Bibliography & Annexure

Books:


**Journals**

- Indian Journal of Management
- International Journal of Management
- Global Journal for Research Analysis
- Journal of Management
- International Journal of Financial Management Research and Development (IJFMRD)
- AIMS International Journal of Management
- International Journal of Marketing & Human Resource Management (IJMHRM)
- Paripex Indian Journal of Research
- International Journal of Research In Arts And Social Sciences

**News Papers**

- Times of India
- Business Standard
- Economic Times
- Gujarat Samachar
- Financial Express