
FROM THE EDITOR'S DESK....

"My research career has been devoted to understanding human decision-making and problem-solving processes. The pursuit of this goal has led me into the fields of political science, economics, cognitive psychology, computer science and philosophy of science, among others"

- Herbert A. Simon

The Current issue of GMR has papers on different areas of research papers which involves investments, promotional strategies, technology, marketing and also on psychology. The First paper highlights the IT investments relationship with the financial performance and stock market performance. The next paper is about the study on Gen-Z and the changes in the environment to bring a balance in the society. The third paper deals with women psychology with respect to mother's counselling on daughters behaviour to achieve better society. The next is a case study on the concept of marketing and its components. The last paper hints on the availability and affordability of the medicine to the rural people through promotional strategies with help of digital marketing.

We sincerely thank the Contributors, Subscribers, Institutions, Advisory Board Members, Editorial Board Members, Review Panel Members and our well-wishers for their support extended for the successful publication of this issue. Hope our readers would find these articles useful in enhancing their knowledge.

Happy Reading!

Dr.N. NITHYA

Editor

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