INDEX

Artificial Intelligence and its Role in Transforming Marketing and Impact on Consumer Perception Dr.T.Suchitra Rani, Umang Garg, Dr.P. Kalyani	1
Probing Micro-Organizational Behaviour to Enhance Employee Engagement and Boost Business Performance: A Goal Programming Approach Dr. Rajesh Singh, Md. Faisal Masood Khan, Dr. Abhijit Mishra, Dr. Sanyam Sharma, Er. Bijendra Kumar Pushkar	8
Profitability of Non-Life Insurance and its Driving Dynamics in Ethiopia Gemachis Debala, Dr. Mohd Abass Bhat, Dr. Shagufta tariq khan	23
The Interplay of Valuations: A Study of the Impact of Selected Variables on Listing Day Discounts of IPOs Aamir Vohra, Dr. Nidhi Nalwaya	35
A Nexus between Capital Structure, Inventory and Firm Performance: A Study of Leading Indian Automobile Sector Abdul Rahman Shaik, Anis Ali	44
Demarketing For Sustainability: Examining Anti-"Black Friday" Communication Campaigns of Global Brands Dr. Cansu Tor Kadioglu, Dr. Esra Ozturk	52
Energy Sector Of NSE-A Study During The Lockdown Of Covid-19 Bhargav Gautam Boruah, Shiv Kumar Sharma	66
Consumer Engagement and Experience in Unorganized Retail: Role of Modern Technology Dr. Ritu Narang, Sonal Tiwari	75
Revisiting & Rejuvenating India-Japan Trade Relationship: The Way Forward Prof. Krishn A. Goyal, Teena Mertiya, Rekha Verma, Sudha Bishnoi	90
Tea Marketing and Value Chain System in Indian Tea Industry Porag Pachoni	98
Training Needs Analysis and Organizational Effectiveness: Linking Perceived Organizational Support from Saudi Arabian Construction Sector Ahmad Mohmad Albassami, Amer Hamzah Jantan, Abdul Rashid bin Abdullah, Anuar Shah bin Bali Mahomed	104
ECONOMIC UPDATE GLOBAL & INDIA	118