

PREFACE

What distinguishes Vivekananda Institute of Professional Studies (VIPS) the most as compared to other institutions of higher learning is not only its academic excellence but also its pursuit for research and innovation. Despite limited scope for research in an affiliated institution, VIPS has succeeded in motivating its faculty along with the students to venture into major and minor research projects as also to present papers in national and international seminars/conferences. VIPS is perhaps the only institution under GGSIP University where the Management volunteers funding from its own resources for minor research projects. VIPS has been forwarding to provide financial grants to its faculty members to travel both nationally and internationally for presenting their research papers in seminars and conferences. The institute has laid down a policy for this purpose. Some faculty members even receive grants from ICSSR and other institutions for sponsored research projects. VIPS adopts a multi-disciplinary approach in research which is supported by its four schools, Vivekananda Law School (VLS), Vivekananda School of Information Technology (VSIT), Vivekananda School of Business Studies (VSBS) and Vivekananda School of Journalism and Mass Communication (VSJMC). VLS and VSIT also run postgraduate programmes. This has created conducive atmosphere for research across schools with collaboration of the faculty and the students. Most of the faculty members of VIPS have acquired PhD degrees which prove their inclination towards research. Others have enrolled themselves for PhD programmes in different universities, so they are mentally tuned-in for research. The majority of faculty members in this institution is young and energetic and appears committed to research. The Management of VIPS provides them all kind of support for accomplishing their research endeavors and acquiring PhDs which is considered so essential for academic excellence. The publication of Vivekananda Journal of Research (VJR) has been

conceived as an instrument of documentation of good research work whether undertaken by the faculty members of VIPS or that of other institutions, particularly in disciplines of Law, IT, Business Studies, Journalism and Mass Communication. An editorial board has been constituted for selecting, reviewing and editing the large number of research papers received for publication in VJR throughout the year. For the purpose of ensuring quality of the published paper, a system of blind peer review has been put in place. Every paper is sent to two subject experts for the purpose of review. The comments of the experts are forwarded to the author for necessary corrections and sending the paper back after revision. Over the past five years the teachers and researchers from reputed universities and colleges of India and outside have been contributing to VJR. These include Indian Institute of Technology, National Law University, Indian Law Institute, Delhi University, M D University and GGS IP University. Even scholars from abroad have been sending their papers. Besides academicians, professionals also keep on writing for VJR. We are making our earnest efforts to produce a quality journal with the active help and cooperation of all academicians and professionals who are keen boosting research.

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