

Editorial Board

Dr. Mohammad Reza Iravani, Iran

Dr. Farooq Ahmad, Pakistan

Dr. Ashraf Bhat, India

Dr. Ajayi, Johnson Olusegun, Nigeria

Dr. Sunita Singh, India

Dr. Abubakar S.R. Matazu, Nigeria

Dr. Cristina-Georgiana Voicu, Germany

Dr. Amirul Mukminin, Indonesia

Dr. Ravi Kant, India

Dr. Michael Akintayo, New York

Dr. Viktor Jakupiec, Nigeria

Dr. Shahabudin Abdullah, Malaysia

Dr. Rabindra Kumar Pradhan, India



Journal of Research in Business and Management (JRBM)

ISSN : 2347-3002

Contact Us:

Quest Journals Inc.

Web: www.questjournals.org

Mail: quest@editormails.com

Volume 12, Issue 1

Peer Reviewed Refereed Journal



Journal of Research in Business and Management (JRBM)

Volume 12 - Issue 1

ISSN : 2347-3002

Contents :

Study on Fishermen's Perception Towards Pradhan Mantri Matsya Sampada Yojana Scheme in Mangalore and Udupi	01-07
The Impact of Organizational Climate on the Well-being and Performance of Healthcare Professionals”: A Comprehensive Systematic Review of Modern Healthcare Workplace and Further Research Agendas	08-21
Development Priority Destination Analysis Community Based Tourism in Budo Village Wori District, North Minahasa District	22-28
Apricis of Factors Affecting Online Shopping And Future Prospect	29-36
Creating Customer Satisfaction and Loyalty with Price, Product Quality and Service Quality (Case Study at Mcdonald's Customer)	37-43
Influence of Product Packaging on Consumer Purchases	44-49
Determinants of Factors Affecting Investment Decisions In Banking Companies In Indonesia AT 2022	50-57
Revitalizing Citizen Satisfaction: Unravelling the Impact of the PPP Business Model Citizen Service Centersin Hyderabad	58-68
Marketing Strategy for Digital-Based Bread Products to Increase Sales (Case Study of the Gembong Ratu Bread Business, Gowa Regency, South Sulawesi Province)	69-77
Unlawful Actions in the Case of Unilateral Cancellation of Hotel Rooms by Traveloka According to Business Law (Case Study Decision Number 354/PDT/2020/PT.DKI)	78-83
Talent Acquisition and Retention in the Gig Economy: Exploring Innovative HRM Practices for the Modern Workforce	84-90
Income and Employment Generating Activities Through SHG based Micro Enterprises: An Initiative for Poverty Eradication	91-95
Comparing and Contrasting the Marketing Strategies of the Detergent Industry: Ariel, Sure, Persil, and Nirma	96-100
Effectiveness and Contribution of Regional Taxes in Badung Regency	101-108
Social Media Marketing: Application of Electronic Word Of Mouth (Wom) and Content Marketing on Edutech Platform Digital Marketing	109-117
Lean Management in the Medical Records Department: A Case Study	118-123
An Examination of the Financing Strategy and Challenges Linked to Capitalization Concerning Manufacturing SMEs in Pune Region of India	124-132
India's Increasing Export Competitiveness: Success Factors	133-136