRUApRkX9ISoIUhYuiaQ1UiIme-QI58aHJxU~JK-uIlbi7zLjXCXLgenNxGIzu~Te~STXFrPT4Xj~ZNIngKNyjslSKNfoRfrQ__&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA

✓ **BIBLIOGRAPHY:**

- ✓ www.google.com
- ✓ NEW RULES OF BUSINESS- RAJESH SRIVASTAVA

