

# BUSINESS PERSPECTIVES

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**Identification and Analysis of Factors Affecting  
Consumer Behavior in Fast Moving Consumer Goods  
Sector**

*Kajal Chatterjee, Krishnendu Adhikary,  
Srimani Sen & Samarjit Kar*

**Customer Experience Management: Evolution and the  
Paradigm Shift in Marketing**

*Prashant Chauhan & Dr. Samar Sarabhai*

**Optimum Design Analysis of Arrayed Waveguide  
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*Vaibhav Shukla, Dev Singh & Manoranjan Kumar Singh*

**Digital Innovations: Breakthrough Opportunities To  
Build Novel Business Models**

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**Setting up a Greenhouse: A Case of Investment  
Decision**

*Devesh Baid*

# BUSINESS PERSPECTIVES

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## **BIMTECH**

Birla Institute of Management Technology (BIMTECH) is a leading educational institution in India imparting quality learning in the field of business management. The institution was established in 1988, under the aegis of Birla Academy of Art & Culture, Kolkata, India. BIMTECH is founded by Smt. B K Birla, Chairman, B K Birla group, and is currently led by Smt. Jayashree Mohta, Chairman, Board of Governors. Dr. Harivansh Chaturvedi is guiding the institution in the position of director.

The vision statement of BIMTECH focuses on 'developing ethical leaders with entrepreneurial and global mindset striving for sustainability and inclusive growth'.

## **Business Perspectives – Aims and Scope**

*Business Perspectives (BP)* is a platform that enables thought-leaders from diverse fields come together to address the crucial implications of current research in the areas of management studies. The journal has a special focus on the impact of cognitive psychology on management decisions and influence of emerging technology on managerial process. BP prefers a qualitative research and mixed methods approach in answering research questions.

The journal aims to nurture debate among groups which have keen insights into managerial processes among various domains but have not been published earlier in more traditional journals. BP encourages inter-disciplinary studies that may evolve into new understanding of the subject. The journal encourages researchers examining business related issues especially, entrepreneurship, finance, human resource, marketing, operations management, and strategy. The journal inspires research papers examining dynamics of business in the background of fast changing global business environment.

Published twice a year, this journal is the official publication of Birla Institute of Management Technology (BIMTECH), Greater Noida, India

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## **From the Editor's Desk**

*Fit no stereotypes. Don't chase the latest management fads. The situation dictates which approach best accomplishes the team's mission.*

**– Colin Powel**

Dear readers,

Welcome to the fresh issue of Business Perspectives (BP). The journal has entered into seventeenth years of existence now. It is a journey that we believe put an indelible mark in development and growth of management research publication.

At BP, we continuously look for scope of improvements. To make the journal more focused, and current, we modified the aims and scope. It will now have special focus on, impact of human behavior on management decisions and influence of emerging technology on managerial process. BP will also prefer a qualitative research and mixed methods approach in answering research questions.

From this year onwards, we are going to launch three best paper awards to recognize notable contributions to the journal. Encouraging young researchers is a priority area for BP. We are also initiating an award for young full time PhD scholars for contributing research papers in the journal.

A scholarly journal is always peer reviewed. At BP, all papers are stringently reviewed by a competent and able peer group. To manage an increased inflow of papers, the journal needs a large number of competent reviewers. At BP, we welcome reviewers' empanelment in all the area of business management.

This issue of BP carries some very good research papers and a case in the area of business management. We will look for your feedback. Do write to us.

**Jagdish Shettigar**  
*Editor-in-Chief*

**Arindam Banerjee**  
*Editor*

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