About the Contributors

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Yaiza Armas-Cruz has a PhD in Economics and Business Management. Her main research topic is corporate environmental strategies and management, and its implications on firm’s performance.

Manpreet Arora is presently Assistant Prof. in Management in the Department of Accounting and Finance at Central University of Himachal Pradesh, Dharamshala. She is Doctorate in International Trade from H.P University Shimla and has keen interest in finance and related disciplines. She has fourteen years of teaching experience to graduate as well as post graduate classes. She was throughout topper in school and college. She is a Distinction holder in M.com in GNDU from DAV College Jalandhar. She completed her M.phil from H.P University Shimla. She is a Gold Medallist in H.P University in B.com. She received honour from Himotkarsh in 2000 for academic excellence. She has also qualified UGC NET. She was H.P Board topper in class twelfth. She has presented various papers in National and International Conferences and has presented papers in more than 30 conferences. She has published around 20 papers in various national and international journals including a publication in Indian Journal of Finance. She has co-chaired sessions of national as well as international seminars/conferences. She has also conducted workshops and acted as resource person in colleges/ universities. Her areas of interests are Accounting, Finance, International Trade, Entrepreneurship, Micro finance, Communication as well as Organisation Behaviour. Not only in academics but in cultural activities also she is active. She has organised many Inter college and State level functions. She was an active speaker in declamation contests at the college level. She is creative by nature and love to do anything new, creative and adventurous.

Mukesh Chauhan is M.Com. (Accounting), M.Com. (Business Administration), M.Sc (TQM), FCMA, Ph.D (Accounting). He has teaching experience (both UG and PF) of more than 10 years and administrative experience of 12 years. His area of specialization is Finance, Cost & Management Accounting & Research Methodology. He is currently working as an Assistant Professor in the Post Graduate Department of Commerce, Post Graduate Govt. College Sector-46, Chandigarh. He has co-authored three books, completed a Major Research Project funded by UGC, New Delhi. More than seventeen research papers published in referred journals & more than sixty research papers have presented in national and international seminars/conferences.

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Mobin Fatma has received her MBA in Marketing. She is currently pursuing PhD in Business Administration at the Indian Institute of technology Roorkee. Her area of interest are marketing, consumer behaviour and corporate social responsibility (CSR). She has published paper in International Journals like Social Responsibility Journal, International Strategic Management Review, Management Research Review, International Journal of Bank marketing.

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