



Emerging Trends and Practices in  
**Business, Commerce  
and Management**

A BEHAVIORAL PERSPECTIVE

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*Published by:*  
**M/s University Book House (Pvt.) Ltd.**

79, Chaura Rasta, Jaipur-3  
Tel. (0141) 2311466, 2313382  
e-mail: [Uni\\_bookhouse@yahoo.com](mailto:Uni_bookhouse@yahoo.com)  
Website: [ubhjaipur.com](http://ubhjaipur.com)

**ISBN: 978-93-90672-95-0**

**First Edition: December 2021**

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**Laser Type Setting & Printer**

**Neha Graphic, Jaipur & Mahaveer Enterprises Delhi**

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