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1	IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOR IN FMCG SECTOR OF PAKISTAN <i>Author(s): Mobeen Ashfaq and Mohammed Ali</i> DOI: 10.12816/0041744	1-12
2	NIGERIAN COMMUNICATION POLICY: CONCEPT, APPROACH AND EFFECTS <i>Author(s): Victor Emokiniovo Aganbi and Ojo, Titiloye Oyeyinka</i> DOI: 10.12816/0041745	13-18
3	INFLUENCE OF SOCIAL CORPORATE SOCIAL RESPONSIBILITY ON BRAND EQUITY <i>Author(s): Muhammad Umer and Muhammad Ali</i> DOI: 10.12816/0041749	19-30
4	DETERMINANTS OF ENTREPRENEURIAL INTENTION OF GRADUATING STUDENTS AT BAHIRDAR UNIVERSITY: AN APPLICATION OF THEORY OF PLANNED BEHAVIOR <i>Author(s): Walie ZEWUDU and Meselu ALAMNIE</i> DOI: 10.12816/0041746	31-50
5	IMPACT OF BRAND COLOR ON CONSUMER BUYING BEHAVIOR WITH MEDIATION OF CUSTOMER PERCEPTION IN PAKISTAN <i>Author(s): Muhammad Zulfiqar and Mohammed Ali</i> DOI: 10.12816/0041747	51-62
6	TOWARDS UNDERSTANDING MEDIA OWNERSHIP AND CONTROL IN NIGERIA: APPLYING THE MARXIST AND PLURALIST IDEOLOGY <i>Author(s): Oberiri Destiny Apuke</i> DOI: 10.12816/0041748	63-65