ISSN (Print): 2961-1652, ISSN (Online): 2961-1660

NEPALESE JOURNAL OF BUSINESS AND MANAGEMENT STUDIES (NJBMS)

(A peer-reviewed, open access journal)

Vol. 2

No. 1

August, 2023

The Social Media Influencers and Consumer Purchase Intentions among Social Media Users

Golman Gurung, Sonam Kumari Shah, and Anu Gurung

Evaluating the Role of Workplace Environment on Employee Retention in Kathmandu Valley

Janga Bahadur Hamal, Lasata Shrestha, Sanjay Rajbhandari, and Hemanta Thapa

Assessing the Effect of Leadership Styles on Employee Engagement:

A Case Study of Construction Companies in Bhaktapur District Kul Prasad Pandey, Matina Maharjan, and Anisha Lamsal

Unveiling the Drivers of Customer Satisfaction in the Hotel Industry Mani Ram Aryal, Sunita Dangol, and Kohishma Pradhan

Determinants of Women's Leadership Position:

A Case of Women Entrepreneurs

Narayan Prasad Aryal, Sarita Kumari Shah, and Anisha Dhakal

Examining the Impact of Dividends on Share Prices:

Evidence from Microfinance Companies in Nepal Prem Bahadur Budhathoki, Sanishma Bajracharya, and Kumar Khadka

Exploring the Influence of Age and Education Diversity on Employee Performance at Bhatbhateni Supermarket in Kathmandu Valley

Shiva Raj Ghimire, Ujen Manandhar, and Sabina Ghimire



Management Research Department

SARASWATI MULTIPLE CAMPUS

ISSN (Print): 2961-1652, ISSN (Online): 2961-1660

Nepalese Journal of Business and Management Studies (NJBMS)

(A peer-reviewed, open access journal)

Vol. 2 No.1 August 2023	
Contents	1 - 1
The Social Media Influencers and Consumer Purchase Intentions among Social Media Users Golman Gurung, Sonam Kumari Shah, and Anu Gurung	1-13
Evaluating the Role of Workplace Environment on Employee Retention in Kathmandu Valley Janga Bahadur Hamal, Lasata Shrestha, Sanjay Rajbhandari, and Hemanta Thapa	15-31
Assessing the Effect of Leadership Styles on Employee Engagement: A Case Study of Construction Companies in Bhaktapur District Kul Prasad Pandey, Matina Maharjan, and Anisha Lamsal	33-50
Unveiling the Drivers of Customer Satisfaction in the Hotel Industry Mani Ram Aryal, Sunita Dangol, and Kohishma Pradhan	51-63
Determinants of Women's Leadership Position: A Case of Women Entrepreneurs Narayan Prasad Aryal, Sarita Kumari Shah, and Anisha Dhakal	65-82
Examining the Impact of Dividends on Share Prices: Evidence from Microfinance Companies in Nepal Prem Bahadur Budhathoki, Sanishma Bajracharya, and Kumar Khadka	83-99
Exploring the Influence of Age and Education Diversity on Employee Performance at Bhatbhateni Supermarket in Kathmandu Valley Shiva Raj Ghimire, Ujen Manandhar, and Sabina Ghimire	100-116