

International Journal of Business Insights and Transformation (IJBIT)

ISSN -0974-5874

IJBIT – Volume 12, Issue 2, April-September 19

Content

From Editor's Desk

IJBIT/ISSN 0974-5874/V12/02/248/RP

Equity Crowdfunding in Europe - A New Financial Phenomenon for Gen-Z Entrepreneurs

K. Bhanu Prakash and P. Siva Reddy

IJBIT/ISSN 0974-5874/V12/02/249/RP

Ingredient Branding as a Branding Strategy for News Channels in India

Tapish Panwar and Kalim Khan

IJBIT/ISSN 0974-5874/V12/02/250/RP

New Age Flash Teams - The Power of 3

Aparna Pandey and Shailaja Karve

IJBIT/ISSN 0974-5874/V12/02/251/RP

**Moderating effect of personality between job pursuit intentions and online engagement-
A conceptual framework**

Mukul Vashisht and Neena Nanda

IJBIT/ISSN 0974-5874/V12/02/252/RP

**Trust Building Mechanism and its Positive Impact in International Businesses of Worldwide
Nations**

Chavan Vaibhavi Vijay and Shubhangi Shantanu Jagtap

IJBIT/ISSN 0974-5874/V12/02/253/RP

**Demographic and other Influencers of Teachers' Perception about ICT Adoption in the
Curriculum**

Chandan Singhavi and Prema Basargekar

IJBIT/ISSN 0974-5874/V12/02/254/RP

Study on Demographic Factors affecting Tourism Marketing and its Effects

Niyat Shetty, Dinesh Sonkul and Divya Alok

IJBIT/ISSN 0974-5874/V12/02/255/RP

**A comparative study of application effectiveness between digital and social media
marketing for sustainability of start up's**

Natika Poddar and Dipti Agarwal

**(Abbreviations; RP= Research Papers, AR= Article, CS=Case Study,
VP=Viewpoint, BR= Book Review)**

Full Text of the published papers available on **EBSCO** and **ProQuest** databases