

How to purchase a digital article

Steps

**Please note that pictures used here are only for example*

1. Please create an account i.e register with the Indian Journal of Marketing website

2. Log into your account.

3. Go to archives

<http://indianjournalofmarketing.com/index.php/ijom/issue/archive>

Articles that have the buy now button against them can be bought.

Macroeconomics

Mending Keynes' (1936) Multiplier and Appraising Ahiakpor's (2001) Associated Article

Arup Kanti Konar

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and

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