

# PACE

A Journal of Research of  
Prestige Institute of Management  
Dewas

## RESEARCH ARTICLES

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Where there is will there is a way!

*Shweta Pandit, Ashish Yadav, Deepak Malik, Shubham Mishra, Rajnish Jha, Anil Chodhary, Pooja Kachhawa and Pooja Patel*

## CASE STUDIES

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# EDITORIAL

On behalf of editorial team, with immense pleasure, I present Volume 7, Number 01 of PACE: A Journal of Prestige Institute of Management Dewas. Globalisation, mounting technology and its development sway education in the society, thus escalating the need for managing education and learning. A range of studies revealed that, the quality of management and organisation is the most important variable in determining the success and effectiveness of education systems. By introducing new forms of research based education in the fields of economy, law, information technology and management, practical issues faced by the industries can be addressed. PACE is a professional academic review biannual journal, covering all fields of Management and Information Technology which addresses the issues arising from these developments. The journal aims to present the latest thinking in the form of articles that meet high academic quality standards and has been well received by the international research and academic community. This issue comprises of contemporary articles which are very pertinent in the changing business environment.

I congratulate the authors for their effort and hope this issue provides an enriching reading and learning experience.

Vikram Kharvi and Uma Bhushan conducted A Descriptive Study on Entry-Level Indian PR Practitioners' Writing Skills with Regards to Evolving New Media Space, in their another paper they conducted the Exploratory Study on Usage of Social Media by PR Practitioners For Media Relations. Piyush Choudhary and Ayushi Khalotiya researched on Fundamentals of Cloud Computing, Meenu Kumar made a Comparison of Public & Private Bank Customer's Expectation and Perception Gap on Various Dimensions of Service Quality. Vinay Saxena through his research gave a detailed description on the Effective Changes in Socio\_Economy Environment in Business India. Piyush Choudhary reviewed a book Object oriented programming with C++ by E. Balagurusamy. Study of Fundamentals of Operating System was conducted by Piyush Choudhary and coauthors. Devendra Pawar and coauthors developed a case study on ESFBL by the title Customers the Pill of Success: Case of ESFBL. Vikas Sharma, Khyati Bane and coauthors developed a case Enabling Success: A Case Study on MK Packers. Hindustan Bank: A Bank with a Rank was the case developed by Sanjay Dubey, Ashima Joshi and coauthors. Vikas Sharma and G.D. Soni presented the case Indo Engineering: Growth By Experience. Abhishek Tripathi, Ujjawala Babar and Yogendra Singh Rajavat developed the case by title Integrated Values in Action. Ashima Joshi, Sameera Nayeem and Sanjay Dubey developed a case Playing for the Future. Abhishek Tripathi, Yogendra Singh Rajavat and coauthors developed a case by the title power of two. Slow and Steady Wins the Race: Case of ESFBL was presented by Devendra Pawar and Charushila Bhosle and where there is will there is a way! was the case developed by Shweta Pandit, Ashish Yadav and coauthors.

**Dr. Amitabh Joshi**

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