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









International Journal of Business and Management Invention

e-ISSN: 2319-8028

p-ISSN: 2319-801X

Contents:

Mind set decides ways out: How to shape Growth-Mindset of employees	01-04
The Value Co-creation Process of Service Platform in Intellectual Property Operation—Take YET2.Com for Example	05-08
The Effect of Personal Characteristics, Local Culture, And Charismatic Leadership On Work Ethos, Organizational Commitments And Performance Of Village Apparatus In Lombok Island West Nusa Tenggara Province	09-19
The Relationship between Prices and Customer Loyalty in Telecommunication Sector in Turkey	20-25
"Illustrating The Contemporary Scenario Of Marketing Of Telecommunication Services In India."	26-33
Harmonisation Of Accounting Standards Through International Financial Reporting Standard (Ifrs)—Benefits, Prospects, Challenges And Applicability Of Ind As (Indian Accounting Standard)	34-40
Changing dynamics of employment in rural west Bengal: during post reform period	41-47
A Study on Investor Perception towards Mutual Funds	48-53
Research on manipulation of book performance through equity incentive	54-55
Analysis of the latest trends and the new formats of advertising Industry in India	56-61

eries. sue S Volume

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