

Journal of Management Research and Analysis

Volume - 9, Issue - 4, Year - 2022 (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

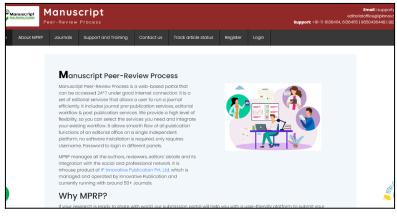
We cordially invite faculty, researchers, and scholars to submission of your valuable contribution to our Upcoming issues. It is a double-blind, peer-review, and Open Access (OA) journal and accepts manuscripts as research papers, review articles, case reports, short communication, etc.

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 2025-02-20.

Submit Manuscript

Advertisement



CONTENTS

Editorial:

Sustainable business models 186

Thankachan Jose Kaitharath

Review Article:

Contemporary relevance of OTT platforms in the entertainment world with special reference to Indian cinema industry 187-190

Shruti Nirmal, Thankachan Jose Kaitharath

Original Article:

Job stress experienced by nurses working in private hospitals in Kottayam 191-193 Jijy Jacob, Shaifali Tripathi

Changing values of HRM: An alternative to personal development 194-196

T. B. Chinnappa, N Karunakaran

Contemporary issues on Eco-friendly consumerism 197-200

T. B. Chinnappa, N Karunakaran

Waiting line theory with robotic process automation (RPA) in shopping malls: A literature review 201-206

Sunita Kumar, R. K. Tailor

Digital servitization: An effective tool of attracting customers in modern business world 207-209 Vanshika Parate, Bhumika V Hiremath, R. K. Tailor

Impact of demographic variables on consumers' adoption of e-banking services in Ganjam District of Odisha: An empirical investigation 210-217

Kirti Ranjan Swain, Suman Kalyan Chaudhury, Ashok Panigrahi

Short Communication:

Pay for performance: A major role to motivate the employees within an organization 218-220 Subhasis Karmakar, Mohammed Sheeba Kauser

Importance of performance appraisal: A short communication 221-223

Subhasis Karmakar, Mohammed Sheeba Kauser

Advertisement

