

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.

Methodology

- The study is descriptive in nature and has used fact finding survey method.