



VISHNU WAMAN THAKUR CHARITABLE TRUST'S
VIVA Institute of Management & Research

Journals List JAN-DEC 2024

Sr. No.	Title	Issue	Subscription Amt.	Vendor
1	Arthashastra: Indian Journal of Economics and Research	4	2000	Apex subscription Pvt. Ltd.
2	Indian Journal of Finance	12	3800	
3	International Journal of Marketing & Management Research	3	3500	
4	International Journal of Research in Finance And Marketing	3	3500	
5	IUP Journal of Case Folio	4	1150	
6	IUP Journal of Soft Skill	4	1150	
7	Journal of Marketing Strategy	3	3500	
8	Prabandhan: Indian Journal of Management	12	3800	
9	Vikalpa: Journal of Decision Makers	4	6180	
10	International Journal of Business and Society	2	6000	
11	International Journal of Management Studies	2	4600	
12	Harvard Business Review	6	15700	
13	AIMS Journal (Life Membership)	0	0	
			Total Amt.	54880
			Paid Amt.	50962



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Magazines List - 2024

Sr. No	Name Of The Magazine	Frequency	Cost	Vendor
1	India Today	52 issues	100	Jivdani Newspaper Services
2	Employment News	52 Issues	12	
3	Banking Service	12 issues	90	
4	Udyojak	12 issues	75	
5	Dalal Street	26 issues	150	
6	Economic Political Weekly	52 issues	140	