



Journal of General Management Research

CONTENTS

Are Working Women able to Manage their Work Life Balance?: A Study of Bank and Insurance Companies' Professionals of Punjab

• Aman Sidhu and Rajni Saluja

A Study on Domestic Help Workers and Factors Affecting Realisation of Their Rights in the State of Punjab

• Ekta Rani and Rajni Saluja

Financial Autonomy of Women in Punjab – An In-depth Analysis

• Inderbeer Kaur Aulakh and Rajni Saluja

Relationship between Job Satisfaction and Employee Experience

• Kanika Soni, Raghav Chawla and Ruby Sengar

Micro Finance: A Felicitator of Women Entrepreneurship

• Khushboo Sherwani and Syed Ashfaq Ali

Does Visual Merchandising have an Effect on Consumer Impulse Buying Behavior?

• Komaldeep Randhawa and Rajni Saluja

Online Shopping Behaviour of Customers in Tier III Cities of India: A Study of Bareilly Region

• Naveen Kumar, Upasana Kanchan and Abhishek Gupta

The 1991 Policy Changes and Aftermaths: Brief Sectoral Analysis Automobile Industry Aviation Industry

• Ridam Verma and Rishi Shekhar

Financial Institutions and Market Structure, Growth and Innovation – Sixth Edition

• Rishi Manrai



SYMBIOSIS CENTRE FOR MANAGEMENT STUDIES (SCMS), NOIDA

Constituent of Symbiosis International (Deemed University), Pune

Block 'A', Plot No. 47-48, Sector-62, NOIDA-201301, INDIA.

Tel: +91-120-2405065/67. Fax: +91-120-2405066

Website: www.scmsnoida.ac.in



BLOOMSBURY

ISSN (Print): 2348-2869
ISSN (Online): 2348-5434

Volume 4 • Issue 2 • July 2017

Journal of General Management Research

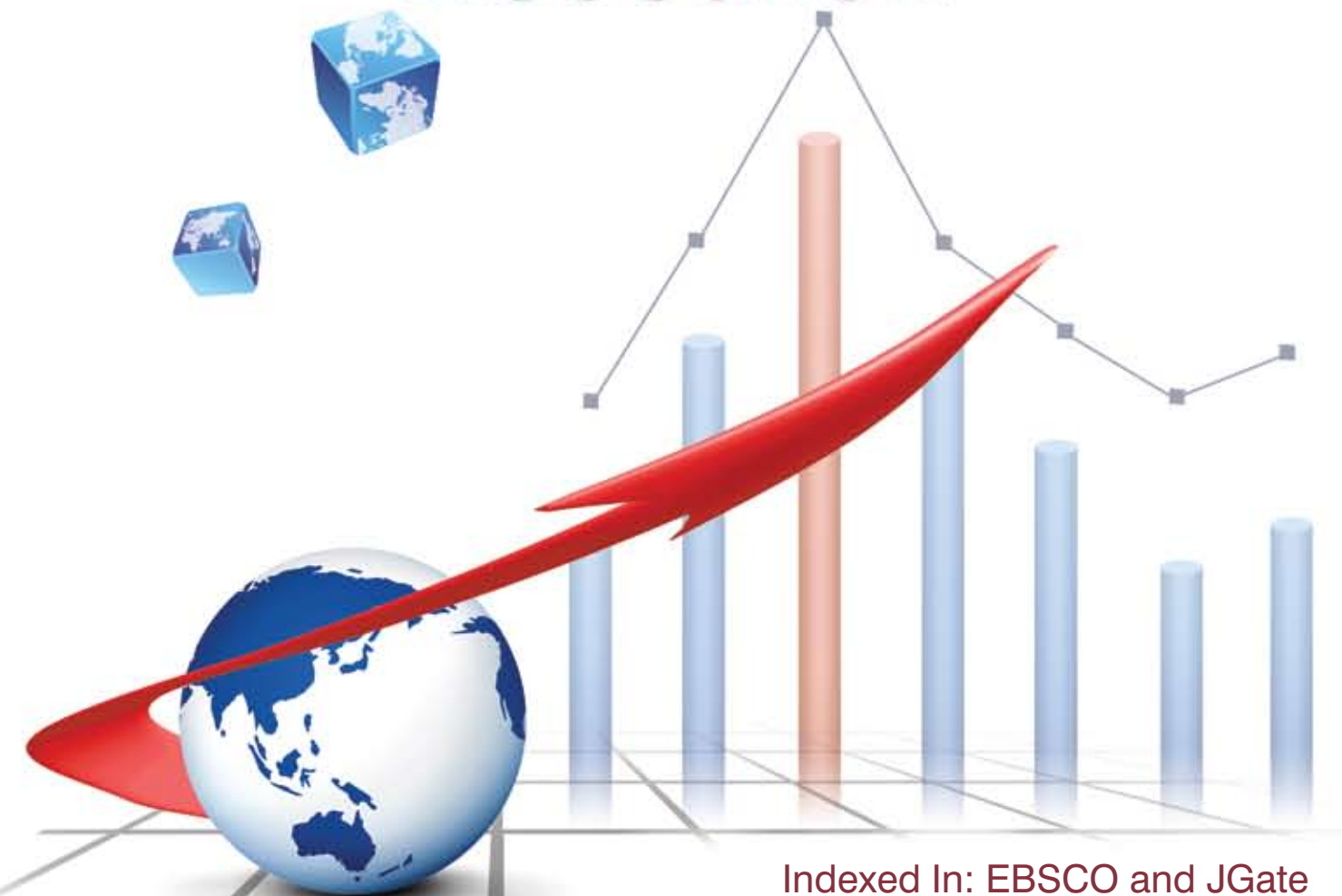
COVER DESIGN: KAM STUDIO



ISSN (Print): 2348-2869
ISSN (Online): 2348-5434
UGC Journal No 44193

Volume 4 • Issue 2 • July 2017

Journal of General Management Research



Indexed In: EBSCO and JGate

