NICE Journal of Business

Promoting and Preserving Business Research

ISSN: 0973-449X

Listed in Cabell's Directory, USA Included in EBSCO's Database, USA Included in Ulrich's Directory of Periodicals, USA Included in the UGC List of Approved Journals Volume 12, Number 2 July - December, 2017

RESEARCH PAPERS

Impact of Celebrity Endorsement in Advertisements on Brand : Ruchi Gupta

Awareness and Brand Association

Mediating Role of Consumer Perceived Value, Consumer Satisfaction : Neetu Kumari and and Consumer Loyalty in the Service-Performance Framework Hardeep Chahal

Young Consumers' Attitude towards Trust in e-WOM Sources and : Megha Sharma and Intention to Follow : R. C. Dangwal

Developing a New Model of Work-life Balance of Woman Employees in : Sugandha Verma
Commercial Banks

Decision-making for Investments in Stocks using SAW and TOPSIS Methods : Asim Sahore of MCDM

Measuring the Buyers' Attitude towards Online Shopping: : Shruti Jain and T. S.
A Study in a North Indian City Tomar

Impact of Equity Derivatives on Stock Market Indices : S. K. Sinha and Jyoti

Rani

Job Satisfaction among Nurses in Government and Private Hospitals: :

A Study in Haridwar District of Uttarakhand Akshita Saini

Portrayal of Women in Television Advertisements: Perception of Male and : Saurabh Grover and Female Viewers Suman Nayyar

BOOK REVIEWS



HALF-YEARLY JOURNAL OF SHOBHIT UNIVERSITY, MEERUT (INDIA)