

Journal of Management Research and Analysis

Volume - 11, Issue - 3, Year - 2024 (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

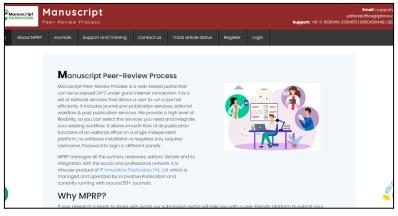
We cordially invite faculty, researchers, and scholars to submission of your valuable contribution to our Upcoming issues. It is a double-blind, peer-review, and Open Access (OA) journal and accepts manuscripts as research papers, review articles, case reports, short communication, etc.

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:

Paradigm shift from rote learning to critical thinking, experiential learning, and holistic development in the indian education system 140-141

K J Thankachan

Review Article:

Threat perceptions in use of e-wallet in customer's purchase intention: with extended UTAUT2 model 142-153

Shivam Upadhyay, Akhilesh Chandra Pandey

Artificial intelligence and human capital: A review 154-157

K. V. Pradeep, N. Karunakaran

Sustainable practices in traditional jobs of Kerala: A contextual analysis 158-162

K. V. Pradeep, N. Karunakaran

Original Article:

Unpacking the stress-satisfaction-Performance triangle in the IT workforce 163-167

Nidhi Mathur, Nimmi Agarwal, Rahul Saxena

Analyzing the fraud tendency in the Indian Banking sector 168-175

Naveen Tirumalaraju

A study on awareness and attitude of youth towards the use of herbal cosmetic products in Rajkot district 176-181

J. M. Badiyani, Hiren Kotadia

A research paper on how Artificial Intelligence changes the Human Resource Activities inside the organization and provides the significant improvement in workforce working environment for various day to day decisions making along with their efficiency and their productivity 182-184 Nimit Jagdishbhai Ganatra

Does biasedness starts with HR? - Analysis and outcomes and suggestions for transparent practices 185-188

Diksha Pandey, Nimit J Ganatra

Pattern of occupational shift among Malabar migrants: a case study of Kallar grama panchayath in Kerala 189-191

P. Praveenkumar, N. Karunakaran

Dopamine manipulation and its role in effective advertising 192-199

Ashok Panigrahi, Arunima De

Advertisement

