iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 14 **Issue:** III **Month of publication:** March 2026

DOI: https://doi.org/10.22214/ijraset.2026.77824

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 14 Issue III Mar 2026- Available at www.ijraset.com

Redefining Work Ethic: Why Gen Z Values Efficiency Over Exhaustion

Meghna Jain[1], Yogita Thareja[2]
[1]*Research Scholar, Vivekananda Institute of Professional Studies*
[2]*Assistant Professor, Vivekananda Institute of Professional Studies*

Abstract: ***The contemporary work ethic is undergoing a visible transformation as Generation Z increasingly prioritizes efficiency, well-being, and meaningful engagement over traditional notions of relentless hustle and overwork. This study examines how Gen Z is redefining work by valuing time, mental health, and output quality rather than exhaustion and prolonged working hours. Drawing on existing empirical studies, surveys, and interdisciplinary research on concepts such as the anti-hustle movement, quiet quitting, burnout, turnover intention, and hustle culture, the paper synthesizes evidence to understand the motivations behind these shifting attitudes. The findings indicate that Gen Z's preference for efficiency is shaped by widespread technological access, exposure to economic uncertainty, and heightened awareness of mental health and work–life balance, particularly following the COVID-19 pandemic. High workloads and rigid organizational structures are strongly associated with burnout, disengagement, and turnover intentions among Gen Z employees, while supportive work environments, autonomy, and clear boundaries enhance well-being and productivity. Rather than signaling laziness or low commitment, Gen Z's approach reflects a pragmatic and adaptive response to modern work conditions, emphasizing sustainable performance, flexibility, and personal value alignment. The study argues that this efficiency-over-exhaustion mindset represents an evolution of work ethics suited to a digital, fast-changing economy. Understanding these values is crucial for organizations, educators, and policymakers seeking to engage, retain, and effectively manage Gen Z talent, and to design work models that balance productivity with human sustainability in the modern workplace.***

Keywords: Generation Z Workforce, Anti-Hustle Culture, Changing Work Ethic, Burnout and Mental Health, Smart Work vs Hard Work, Productivity Without Burnout, Work-Life Balance, Future of Work, Youth Work Attitudes, Future, Transforming.

I. INTRODUCTION

The nature of work and the meaning attached to it are undergoing a significant transformation in the twenty-first century, driven largely by generational change, rapid technological advancement, and shifting socio-economic realities. Generation Z, broadly defined as individuals born between the mid-1990s and early 2010s, is entering the workforce in increasing numbers and challenging long-standing assumptions about productivity, commitment, and professional success. Often labelled as disengaged or unmotivated, Gen Z workers are instead demonstrating a deliberate redefinition of work ethic, one that prioritizes efficiency, well-being, and value creation over exhaustion, presenteeism, and excessive workloads.

This shift has become particularly visible through the rise of phenomena such as the anti-hustle movement, quiet quitting, side hustles, and resistance to rigid hierarchical structures. Unlike earlier generations that often equated long hours with dedication and success, Gen Z tends to view work as one component of life rather than its defining purpose. Their approach reflects a conscious effort to establish boundaries, protect mental health, and seek meaningful engagement, while still valuing productivity and achievement. Advances in digital technology have played a central role in enabling this mindset, allowing work to be completed faster, more flexibly, and often remotely, thereby reshaping expectations around time, availability, and performance.

Economic uncertainty, exposure to global crises, and experiences during the COVID-19 pandemic have further influenced Gen Z's attitudes toward work. High workloads, limited job security, and burnout have been shown to increase disengagement and turnover intentions among young employees, while supportive organizational cultures, autonomy, and alignment with personal values enhance satisfaction and effectiveness. As a result, many Gen Z workers actively reject traditional hustle culture, not as a rejection of effort, but as a critique of unsustainable work models that prioritize output at the cost of human well-being.

Against this backdrop, the present study explores how Generation Z is redefining work ethic through an emphasis on efficiency over exhaustion, focusing on the interconnected dimensions of time, value, and modern work practices.

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By synthesizing existing research on work-life balance, burnout, productivity, and generational behavior, the paper seeks to challenge simplistic narratives that frame Gen Z as lazy or uncommitted. Instead, it positions their evolving work ethic as a rational and adaptive response to contemporary work environments. Understanding these changing attitudes is essential for organizations, educators, and policymakers aiming to design sustainable, inclusive, and effective models of work suited to the realities of the modern economy.

II. LITERATURE REVIEW

A. *Traditional Work Ethic and Hustle Culture*

The traditional work ethic has historically been rooted in the belief that long working hours, persistence, and personal sacrifice are indicators of commitment and professional success. Hustle culture, which gained prominence particularly in the late twentieth and early twenty-first centuries, reinforced the idea that productivity is directly proportional to time spent working. This ideology glorified constant availability, multiple streams of income, and the normalization of overwork, often equating exhaustion with ambition. Within organizational contexts, success was frequently measured through visibility, overtime, and hierarchical advancement rather than efficiency or well-being. Following the global pandemic, hustle culture became increasingly visible and contested. While some viewed hustling as a pathway to financial stability and entrepreneurship, others began to question its sustainability. Research highlights that hustle culture is deeply embedded in capitalist structures, where individual worth is often measured by output and economic contribution. For younger workers, particularly those entering unstable labor markets, hustle culture initially appeared as both a survival strategy and a means of self-expression through side projects and entrepreneurial efforts. However, over time, the negative consequences of constant grinding, including stress and burnout, became more apparent, leading to growing resistance against traditional notions of overwork.

B. *Burnout, Mental Health, and Overwork*

Burnout has emerged as a critical issue in contemporary workplaces, particularly among younger employees. It is commonly associated with prolonged exposure to high workloads, limited autonomy, lack of recovery time, and misalignment between personal values and organizational expectations. Studies consistently demonstrate a strong relationship between excessive workload and burnout, which in turn contributes to disengagement, reduced productivity, and increased turnover intentions.

Mental health concerns have gained heightened attention in the post-pandemic period, as work and personal life boundaries became increasingly blurred due to remote and hybrid work models. Continuous connectivity, while offering flexibility, has also intensified expectations of constant availability, amplifying stress and emotional exhaustion. Research indicates that burnout not only affects individual well-being but also negatively impacts organizational outcomes by reducing efficiency and increasing attrition. Consequently, burnout is now recognized not as an individual weakness, but as a systemic outcome of unsustainable work structures and cultures that prioritize output over human capacity.

C. *Generation Z and Changing Attitudes Toward Work*

Generation Z has been shaped by unique historical, economic, and technological contexts, including rapid digitalization, global crises, economic uncertainty, and the COVID-19 pandemic. Unlike previous generations, Gen Z entered the workforce with heightened awareness of mental health, job insecurity, and the limitations of traditional career models. As a result, their attitudes toward work differ significantly from those of older generations.

Research suggests that Gen Z places greater value on work–life balance, psychological safety, flexibility, and meaningful work than on status, long working hours, or rigid career hierarchies. Phenomena such as quiet quitting, consciously avoiding managerial roles, and preference for flexible or gig-based work reflect this shift. Rather than disengagement, these behaviors often represent a recalibration of effort, where employees choose to meet job expectations without sacrificing personal well-being. Gen Z's emphasis on authenticity, inclusivity, and value alignment further highlights a move away from loyalty based solely on tenure, toward relationships built on trust, fairness, and mutual benefit.

D. *Efficiency, Productivity, and Smart Work*

Efficiency has become a defining feature of modern work, particularly for Generation Z, who are often described as digital natives. Technological proficiency enables this generation to complete tasks more quickly, automate routine processes, and adopt flexible work arrangements that reduce time wastage. As a result, productivity is increasingly defined by outcomes rather than hours spent working.

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
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The concept of "working smarter, not harder" aligns closely with Gen Z's approach to work. Research indicates that efficiency-driven work models, such as remote work, flexible scheduling, and results-oriented performance evaluation, can enhance productivity while supporting employee well-being. For Gen Z, efficiency also creates space for personal pursuits, passion projects, and recovery time, which further contribute to sustained motivation and engagement. This reframing of productivity challenges traditional managerial assumptions that equate long hours with high performance, suggesting instead that optimal productivity emerges from balanced, well-designed work systems.

E. Research Gap

Although existing literature extensively explores hustle culture, burnout, and generational differences in work attitudes, there remains a notable gap in integrated research that connects these themes through the lens of efficiency-focused work ethics. Much of the current research examines burnout or turnover intentions in isolation, or frames Gen Z's work behavior as disengagement rather than adaptation. Limited attention has been given to understanding how Gen Z's emphasis on efficiency represents a deliberate redefinition of work ethic rather than a rejection of work itself.

Furthermore, there is insufficient synthesis of how technological enablement, mental health awareness, and value-driven work intersect to reshape productivity norms. This study seeks to address this gap by examining Generation Z's preference for efficiency over exhaustion as an evolving work ethic suited to contemporary economic and technological realities. By reframing Gen Z's work behavior as strategic and sustainability-oriented, the research aims to contribute to a more nuanced understanding of modern work practices and inform organizational policies that balance productivity with well-being.

III. DATA ANALYSIS AND INTERPRETATION

A. Demographic Analysis

The demographic analysis provides an overview of the respondents' background characteristics, which is essential for contextualizing perceptions and attitudes toward work. The study primarily focuses on Generation Z respondents, generally defined as individuals born between the mid-1990s and early 2010s. The sample includes participants across different genders, educational levels, and early-career employment statuses, reflecting the diversity within Gen Z's entry into the workforce.

Most respondents are either students, recent graduates, or early-stage professionals, which is consistent with the generation's current position in the labor market. This demographic profile is significant, as individuals at this stage are actively forming their work values and expectations. The diversity in educational and occupational backgrounds allows for a broader understanding of how Gen Z collectively perceives work ethic, hustle culture, and efficiency in modern workplaces.

B. Perception of Work Ethic

The analysis of respondents' perceptions of work ethic reveals a noticeable shift from traditional definitions centered on long working hours and constant availability. A majority of respondents associate strong work ethic with responsibility, timely completion of tasks, and consistency in performance rather than physical presence or overtime.

This indicates that Gen Z does not reject the idea of hard work; instead, they redefine it in terms of outcomes and accountability. Respondents emphasize discipline, focus, and effective use of time as key indicators of being a "good worker." The findings suggest that work ethic for Gen Z is closely tied to personal well-being and sustainability, reflecting a belief that productivity should not come at the cost of mental or physical health.

C. Attitude Toward Hustle Culture

Attitudes toward hustle culture among respondents are largely critical and mixed. While some acknowledge that hustling and side projects can be necessary for financial stability or personal growth, a significant proportion view hustle culture as exhausting, unrealistic, and mentally draining. Many respondents associate hustle culture with burnout, pressure to constantly prove worth, and unhealthy competition.

The concept of "quiet quitting" emerges as a response rather than a form of disengagement. Respondents interpret it as setting boundaries and limiting work strictly to defined roles in order to protect personal time and mental health. This attitude reflects a growing resistance to the glorification of overwork and a preference for balanced work models. Overall, the data suggests that Gen Z does not oppose effort but opposes the normalization of chronic exhaustion.

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D. Preference for Efficiency Over Exhaustion

A strong preference for efficiency is evident across the responses. Most participants favor work environments that emphasize smart work, flexibility, and the use of technology to optimize productivity. Respondents express support for flexible schedules, remote or hybrid work models, and performance evaluation based on results rather than hours worked.

Technology plays a crucial role in enabling this preference, as digital tools allow tasks to be completed faster and more effectively. Respondents believe that efficiency creates space for personal development, rest, and passion projects, which in turn enhances motivation and long-term performance. The data reinforces the idea that Gen Z values working smarter rather than longer, viewing efficiency as a key component of a healthy and modern work ethic.

E. Interpretation of Results

The overall interpretation of the results indicates that Generation Z is actively redefining work ethic by prioritizing efficiency, balance, and value alignment over traditional hustle-driven models. The findings challenge the stereotype of Gen Z as lazy or disengaged, instead portraying them as pragmatic and self-aware workers who seek sustainable productivity.

The strong link between negative attitudes toward hustle culture and positive attitudes toward efficiency suggests that Gen Z's work behavior is an adaptive response to contemporary work pressures, economic uncertainty, and mental health awareness. Rather than rejecting work, Gen Z appears to be reshaping it to fit a digital, fast-changing, and human-centered economy. These results highlight the need for organizations to reconsider rigid work structures and adopt flexible, outcome-oriented approaches to better engage and retain Gen Z talent.

IV. RESULTS AND FINDINGS

A. Major Findings

The study reveals several important findings regarding Generation Z's perceptions of work ethic, hustle culture, and productivity. One of the most significant findings is the clear shift away from traditional work ideals that emphasize long working hours and constant busyness. A large proportion of respondents did not associate working excessively with success. Instead, they viewed effectiveness, quality of output, and personal well-being as more meaningful indicators of professional achievement.

Another key finding is the growing awareness of burnout and mental health challenges linked to hustle culture. Many respondents acknowledged that continuous overwork often leads to emotional exhaustion, reduced motivation, and declining productivity. Rather than encouraging growth, hustle culture was frequently perceived as creating unrealistic expectations and unnecessary pressure. This indicates that Generation Z is increasingly conscious of the long-term consequences of overworking and values sustainability in work practices.

The findings also show that while Generation Z does not reject hard work, they prefer a redefined version of it. Respondents strongly emphasized the importance of smart work, time management, and efficiency over physical or mental exhaustion. Completing tasks effectively within limited time frames was considered more productive than spending extended hours on work-related activities. This reflects a practical and result-oriented mindset rather than a hustle-driven approach.

Flexibility emerged as another major finding of the study. Many respondents expressed a preference for flexible work schedules, autonomy, and the ability to balance professional responsibilities with personal life. The data suggests that Generation Z values workplaces that respect individual boundaries and promote work-life balance. This preference highlights a generational shift toward prioritizing personal well-being alongside career growth.

Additionally, the study found that Generation Z places high importance on mental peace and emotional stability when evaluating work culture. Respondents believed that a healthy work environment enhances creativity, focus, and overall efficiency. Overwork, on the other hand, was seen as reducing both job satisfaction and performance. This reinforces the idea that productivity and mental health are closely interconnected.

The findings further indicate that Generation Z is more likely to question traditional success narratives promoted by hustle culture. Many respondents showed skepticism toward the idea that success requires constant sacrifice of personal time, relationships, and health. Instead, they favored a balanced approach that allows growth without burnout. This reflects a more conscious and self-aware attitude toward career planning.

Overall, the major findings of the study suggest that Generation Z is redefining work ethic by shifting focus from overworking to working efficiently. They value productivity, flexibility, and mental well-being, and they seek sustainable work models that support both professional success and personal fulfillment. These findings highlight a fundamental transformation in workplace expectations and challenge conventional notions of hustle culture.

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B. Comparative Insights

A comparison of responses across different demographic categories shows variations in attitudes toward hustle culture and work ethic. Younger respondents were more inclined to reject traditional hustle culture compared to relatively older participants. Similarly, respondents with prior work or internship experience showed greater awareness of burnout and mental health challenges than those without experience. Gender-based comparisons also revealed slight differences, with a higher proportion of respondents emphasizing work-life balance and emotional well-being. Across all groups, however, there was a consistent preference for efficiency and productivity over prolonged working hours, indicating a shared generational mindset rather than isolated opinions.

C. Summary of Results

In summary, the results clearly demonstrate a changing attitude toward work among Generation Z. The findings confirm a move away from traditional hustle culture toward a more balanced, efficiency-driven approach. Respondents value productivity, mental health, and flexibility, and they increasingly question the effectiveness of overwork.

The study concludes that Generation Z does not reject hard work but seeks to redefine it in a way that aligns with well-being and long-term sustainability.

V. LIMITATIONS OF STUDY

A. Sample Limitations

One of the main limitations of the study relates to the sample size and composition. The respondents selected for the study represent a limited segment of Generation Z, which may not fully capture the diversity of experiences, backgrounds, and work environments within the entire population. Since the sample was confined to a specific age group and geographical area, the findings may not be generalizable to all Generation Z individuals across different regions or socio-economic backgrounds.

Additionally, the reliance on voluntary participation may have introduced response bias. Participants who chose to respond may already have strong opinions about work culture, hustle culture, or mental well-being, which could influence the overall results of the study.

B. Methodological Constraints

The study is primarily based on self-reported data, which may be subject to personal bias, exaggeration, or selective responses. Respondents' perceptions and attitudes may not always accurately reflect their actual work behavior. Moreover, the use of a structured questionnaire limits the depth of responses, as it does not allow participants to fully elaborate on their experiences or viewpoints. Another methodological constraint is the cross-sectional nature of the study. Data was collected at a single point in time, making it difficult to analyze changes in attitudes over a longer period. As a result, the study cannot establish causal relationships but only identifies patterns and trends related to work ethic and hustle culture.

VI. RESEARCH METHODOLOGY

A. Research Design

The present study is based on a descriptive research design, which is widely used in social science research to systematically examine existing phenomena. This design was selected to provide a comprehensive understanding of Generation Z's perceptions of work ethic, hustle culture, and efficiency without manipulating the research environment. By focusing on description rather than experimentation, the study aims to capture authentic opinions and real-life attitudes of respondents.

B. Research Approach

The study follows a quantitative research approach, as it allows for objective measurement and statistical analysis of respondents' attitudes. Quantitative methods enable the researcher to convert perceptions and opinions into numerical data, making it easier to identify patterns, trends, and general tendencies among Generation Z regarding work culture and productivity.

C. Data Collection Methods

Primary data was collected through a structured and standardized questionnaire. The questionnaire was carefully designed to ensure clarity, relevance, and consistency. It included close-ended questions that allowed respondents to express their level of agreement or preference on issues such as traditional work values, hustle culture, burnout, efficiency, and work-life balance. This method ensured uniformity in responses and facilitated easier comparison and analysis.

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D. Source of Data

The research is primarily based on primary data collected directly from Generation Z respondents. In addition, secondary data was gathered from previously published research papers, academic journals, books, and credible online sources. These secondary sources helped in developing the conceptual framework of the study and provided a theoretical base for understanding the changing work attitudes of Generation Z.

E. Sample Size and Sampling Technique

The study was conducted on a carefully selected sample of Generation Z respondents. Due to practical constraints such as time limitations and accessibility, a convenience sampling technique was employed. Despite its limitations, this sampling method allowed the researcher to gather relevant data efficiently while ensuring diversity in opinions and responses.

F. Research Tools

A self-structured questionnaire was used as the primary research tool. The questionnaire was designed after reviewing relevant literature and was structured in a logical manner to avoid ambiguity. Simple language was used to ensure maximum response accuracy. The tool was effective in capturing respondents' attitudes toward work ethic, hustle culture, and productivity.

G. Data Analysis Techniques

The collected data was analyzed using basic yet effective statistical techniques such as percentage analysis, frequency distribution, and graphical representation in the form of charts and tables. These techniques helped in simplifying complex data and presenting it in an easily understandable format. The analysis enabled clear interpretation of respondents' perceptions and facilitated meaningful conclusions.

H. Ethical Considerations

Ethical integrity was maintained throughout the research process. Participation in the study was entirely voluntary, and respondents were informed about the purpose of the research prior to data collection. Confidentiality and anonymity of participants were strictly ensured. No personal or sensitive information was disclosed, and the data was used exclusively for academic purposes.

I. Reliability and Validity of the Study

Efforts were made to ensure the reliability and validity of the study. The questionnaire was designed carefully to maintain consistency in responses. Clear instructions were provided to respondents to minimize misunderstanding. The use of standardized questions enhanced the credibility and dependability of the findings.

J. Scope of the Methodology

The methodology adopted in this study provides a structured framework for analyzing Generation Z's work-related attitudes. While the study focuses on a limited sample, the methodology ensures systematic data collection and analysis, making the findings relevant for understanding emerging workplace trends among younger generations.

VII. CONCLUSION AND RECOMMENDATIONS

A. Conclusion

The study concludes that Generation Z exhibits a clear shift in attitudes toward work ethic and hustle culture. Unlike traditional work models that prioritize long working hours and constant busyness, Generation Z places greater importance on efficiency, productivity, mental well-being, and work-life balance. The findings indicate that while hard work continues to be valued, excessive overwork is increasingly viewed as unsustainable and counterproductive.

The research highlights that hustle culture is often associated with stress, burnout, and reduced job satisfaction among young individuals. Generation Z respondents demonstrate a strong preference for smart work, flexible schedules, and outcome-oriented performance rather than time-based effort. This evolving mindset reflects a broader transformation in workplace expectations, emphasizing sustainable productivity and personal well-being.

Overall, the study successfully establishes that Generation Z is redefining traditional notions of success and work ethic. The results contribute to a deeper understanding of changing work values and underscore the need for organizations to adapt to these emerging preferences in order to attract and retain younger talent.

B. Recommendations

Based on the findings of the study, several recommendations are suggested. Organizations should adopt flexible work policies that prioritize efficiency and mental well-being alongside productivity. Employers are encouraged to shift focus from long working hours to result-oriented performance evaluation systems.

Educational institutions and organizations should also promote awareness about burnout, stress management, and healthy work practices. Providing supportive work environments, encouraging open communication, and offering mental health resources can help enhance overall employee satisfaction and performance.

Additionally, managers and leaders should recognize the importance of work-life balance for Generation Z and create inclusive workplace cultures that respect personal boundaries. Emphasizing smart work strategies and time management techniques can lead to improved productivity without compromising employee well-being.

C. Scope for Future Research

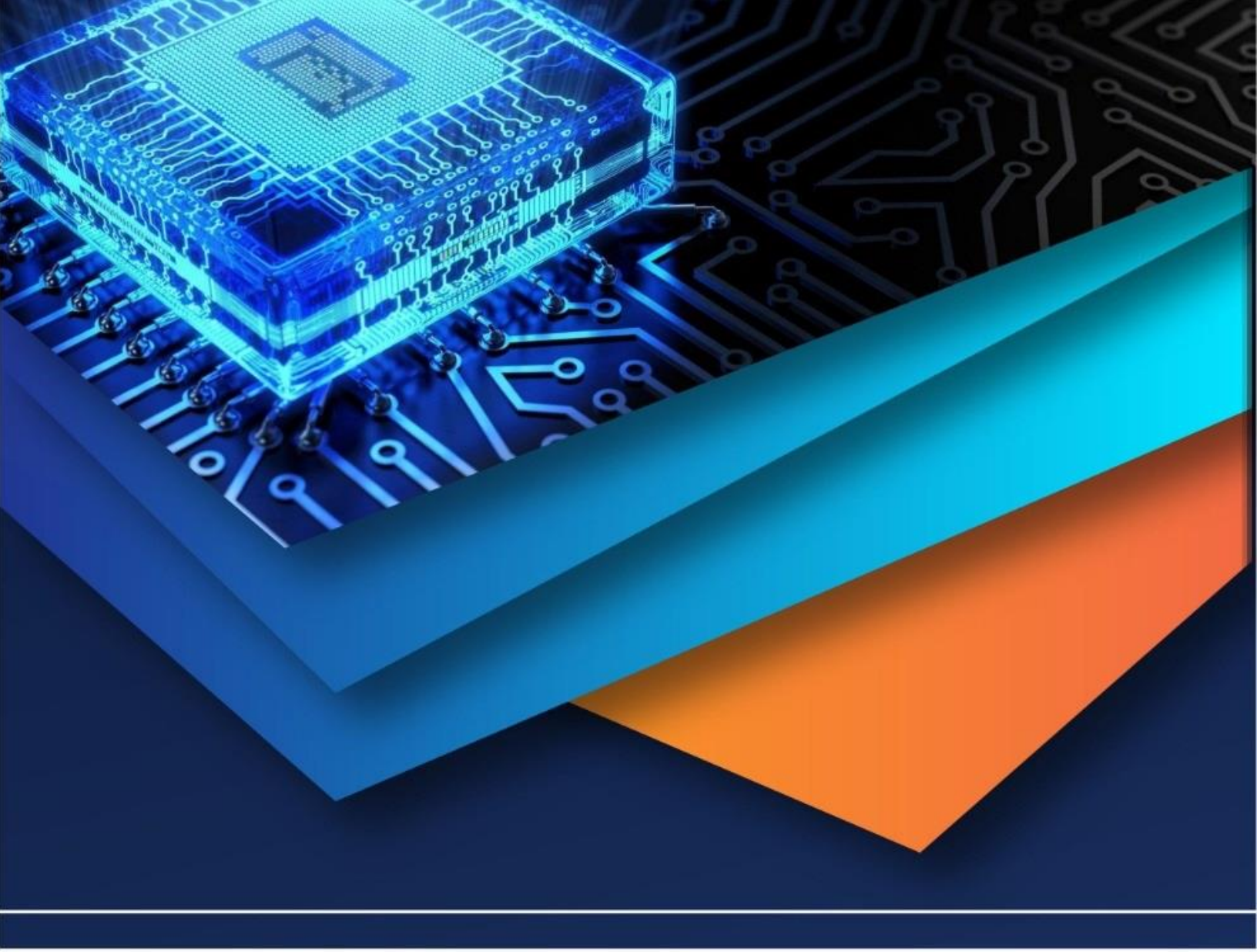
The present study offers scope for future research in several areas. Further studies may be conducted with a larger and more diverse sample size to improve the generalizability of findings. Comparative studies involving different generations can provide deeper insights into evolving work attitudes across age groups.

Future research may also adopt qualitative methods such as interviews or focus group discussions to gain a more in-depth understanding of individual experiences related to hustle culture and burnout. Longitudinal studies could be undertaken to examine changes in work attitudes over time. Exploring industry-specific perspectives would further enrich research on work ethic and productivity in the modern workplace.

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