

EDITORIAL

It is my great pleasure to bring you v.4 issue no.1 & 2 of *JK International Journal of Management and Social Science (JKIJSS)*. This issue of the journal contains peer reviewed and a variety of critical articles. Here is a brief of each of the articles.

In the paper “**Reverse Logistics in 21 st Century in Special Reference to Supply Chain Disruptions during Covid-19**” author Prof. Vikram Tyagi has drawn attention towards the issues related to supply chain and reverse logistics arose during Covid-19, which the whole world had faced for almost last two years. This study provides solutions and guidelines to stack holders on how to deal with such situations.

Dr. Sathyanarayana in his paper “**The Influence of Financial Incentives of Sales Medical Representatives on Sales Promotion Strategy**” does a study on sales and promotions of Pharmaceutical products and the influence of Financial Incentives of Medical Representatives (MRs) on sales Promotion strategies. This is indeed a very interesting research work and author has represented a model and role MRs in implementation of Sales Promotion Strategies of Pharmaceutical Companies.

In the paper “**Internal Locus of Control of Undergraduate Students with Respect to Stream and Gender**”, the authors i.e. Jaspreet Kaur & Dr. Gurmit Singh have conducted a good research work on internal locus of control of the undergraduate students, stream wise and gender wise. They suggest that the curriculum should include techniques for strengthening the self-esteem and self-confidence among students.

Again a very interesting paper has been included in this issue i.e. **Human Rights and Violation in Indian Context - a Survey Approach to Identify Grounded Reality** by RK Tiwari & Sai Siddartha Mangena. In this paper authors have tried to draw attentions of society, policy makers and executive bodies towards the violations and breaches of human rights of the people of India in public, domestic and official environment. This study specially focused on cases and instances of human right violations which are happening in daily life of the people and it **has become so common that it doesn't even make an issue in our society.**

This issue carries a book review by Mr. R.K Tiwari , JKBS, Gurgaon on a book on leadership ‘**It's Good To Be King by James M. Kerr**’ 1st ed, Executive Books; 2017.

Best wishes,
Sanjiv Marwah
Editor-in-Chief
JK International Journal of Management and Social Science