

INDEX

Evolving New Social Media Paradigms for Sustainable Consumer Retention: The Mediating Role of Trust, Attitude and Loyalty of Brand Dr. Brijesh Awasthi	1
Identifying the Latent Factors Stimulating Creative Accounting Practices Abhinay Dixit, Prof. Anita Shukla	12
An Investigation on the Impact of Workplace Spirituality on the Engagement of Female Employees of Higher Education Institutions Shaan Gulhar, Dr. Anshu Singh, Swaranjeet Arora	22
Impact of Consumer Demographics on Image Building of Star Category Hotels Priyadarshini Seth, Dr. Ranjeeta Tripathi, Dr Amit Kumar	34
HR Analytical Competency in Service Industry: A Case Study V.V Sateesh Kumar Annepu, Dr. T. Sowdamini	47
A Study on Users' Intention to Accept and Use the Mobile Wallet in Vietnam Van Duong Ha, Thi Thuy Nguyen	57
COVID-19 Lockdown Announcement and Stock Market Volatility of Selected Industry : An Event Study Rakesh Kumar, Ayushman, Rishika Agarwal	72
Measuring CSR Effectiveness for Sustainable Development in Selected Automobile Companies in India Dr. Vineet Chouhan, Dr. Ashish Porwal, Dr. Ashish Adholiya, Dr. Shubham Goswami	78
'Smart Shopping' with 'Webrooming': Consumer Shopping Behaviour in 'New Normal' Dr. Jasmine V.M	88
Role of Entrepreneurship Education on Entrepreneurial Self-Efficacy among Female Engineering Students: A Pre- and Post- Instruction Analysis Narayana Maharana, K Harun, Suman Kalyan Chaudhury, B Udaya Bhaskara Ganesh, Sudesh Kumar Kuppili	100
Role of Reviews in Online Purchasing of Home Furnishing Items Zeba Khan Ahmed, Dr. Bhavana Mehta	111
Nepal-India Trade Rapprochement: A Way Forward Prof. Krishn A. Goyal, Rekha Verma, Sudha Bishnoi	114
Actual Problems of Management and Public Administration in Modern Globalization Processes Ievgen Buriak, Andriy Kalynovskyy, Maryna Pasko, Volodymyr Saienko, Tetyana Zavolichna	122
Economic Update GLOBAL & INDIA`	134