

Contents

Sr. No.	Title Name	Page No.
1.	Collaborative Effectiveness of the Internal Audit Unit and Audit Committee at the New Juaben South Municipal Assembly in Ghana David Boohene Love Gyebi	5
2.	A Study on Handbill Insertion (Pamphlet) Activity in Newspaper by Newspaper Agents of Selected Districts of Karnataka Vikram. V Shreenivasamurthy S R	17
3.	Study of Start-up Incentives in Promoting the Start-ups in Uttar Pradesh Swati Gautam	27
4.	An Invaluable Compendium of Netnography as a Qualitative Social Media Research Tool Ekta Verma	39
5.	Impact of Covid-19 Pandemic on India's Pharmaceutical Sector with Reference to Stock Market Activity and Export Performance Sakshi Chauhan	59
6.	Antecedents of Foreign Direct Investment: A Review Study David Boohene Joseph Asante Darkwah	69
7.	Delivering Value to Customers through ESG Adaptation to Achieve the Sustainable Development Goals– A Case Study Mohammad Iqbal Zaffar Ansari	79

- 8. An Analytical Study of Pre & Post Impact of Covid-19 on Foreign Direct Investment Equity Inflow in India 91**
Rakesh Kumar
Kajol Verma
- 9. Misleading Advertisements in India 105**
Monika Gulati
- 10. The Changing Landscape of Retail 119**
Reema Basfore
Kumar Saurav
- 11. A Study on the Impact of Social Media on Consumer Decision Making 133**
Mahevash Mashooq
Arun Kumar
- 12. A Study on Consumer Attitude in Buying Laptop with Reference to Mormugao Taluka, Goa 143**
Safal Suresh Narvekar
- 13. An Analysis of Covid-19 and Asset Quality of Indian Public Sector Banks 161**
Meera-Mehta
Arun Jhulka
Tanvi Bagadia