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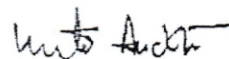
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## EDITORIAL

*One of the objectives of the University system is dissemination of knowledge through publications, seminars, conferences, workshops, discussions etc. The publication of 'Researcher', a multi-disciplinary journal covers diverse dimensions of knowledge, besides providing support to the budding scholars in their research endeavours. The scope of the current journal covers investigation of the impact of promotion-mix measures on brand switching behaviour of consumers of personal care products, jurisprudence of human rights with special reference to medical care, SDL orientation in bringing business innovation, business ethics in building sound relationships, predicament of West Pakistan refugees caught in the situation of conflict, scope of legislative powers in case of residuary matters in India, forms of untouchability practised with Scheduled Castes, learner-support services in distance education, role of FDI in insurance services, relationship between learning organizations and competitive advantage, dimensions of work executed under Indira Awaas Yojana (IAY), the Buddha and his works done for the humanity, prevalence of laws in internal armed conflicts etc.*

*We request all our contributors and academicians to offer constructive suggestions in enriching the content and research intensity of this journal.*



Neetu Andotra