

ISSN : 2229-595X

JOURNAL OF DIGITAL MARKETING

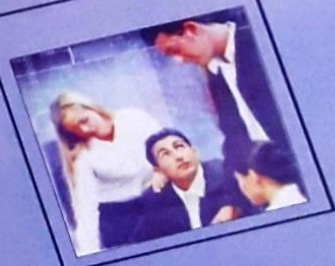
VOLUME 11

NUMBER 2

JULY-DECEMBER 2020



LIBRARY REF. NO. _____
DATE: _____



Research Science Press (India)

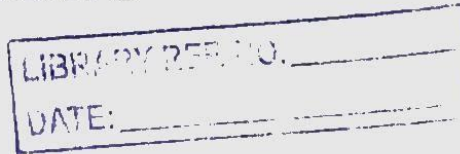
JOURNAL OF DIGITAL MARKETING

Volume 11

Number 2

DECEMBER 2020

CONTENTS



1. Relationship Between a Stock Price Fluctuation and its New Articles 113-123
Yeji Lee, Chul-Ho Park and Sang-Hyun Choi
2. Demographical Characteristics and Organizational Culture as 125-137
Antecedents of Managerial Effectiveness: A Perspective in
Indian Banking Sector
Rina Pandey and Rajnish Kumar Misra
3. Cluster Management in the Regional Economy of the Russia: 139-147
Formation and Development
*Tatiana I. Barsukova, Eugeny O. Kubyakin, Nataliya V. Dyuzheva,
Natalia P. Molchanova, Victor N. Pinchuk and Marina I. Danilova*
4. Work Environmental Stressors and the Impact on the Human Performance 149-154
at the Workplace—Challenges in the Manufacturing Sectors
G.S. Swaminathan and A. Chandramohan
5. Technology Innovation and Diffusion in the Smart Age: Focusing on 155-163
the Diffusion Factors of the Wearable Device
Wookjoon Sung, Ki-wban Kim, Sangoh Yun and Dongwook Kim
6. Relationship Between Entrepreneur Competencies and Quality of Life 165-174
Among Fisherman
*Zaleha Mohamad, Norashikin Draman,
Nurul Aina Bukhari and Noorzatul Iffah Hussin*
7. Making the Case for Defined Benefit Pension Plans Self-adjusting 175-200
Steering Schemes
Oualid Benallou, Rajae Aboulaich and Youssef Nadem