

Scope Database Journal Indexing & Citation Analysis

Journal Name : International Journal of Marketing and Human Resource Management (IJMHRM)

Coverage Period: 2010-2021

Total No of Papers Indexed:141

ISSN Online 0976 - 643X

ISSN Print 0976 - 6421

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00000-00200	A CRITICAL STUDY ON ROAD SIDE MARKETING - A NEW AVENUE FOR FARMERS IN SMALL VILLAGES	Rajesh Uttam kanthe,Rajendra A Mohite,Vaishali P.Pawar,	2013	International Journal of Marketing and Human Resource Management 4, 1, 8 - 13	India
00000-00201	A STUDY ON EFFECTIVENESS OF CAUSE RELATED MARKETING [CRM] AS A STRATEGIC PHILANTHROPY IN TERMS OF BRAND POPULARITY & SALES	Sandip Dhakecha,	2013	International Journal of Marketing and Human Resource Management 4, 1, 28 - 39	India
00000-00202	A STUDY ON MARKETING PRACTICES FOLLOWED BY TOMATO GROWERS AND SOURCE OF MARKET INFORMATION	M. V Srinivas ,Y. B Venkatareddy ,B. S Lakshman Reddy,	2014	International Journal of Marketing and Human Resource Management 5, 4, 1 - 5	India
00000-03024	INFLUENCE OF CHILDREN-PRODUCT`S PACKAGING ON PARENTS BUYING BEHAVIOR	Claudia Fabiola Sumampouw,Monika ,Sumei Chai,Peri Akbar Manaf,	2020	International Journal of Marketing and Human Resource Management 11, 1, 1 - 15	Indonesia
00000-03025	A STUDY ON CONSUMER PRODUCT PREFERENCE TOWARDS PROCESSED CHEESE BASED ON DEMOGRAPHIC CHARACTERISTICS	Harihara Subramanian KK, K Vivekanandan ,	2020	International Journal of Marketing and Human Resource Management 11, 1, 16 - 26	India
00000-03026	ENTREPRENEURIAL SKILLS AND BEHAVIOURAL INTENTION OF POLYTECHNIC GRADUATES AS A MEANS FOR SELF-EMPLOYMENT IN NIGERIA	Idris Mohammed Abdullahi,Moh'd Khata Bin Jabor,	2020	International Journal of Marketing and Human Resource Management 11, 2, 1 - 12	Nigeria
00000-03027	INNOVATION IN RECRUITMENT AND TALENT ACQUISITION: A STUDY ON TECHNOLOGIES AND STRATEGIES ADOPTED FOR TALENT	Sajin Jose,P. Asha ,	2020	International Journal of Marketing and Human	India

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00000-03028	AN EVALUATION OF THE FACTORS THAT DRIVE FOREIGN STUDENTS TOWARDS PURSUING HIGHER EDUCATION IN MALAYSIA 2020	Du Qing,	2020	International Journal of Marketing and Human Resource Management 11, 2, 23 - 38	Malaysia
00000-07210	ASSESSING THE VIABILITY OF MODERN TRADE RETAILER PRACTICES TO SATISFY CUSTOMERS AMIDST THE COVID 19 PANDEMIC	H.G.T. Dilshani Senevirathne,G. Hansani Eranga,N.M.H.Y.B. Nawarathne ,A.A.S.N. Munasinghe ,S.J.A.N.S. Jayasinghe ,	2021	International Journal of Marketing and Human Resource Management 12, 2, 25 - 41	Sri Lanka
00000-42866	THE INFLUENCE OF ORGANIZATION CULTURE, LEADERSHIP STYLE, AND MOTIVATION ON JOB PERFORMANCE: CAUSAL STUDY ON EMPLOYEES AT SOUTH BARITO REGENCY (2019)	Stepanus ,S.Hut.,MP ,	2020	International Journal of Marketing and Human Resource Management 11, 3, 1 - 12	Indonesia
00000-42867	MARKETING FACTORS THAT AFFECTING THE PURCHASE OF CONDOMINIUM IN BANGKOK THAILAND	Napaporn Khantanapha,Thanakorn Thanathanchuchot,Poramet Eamurai,	2020	International Journal of Marketing and Human Resource Management 11, 2, 39 - 45	Thailand
00000-42868	INNOVATION IN RECRUITMENT AND TALENT ACQUISITION: A STUDY ON TECHNOLOGIES AND STRATEGIES ADOPTED FOR TALENT MANAGEMENT IN IT SECTOR	Sajin Jose,P. Asha ,	2019	International Journal of Marketing and Human Resource Management 10, 2, 1 - 8	India
00000-42869	RIGHTS OF PERSON WITH DISABILITY IN INDIA – A STUDY	P. Srinivasa Rao,	2019	International Journal of Marketing and Human Resource Management 10, 2, 9 - 13	India
00000-42870	ANALYSIS ON THE INFLUENCING FACTORS OF CUSTOMER SATISFACTION OF SHUNFENG EXPRESS IN THE BIG DATA ENVIRONMENT	Limin Ran,	2019	International Journal of Marketing and Human Resource Management 10, 2, 14 - 27	Thailand
00000-42871	HUMAN RESOURCE MANAGEMENT PRACTICES AND ITS IMPACT ON JOB SATISFACTION AMONG EMPLOYEES IN HIGHER EDUCATION SECTOR	Sabah Javed,Ruqaiya Javed,Naseem Ahmed,Darakhshan Anjum,	2019	International Journal of Marketing and Human Resource Management 10, 1, 1 - 12	India
00000-42872	IMPACT OF RELATIONSHIP MARKETING ON BEHAVIOUR OF BANK CUSTOMERS	Deboshree Chatterjee,	2019	International Journal of Marketing and Human Resource Management 10, 1, 13 - 22	India
00000-42873	THE IMPACT OF INTERNAL MARKETING ON EMPLOYEES`	Abdeldjalil Mokaddem,Khawla Adnani,	2019	International Journal of	Algeria

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00000-42875	A STUDY ON THE ARCADE POTENTIAL OF HAVELS INDIA LIMITED WITH SPECIAL REFERENCE TO TRICHY REGION	K.R. Mahalaxmi ,Satheeswaran S V ,	2018	International Journal of Marketing and Human Resource Management 9, 2, 1 - 8	India
00000-42876	CAREER MANAGEMENT PRACTICES IN SRI LANKA: AN EMPIRICAL INVESTIGATION	Madagamage G.T ,Perera G.D.N ,Thalgaspitiya U.K ,	2018	International Journal of Marketing and Human Resource Management 9, 2, 9 - 17	Sri Lanka
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00000-42878	LGBT DIVERSITY AND INCLUSION AT WORKPLACE – AN ANALYSIS OF CHANGING DEMOGRAPHICS	Prashant Singh,	2018	International Journal of Marketing and Human Resource Management 9, 2, 22 - 25	India
00000-42879	THE IMPACT OF SERVICE BRAND EVALUATION, CUSTOMER ENGAGEMENT ON BRAND TRUST AND BRAND LOYALTY - STUDY ON CULINARY BUSINESS AS PART OF CREATIVE ECONOMY INDUSTRY IN INDONESIA	Widarto Rachbini,	2018	International Journal of Marketing and Human Resource Management 9, 1, 1 - 17	Indonesia
00000-42880	POST HARVEST LOSSES AND MARKETING TECHNOLOGIES OF AGRICULTURAL PRODUCTS IN BANGLADESH	Mohammed Salim Bhuyan,Valliapan Raju,	2018	International Journal of Marketing and Human Resource Management 9, 1, 18 - 30	Malaysia
00000-42881	EVOLUTION OF DIGITAL ECONOMY IN INDIA	R. Gokilavani ,R. Durgarani ,	2018	International Journal of Marketing and Human Resource Management 9, 1, 31 - 39	India
00000-42882	POST PURCHASE ATTITUDE OF GREEN CONSUMERS USING GREEN PRODUCTS	P. Asha ,R. Rathiha ,	2017	International Journal of Marketing and Human Resource Management 8, 3, 9 - 15	India

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00000-42883	EFFECTIVENESS OF EMPLOYEE'S EDUCATION ON ORGANISATIONAL CLIMATE - A STUDY OF PUBLIC AND PRIVATE SECTOR BANKS IN KARNATAKA	Nagaraju B ,Pooja J ,	2017	International Journal of Marketing and Human Resource Management 8, 4, 1 - 13	India
00000-42884	THE RELATIONSHIP BETWEEN INTEGRATED MARKETING COMMUNICATION (IMC), BRAND EQUITY AND BUSINESS PERFORMANCE: EVIDENCE FROM SAUDI'S TELECOMMUNICATION SECTOR	Musaddag A.H. Elrayah,	2017	International Journal of Marketing and Human Resource Management 8, 4, 14 - 21	Saudi Arabia
00000-42885	INNOVATIVE HUMAN RESOURCE PRACTICES FOLLOWED AT FOREIGN IT MNCS IN INDIA: A CASE STUDY ON THREE IT GIANTS	Fehmina Khaliq,Daleep Parimoo,	2017	International Journal of Marketing and Human Resource Management 8, 4, 22 - 28	India
00000-42886	A STUDY OF CONSUMER BEHAVIOUR ON REPURCHASE PATRONAGE OF DIET FOOD PRODUCTS	Anupama Sundar D,	2017	International Journal of Marketing and Human Resource Management 8, 4, 29 - 42	India
00000-42887	IMPACT OF SALARY ON EMPLOYEE PERFORMANCE EMPERICAL EVIDENCE FROM PUBLIC AND PRIVATE SECTOR BANKS OF KARNATAKA	B Nagaraju ,Pooja J ,	2017	International Journal of Marketing and Human Resource Management 8, 4, 43 - 51	India
00000-42888	A STUDY ON RETAILERS OPINION ON THE ESSENTIALS OF ECO FRIENDLY PRODUCTS TO HELP THE PLANET	Princy Susan Selvakumari,N.Kannan ,	2017	International Journal of Marketing and Human Resource Management 8, 4, 52 - 58	India
00000-42889	A STUDY ON PERSONALITY TRAITS OF INFORMATION TECHNOLOGY (IT) EMPLOYEES AND JOB SATISFACTION	A. Mary Jansi,S. Anbazhagan ,	2017	International Journal of Marketing and Human Resource Management 8, 2, 1 - 8	India
00000-42890	AN ANALYSIS OF TOURISM SERVICE QUALITY TOWARD CUSTOMER SATISFACTION (STUDY ON TOURISTS IN INDONESIA TRAVEL DESTINATIONS TO BALI)	Nur Hayati,Desi Novitasari,	2017	International Journal of Marketing and Human Resource Management 8, 2, 9 - 20	Indonesia
00000-42891	CAPABILITY BUILDING IN INDIAN SOLAR POWER INDUSTRY FOR TALENT MANAGEMENT AND RETENTION	Rajiv Kumar Tyagi,Daleep Parimoo,	2017	International Journal of Marketing and Human Resource Management 8, 2, 21 - 37	India
00000-42892	IMPACT OF JOB STRESS ON LEADERSHIP STYLES AND ORGANIZATIONAL CITIZENSHIP BEHAVIOR	Mohith S ,Pavithra S ,Anita Priya Raja,	2017	International Journal of Marketing and Human Resource Management 8, 2,	India

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00000-42893	WEB OF WORKERS - A REVIEW ON VIRTUAL WORKERS	Dalimi Wary,	2017	38 - 50	India
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00000-42895	EMPLOYEE ENGAGEMENT: A PROGRESSIVE REVIEW OF LITERATURE	Manish Bhalla,Vaishali Sharma,	2017	International Journal of Marketing and Human Resource Management 8, 2, 56 - 66	India
00000-42896	ANALYSIS OF EFFECTS OF STRESS ON HOTEL EMPLOYEES	Purnima Bor,	2017	International Journal of Marketing and Human Resource Management 8, 2, 67 - 71	India
00000-42897	A STUDY ON STRESS MANAGEMENT AMONG THE DIFFERENT TYPE OF WORKING EMPLOYEES OF BANKING SECTOR WITH SKILL DEVELOPMENT ORIENTATION SOLUTION IN INDIA	V. Antony Joe Raja,V. Vijayakumar ,	2017	International Journal of Marketing and Human Resource Management 8, 1, 1 - 12	India
00000-42898	A BEHAVIOURAL STUDY ON ACADEMIC STRESS OF SCHOOL STUDENTS IN CHENNAI CITY	P. Abirami ,R. Priya Dharshini,	2017	International Journal of Marketing and Human Resource Management 8, 1, 13 - 17	India
00000-42899	A BEHAVIOURAL STUDY ON ACADEMIC STRESS OF SCHOOL STUDENTS IN CHENNAI CITY	P. Abirami ,R. Priya Dharshini,	2017	International Journal of Marketing and Human Resource Management 8, 1, 18 - 23	India
00000-42899	MEDIATING EFFECT OF CUSTOMER SATISFACTION ON HR MARKETING IMPLEMENTATION AND ITS RELATION TO ORGANIZATIONAL PERFORMANCE: A HIERARCHICAL REGRESSION ANALYSIS	Doman GNOUFOUGOU,	2017	International Journal of Marketing and Human Resource Management 8, 1, 24 - 35	Togo
00000-42900	A COMPARATIVE ANALYSIS BETWEEN AIR INDIA AND AIR ARABIA AIRLINE SERVICES INTERNAL AND EXTERNAL ENVIRONMENTAL FACTORS	S. Aisha Rani,M. Shiek Mohamed,	2016	International Journal of Marketing and Human Resource Management 7, 3, 1 - 9	India
00000-42901	A CONCEPTUAL STUDY ON THE IMPACT OF ROLE EFFICACY ON THE MOTIVATION LEVELS OF EMPLOYEES	Ruchika Malik,Tanavi Madappa,Ravinder Kaur,Jaya Chitranshi,	2016	International Journal of Marketing and Human Resource Management 7, 3, 10 - 17	India
00000-42902	THE EFFECT OF PERSONAL SITUATION AND SERVICE QUALITY ON THE RELATIONSHIP PERFORMANCE OF BNI PERSONAL BANKING	I Wayan Jaman Adi Putra,	2016	International Journal of Marketing and Human	Indonesia

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00000-42903	CUSTOMER BASED BRAND EQUITY MEASUREMENT: A CASE STUDY OF GRAMEENPHONE LTD	Sabiha Matin,	2016	International Journal of Marketing and Human Resource Management 7, 3, 27 - 40	Bangladesh
00000-42904	SERVICE QUALITY GAP IN OMNI BUS SERVICES IN TAMILNADU –A CAPTIOUS ANALYSIS	S.R. Easwari ,S. Nadarajan ,	2016	International Journal of Marketing and Human Resource Management 7, 3, 41 - 48	India
00000-42905	A REVIEW OF CUSTOMER SATISFACTION FOR INDIAN POSTAL SERVICES	Charusheela Birajdar,Akshata Joshi,	2016	International Journal of Marketing and Human Resource Management 7, 3, 49 - 59	India
00000-42906	TRAVELERS SATISFACTION TOWARDS TOURIST DESTINATIONS (AN EMPIRICAL STUDY WITH SPECIAL REFERENCE TO THE NILGIRI)	M. Praveen ,R. Manju Priya,	2016	International Journal of Marketing and Human Resource Management 7, 3, 64 - 70	India
00000-42907	ACCOUNT HOLDER`S SATISFICATION TOWARDS SUKANYA SAMRIDDHI ACCOUNT (SSA) OF POSTAL DEPARTMENT WITH SPECIAL REFERENCE TO COIMBATORE CITY	V. Venkatachalam ,G. Ravindran ,	2016	International Journal of Marketing and Human Resource Management 7, 3, 71 - 78	India
00000-42908	THE IMPACT OF VARIOUS TYPES OF SERVICE QUALITY ON SERVICE LOYALTY TOWARDS OMNIBUS SERVICES –AN EMPRICAL STUDY	S.R. Easwari ,S. Nadarajan ,	2016	International Journal of Marketing and Human Resource Management 7, 3, 79 - 84	India
00000-42909	A STUDY ON DETERMINANTS OF INSURANCE PENETRATION IN THE CONTEXT OF INDIA	Somnath Das,Mihir Kumar Shome,	2016	International Journal of Marketing and Human Resource Management 7, 3, 85 - 94	India
00000-42910	DIFFERENTIATING THROUGH THE BELL CURVE	Shambhavi Pandey,	2016	International Journal of Marketing and Human Resource Management 7, 2, 1 - 6	India
00000-42911	AN EXPERIMENTAL STUDY ON ROLE OF LEVEL OF SEX APPEAL IN PRINT ADVERTISING ON BRAND RECALL	C.LAKSHMI NATH,	2016	International Journal of Marketing and Human Resource Management 7, 2, 7 - 22	India
00000-42912	A STUDY ON ASSESSING EXPATRIATE`S CHALLENGES DURING AN	Govind B Dave,Kirti Makwana,	2016	International Journal of	India

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00000-42913	USE OF TECHNOLOGY IN TEACHING – REVIEW	Rekha N ,Easwaran Iyer,	2016	International Journal of Marketing and Human Resource Management 7, 2, 36 - 46	India
00000-42914	`GREEN MARKETING` POTENTIAL AS MEASURES FROM CONSUMER`S PURCHASING BEHAVIOURS	Mehal Pandya,	2016	International Journal of Marketing and Human Resource Management 7, 2, 47 - 60	India
00000-42915	IMPORTANCE OF INNOVATIVE HUMAN RESOURCE PRACTICES IN PROMOTING ORGANIZATIONAL CITIZENSHIP BEHAVIORS	Man Melwin Joy,Beena V S ,Merry Joe Chiramel,Ramesh Krishnan,	2016	International Journal of Marketing and Human Resource Management 7, 2, 61 - 66	India
00000-42916	A STUDY TO REDUCE EMPLOYEE ATTRITION IN IT INDUSTRIES	V. Antony Joe Raja,R. Anbu Ranjith Kumar,	2016	International Journal of Marketing and Human Resource Management 7, 1, 1 - 14	India
00000-42917	ROLE OF FMCG COMPANIES TOWARDS CORPORATE SOCIAL RESPONSIBILITY (INDIAN INSIGHT)	Vineet Singh,	2016	International Journal of Marketing and Human Resource Management 7, 1, 15 - 20	India
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00000-42919	RURAL INDIA: A REVOLUTION!!! ARE WE IN THE RIGHT DIRECTION?	Anish K. Ravi,	2016	International Journal of Marketing and Human Resource Management 7, 1, 33 - 36	India
00000-42920	IDENTIFYING THE IMPACT OF FINANCIAL OBLIGATIONS ON OVERALL STRESS AND WORK-LIFE OF BANK EMPLOYEES	Neera Kundnani,Pallavi Mehta,	2015	International Journal of Marketing and Human Resource Management 6, 3, 1 - 9	India
00000-42921	ON-LINE MARKETING IN INDIA: GATEWAYS AND PITFALLS (CONSUMER PERSPECTIVE)	Vineet Singh,	2015	International Journal of Marketing and Human Resource Management 6, 3, 10 - 15	India

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00000-42922	AN EMPIRICAL STUDY ON INFLUENCE OF NEWS PAPER ADVERTISEMENTS WITH REFERENCE TO DURABLE PRODUCTS IN CHENNAI	ILA. Nakkeeran ,J. Rengamani ,	2015	International Journal of Marketing and Human Resource Management 6, 3, 16 - 21	India
00000-42923	STUDY ON THE JOB SATISFACTION OF SEAFARERS WHILE ON STRESS PREDICAMENT	J. Rengamani ,V. Venkatraman ,	2015	International Journal of Marketing and Human Resource Management 6, 3, 22 - 31	India
00000-42924	HRM AND ITS EFFECT ON EMPLOYEE, ORGANIZATIONAL AND FINANCIAL OUTCOMES IN HEALTH CARE ORGANIZATIONS	B. Charith ,	2015	International Journal of Marketing and Human Resource Management 6, 3, 32 - 45	India
00000-42925	IMPACT OF FRINGE BENEFITS ON JOB SATISFACTION IN MINING AND CONSTRUCTION COMPANIES IN INDIA	B. Charith ,	2015	International Journal of Marketing and Human Resource Management 6, 3, 46 - 67	India
00000-42926	MARKETING MIX TO E-MARKETING MIX: A LITERATURE OVER VIEW AND CLASSIFICATION	R. Sathish Kumar,S. Ramachandran ,	2015	International Journal of Marketing and Human Resource Management 6, 3, 68 - 74	India
00000-42927	A STUDY ON CUSTOMER SERVICE EVALUATION IN SECURING CUSTOMER SATISFACTION	G. Chandramowleeswaran ,K. Uma ,	2015	International Journal of Marketing and Human Resource Management 6, 3, 75 - 82	India
00000-42928	A STUDY ON THE GREEN MARKETING PRACTICES ADOPTED BY VARIOUS COMPANIES IN INDIA	Manashi Medhi,	2015	International Journal of Marketing and Human Resource Management 6, 3, 83 - 88	India
00000-42929	IMPACT OF TEAM BUILDING EXERCISES ON TEAM EFFECTIVENESS	Neelam Saraswat,Shilpi Khandelwal,	2015	International Journal of Marketing and Human Resource Management 6, 3, 89 - 97	India
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00000-42931	A Study on Emotional Labour In an Organsation	V.Antony Joe Raja,	2015	International Journal of Marketing and Human Resource Management 6, 2, 8	India

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00000-42932	CHANGE MANAGEMENT IN MARKETING SETUP	Ashutosh Kumar,Prabhat Kumar,	2015	International Journal of Marketing and Human Resource Management 6, 2, 21 - 30	India
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00000-42934	DEVELOPING COMPETITIVE ADVANTAGE THROUGH BRAND BUILDING: AN ANALYSIS OF AGRO CHEMICAL COMPANIES IN INDIA	J B TIWARI ,	2015	International Journal of Marketing and Human Resource Management 6, 1, 13 - 22	India
00000-42935	TOWARDS THE CONCEPTUALIZATION OF AN ETHNIC WEB SITE A LITERATURE REVIEW	NABIL JEDDI,DHOUKA OUELDOUBEY HABIBECHÉ,	2015	International Journal of Marketing and Human Resource Management 6, 1, 23 - 35	Tunisia
00000-42936	A STUDY ON ATTRACTIVENESS DIMENSIONS OF EMPLOYER BRANDING IN TECHNICAL EDUCATIONAL INSTITUTIONS	Deepti Verma,Chetna Verma,	2015	International Journal of Marketing and Human Resource Management 6, 1, 36 - 43	India
00000-42937	A STUDY ON MODELING INVESTORS BEHAVIOR TOWARDS ONLINE SHARE TRADING, COIMBATORE	R.SIVARETHINA MOHAN,S.Bhuvanam ,	2015	International Journal of Marketing and Human Resource Management 6, 1, 44 - 54	India
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00000-42939	A STUDY ON ROLE OF CONSUMERISM IN MODERN RETAILING IN INDIA	A.Ramaraju ,	2015	International Journal of Marketing and Human Resource Management 6, 1, 71 - 77	India
00000-42940	EGG FREEZING - IS IT A RIGHT MOVE BY APPLE AND FACEBOOK?	UJJAL MUKHERJEE,	2014	International Journal of Marketing and Human Resource Management 5, 6, 1 - 6	India
00000-42941	A STUDY ON TECHNOLOGY AND BANKING SERVICE QUALITY IN TIRUCHIRAPPALLI	R. Ramachandran ,S. Sekar ,	2014	International Journal of Marketing and Human	India

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00000-42942	CONSUMER ATTITUDE TOWARDS ORGANIC FOOD IN TRICHY – SOUTH INDIA	Mohamed Bilal Basha,K. Ramesh ,	2014	International Journal of Marketing and Human Resource Management 5, 5, 1 - 10	United Arab Emirates
00000-42943	A STUDY OF BRAND LOYALTY ON TOILET SOAPS BUYING BEHAVIOR OF FEMALE CONSUMERS IN TIRUCHIRAPPALLI	A. HEMALATHA ,VALSAMMA ANTONY,G. Sivanesan ,	2014	International Journal of Marketing and Human Resource Management 5, 5, 11 - 21	India
00000-42944	HUMAN RESOURCE (HR) PRACTICES AND EMPLOYEE'S JOB SATISFACTION: FOCUS ON A PUBLIC INSTITUTION IN GHANA	George O. Mainoo,Bright Addo,Ennim Bortsie Kobina,	2014	International Journal of Marketing and Human Resource Management 5, 4, 6 - 18	Ghana
00000-42945	CRITICAL SUCCESS FACTORS OF THE E-RECRUITMENT SYSTEM	Khalil Ghazzawi,AymanAbdallah ,Jean Abdallah,AbeerAccoumeah ,	2014	International Journal of Marketing and Human Resource Management 5, 3, 1 - 9	Lebanon
00000-42946	THE IMPACT OF STRATEGIC HUMAN RESOURCE MANAGEMENT ON ACHIEVEMENT OF ORGANISATIONAL GOALS AND OBJECTIVES: STUDY ON ATTRACTION OF PUBLIC SECTOR COMPANIES FOR EMPLOYMENT IN INDIA	VAIBHAV KUMAR,	2014	International Journal of Marketing and Human Resource Management 5, 3, 10 - 21	India
00000-42947	CAPITAL STRUCTURE: AN EMPIRICAL REVIEW	Anshu Bhardwaj,	2014	International Journal of Marketing and Human Resource Management 5, 3, 22 - 28	India
00000-42948	HR INITIATIVES FOR ORGANIZATIONAL EFFECTIVENESS WITH SPECIAL FOCUS ON EMPLOYEE ENGAGEMENT – A case study on Eisai Pharmatechnology & Manufacturing Pvt. Ltd, India	Som Raj Saini,YVSSSS Vara Prasad,	2014	International Journal of Marketing and Human Resource Management 5, 2, 1 - 9	India
00000-42949	SKILLS AND TRAINING NEEDS OF FRONTLINE MANAGERS AT INDIAN POWER DISTRIBUTION COMPANIES – A PERSPECTIVE OF ELECTRICITY CUSTOMERS	SURESH VISHWAKARMA,	2014	International Journal of Marketing and Human Resource Management 5, 2, 10 - 25	India
00000-42950	THE IMPORTANCE OF HRD PRACTICES IN EDUCATIONAL INSTITUTIONS AT ALL STANDARDS	M. Thejomoorthy ,B. Amarnadh ,	2014	International Journal of Marketing and Human Resource Management 5, 2, 26 - 33	India
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00000-42952	HR OUTSOURCING	Amarja Satish Nargunde,	2014	International Journal of Marketing and Human Resource Management 5, 1, 1 - 8	India
00000-42953	STUDY ON MEDICAL TOURISM GLOBAL COMPETITION IN HEALTHCARE AND A STUDY ON SATISFACTION LEVEL AMONG FOREIGN PATIENT'S	Satpal Singh,Sahil ,	2014	International Journal of Marketing and Human Resource Management 5, 1, 9 - 21	India
00000-42954	THE INTERNAL DYNAMICS OF MIGRATION	B.Chandra Mohan Patnaik,Ipseeta Satpathy,Anirban Mandal,	2014	International Journal of Marketing and Human Resource Management 5, 1, 22 - 32	India
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00000-42956	IMPACT OF TECHNOLOGY ON PRODUCTIVITY AND SERVICE QUALITY AMONG INDIAN AIRLINE SERVICES	A. Ramaraju ,	2014	International Journal of Marketing and Human Resource Management 5, 1, 42 - 51	India
00000-42957	SIGNIFICANCE OF A FRANCHISE MANAGER IN A FRANCHISING COMPANY	Chackochen Mathai,Pon.Ramalingam ,	2013	International Journal of Marketing and Human Resource Management 4, 3, 1 - 5	India
00000-42958	THE ROLE OF COMPUTER ASSISTED INSTRUCTION IN TEACHING THE TOPIC: MILK AND MILK PRODUCTS IN PUBLIC ALIMENTATION	Mihaela –Adriana Tița ,Cosmina-Andreea Blaga ,	2013	International Journal of Marketing and Human Resource Management 4, 3, 6 - 9	Romania
00000-42959	PROSPECT OF EFFECTIVE COST MANAGEMENT: A STUDY OF SUCCESSFUL AND UNSUCCESSFUL SMALL SCALE UNITS IN MYSORE DISTRICT	C. Mahadeva Murthy,Veena. K.P ,	2013	International Journal of Marketing and Human Resource Management 4, 3, 10 - 18	India
00000-42960	NEW STRATEGY IN TODAY BANKING SECTOR: BANK CUSTOMER RELATIONSHIP MANAGEMENT (CRM) AND MARKETING MIX IN WORLD	V.Antony Joe Raja,	2013	International Journal of Marketing and Human Resource Management 4, 3, 19 - 29	India

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00000-42961	PERCEPTION OF PEOPLE ON THE IMAGES OF WOMAN IN ADVERTISEMENTS AND ITS IMPACT ON THE BRAND	Snigda Sukumar,	2013	International Journal of Marketing and Human Resource Management 4, 3, 30 - 37	India
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