

ISSN 2681-6351

Nepalese Journal of Management and Technology (NJMT)

Vol. 1

No. 1

June 2018



Atlantic International College

Contents

Trainee Motivation and Training Effectiveness: A Purposed Framework Dhruba Prasad Subedi	1
Firms' Characteristics and Management Accounting Practices in Hetauda Industrial District (HID) Jcetendra Dangol, PhD	7
Impact of Human Capital Management (HCM) on Return on Asset (ROA): Evidence from Nepali Life Insurance Companies Prakash Kumar Gautam	33
Cash flow ratios and Business failure in Nepal Prem Prasad Silwal	45
E-Shopping Practices: A Survey Of E-Shopping Consumer's Satisfaction in Cuddalore, India R. Ramachandran, PhD	57
Quality of Work Life and Job Performance in Nepalese Nursing Sector Raju Kumar Rai	69
Factors Affecting Usage and Adoption of E-Banking in Nepal: Expansion of Technology Acceptance Model (TAM) Er. Shankar N Adhikary	79
Experimenting Effects of Brand Placement in Music Video on Brand Awareness and Purchase Intention Shradha Shrestha & Binod Krishna Shrestha	97