

Journal of Management Research and Analysis

Volume - 10, Issue - 2, Year - 2023 (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

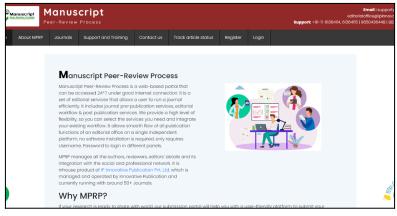
We cordially invite faculty, researchers, and scholars to submission of your valuable contribution to our Upcoming issues. It is a double-blind, peer-review, and Open Access (OA) journal and accepts manuscripts as research papers, review articles, case reports, short communication, etc.

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



CONTENTS

Editorial:

The pros and cons of micromanaging: A comprehensive analysis 72-73

Thankachan Jose Kaitharath

Original Article:

McKinsey's 7s frame work of organization: A case study of CAMPCO chocolate factory 74-78 E. Ambika, N Karunakaran

Counterfeiting of luxury products: An attitudinal examination 79-86

Suheil Savlani, Saurabh Grover

Creating brand loyalty: Role of brand love, trust, product quality, customer service on customer engagement among social media users 87-91

Jitha G Nair

Women entrepreneurs: Together we can make a difference 92-98

Rajeshwari Gwal, Anant Gwal

Consumer engagement with augmented reality (AR) in marketing: Exploring the use of ar technology in marketing campaigns and its impact on consumer engagement, brand experiences, and purchase decisions 99-105

Krishna Yatin Thakkar, Bhavin Bhaskarbhai Joshi, Prashant Pravinbhai Kachhela

The transformative impact of artificial intelligence on hr practices and employee experience: A review 106-111

Nimit J Ganatra, Jainisha D Pandya

Opportunities and threats in robotic accounting 112-115

R.K. Tailor, Bhumika V. Hiremath

An analysis of integrated reporting practices of selected Indian banks 116-123

Sandeep Kumar Goel, R.K. Tailor, Stuti Jain, Aadya Agrawal, Rupali

A study on analysis of venture capital financing 124-127

Devangi Rajesh Sangani

Digital marketing and it's impact on the buying behaviour of the consumers 128-134

R.K. Tailor, Simran Kaur

Advertisement

