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About the Authors



Dr. Krishna Kumar has been a Professor of Strategic Management and Dean (Academic Affairs) at Indian Institute of Management Lucknow, as also Director of Indian Institute of Management Kochi. An electrical and mechanical engineer and follow in management, he has vast experience of industry, teaching, training, research and consulting as also academic administration for over forty years (abhisit.in)

Dr. Rita Srivastava is an Assistant Professor of Marketing at Management Development Institute, Gurgaon, India. She has over 15 years teaching, training research and consulting experience and has published over twenty papers in research journals and has written 13 cases.

*Currently she is also Chairperson, Marketing area
<http://www.mdi.ac.in/faculty/detail/99-rita-srivastava>*



Ruchi Srivastava is a multifaceted personality with varied interest. She is graduate and post graduate in management and a qualified interior designer. She has extensive experience of web based working and interior design and has given lot of ideas for innovation through interior design.

<http://www.sngi.in/ruchi.pdf>

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