

# **AIMS International Journal of Management**

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**Verma**

**Empirical Test of the Dividend Discount Model's  
Forecasting Power**

**Virdi**

**Impact of Perceived Deception on Consumer Behaviour:  
The Case of Detergent Powder**

**Ranwala**

**Difference of Entrepreneurial Intention among  
Male and Female Undergraduates**

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**Consumer Perception towards Big Basket  
in Ahmedabad Region**

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**Editors**

**Omprakash K. Gupta  
Shivprakash Agrawal**



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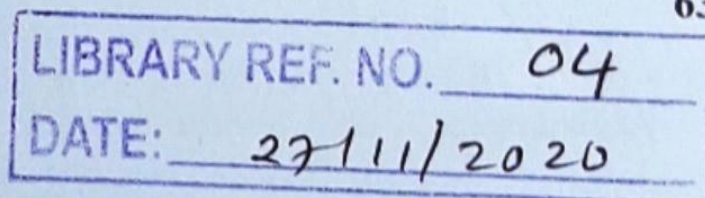


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