Editorial

We welcome our readers to the third issue of PJMA – Prayukti Journal of Management Applications. At PJMA we have ensured to touch upon the plethora of areas where management applications are being studied and have changed the world for good. This is the first anniversary of our journal and we are happy that we have kept to the quality and objective with which we had started.

In this issue, we are yet again presenting the research articles on the topics highly discussed. The first article deals with the way ICT has transformed the healthcare Industry. ICT has proven to be a blessing in pandemic times where patients would reach out to their doctors in situations where it was difficult for them to step out of their homes. Online consultation has also picked up as a trend in healthcare industry. Women empowerment through self-help groups have become a game-changer for women who are looking for their livelihood and sustenance. We present one such case study of TAHDCO – Self-help group which is a tiny society of village individuals.

Tourism sector was one such sector which was badly hit due to pandemic and hence a study on the ways with which this sector has survived through these times and the measures they are taking to revive becomes important and thus has been included in this issue. Another feature which popped up during pandemic and has become very prevalent these days is work from home (WFH) is the panacea for most the employers and employees during pandemic. Readers will get to know deeper about how it helped many industries sail through this difficult times with facts and figures.

Another contemporary topic such as employee well-being, digital payments in India, effect of mergers & acquisition on the performance of a firm will give greater insights to the readers on the latest developments in management applications.

Happy reading!!

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