

ISSN:0975-6825

INDIAN JOURNALOF BUSINESS ADMINISTRATION (IJBA)

A National Peer Reviewed Refereed Journal Vol.17 |Issue1| January-June,2024



ISSN:0975-6825

INDIAN JOURNAL OF BUSINESS ADMINISTRATION (IJBA)

Volume:-17

(A National Peer Reviewed Refereed Journal)

January-June:-2024

Issue:-1

1	An Investigation Into Bank Customers' Awareness Of Permission Marketing	01-06
	- Dr. Anil Verma & Dr. Surendra Kumar	
2	A Study On The Effect Of A Leader's Style On The Retention And Motivation Of	07-13
	Worker's In The Indian Retail Sector	
	- Dr. Dilip. S. Chavan	
3	Incorporating Csr Principles Into Business Strategies: Challenges And Solutions	14-18
	- Dr. Umaid Raj Tater & Mr. JaiTater	
4	Public Vs Private Sector Banks In India: An Overview	19-25
	- Dr. Asha Rathi & Ms. Sanju Bhati	
5	Role Of Women In Rural Economy: A Historical Analysis Of Western Rajasthan	26-29
	(1800–1900)	
	- Dr. Shweta Sharma	
6	A Systematic Study Of Opportunities For Electric Scooters' Marketing In Jodhpur	30-36
	- Dr. Ramesh Kumar Chouhan	
7	A Comparative Study Of Various Social Media Platforms For Small Businesses	37-44
	- Dr. Ashish Mathur & Ms. Sunita	
8	Agriculture Marketing: Sustainable Business Model Practices With Reference To India	45-49
	- Dr. Vandana Gupta	

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

Website : www.busadmjnvu.org

