

# INDEX

## Research Papers:

<b>Service Quality Tradeoffs – A Strategy Model</b>	<b>07</b>
Dr. Sachin Borgave, Dr. Sameer Koranne	
<b>Entrepreneurial Leadership: A Methodical Critique of the Evidences and Literature</b>	<b>17</b>
Prachi Kapil, Dr. Vandana Khanna	
<b>Weird and Wacky Madurai of Tourists' Problems</b>	<b>25</b>
Dr. S. Shyam Sundar, B.L.Saroj	
<b>How Knowledge Management Mediates the Strategic Role of Talent Management in Enhancing Customers' Satisfaction</b>	<b>30</b>
Dr. Zeyad Faisal Al-Azzam, Dr. Atif Badri Al-Qura'an	
<b>Servant Leadership: A Review of Literature</b>	<b>43</b>
Sunil Kumar	
<b>IPO Under-pricing in India</b>	<b>51</b>
Dr. Sasmita Giri, Bitihotra Das, Sourav Kumar Hui, Kamini Kaushal	
<b>Team Effectiveness as a function of Secondary Motives</b>	<b>60</b>
Dr. Neha Verma	
<b>New Media Culture and Change: Access and use of Internet in Suburban Areas of Odisha</b>	<b>69</b>
Dr. Biswajit Prasad Chhatoi, Dr. Pallabi Mishra	
<b>A Critical Study on Loans and Advances of Selected Public Sector Banks for Real Estate Development in India</b>	<b>83</b>
Tanu Aggarwal, Dr. Priya Soloman	
<b>The Effectiveness of Online Advertising and Its Impact on Brands Awareness</b>	<b>91</b>
Dr. Kapil R. Chandoriya	
<b>Demonetization: A Push towards Digitalization- A Study of Udaipur City</b>	<b>102</b>
Dr. Manisha Lodha, Dr. Ritu Soni, Dr. Shilpa Vardia	
<b>Knowledge Management in Secondary Education: A Study on Perception of School Teachers in India</b>	<b>109</b>
Arunima K V, Dr P Pakkeerappa	

---

## I N D E X

---

<b>Economic Update</b>	<b>119</b>
Global & India	
<b>Stats Window</b>	<b>122</b>
<b>Corporate Snapshot:</b>	<b>132</b>
Global & India	