



RESEARCHER

Δ PEER REVIEWED JOURNAL

Vol. XXXI No. 2
Apr-Jun 2025

Unveiling the Dynamics of Agency Hiring: An Exploratory Study	Dr. Sreevidya P V
Effect of Socio-Economic Factors on Buying Behaviour in E-Tailing of Electronic Products in Kerala	Abdul Kalam Azad A, Bindhya M S
From Side Hustles to Mainstream: A Bibliometric Exploration of the Global Gig Economy Literature	Gopika S, Dr. S Priya
Tourism-Led Gentrification: A Comprehensive Bibliometric Analysis of Research Trends and Socio-Cultural Impacts	Aleena Maria Zacharia, Krishna Babu, Dr. Biju S K
Electric Scooters: Investigating Purchase and Post Purchase Contentment among Buyers	Sub.Lt.(Dr.) Vineeth Chandra K S, Reshma Pillai S
Implementation of Modern Technology in Fishing Sector - Perception and Concern of Fisher Folk in Kerala	Dr. Misha V
HRM in Electronic Way - An Empirical Analysis of Adoption to HR Functions in Banks and Life Insurance Companies in Kerala	Dr. U Sreevidya
Foreign Direct Investment (FDI) in India-ARIMA Model	Dr. Adarsh
Out of Office But Not Out of Work; Remote and Hybrid Working Implications On Work-Life Balance, Job Satisfaction and Well-Being: Evidence from Information Technology Industry	Dr. Fouziya R, Dr. Gracious J
A Study on the Satisfaction Level of NPS Subscribers with Special Reference to Organised Sectors	Dr. Saritha G S, Dr. Maja K Koshy
Elevating Employee Experience and Engagement Among Employees Working in Coworking Spaces	Kavya M Chandran, Reshma R, Dr. Vinod G
Influence of Mechanisation on Empowering Women Workers in Coir Units of Kerala: An Empirical Study	Dr. Sreeja A
Effect of Social and Economic Factors On Food Consumption Pattern of People in Kerala	Sarath Sajan, Dr. Ruby S
Investors Perception towards 80C Tax Savings Investment Avenues	Reshma R, Kavya M Chandran, Dr. Vinod G
Promoting Sustainability: Best Practices in Waste Management by Haritha Kerala Mission	Hareesha K, Dr. Ruby S
Role of Women in Participatory Forest Management: Insights from Vanasamrakshana Samithi Members in Ponnudi Ecotourism	Sneha KM, Dr. Anitha S, Dr. Manju S Nair
Entrepreneurial Attitudes among Undergraduate Students: A Case Study of Kannur University	Rinu Raju, Dr. Samna M

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.I.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,
MARAE, 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, Cheriyaikonni P O, Thiruvananthapuram, Pin: 695013

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

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