



**IOSR Journals**

International Organization  
of Scientific Research

*IOSR Journal of Business  
and Management*

e-ISSN : 2278-487X

Volume : 25 Issue : 7 Series-4

p-ISSN : 2319-7668

**IOSR-JB**

**Contents:**

Brand Image As Mediator Influences Celebrity Endorsement Against Repurchase Intention	01-12
Business Development Strategies For Micro, Small And Medium Enterprises (Msmes) Toward Leather Craftsmen In Magetan	13-19
Inclusão Da Diversidade Nas Empresas: Discurso De Respeito, De Sobrevivência Organizacional Ou Por Imposição Da Sociedade	20-27
Quantitative Methods In Research On The Use Of Information Technology In Budgetary Processes	28-35
Data Mining and Machine Learning: technologies for data handling and storage in the stock market	36-41
Sustentabilidade Do Extrativismo: Análise Da Produção Científica Brasileira	41-48
A Study Of Appraisal Of The Problems And Prospects Of Small-Scale Industries In The National Capital Region (NCR) Of India	49-53
Vm Displays -An Essential Shift Or Unsuccessful Attempt, Quandary Encountered By Reliance Retail Store Pune Post Pandemic	54-61