NEPALESE JOURNAL OF BUSINESS AND MANAGEMENT STUDIES (NJBMS)

(The double blind, peer reviewed journal)

Vol. 1

No. 1

August, 2022

Relationship between Financial Literacy and Student's Stock Market Participation

Aaditya Acharya and Janga Bahadur Hamal

Assessment of Student Satisfaction with Online Learning:

A Case of Undergraduate Engineering Students Seniile Shrestha and Daman Eahadur Singh

Effect of Product Placement Belief on Brand Awareness

Ashim Hang Limbu and Mani Ram Arval

Analysis of Service Quality and Strategies from Customers' and Franchisor's Perspectives:

A Case of The Burger House and Crunchy Fried Chicken Dinesh Poudel and Kul Prasad Pandey

Monetary Incentives and Employee Satisfaction:

A Gase of Access World Tech Pvt. Ltd.

Anina Maharjan and Basudev Lamichhane

Impact of Digital Technology Usage on Children's Behavior:

A Case Study

Asmita Lamsal and Golman Gurung

Effect of Market Information on Student's Investment Behavior

Prakash Gupta and Basudev Upadhyay

Impact of Work Environment on Job Satisfaction:

A Case of School Teachers
Rishma Maharjan and Dadhi Ram Bhandari

Effect of Intrinsic Motivation on Employee Performance:

A Case of Cooperatives in Kageshwori Manohara Municipality Sadhara Subadi and Shiva Raj Ghimire

Determinants of Tea Preference:

A Descriptive Analysis

Nishe Jaiswal and Nerayan Prased Aryal

Management Research Department

SARASWATI MULTIPLE CAMPUS

FACULTY OF MANAGEMENT TRIBHUVAN UNIVERSITY

Nepalese Journal of Business and Management Studies (NJBMS) (The double blind, peer-reviewed journal)

Vol. 1	No.1	August 2022
	Contents	
Relationship between Financial Literacy and Student's Stock Market Participation Auditya Acharya and Janga Bahadur Hamal		1-16
Assessment of Student Satisfaction with Online Learning: A Case of Undergraduate Engineering Students Sanjila Shrestha and Daman Bahadur Singh		17-34
Effect of Product Placement Belief on Brand Awareness Ashim Hang Limbu and Mani Ram Aryal		35-46
Analysis of Service Qualit Franchisor's Perspectives	y and Strategies from Customers' and :	
A Case of The Burger House and Crunchy Fried Chicken Dinesh Poudel and Kul Prasad Pandey		47-60
Monetary Incentives and Employee Satisfaction: A Case of Access World Tech Pvt. Ltd. Anina Maharjan and Basudev Lamichhane		61-72
Impact of Digital Technolo	gy Usage on Children's Behavior:	
A Case Study Asmita Lamsal and Golman Gurung		73-82
Effect of Market Information on Student's Investment Behavior Prakash Gupta and Basudev Upadhyay		83-92
Impact of Work Environment on Job Satisfaction: A Case of School Teachers Rishma Maherjen and Dadhi Ram Bhandari		93-104
Effect of Intrinsic Motivation on Employee Performance: A Case of Cooperatives in Kageshwori Manchara Municipality Sadhana Subedi and Shiva Raj Ghimire		105-116
Determinants of Tea Prefe Nisha Jaiswal and Na	117-126	