

MANTHAN JOURNAL OF COMMERCE and MANAGEMENT

July-December 2020

Volume 7

Issue 2

Peer-reviewed Journal

RESEARCH PAPERS

Effect of Privacy. Trust, and Risk Concerns on Mobile App-based Shopping: An Empirical Study in the Context of India Neeru Kapoor and Chandan Kumar Singh

Millennials and Generation Z: Reinventing Gandhian Thoughts in 21st Century Sunita Sharma and Nooruzia Qazi

Employee Commitment Model with a Focus on Implementation of Diversity Training Policy in Selected County Governments in Kenya Ruth Ogega Mwango, James Muya and Yobes Benjamin Nyaboga

E-commerce Models Suited to the Micro, Small and Medium Enterprises in India M. Samgadharan

Sustainable Fashion: The Issues, Challenges and Prospects Mousumi Sengupta and Nilanjan Sengupta

A Comparative Study of Service Convenience Dimensions of Private and Public Sector Banks in Delhi Region Shyama Kumari and Taru Baswan

REVIEW PAPERS

Work Life Balance and Job Satisfaction: A Review of Literature B. Anisha and C. L. Jeba Melvin

Corporate Governance and Agency Theory: An Analysis of Literature Kirti Ranjan Swain

The Changing Face of Media Houses with the Use of Mobile Phones: A Literature Review Mansi Arora Madan and Mohit Marwah

Indexed with Index Copernicus International (ICI), Google Scholar, EBSCO, Indian Citation Index, Cross-Ref, Summon (ProQuest), Research Gate, J-Gate, CiteFactor, CNKI Scholar, Scilit. MANTHAN: Journal of Commerce and Management, Volume 7, Issue 2, July-December 2020

1. CONTENTS

RESEARCH PAPERS

Effect of Privacy, Trust, and Risk Concerns on Mobile App-based Shop	ping: An
Empirical Study in the Context of India	
Neeru Kapoor and Chandan Kumar Singh	
doi: 10.17492/jpi.manthan.v7i2.722010	1
Millennials and Generation Z: Reinventing Gandhian Thoughts in 21st (Century
Sunita Sharma and Nooruzia Qazi	
doi: 10.17492/jpi.manthan.v7i2.722011	27
Employee Commitment Model with a Focus on Implementation of Dive	ersity Training
Policy in Selected County Governments in Kenya	and training
Ruth Ogega Mwango, James Muya and Yobes Benjamin Nyaboga	
doi: 10.17492/jpi.manthan.v7i2.722012	
E-Commerce Models suited to the Micro, Small and Medium Enterprise	s in India
M. Sarngadharan	o in mon
doi: 10.17492/jpi.manthan.v7i2.722013	64
Sustainable Fashion: The Issues, Challenges, and, Prospects	
Mousumi Sengupta and Nilanjan Sengupta	
doi: 10.17492/jpi.manthan.v7i2.722014	74
A Comparative Study of Service Convenience Dimensions of Private an	d Public Sector
Banks in Delhi Region	
Shyama Kumari and Taru Baswan	
doi: 10.17492/jpi.manthan.v7i2.722015	95
REVIEW PAPERS	
Work Life Balance: A Review of Literature	
B Anisha and C. L. Jeba Melvin	
doi: 10 17492/ini manthan v7i2 722016	108

Contents

Corporate Governance and Agency Theory: An Analysis of Literature Kirti Ranjan Swain doi: 10.17492/jpi.manthan.v7i2.722017

The Changing Face of Media Houses with the Use of Mobile Phones: A Literature Review Mansi Arora Madan and Mohit Marwah doi: 10.17492/jpi.manthan.v7i2.722018