International Research Journal of Management Science & Technology



ISSN 2250 – 1959(0nline)
2348 – 9367 (Print)

An Internationally Indexed Peer Reviewed & Refereed Journal

www.IRJMST.com
www.isarasolutions.com

Published by iSaRa Solutions

'THE CONCEPT OF DHARMA OR JUSTICE IN INDIAN THOUGHT' 11

Dr.Rajshree choudhary 11

महासमर उपन्यास में अभिव्यक्त संवेदनाएँ..... 20

LEVEL OF STUDY HABITS AND ACADEMIC PERFORMANCE OF HIGH SCHOOL STUDENTS 24

Vijayalakshmi.B Dr.H.S.Ashok..... 24

A Study Conducted to Assess the Knowledge of Mother Regarding Newborn Health 30

Dr. Shweta Jha, ... 30

Nishant Sagar, ... 30

BACKGROUND: 30

A very significant part of any nation is new-born health, as the survival of the child is worried about the five many years of profitability. The most significant person in the life of new-born is the mother and is the individual who is in every case near child..... 30

CONCLUSION:..... 31

1.INTRODUCTION 31

A..... 31

"CHILDREN AS BRAND AMBASSADOR IN PEER TO PEER MARKETING"..... 37

Prerna Bhatia Research scholar 37

FINDINGS OF THE RESEARCH STUDY..... 45

Free Convection in Oscillatory M.H.D. Flow of Viscoelastic Rivlin Ericksen Liquid in Porous Medium with Constant Heat Sources under the Influence of Time Dependent Suction. 49

Rekha Sharma 49

विश्व विद्यालयीन शिक्षा और संगीत कला के विकास की नवीन प्रवृत्तियाँ..... 65

अमिता शर्मा..... 65

A Study on The Role of Digital Marketing on Students Perception Towards e-learning and the Impact on Their Career 70

Shubhankhi Acharjee 70

Dr. Shakil Anwar Siddique 70

हिरन बेसिन (म०प्र०) की मिट्टियों का एक भौगोलिक अध्ययन..... 77

*डॉ० देवी प्रसाद उपाध्याय 77

** डॉ० श्याम दत्त दूबे 77

A STUDY ON THE MOTIVATIONAL FACTOR AND ITS AFFECT ON THE PRODUCTIVITY OF SALES FORCE WITH SPECIAL REFERENCE TO INSURANCE SECTORS. 83

Dr. Smita Dron,..... 83

Dr. Rashi saxena, ... 83

Importance of assessing pre project Groundwater conditions in canal command areas for planning conjunctive use- A case study of Srisailam Right Bank Canal (SRBC), India..... 88

J.Niharika[1],Shweta Kodihal Bagaddeo[2], K.Venugopal[3]..... 88

उच्चत्तर माध्यमिक विद्यालयों के छात्र–छात्राओं के बौद्धिक स्तर के संबंध में उनकी व्यावसायिक रूचियों का अध्ययन..... 101

डा0 दिलीप कुमार झा..... 101

NBFC : ANALYSIS OF CHOLAMANDALAM AND..... 111

BAJAJ FINANCE LTD. 111

Dr Mamta 111

Dr Poonam Mittal 111

Heart Rate Variability (HRV) as a Measure of Assessment for Mental Training Programme of Sportspersons..... 120

Jain Abha 120

Mamta Sahrawat..... 120

Shaw Dhananjoy 120

"INTRODUCTION TO FOLK-SONGS AND FOLKLORE"..... 129

Dr. Adit Chandra Deka 129

Artificial Intelligence- Impact on Employment and Economic Growth..... 140

- Bharat Bhushan, Supriti Mishra, Nehakshi 140

Heraka Cult: A Study of Resistance, Religion and Cultural Identity 151

Dr. ATHOI KAMEI..... 151

Article 157