

Dear Reader,

The International Journal of Business and Sustainable Development (IJBSD) publish interdisciplinary studies in the field of business and sustainable development that builds, expands or assesses management theory and makes a significant value-added contribution towards social development. The journal provides a platform to researchers, academicians and practitioners to publish original papers, review papers, conceptual framework, analytical and simulation models, case studies, empirical research, technical notes, and book reviews related to different dimensions of business and social development. The journal aims to stimulate research covering broad spectrum of subjects such as business management, marketing, banking & finance, economics, human resources management, entrepreneurship development, accounting, information technology, international business, hotel and tourism, business ethics, international relations, law, development studies, population studies, political science, history, journalism and mass communication, corporate governance, cross-cultural studies, public administration, agriculture, psychology, philosophy, sociology, women studies, religious studies, social welfare, anthropology, linguistics and education. The present issue includes high-quality research papers that take forward the understanding of different areas of management field empirically and theoretically.

The issue begins with the first research paper titled as “Improving Employee Satisfaction and its Effects on Organizational Performance” which studies the level of employee satisfaction among academicians of private universities in India and its subsequent impact on performance of organization. The second paper titled “A Study of Consumer Buying Behaviour towards Electronic Cars” analyses the different factors affecting the behavior of consumer while purchasing the electronic cars. The next paper titled as “Comparative Analysis of Free Jobs News Website with Free Job Alert Website”. This insightful manuscript makes a comparative analysis between free job news website and free job alert website on the basis of identified parameters. The next paper titled as “Consumer Perception towards Digital Banking in HDFC in Mohali Region” presents an analysis of the perception of consumers towards the digital banking services viz. internet banking, messaging services and online transactions of HDFC Bank with special reference to Mohali region. Further, the research paper titled “Celebutante Recommendations’ Impact on Customer's Purchase Intention and Buying Behaviour” is an attempt to elucidate the effect of celebrity endorsements on purchase intentions of consumers and their ultimate buying behavior of products.

International Journal of Business and Sustainable Development invite original research papers, review articles and case studies that are not published or not being considered for publication elsewhere. Authors should strive to produce ground-breaking, insightful and rigorous manuscripts in the requisite format of the journal available at the end of the current issue. For details and queries, the authors should contact on the following email ID: [journal@musindia.org](mailto:journal@musindia.org)

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