



RESEARCHER

Δ PEER REVIEWED JOURNAL

Vol. XXXI No. 3
Jul-Sep 2025

Evaluating Production, Financial and Marketing Problems in Inland Fishing: Disclosing Barriers to Sustainability	Reni Royson, Dr. Sumi Alex
Employee Job Satisfaction Assessment in Newspaper Industry: Structural Equation Modeling	Dr. Kavitha L, Dr. Dileep A S
Influence of Artificial Intelligence on Adolescents' Cognition, Creativity and Motivation	Dr. Subha Sachithanand
Effectiveness of Green Advertisement on Consumer Buying Behaviour - A Study Based on Urban Youth in Thiruvananthapuram District	Sumi John, Dr. S Sajeev
Challenges of Rubber Plantation Workers in Kerala: A Ground-Level Perspective on Financial Hardships and Quality of Life	Dr. Sarun S G, Bainy George
Employee Engagement and Sustainable Banking Practices - An Empirical Study of Employees' Perceptions	Badisha V, Dr. Anilkumar M, Dr. Sajeev H
Branding Kerala Traditional Handicraft Market: Implication of Geographical Indication	Arya Reghunathan, Dr. S Sajeev
Digital Banking and the Customer Experience: A Satisfaction Centric Study	Dr. Suman S, Dr. Sreelakshmi S Prabhu
Unraveling the Nexus Between HRM Practices and Job Satisfaction: A Specialized Inquiry into Public Sector Banks of Thiruvananthapuram District	Anju Chandran, Dr. Kalarani T G
Determinants of Patient Satisfaction in Cooperative Healthcare Settings: Evidence From NS Cooperative Hospital, Kollam.	Marina Michael, Dr. Sangeetha Vincent
Revitalizing Traditional Pottery: Exploring Strategies for Sustainability and Growth	Harikrishnan A P, Dr. Sajeev H
Passenger Perception and Service Quality of KSRTC: A Study on Public Satisfaction and Expectations	Arun Mohan, Dr. Sumi Alex
Influence of Accounting Digitisation and Technology 4.0 in the Wellness Industry in the Post-Covid Era	Jishnu V, Dr Sreedevi S R
Consumer Awareness towards Electric Vehicles in Thiruvananthapuram District	Dr. Indurajani R
Assessment of Service Quality of Third-Party Logistics Providers in the Food Processing Industry in Kerala	Divya Rani R L, Dr. G S Sandhya Nair

ABOUT MANAGEMENT RESEARCHER

Management Researcher is a quarterly publication of IMDR. The journal was launched in 1994 with the objective of communicating the results of research, consultancy and educational activities. Management Researcher is approved by the Board of Studies of several Universities in India and therefore continues to be a research publication widely in demand among researchers and academicians.

Chief Editor

Dr.C.V.Jayamani

Former Professor, School of Management Studies, CUSAT, Kochi: Former Governing Board Member, IIM Kozhikode: Independent Director HIL (India) Limited, New Delhi
Mob 9447059320, E-mail cvjayamani@gmail.com

Managing Editor

Dr.K.Sasikumar

Chairman, IMDR; Former Professor & Director,
School of Management and Legal Studies,
University of Kerala

Executive Editor

Dr.V.Harikumar

Secretary, IMDR: Former Professor of
Commerce, Mahatma Gandhi College,
Trivandrum

Chief Associate Editor

Dr.B.Chandrachoodan Nair

Former Chief, State Planning Board

Associate Editors

Dr.V.S.Santhosh

Former Associate Professor & Head
Dept. of Commerce, M G College, Trivandrum

Dr. G.S.Sumesh

Assistant Professor,
VTM NSS College, Dhanuvachapuram

Advisory cum Reviewer's Board

Dr.T.GArun

Professor & Dean, Lancashire Business School,
United Kingdom

Dr.K.P.Muraleedharan

Academic Dean, University of West London,
RAKE2, Academic Zon UAE

Dr.Suresh Paul Antony

Professor, Indian Institute of Management (IIM)
Trichi

Dr.M.Pandey

Former Professor, Indian Institute of
Management (IIM) Lucknow

Prof.(Dr) K. S Chandrasekhar,

Vice Chancellor,
Cluster University of Jammu,
Jammu & Kashmir.

Dr. C.Ganesh

Professor & Director, School of Management
and Legal Studies, University of Kerala

Dr.K.G.Chandrasekharan Nair

Former Professor, Mar Ivanios college,
Trivandrum

Prof. (Dr) S Jayadev,

Principal in Charge,
NSS College, Nilamel.

Erne Suzila Kassim

Faculty of Business and Management,
University of Technology,
MARAH, Malaysia

Dr. Fasila Jameel Ashan

Professor, University of Colombo Sri Lanka

Dr. Rina Fitriana ST, MM, IPM, AER

Head of Industrial Engineering Department,
Trisakti University, Jakarta, Indonesia

Prof(Dr)J.L.Gupta

Former Professor of Accounting
University of Delhi, CP-18, Maurya Enclave,
Pitampura

Dr. T.N.Mathur

Former Professor & Dean Dept. of Economic
Administration and Fin. Management,
Rajasthan University, Jaipur

Dr. B Vijayachandran Pillai

Professor, Department of Commerce and
Management Studies, Calicut University

Dr.G.Gopakumar

Former Vice Chancellor, Central University
of Kerala, Kasargod

Dr.M.Sivaraman

Distinguished Professor, Centre for
Management Development (CMD),
Trivandrum

Dr.Jaya S.Matadeen

Professor & Dean, Faculty of Law and
Management, University of Mauritius

Dr. Kavil Ramachandran

Professor, Indian School of Business,
Hyderabad

Dr. M.B Shukla

Former Dean and Director, School of
Management Studies, Kasi Vidyapeeth,
Varanasi, U.P

Dr.V.Shekhar

Professor of Management Usmania University,
Hyderabad

Dr.Mavooth.D

Professor & Director,
School of Management Studies,CUSAT, Kochi

Dr.Gabriel Simon Thattil

Professor, School of Management and Legal
Studies, University of Kerala

Dr. Baiju Ramachandran

Company Secretary & Director, Indian Chamber
of commerce & Industry

Dr.B.Rajendran

Principal, KITTS, Thiruvananthapuram.



INSTITUTE OF MANAGEMENT DEVELOPMENT AND RESEARCH

Mylam, Cheriyaconni P O, Thiruvananthapuram, Pin: 695013

Mobile: 8281107488 E-mail: imdr.research@gmail.com, imdrtvm@yahoo.com

Website : <https://www.imdrtvm.com>