International Journal of Business and Management Invention

International Editorial Board

- ❖ Dr. Sayed Mahdi Golestan Hashemi Head of the Iranian Research Center for Creatology, TRIZ & Innovation Science, Iran
- DR. Waspodo Tjipto Subroto, M.Pd State University of Surabaya, Indonesia
- DR. P. Malyadri
 Osmania University, India
- Dr. Makarand upadhyaya cba, jazan university, jazan, Saudi Arabia
- Dr. Krishnamurthy Prabhakar SRM University, India
- Dr. Joy Mukhopadhyay ISBR Bangalore, India
- Prof. Dr. Mohammed Galib Hussai Islamiah College, Vaniyambadi, India

Address: SC-89, Shastri Nagar, Ghaziabad, India Email: ijbmi@invmails.com Website: www.ijbmi.org







Peer Reviewed Refereed Journal



February -Series. Issue Volume

International Journal of Business and Management Invention

e-ISSN: 2319-8028 p-ISSN: 2319-801X

Contents:

Impact of Digital Money Transactions on Indian Women	01-0
Customers 'Perception Towards Internet Banking System With Special Reference To Alappuzha District	09-1
Quality of Work Life and Job Satisfaction: A Comparative Study	15-2
Problems Faced By E-Banking Customers	22-2
"A study on factors influencing customer's attitude towards mobile marketing"	28-3
"A study on factors influencing customer's attitude towards mobile marketing"	31-3
Marketing Flowers: A Potential Industry in Goa	36-4
The Influence of Financial Leverage toward Profitability Through Business Risk As Intervening Variables In LQ45 Companies Listed In Indonesia Stock Exchange (2013-2017)	49-5
Transformational Leadership: A Model for Organizational Effectiveness	56-6
Training Culture as a strategy for key organizational commitment: an analytical study of Hotel Industry in India	64-7
A Analysis The Effects Of Service Quality On Patient Satisfaction	76-7
Strategies of Indian Banks in the Financial Inclusion: a new Paradigm	80-8

Web: www.ijbmi.org Email: ijbmi@invmails.com