A Refereed Journal of Institute of Management Study

ISSN: 2278-6546 (Print) 2583-8652 (Online)

Vol. 13, No. 1/January-June 2024 www.timesjourney.co.in

A Refereed Journal of Institute of Management Study www.timesjourney.co.in

Published by:

Institute of Management Study

Published from:

Institute of Management Study 93, Mukundapur Main Road, Kolkata 700 099.

All the articles will be published online at www.timesjourney.co.in and also will be stored on Mendeley Data Reference Manager, Repository

Editor's Name & Address:

Tapash Ranjan Saha South City, Tower No. II, Flat No. J27, 375 Prince Anwar Shah Road, Kolkata 700 068.

ISSN: 2278-6546 (Print) / 2583-8652 (Online)

Edition: Vol. 13, No. 1 / January-June 2024

Composed by:

PrintOyoti

(M): 9609163567

E-mail: printdyoti15@gmail.com

www.timesjourney.co.in

Published by: Institute of Management Study

93 Mukundapur Main Road , Kolkata 700 099, West Bengal, India

Phone: +91-33-2426 4168, Fax: +91-33-2426 4832

Editor-in-Chief

Tapash Ranjan Saha

Professor & Director, Institute of Management Study, West Bengal, India

Managing Editor

Diptendu Simlai

Associate Professor, Department of Commerce, Dum Dum Motijheel Rabindra Mahavidyalaya, Kolkata, India

Assistant Editor

Jayjit Chakraborty

Assistant Professor, Department of Business Administration, The Bhawanipur Education Society College, Kolkata, India

Board of Advisors

Ganga Prasad Prasain

Vice Chancellor, Tripura University, Tripura, India

Trilok Narain Mathur

Vice Chancellor, IIS (Deemed to be University)

Jaipur, Rajasthan, India

Nikhil Bhusan Dey

Professor Emeritus, Department of Commerce, Ex-Dean, Assam University, Assam, India

Arka Kumar Das Mohapatra

Vice Chancellor, Odisha State Open University, Sambalpur, Odisha, India

Sudipti Banerjea

Retired Professor, Department of Commerce, University of Calcutta, West Bengal, India

Ratan Khasnabis

Director, School of Economics, Commerce and Business Management, Sister Nivedita University, W.B., India

Board of Editors

Uttam Kumar Dutta

Professor of Commerce, School of Professional Studies, Netaji Subhas Open University, W.B. India

Sudhir Chandra Das

Professor, Department of Commerce, Banaras Hindu University, Uttar Pradesh, India

Shailendra Singh Bhadouria

Professor, Department of Commerce, Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh, India

Saswati Gangopadhyay

Professor, Department of Mass Communication, University of Burdwan, West Bengal, India

Satyajit Dhar

Professor, Department of Business Administration, University of Kalyani, West Bengal, India

Debaprosanna Nandy

Senior Director, Studies, Training & Education Facilities and Placement & Career Counselling & Advanced Studies, The Institute of Cost Accountants of India, Kolkata, India

Debashis Mazumdar

Professor, Department of Economics, The Heritage College, Kolkata, West Bengal, India

Usha Kiran Vadithala

Professor, Department of Commerce, Osmania University, Hyderabad, Telangana, India

Sarkar Muhammad Mahbubur Rahman

Professor & Chairman, Department of Business Administration, Noakhali Science and Technology University, Bangladesh

Chandan Kumar Sahoo

Professor, Department of School of Management, National Institute of Technology Rourkela, Sundargarh, Odhisa, India

Hanuman Prasad

Professor & Director, Department of Management Studies, Mohanlal Sukhadia University, Udaipur, Rajasthan, India

Joyati Bhattacharya

Professor. Department of Political Science. Assam University. Assam, India

Arindam Gupta

Professor, Department of Commerce with Farm Management, Vidyasagar University, Midnapore, West Bengal, India

Jadab Krishna Das

Professor, Department of Commerce, University of Calcutta, West Bengal, India

Opinions expressed in this journal are not necessarily those of the Editors nor of IMS.

Notes for the Contributors

The "TIME'S JOURNEY": A peer-reviewed journal of Institute of Management Study, is to encourage scholars, with an original idea, which publishes articles on a range of areas in Commerce, Management and in related areas of Social Sciences including Psychology, Economics, International Relations, Media and Mass Communication, Sociology and Political Science. As such it aims to provide a forum for discussion on the salient features relating to the whole field of Management.

Submission Procedure	Manuscripts and all editorial correspondence should be sent to the Managing Editor, Time's Journey, Institute of Management Study, 93 Mukundapur Main Road, Kolkata 700 099, India. E-mail: timesjourney2020@gmail.com				
Formatting Requirements	 Articles should be written in a formal, simple style, clear and concise English and should be submitted in soft copy. Articles should range between 4000 and 8000 words and to be submitted with the cover page bearing only the title of the article, author/s' names, designations, official addresses, phone/fax numbers, and email addresses. The author's name should not appear on the main body of the paper. Manuscripts should be typed double-spaced on A4 size text and font size 12 of Times New Roman and should be submitted with a declaration that the paper has not been published or submitted for publication elsewhere. Articles must be accompanied by an abstract in not more than 300 words and 4-6 keywords. Reference guidelines specified in the Publication Manual of the American Psychological Association must be followed in the following styles: Bergquist, J. M. (1992). German Americans. In J. D. Buenker & L. A. Ratner (Eds.), Multiculturalism in the United States: A comparative guide to acculturation and ethnicity (pp. 53-76). New York, NY: Greenwood. Hamfi, A. G. (1981). The funny nature of dogs. E-journal of Applied Psychology, 2(2), 38-48. Retrieved from http://ojs.lib.swin.edu.au/index.php/fdo. Strunk, W., Jr., & White, E. B. (1979). The guide to everything and then some more stuff. New York, NY: Macmillan. Quotations must correspond to the original source in wording, spelling and punctuation and should be acknowledged in the proper manner by giving references. Please note that manuscripts that do not give text-based references may be resubmitted by the author after re-working. Notes could be used to provide additional comments and information for discussion. 				
Disclaimer:	Views expressed by the authors do not necessarily represent those held by Institute of Management Study.				

Time's Journey/ISSN: 2278-6546 (Print) ISSN: 2583-8652 (Online) Vol. 13, No. 1/January-June 2024

Contents

Priya Das	1
Performance Evaluation of Nifty 50 Non-financial Companies in India:	
An Entropy-based Topsis Approach	
Arjun Gope	17
Factors Influencing the Youth's Attitude towards	
Entrepreneurship in North-East India	
Mithun Chowdhury	31
Measurement of Health Dimension of Sex-workers' Children:	
A Comparative Analysis on the Basis of Northern and Southern	
Red Light Areas of West Bengal	
Avijit Pandit	49
The Therapeutic Efficacy of Music in Coping with and Managing Stress	
with the Help of Regression and Post HOC Analyses	
Priyajit Ray	68
A Study on the Preference and Perception of Students towards	

online Education in the Era of Covid-19 Pandemic in India