

## **International Journal of Business** and Management Invention

e-ISSN: 2319-8028

p-ISSN: 2319-801X

55-64

Contents :

	The Effectiveness of the 12th Five Year Plan to Elevate Poverty in	01-09
	India	
2020	M. Prathyusha, Dr. N. R. Mohan Prakash, Ph.D	
Ň		
	The Role of Experiential Marketing in Retaining the Customers	10-19
<b>b</b>	of the Hospitality Industry in Sri Lanka	
<b>S</b>	W.A.M. Ishara, Poornima K. Gayathree	
	Influence of Socio-Cultural Practices on Credit Uptake	20-27
	Behaviour of Women-Owned Micro-Enterprise Projects in	
$\sim$	Machakos Sub-County, Machakos County, Kenya	
	James Mutuku Nzeki, Dr. Gathumbi Anthony Mungai (PhD)	
	Impact of Working Capital Management on Profitability of	28-33
S S	Selected Cement Companies: Evidence from India	
	Volanath Mondal	
	A Study on Impact of Branding For Increasing Awareness	34-39
	about Products in Rural Market	
SS SS	Dr. Kaustav Shyamal Mukherjee, Ms. Arpita Mukherjee	
	The Trade policies and Economic Development of India: An	40-54
	Empirical Study	
σ	Prof. Uma Ghosh, Uppalapati Krishna Chaitanya, Sneha Chatterjee,	

## Volume

Prof. Uma Ghosh, Uppalapati Krishna Chaitanya, Sneha Chatterjee, B.V. Ashwini Priya

Identification Cards and their Impact on the Children of Jordanian Women-who are Married to Foreigners-Satisfaction.

Ne'meh Jawdaat Kitaneh, Professor Mohamad Shehada

## Web : www.ijbmi.org

Email : ijbmi@invmails.com