

# JMRA

## Journal of Management Research and Analysis

Volume - 10, Issue - 3, Year - 2023 ([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 screenshot shows the homepage of the Manuscript Peer-Review Process (MPRP) website. The header includes the logo 'Manuscript Peer-Review Process' and contact information: 'Email: support@iesrf.com, editor@iesrf.com', 'Support: +91-11-8336414, 8336415 | 8336434-446 | 8336435'. A navigation menu contains links for 'About MPRP', 'Journals', 'Support and Training', 'Contact us', 'Track article status', 'Register', and 'Login'. The main content area features a section titled 'Manuscript Peer-Review Process' with a detailed description of the web-based portal's services, including 24/7 access, 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 review process. Below this, a section titled 'Why MPRP?' begins with the text 'If your research is ready to share with world, our submission portal will help you with a user-friendly platform to submit your'.

## CONTENTS

### Editorial:

---

**The dual impact of procrastination: Unveiling its effects on various sectors with special reference to educational institutions 135-137**

*Thankachan Jose Kaitharath*

### Review Article:

---

**Global financial governance: Need for a new approach 138-146**

*Brij Behari*

**Recent developments and initiatives taken by government to ayurveda under ministry of ayush 147-150**

*J. M. Badiyani, Hiren Kotadia*

**Passenger perspectives on airline service quality in post-flight services: A conceptual analysis 151-156**

*Vidhu P Sekhar, U Faisal*

**What slows the women manager's advancement to leadership roles in corporate India - A review of organisational barriers 157-163**

*Vidya Nair*

### Original Article:

---

**Analyzing customer satisfaction and loyalty in packaging industry in Rajkot district 164-168**

*Nehaliba Zala*

**The power of creativity in print advertising: A study of its relevance in today's market 169-172**

*Krishna Yatin Thakkar, Nimit J Ganatra*

**A research study on customer satisfaction and loyalty in hospitality industry, Rajkot 173-178**

*Shruti Mandlik*

**Stock evaluation using capital assets pricing model with reference to select food processing organisations in India 179-185**

*R. Satheeshkumar, Harshitha V, S. Sridevi, Sushma Rawath*

**Retailer's perception of curry powder brands in Kerala 186-190**

*Sanushma. S, N. Karunakaran*

### Short Communication:

---

**Redefining health systems with artificial intelligence: The game-changer in healthcare delivery 191-193**

*Carlos Fernando Mourão, Mona Patel, Eileen Doherty*

# Advertisement

**Manuscript**  
Peer-Review Process

Email: support@innovativepublications.com  
editorialoffice@innovativepublications.com  
Support: +91-11-6336474, 6136416 | 9550436446 | 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

