HSB Research Review



Dr. Pardeep Gupta and Pratistha

Mahabir Narwal and Preeti Devi

CONSUMERS'ATTITUDE TOWARDS VIRAL MARKETING

EFFECT OF FOUNDER OWNERSHIP ON INITIAL RETURNS:

Research Papers

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The journal intends to provide an academic platform to share ideas, promote and endorse the culture of research to generate evocative debates. This bi-annual journal invites and attracts best quality research papers from all parts of the globe and reaches a wide variety of readers. This journal is an intellectual piece of knowledge with extensive exposure that maintains a balance between pure and applied researches. Suggestions, if any, for the improvement in the quality of this journal are welcome from all corners.

Editor

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