Contents Journal of Business & Management (COES&RJ-JBM)

S. No	Title	Page No.
1	Subliminal Marketing: An exploratory research in Lebanon Hussin Jose Hejase, Bassam Hamdar, George Farha, Roula Boudiab, Nouri Beyruti	112-135
2	"Sevana" An Attribute of Conceptual and Revolutionary Transformation A suggestive model of grass root economy transformation through process innovation Umesh Neelakantan	136-153
3	Petroleum Resource, institutions and economic growth in Nigeria Frances N Obafemi, Uchechi R Ogbuagu and Emmanuel Nathan	154-165
4	Employee engagement of mangarial staff in hospitals – an Indian pilot study J.Swaminathan, Dr.S.Aramvalarthanw	166-174