Table of Contents

Sl. No.	Title	Author(s)	Page No.
1	Employer Brand Building for Effective Talent	Manupriya Bali	183-191
	Management	Shweta Dixit	
2	A CAMEL Approach Using Financial Accuracy	Ratna Sinha	192-201
	of Public and Private Sector Banks in India		
3	Influence of Gender Bias on Leadership	Lakshmypriya K	202-210
	Development- A Study of Selected Nonprofit	G.Rabia Jahani Farzana	
	Organizations (NPOs) in Bangalore		
4	An Analysis of Knowledge Management in	Mastan Mohammad	211-218
	Educational Institution	G. Jai Arul Jose	
5	Impact of Consumer Based Brand Equity of	Balamurugan Muthuraman	219-225
	Toyota Cars in Oman	Karthik Mohandoss	
6	Challenges of inclusion of ERP in B-school	Indranil Bose	226-232
	curriculum: A study from the B-Schools student's		
	perspectives of Kolkata, India		