

# JMRA

## Journal of Management Research and Analysis

Volume - 5, Issue - 3, Year - 2018 ([www.jmra.in](http://www.jmra.in))

Journal of Management Research and Analysis (JMRA) open access, peer-reviewed quarterly journal publishing since 2014 and is published under auspices of the Innovative Education and Scientific Research Foundation (IESRF), aim to uplift researchers, scholars, academicians, and professionals in all academic and scientific disciplines. IESRF is dedicated to the transfer of technology and research by publishing scientific journals, research content, providing professional's membership, and conducting conferences, seminars, and award programs.

With the aim of more...

### Call for paper

We cordially invite faculty, researchers, and scholars to submission of your valuable contribution to our Upcoming issues. It is a double-blind, peer-review, and Open Access (OA) journal and accepts manuscripts as research papers, review articles, case reports, short communication, etc.

### Manuscript Submission Guidelines

To submit your manuscript, first-time users click the Register button from the submission portal. If you are already a registered user, log in as an author and post your manuscript for further peer-review process. Manuscripts submitted for consideration and inclusion in upcoming issues must follow <https://www.jmra.in/info/author> and be submitted by **2025-01-10**.

Submit Manuscript

### Advertisement

The advertisement is a screenshot of a website for the Manuscript Peer-Review Process (MPRP). The header features the logo 'Manuscript Peer-Review Process' and contact information: 'Email: support@iesrf.in, editor@iesrf.in, info@iesrf.in' and 'Support: +91-11-639414, 639415 | 9826429446 | 88'. A navigation menu includes 'About MPRP', 'Journals', 'Support and Training', 'Contact us', 'Track article status', 'Register', and 'Login'. The main content area is titled 'Manuscript Peer-Review Process' and contains the following text: 'Manuscript Peer-Review Process is a web-based portal that can be accessed 24\*7 under good internet connection. It is a set of editorial services that allows a user to run a journal efficiently. It includes journal pre-publication services, editorial workflow & post publication services. We provide a high level of flexibility, so you can select the services you need and integrate your existing workflow. It allows smooth flow of all publication functions of an editorial office on a single independent platform, no software installation is required, only requires Username, Password to login in different panels. MPRP manages all the authors, reviewers, editors' details and its integration with the social and professional network. It is inhouse product of IP Innovative Publication Pvt. Ltd, which is managed and operated by Innovative Publication and currently running with around 50+ Journals. Why MPRP? If your research is ready to share with world, our submission portal will help you with a user-friendly platform to submit your'. An illustration of a person at a desk with a laptop and a checklist is shown on the right. The IESRF logo is in the bottom right corner.

**CONTENTS****Review Article:****Impulse buying - demographic aspect 236-238***Abhay Desai***Original Article:****Attrition in the Indian BPO sector: Role of compensation and opportunity to advancement on employee's intention to quit 239-243***Akanksha Jain***Cultural diversity through Swami Vivekananda's eyes: 5C framework to cultural competence 244-248***Chandni Mehta***Pattern of ownership 249-258***Daman Jeet, B.S. Bhatia, R.K. Sharma***Perceptions of traders and manufacturers towards GST 259-267***Sanjay Nandal, Diksha***A study of the interrelation between inflation and BSE consistency 268-274***K. Prabhakar Rajkumar***Quality of work life: A study conducted among IT professionals in Taramani, Chennai 275-279***A. Savarimuthu, S. Arulandu, G. Gayathri***Practical utility of customer relationship management practices - a discriminant function analysis 280-284***S. Sharmila, N. Jamunarani***Volatility and return: A study with special reference to the selected banking sectoral stocks of NSE 285-292***M. Muthukamu***Customers' perception of current CRM practices at SBI: A case study of State Bank of India, Patna District, Bihar 293-297***Jasmine Kaur***Prospects for growth and issues in marketing of health insurance in India 298-303***Manoj Pareek***Customer decision-making process and the effect of marketing on the final purchase decision 304-311***Vishesh***Heavy containerised trucks creating pollution in transport of cars 312-318***Niranjan Mudliar, Paramjeet Singh***Structural equation modelling of political marketing strategies adopted by political parties**

**319-326**

*Pankaj Goel, Amanpreet Singh Brar*

**Analytical study on the perceived levels of work life balance experienced by operational staff of five star hotels of Delhi 327-330**

*Paresh Bali, Kavita Khanna, R. K. Gupta*

**A study on the financial awareness among women entrepreneurs in Kottayam district 331-335**

*Reshma Rachel Kuruvilla, P N Harikumar*

**Heteroscedasticity in perception of viewers of television advertisements: A comparative study on different age groups 336-341**

*Saurabh Grover*

**Tourist relative importance of factors influencing tourism development in J&K 342-347**

*Asif Iqbal Fazili, Shahid Ali, Danish Khan*

**Perception of micro small and medium enterprise entrepreneurs on banking services 348-353**

*M. Suryakumar, T. Thirunavukkarasu*

**Evidence based practice and its importance in nursing students 354-356**

*Thoudam Kheroda Devi, Vijaya Kumar S*

**Developing a framework for mitigation of project delays in roads and highways sector projects in India 357-366**

*Siddesh Pai, Neeraj Anand, Ankur Mittal, Indrasen Singh*

**A study on the implementation of welfare programs for migrant construction workers with reference to Bangalore city, Karnataka 367-372**

*Madhavi Lokhande, Hema D, J Santosh Rupa*

# Advertisement

**Manuscript**  
Peer-Review Process

Email: support@innovativepublications.com  
editorialoffice@innovativepublications.com  
Support: +91-11-6394914, 61394105 | 9950439446 | 88

About MPRP Journals Support and Training Contact us Track article status Register Login

## Manuscript Peer-Review Process

Manuscript Peer-Review Process is a web-based portal that can be accessed 24\*7 under good internet connection. It is a set of editorial services that allows a user to run a journal efficiently. It includes journal pre-publication services, editorial workflow & post publication services. We provide a high level of flexibility, so you can select the services you need and integrate your existing workflow. It allows smooth flow of all publication functions of an editorial office on a single independent platform, no software installation is required, only requires Username, Password to login in different panels.

MPRP manages all the authors, reviewers, editors' details and its integration with the social and professional network. It is inhouse product of **Innovative Publication Pvt. Ltd.** which is managed and operated by Innovative Publication and currently running with around 50+ Journals.

### Why MPRP?

If your research is ready to share with world, our submission portal will help you with a user-friendly platform to submit your

