Volume XII Number 1 January - June 2020 ISSN No 2229-4740

LALA LAJPATRAI INSTITUTE OF MANAGEMENT

Journal Of Research



LALA LAJPATRAI INSTITUTE OF MANAGEMENT

Lala Lajpatrai Marg, Mahalaxmi, Mumbai 400 034. Tel No.: 2351 3874 Fax No.: 2352 0877 Email: info@llim.edu Website: www.llim.edu

CONTENTS

1.	Objective Assessment of the Impact of Lockdown as a Strategy to Counter COVID-19 on Indian Economy Akash Sethia, Anjali M Kulkarni	1 - 19
2.	Accelerating MSME Growth & Entrepreneurship in India: A Post-COVID-19 Approach Ramanand N. Shukla	20 - 24
3.	The Effects of Technology in Human Life: A General Aspect Roopali Bajaj and Ankita Pandey	25 - 30
4.	Analyzing the Significance of Relationship Management in Managing Supply Chain Arvind Biradar	31 - 40
5.	Corporate Venture Capital Vikas Sharma and Ruchi Mistry	41 - 51
6.	Visual Merchandising: Challenges & Future Gagan Bhatia, Shradha Khot and Twinkle Matharu	52 - 62
7.	Collapse of IL&FS – A Trigger to the Indian Economic Slowdown Sharang Hukerikar, Kajol Kappe and Harsh Modi	63 - 73
8.	The Power of Mascots in Defining a Brand: Case Study of Amul Girl Dhwani Mistry, Ruchi Kundu and Tarsh Kumar	74 - 86