

Contents

Articles

- Analyzing the Impact of COVID-19 on Indian Stock Market Efficiency:
Sectoral Behavior 111
*Shailu Singh, Ashutosh Yadav, Madhavi Moni K, Avnish Agarwal and
Sandhya Pradhan*
- Assessing the Impact of Women Discrimination in HRM Practices
on Three-component Model (TCM) of Organizational Commitment:
A Study on the Indian Banking Sector 133
Azra Khan and Riyaz Ahmad Rainayee
- Exploring the Factors Influencing People to Follow a Social Media
Influencer 166
Piali Haldar
- Fashion Dynamics: Exploring Demographic Influences on Clothing
Purchases 184
Brinda Sree and R. Kavitha
- Understanding the Interconnected Dynamics of Social Media
Marketing, Consumer Engagement, and Brand Equity:
A Conceptual Framework 202
Saman Naaz and Saboohi Nasim

Review Essay

- Talent Management: A Review 230
Muneeb Majid Mir and Shayista Majeed

Perspective

- Analysing Delhi's Prosperity: A Brief Commentary 241
Kanupriya