

The Journal of Nepalese Business Studies

(A Peer-Reviewed, Open Access Journal)

Vol. XII

No. 1

December 2019

Surya Bahadur G. C. Ravindra Prasad Baral	The Effect of Corporate Governance and Ownership Structure on Financial Performance of Listed Companies in Nepal	1
Bhupal Jaishi Resam Lal Poudel	Capital Structure and Firm Efficiency of Non Financial Institutions in Nepal	19
Prakash Upadhyay	Handicraft Tourism in Pokhara: Connecting the Past Tradition to the Present	33
Daya Raj Dhakal	Employee's Involvement Culture of Star Hotels in Pokhara	45
Amin Palikhe	Impact of Humor Advertising on Brand Purchase Strategy	60
Rashesh Vaidya	Online Shopping in Nepal: Preferences and Problems	71
Deepesh Ranabhat	Effects of Internal Factors on Financial Performance of Joint Venture Banks in Nepal	87
Bijay Lama	Effect of Glass Ceiling on Women's Career Development in Banks Operating in Pokhara Metropolitan City	100
	Miscellanea	111