



RNI: UPENG/2017/72672

Amity University

Amity University, India's No. 1 ranked not-for-profit private University is a flagship institution of the Amity Education Group, India's leading global education group, established over two decades ago. Today, the group has grown to 40 campuses spread over 1,200 acres and includes 8 world-class universities, 11 international campuses across London, Singapore, Dubai, New York, California, Mauritius, China, Abu Dhabi, South Africa & Romania, 25 schools & pre-schools. Amity is home to over 150,000 students pursuing 300 programmes in 60 diverse disciplines, across pre-school to Ph.D. Amity University is listed in the United Nation's list of Global Universities and has been 'A' graded by NAAC - National Accreditation and Assessment Council – the apex and autonomous body of evaluating Indian Universities. The globally renowned QS World University Ranking (2016) has also recently ranked us amongst the top 200 Universities in Asia and in top 120 Universities in "BRICS" Nations. THE (Times Higher Education) has ranked Amity University amongst the top Universities globally (World University Rankings 2016-17). Amity University is Asia's only not-for-profit University to get US Regional Accreditation, WASC Senior College and University Commission, USA.

Amity Directorate of Management & Allied Areas (ADMAA)

Amity Directorate of Management & Allied Areas (ADMAA), a research unit of Amity University is spearheading research in management and allied areas and aims to develop Amity University as an intellectually stimulating academic hub. ADMAA is a pioneer and is managing a number of International, Indexed, UGC Approved, Refereed, Double-Blind Reviewed, Bi-annual Journals in various fields of management and several inter-disciplinary areas like Management Research, Finance, Marketing, Training & Development, Quality Management, Supply Chain Management, Agribusiness Management, Healthcare Management, Cross-Cultural Management, Corporate Governance, Entrepreneurship, Operations Management, Economics, Family Business Management, Research, Innovation and Commercialization. The aim is to bring together academicians and industry practitioners together at the same platform and disseminate original and path breaking knowledge to all the stakeholders of management, making Amity University a global hub of knowledge and research and achieve excellence in research, consultancy and teaching – the three pillars of exceptional and outstanding management education.

Apart from quality academic journals, ADMAA's mission is to focus on high quality publications of faculty in top International SCOPUS Indexed journals and to encourage them to pursue industry-relevant research by developing case studies, writing books and research papers and generate research output par excellence. ADMAA also drives the international linkages of faculty members by encouraging joint research papers and projects; strengthens industry interactions and placements and promotes entrepreneurial pursuits.

ADMAA has also conceived and instituted ADMAA Research Awards, to motivate and encourage faculty members to generate high quality research.



ADMAA

AMITY DIRECTORATE OF MANAGEMENT AND ALLIED AREAS

ISSN
2455-9725 (Print)
2456-1541 (Online)

Volume 2 Issue 1 2017



ज्ञान-विज्ञान विमुक्तये
University Grants Commission

(AJE)

Amity Journal of Entrepreneurship

Volume 2 Issue 1 2017



ADMAA



Amity Journal of Entrepreneurship

Access this journal online :
www.amity.edu/admaa/aje