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The Journal of Accounting and Control
International Peer Reviewed Journal
(ISSN 2231-1181)



Department of Accounting
Faculty of Commerce and Management Studies (Old Campus)
Jai Narain Vyas University, Jodhpur

Greetings

Dear Researchers,

“Accounting and finance professionals are inherently inquisitive, as the quintessential inquiry in their field persists: Is it requisite? Is it pragmatic? Is it lucrative?”

Any venture, policy service or even a mere blip of an idea needs to be assessed from various vantage points, with accounting and commerce being prominent dimensions. The Journal of Accounting and Control endeavors to present sagacious analyses and pioneering research in the realms of Commerce and Management. This scholarly platform is dedicated to fostering discourse aimed at resolving business intricacies and navigating the swiftly evolving decision-making landscapes. It beckons contributions from scholars, researchers, policymakers, and industry stalwarts, exploring innovative strategies, trends, technologies, and methodologies pertinent to addressing contemporary challenges in the domains of Accounting, Commerce, and Management.

The Journal of Accounting and Control, published annually by the Department of Accounting at Jai Narain Vyas University, Jodhpur, invites researchers and academicians to submit their original, unpublished research papers. The department, established in 1990, is dedicated to fostering research and development in accounting and finance, offering traditional courses like B.Com Honours in Accounting, M.Com, and Ph.D. in Accounting, as well as innovative programs such as B.Com Accounting and Fintech. It is noteworthy that the department is the first in Rajasthan to introduce courses in FinTech, showcasing its commitment to innovation and skilled professional development in the accounting and finance sector.

Moreover, the department actively promotes research activities among faculty and students, often resulting in publications in prestigious journals. This emphasis on research and academic excellence has earned the department recognition as a center for scholarly inquiry in accounting and finance. Graduates from the department have also secured prominent positions in various industries, reflecting the quality education and training provided.

The journal welcomes both qualitative and quantitative research across diverse disciplines and employs an international double-blind peer review process focused on research quality, methodological validity, and conclusive soundness. The Editorial Board ensures a swift

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