

Research Gap

- The present topic reveals the vitality and the significance in the application of Vedic principles and philosophy to regain the lost spiritual values, the inner peace and harmony.
- The Research gap is huge on the topic in view of its unusualness and therefore the topic is justified.

Hypotheses

- Vedic general management principles are relevant to the present - day global business.
- Vedic management principles are neither religious nor spiritual.
- Vedas attach importance to Customer Relationship Management or CRM.
- Vedas recommend integration and inter-relation of the ancient and the modern.
- Vedic management principles complement one another but never contradict one another.