

UNNATI The Business Journal Index

Investigating the link between Organizational Cynicism and Job Engagement in the Indian Pharma Sector Shaweta Sandhu, Dr. Nisha Chanana	1		
		Fraud Detection Skills of Forensic Accounting : An Empirical Study	14
		Dr. M. Rekha, Revathi B	
A Multilayered Predictive Framework for Student Attrition in Higher	21		
Education Using Psychosocial, Cognitive, and Technological Determinants			
Mahabir Singh, Dr. Divya Shekhawat			
Informed or Influenced? A Critical Review of Knowledge, Attitudes, and Practices	39		
Toward Dietary Supplements Among Young Adults			
Singhal Kamal Pushker Dayal, Prof. Hemant Kothari			
Community Attitudes Toward Ecotourism in Rajasthan: Assessing Developmental	49		
Prospects and Operational Challenges			
Chandra Shekhar, Prof. Anil Kothari			
Deceptive Practices in Digital Transactions: A Case Study of Tribal Areas	62		
Hemlata Kunwar, Dr. Anil Jain			
Leveraging Emotional Intelligence to Improve Work-Life Balance in Organizations	70		
Dr. Khushboo Sharma, Nitu Kumari, Dr. Deepti Singh			
Technological Innovation in Waste Management for Sustainable Future	77		
Dr. Pallavi Mehta, Deepak Thakur			