

Associate Editor



Name of the editor	Dr. Saira Banu Neelgar
E-mail ID	saira.banu@alameenedu.co.in
Designation & Office Address	Associate Professor Al-Ameen Institute of Management Studies Hosur Road, Near Lalbagh Main Gate, Bangalore – 560 027
Mobile No.	9880989224
Role in the Journal Editorial Board	ASSOCIATE EDITOR
Affiliated Institutional Profile Link	
Google Scholar profile of the editor	https://scholar.google.com/citations?hl=en&view_op=list_works&gmla=AO4B3js7CkfrKemYJxXyi_75ePB2YX3_IoljDS8UDjDHtlZkvEbuGqPKk71uk2dxECagt_b4dLYJiBF56dUcE9A&user=9X_3JycAAAAJ
SSRN profile of the editor	--
ResearchGate Profile of the editor	--
Publications published during last 5 years) (Exclude papers published by the editor in the journals of which he / she is in-charge of the publishing company / trust / department)	

- ✓ A Study on “Customer Awareness towards Selected Food Products in Karnataka”
International Journal of Advances in Engineering and Management, Volume 3
issued on 9th September 2021, ISSN : 2395-5252, (IJAEM),
<https://www.ijaem.net/>
- ✓ “Impact of Marketing strategy on Business performance” A Study of Selected
Medium Enterprises in Hubli District, Journal of the Asiatic Society of Mumbai,
UGC CARE Group-I Journal ISSN : 0972-0766 Vol. : XCVI, No:04, 2023,
<https://www.asiaticsociety.org.in/journal/>
- ✓ “A Case study on Growth Prospectus and Challenges of Medium scale industries
in India.”.International Journal of Advance and Innovative Research Volume 6,
Issue 1 (XXV): January - March, 2019 ISSN : 2394-7780 <https://ijairjournal.in/>