

Vol. 24

No. 1

Year: May/June 2018

ISSN: 2350-854X

PRAVAHĀ

(A Multidisciplinary Double Blinded Peer Reviewed Research Journal)
(T.U. Research Division, Registered No. 841/2038/2039)



TRIBHUVAN UNIVERSITY
NEPAL COMMERCE CAMPUS

New Baneshwor, Kathmandu

Tel: 01-4107040

Indexing at:

Nepal Journals Online (NepJOL): 2018-June-12
<https://www.nepjol.info/index.php/pravaha/index>



CONTENT

A Study of Perks-II Distribution via Bayesian Paradigm <i>A.K.Chaudhary (Ph D)</i>	1
Total Quality Management Practices on Employees' Job Involvement in Nepalese Manufacturing Industry <i>Bhupindra Jung Basnet</i>	18
Relationship among Trust, Justice and Organizational Commitment at Hospitals in Nepal <i>Binod Ghimire (Ph D)</i>	31
Generic Strategies and sustainability of Financial Performance of Nepalese Enterprises <i>Dhundi Raj Bhattarai (Ph D)</i>	39
Entrepreneurial Process: A Case of Deep Jyoti Family Resort and Restaurant Pvt. Ltd <i>Dhruba Raj Pokharel, (Ph D)</i>	50
Tourism Demand Annalysis Using Probabilistic Travel Model: A Study In Pokhara <i>Dila Ram Bhandari</i>	58
Stock Market Responses to Macroeconomic Dynamics: Testing for Long-Run Equilibrium in Nepal <i>Dipendra Karki</i>	64
Tax evasion in Nepal: An Inquiry <i>Jit Bahadur K.C.</i>	83
Higher Education in Nepal <i>Jitendra Prasad Upadhyay (Ph D)</i>	96
Risk and Return Analysis of Commercial Banks of Nepal (with reference to NABIL and NIBL) <i>Laxman Raj Kandel</i>	109
Microfinance Position and Indebtedness: Empirical Evidence from Microfinance Institutions in Nepal <i>Nischal Risal</i>	120

Study on Internet Marketing Practices of Tourism Industry by Travel Agency of Nepal <i>Omprakash Pd. Yadav</i>	137
Challenges and Scopes of Pottery Industry <i>Prakash Shrestha (Ph D)</i>	147
Management Praxis at Nepalese Manufacturing and Non-Manufacturing Firms <i>Raj Kumar Bhattarai (Ph D)</i>	159
City Marketing in Local Governance in Nepalese Perspectives: A Comparative Study between Chagunarayan and Suryabinayak Municipality <i>Rajeshwor Neupane</i>	175
Students' Perception towards Master of Business Studies (MBS) Semester System: A Case Study of Nepal Commerce Campus <i>Rewan Kumar Dahal</i>	181
A Survey on Capital Structure Decision of Nepalese Non-Financial Firm <i>Shanker Dhodary</i>	196
An Analysis of the Impact of Real Effective Exchange Rate on Economic Growth of Nepal <i>Sujan Koirala</i>	206
Balancing Work Life and Family Life: Problems and Remedies <i>Tej Narayan Prasad Nepali (Ph D)</i>	217