



ISSN: 0975-6825

**INDIAN JOURNAL
OF BUSINESS
ADMINISTRATION (IJBA)**

A National Peer Reviewed Refereed Journal
Vol. 16 | Issue 1 | January-June, 2023



ISSN : 0975-6825

INDIAN JOURNAL OF BUSINESS ADMINISTRATION (IJBA)

(A National Peer Reviewed Refereed Journal)

Volume:-16

Issue:-1

January - June:-2023

CONTENTS

1	A Study of Cyber Law and its awareness among college students while using social media - Dr. Ramesh Kumar Chouhan	01-04
2	Evaluation of training and development programs effectiveness for employees of medical and healthcare sector - Dr. Ashok Kumar & Dr. Asha Rathi	05-12
3	A study of Strategic Corporate social responsibility initiatives of Dabur India Limited - Dr. Kritika & Dr. Vishal Anand	13-19
4	A Case Study on Measuring Emotional Responses to Advertisements Using Neurophysiological Techniques - Dr. Umaid Raj Tater	20-24
5	A study using the big five (ocean) and aaker's five brand personality dimensions to determine how brand personality influences consumer brand preference - Dr. Shalu Sehgal & Dr. Dilip.S. Chavan	25-32
6	Effectiveness of Stress Management Interventions in Enhancing Well-being among Healthcare Workers: A Study - Dr. Sanjay Maheshwari & Dr. Sheetal Jha	33-38
7	The Rudiments of Gandhian Economics: A to Z Approach - Dr. Priya Bhalla	39-49
8	A study on consumer behavior in terms of purchasing is influenced by perception - Ms. Hemlata Chatlani	50-52
9	Marketing in the Metaverse: Navigating New Frontiers of Customers Engagement - Ms. Anita Jain & Mr. Jai Tater	53-56
10	Sustainable Development and Role of Urban Centres - Mr. Parvez Ali	57-65
11	Concept of menstruation (period) leave : A socio-legal study in india - Dr. Om Prakash Siravi	66-71
12	"Financial Reporting in India: An Empirical Examination of its Significance in the Accounting Domain" - Dr. Yashpal Meena	72-80

Published by
Dr. R.K. Chouhan
Head, Department of Business
Administration
Jai Narain Vyas University, Jodhpur, Rajasthan-.342001

Website :
www.busadmjnvu.org

