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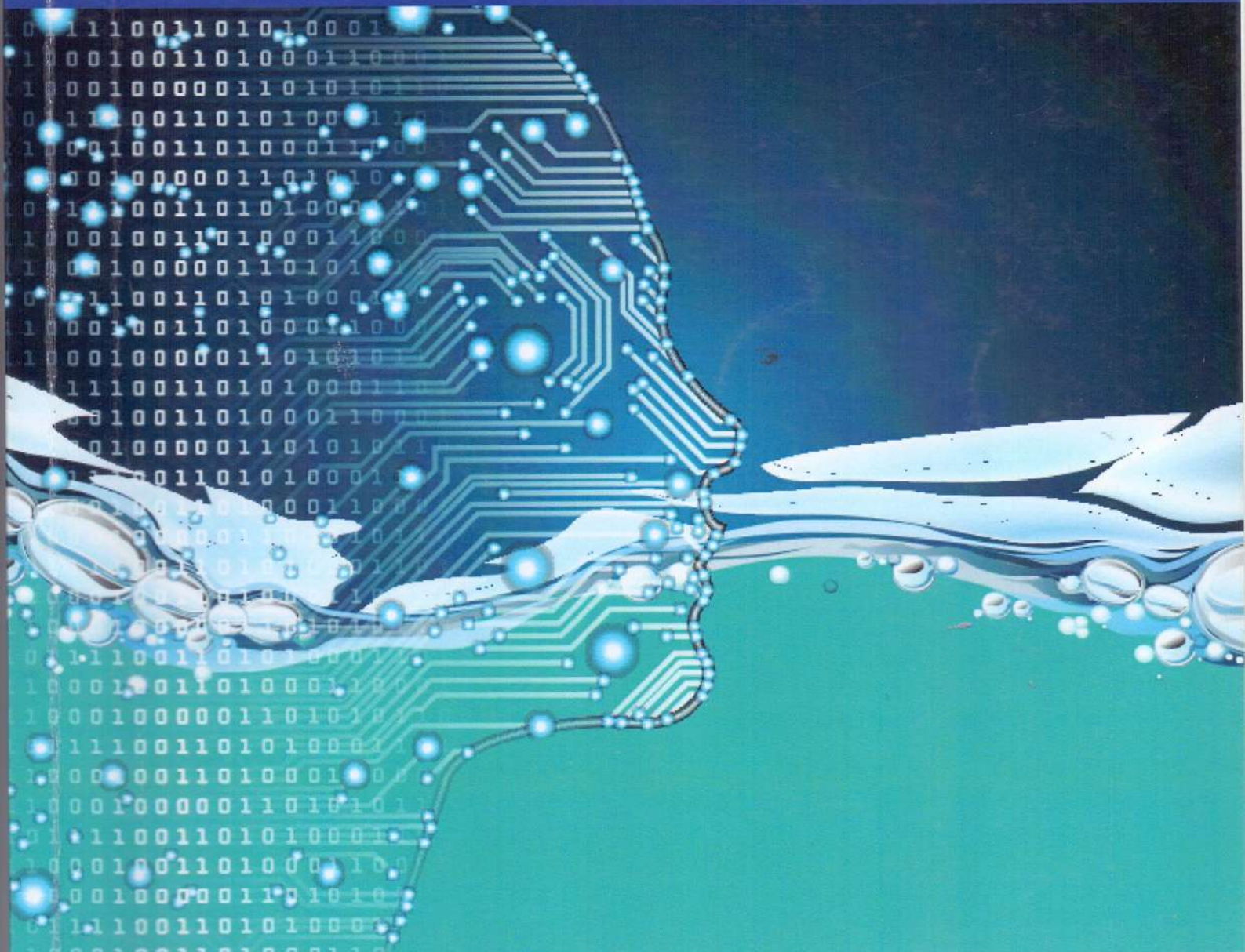
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NIoM logo described :

The dark part of the tree shows the uncertain and devilish image of the market, whereas with the lighter part we see hope, opportunity and determination. The tree of course, is a symbol of growth and 'green' management.

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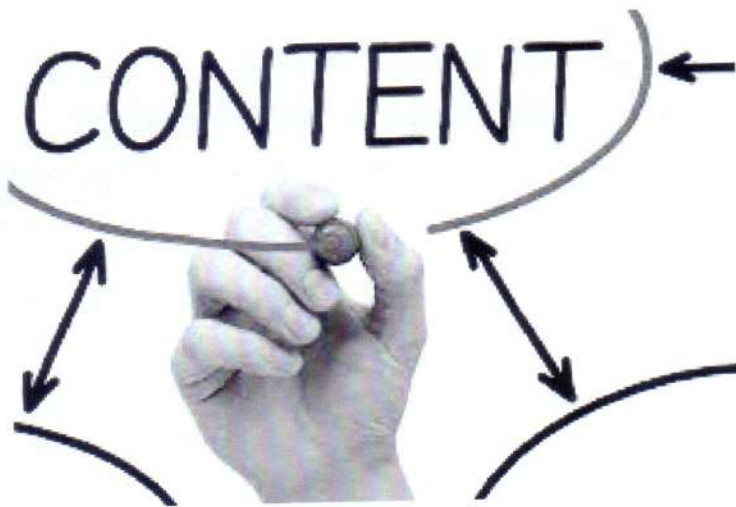
Consultant Legal Affairs, **NIET** *Journal of Management*

From the Editor's Desk

It gives me immense pleasure to present the winter 2018 issue of NJoM. I congratulate the contributors of the paper in the general where we have seen good participation from the students side and it has been really tremendous efforts of the faculty members to bring out the hidden potential of the students. In the present scenario there is urge need of increasing the participation of students in the research activities and create their orientation towards for outcome based learning. By increasing the use of modern tools and techniques in the academic and research activities proper attainment of the educational objectives can be insured. Apart from the managerial and technical knowledge the value based education should also be seen as one of the most important tools to make the students not only the better managers and entrepreneurs but also a good human being.

Ekta Singh

Editor NIET Journal of Management



Analysis of Digital Learning domains: A study on Learners Behavior Ms Resham M Aditi Aniketh	02
Application of Ladder Model For Change Management Process Towards Digitalization In contemporary Business. Ms Smitabarik Aslam Ikram Geetanjali	06
Effects of Digital Marketing on Customer's Purchase Intention: An Analytical Study Mr Imran Ali MohdFazil Manika Jain	14
Factors Affecting Adoption of Digital Payment App: A Case Study of Paytm Mr Harsh Awasthi Nadir Abbas Shaswat Chauhan	22
An Examination of Factors Affecting Consumer's Buying Behavior with Special Reference to Mobile Phones Ms Sarika Tripathi Mohit Suyal Omangi Pachauri	29
A Study on Challenges And Future Prospects in Managing Global Workforce With Reference To Virtual Teams. Ms Ekta Singh Sharad Tyagi Sukritya Sharma	38
Leadership Styles And Its Impact On Job Satisfaction: An Exploratory Study Ms Diskha Handa Jouhari Rajat Rathi Saurabh Singh Bhati	43
4G Networks: Issues in Mobility Anuj Kumar Manish Kumar Mayank Saxena	46
Research Survey: The Google Crome Operating System Hirdesh Sharma Shivangi Attreya Shalini Tiwari	49



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