

International Research Journal of Management Science & Technology



**ISSN 2250 – 1959(Online)
2348 – 9367 (Print)**

An Internationally Indexed Peer Reviewed & Refereed Journal

www.IRJ MST.com
www.isarasolutions.com

Published by iSaRa Solutions

The Effects of Training and Development of the workforce on Organizational Performance	11
Sonia Chugh	11
Dr. Garima Sharma, Guide	11
Dr. Satish Ahuja, Co-guide	11
STRUCTURAL PROPERTIES OF q – SEMI SIMPLE ELEMENTS IN A BCI/ BCH – ALGEBRA	20
Puja	20
Shree Nath Sharma.....	20
राजस्थान में सड़को के विकास का आर्थिक प्रगति में योगदान.....	25
डॉ.मनीष कुमार रावल.....	25
THE STRATEGY OF SPECIAL COMPONENT PLAN UNDER PLANNING COMMISSION AND NITI AAYOG: AN OVERVIEW.....	33
Dr U P Anilkumar.....	33
A SURVEY ON FACTORS INFLUENCING CONSUMER'S PERCEPTION IN ASSOCIATION WITH ONLINE SHOPPING.....	44
R. SANGEETHA.....	44
Dr. A.Geetha	44
“A STUDY OF GREEN MARKETING AND ITS IMPACT ON BUYING BEHAVIOUR IN DELHI (NCR).....	50
Ritu Khera.....	50
A STUDY TO EXAMINE THE ROLE OF CONSUMER ETHNOCENTRISM ON BRAND PREFERENCE AND ITS IMPACT ON INDIAN ECONOMY.....	56
Dr Geeta Nema¹,.....	56
Mohit Surana²,	56
Identifying performance metrics to support performance evaluation of sales associates in a Textile Retail Store in Coimbatore, using BEI	70
Author Dr. Subhashini Durai	70
Author Dr.R.Krishnaveni.....	70
2.1 Women Sales Associates in Textile/Garment Industry in India	71
Contribution of Human Resource Development Centres in Indian Army for Soldiers Re-employment	80
Colonel Sumita Pattanayak,	80
Effect of Air Pollution on Fruiting, Seed Setting and Morphology of Plants Species in Indore City.	85
Dr. Shweta Tiwari.....	85
Consumers Perception towards Organic Food Products - A Study in Ghaziabad City	89

Ms. Anjali Saluja.....	89
Dr. Jaspreet Dhaiya.....	89
Analytical Review of Direct Taxation in India.....	100
Dr Jagbir Singh Kadyan Dr Renu Sobti* Dr Leena Jenefa Dr M Abu Naser	100
A Review on Defects Categorization and Detection Reading Techniques for Developing the Effective SRS Documentation	111
¹ Sandhya Satyarthi, ^{2*} Dhirendra Pandey, ³ Mohd Waris Khan.....	111
Generalized Analytic Difference Double Sequence Spaces Defined by Musielak-Orlicz Function	122
E.C. Das	122
MADHUR BHANDARKAR CHANGING PORTRAYAL OF FEMALE CHARACTERS IN HINDI CINEMA	129
Ferry Bhatia	129
Article	134

