



ISSN:0975-6825

INDIAN JOURNAL OF BUSINESS ADMINISTRATION (IJBA)

(A National Peer Reviewed Refereed Journal)

Volume:-17 Issue:-2 July-December:-2024

CONTENTS

1	Sustainable innovation in the 21st century: a strategic approach to emerging technologies	01-07
	- Dr. Vandana Gupta	
2	The Role Of Microfinance In Indian Economy	08-17
	- CA Pratyush Mehta	
3	The Pillars Of Startup Success: Evaluating The Key Drivers Of Business Growth	18-22
	- Dr. Asha Rathi & Megha Bhati	
4	Using A Competency Based Model To Create A High Performing Organization: The Case	23-29
	Of Modern Foods Enterprise Pvt. Ltd.	
	- Ritika Bhatia & Dr. Sona Vikas & Dr. Ashish Mathur	
5	A Comparative Analysis of Stock Market Volatility Before and After Major Economic	30-39
	Policy Announcements in India	
	- Dr. Yashpal Meena	
6	Rajasthan's Financial History: A Model for Global Economic Heritage	40-48
	- Dr. Shweta Sharma	

Published by Dr. Asha Rathi

Department of Business Administration Jai Narain Vyas University, Jodhpur, Rajasthan -.342001

Website : www.busadmjnvu.org

