



RVIM Journal of Management Research

Vol. 12 | Issue 2 | July - December 2020 | ISSN: 0974-6722

Efficiency Seeking Foreign Flows in Indian Automobile Sector
Uma Chinchane and V. Ganeshky

01

Role of Serqual Dimensions in Evaluating the Service Quality of Fast Food Restaurants in the Rural Kashmir
Saeed Shooib and Mohib Sharma

02

India's Trade Dynamics and Revealed Comparative Advantage with the BRICS Nations
Kamhala Anais and Pallabi Mukherjee

03

Consumption Patterns and Customer Expectations towards Marine Fishery Products in Coastal Andhra Pradesh
K.V. Devi Prasad Kotam

04

Micro-stay hotels in India: An approach to hotel revenue optimization
Nita Choudhary

05

A study on digital transformation in payments: Customer preferences and adoption towards mobile wallets
Sudhakar J. and Shruthi C.

06

Perceived risk and Behavioural Responses of the general public during the COVID-19 Pandemic in the Delhi-NCR
Rashika Soni, Manish Tomar and Shobham Ravi

07

Digital disruption in the Insurance Industry: Opportunities & Challenges
P Venkateshram and G Venkatesh

09

Book Review:
Good Economics for Hard Times
Shikha Chha

08

Book Review:
Social Entrepreneurship in India: Quarter Idealism and A pound of pragmatism
Uma Sharma

10



Reshriya Sakshana Samithi Trust

R. V. INSTITUTE OF MANAGEMENT
Bangalore

(Approved by AICTE, New Delhi,
Personality Affiliated to Bangalore Central University,
& Recognized by Govt. of Karnataka)