



# VLEARNY Journal of Business



A peer reviewed Management journal

Vol. 1 Issue 3, July- September, 2024

(Online) ISSN: 2584-2935  
(Print) ISSN: Applied



## VLEARNY

Page No.

VLEARNY Journal of Business achieves JGate Indexing & DORI signatory status  
*Dr. Sumit Saha, Editor-in-Chief*

Editorial

Theory of planned behaviour model- Act as bridging the gap between the psychological variable, intention and its influence on online stock trading behaviour  
*Jayalakshmi K U, Chidananda H L, and Dr. Anouja Mohanty*

4-12

Research

Marketing mix of food delivery service by Zomato in Bangalore and the impact of customer engagement  
*Shailesh Kumar*

13-21

Entrepreneurial ecosystem and attitude towards entrepreneurship: A conceptual study  
*Dr. Sumathi G.N, and Dr. Anitha Elalarasi GN*

22-26

A study on the impact of financial literacy on investment decisions of financially included households with special to Tumakuru district, Karnataka  
*Anusha N. and Dr. Anouja Mohantu*

27-32

Tourism in India: A land of timeless beauty and endless adventure  
*Dr. S Saiganesh, and S. Balaji Mallikarjun*

33-38

“What the Customer Wants you to Know” (with downloadable PowerPoint presentation of the book review)  
*Jeevan M, Sudeesh Dande, and Shalini Kumari*

39-41

Book Review