

Editorial Board

Dr. Mohammad Reza Iravani, Iran

Dr. Farooq Ahmad, Pakistan

Dr. Ashraf Bhat, India

Dr. Ajayi, Johnson Olusegun, Nigeria

Dr. Sunita Singh, India

Dr. Abubakar S.R. Matazu, Nigeria

Dr. Cristina-Georgiana Voicu, Germany

Dr. Amirul Mukminin, Indonesia

Dr. Ravi Kant, India

Dr. Michael Akintayo, New York

Dr. Viktor Jakupec, Nigeria

Dr. Shahabudin Abdullah, Malaysia

Dr. Rabindra Kumar Pradhan, India



Journal of Research in Business and Management (JRBM)

ISSN : 2347-3002

Contact Us:

Quest Journals Inc.

Web: www.questjournals.org

Mail: quest@editormails.com

Volume 12, Issue 10

Peer Reviewed Refereed Journal



Journal of Research in Business and Management (JRBM)

Volume 12 - Issue 10 - Series 2

ISSN : 2347-3002

Contents :

- | | |
|---|---------|
| Leveraging Tokenization for Enhanced Security In Banking And Financial Services | 131-136 |
| The Role of Transformational Leadership in Sustainable Business Growth | 137-141 |
| Study on the Internal Training of Employees in Apparel Retail Chain Enterprises: A Case of UNQ | 142-148 |
| The Economic Impact of Online Fashion Portals on Brick-and-Mortar Retail in India | 149-154 |
| Impact of Digital Marketing Transformation on Purchase Intentions in B2B Consumers: The Moderating Influence of Brand Awareness | 155-158 |

