

JMRA

Journal of Management Research and Analysis

Volume - 8, Issue - 4, Year - 2021 (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 2025-01-29.

Submit Manuscript

Advertisement

The advertisement is a screenshot of a website for the Manuscript Peer-Review Process (MPRP). The header includes the logo 'Manuscript Peer-Review Process' and contact information: 'Email: support@iesrf.in, editor@iesrf.in, editor@iesrf.in' and 'Support: +91-11-6336414, 6336415 | 9850429446 | 9850429446'. The navigation menu contains: 'About MPRP', 'Journals', 'Support and Training', 'Contact Us', 'Track article status', 'Register', and 'Login'. The main content area features the title 'Manuscript Peer-Review Process' and a detailed description of the service, including its 24/7 availability, editorial services, and integration with social and professional networks. An illustration shows a person at a desk with a laptop, surrounded by icons representing various aspects of the process. The text concludes with 'Why MPRP?' and a partial sentence: 'If your research is ready to share with world, our submission portal will help you with a user-friendly platform to submit your'.

CONTENTS**Review Article:**

Imparting medical knowledge to pharmaceutical sales force 152-154*Sunil Chaudhry, Vishwas Sovani***Original Article:**

Growth, performance and projections – Micro, small, and medium enterprises (MSME's) in India: A discourse analysis 155-158*Sanket L. Charkha, Bhavana Shah***Trend identification with the relative strength index (RSI) technical indicator -A conceptual study 159-169***Ashok Kumar Panigrahi, Kushal Vachhani, Suman Kalyan Chaudhury***Application of discounted cash flow model valuation: The case of Exide industries 170-179***Ashok Panigrahi, Kushal Vachhani, Mohit Sisodia***Customer relationship management and higher education in India 180-188***T Bayavanda Chinnappa, N Karunakaran***Road ahead of Indian banking through universal banking and regulatory environment 189-192***T Bayavanda Chinnappa, N Karunakaran***Trend and dynamics of card payment system in India 193-197***P. Shibu, M. D. Devasia, N Karunakaran***Role of kitty party in micro finance 198-201***R. K. Tailor, Palak Sharma***Technostress and its impact on job satisfaction: Evidences during COVID-19 pandemic among faculty members in higher education in Karnataka 202-207***Veerendrakumar M Narasalagi, Shridevi Shintri, Ummi Naiemah Saraih***Short Communication:**

Seriousness and responsiveness of the myth of campus selection by management institutes and corporate 208-211*K R Ajith Kumar, N Karunakaran*

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

