

SIES Journal of Management

Volume 17, Issue 1, July 2021

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- Dr. Abhijit Pandit, Prof. Jayjit Chakraborty Emerging Importance of Platform Economy in the New Normal
- Dr. Aditi Sawant, Varun Bhomkar Understanding Efficacy of Marketing Strategies of Real Estate Sector in Mumbai
- Akhilesh Vyas, Dr Arpita Pandey, Dr Sarit Prava Das Factors Affecting Choice of an Insurance Provider: A Study of the Youth of India
- Dr.R.Priya, A.Munazza Suaada & J.Salma Jehra A Study on the Impact of Employees Welfare and Other Benefits on Job Engagement
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Topic: Understanding the Consumer Buying Behaviour Post Covid19 Pandemic of Indians.



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