INDEX

Research Papers:	
Omni-channel E-tailing: Dynamics Of Consumer Purchase Decision Behaviour Mugeshkannan Reguraman, Ganapathy Subbiah	07
A Model of Factors Affecting Adoptions of Mobile Services in India Sorabh Puri, R.S. Rai, Karunesh Saxena	15
Performance Evaluation of Dairy Sector in Odisha: An Empirical Study of OMFED Dr. Prabina Kumar Padhi	27
Impact of Demonetization on Indian Banking Sector: A Step towards Governance Nitin Bansal	34
A Test of the Five-Factor Model in Pakistan Ranjeeta Sadhwani, Dr. Mujeeb U Rehman Bhayo, Dr. Niaz Ahmed Bhutto	42
The Impact of Competition on Non-Interest Income of Vietnamese Commercial Banks Diep Nguyen Thi Ngoc, Hung Doan Viet	53
Macroeconomic Variables and the Pakistan Stock Market: Exploring Long and Short-Run Relationships Sobia Naseem, Gao Lei Fu, Vu ThiLan, Muhammad Mohsin, Muhammad Zia-Ur-Rehman	62
Application of Fama-French Five Factor Model in Stock Pricing: Evidence from Emerging Market Dr. Muhammad Ishtiaq, Dr. Muhammad Shahid Tufail, Dr. Saqib Muneer, Muhammad Bilal Sarwar	73
Patient Satisfaction through modified SERVQUAL Model Dr. Rana Tahir Naveed, Ahmad Mohmad Albassami, Naveed Ahmad, Mahsa Moshfegyan	96
Paradigm Shift and Changing Future of Rural Marketing in India Dr. Vinod N Sambrani, Jayadatta S	107
A Study of Prevailing Organization Culture in Indian Industry Dr. Harshita Shrimali, Hemant Trivedi, Anushri Mehta	114
Articles:	
Financial Deepening in South Asian Countries: Major Determinants Dr. Ashwani, Dr. Ved Pal Sheera	121
Impact of Culture on Mergers and Acquisitions: A Literature Survey Dr. Bisma Afzal Shah	135
Economic Update Global & India	139
Stats Window	143