

Vol. 6, No. 2, July-December, 2017

Print ISSN: 2227-0302

Online ISSN: 2227-3840

INTERNATIONAL JOURNAL  
OF  
BUSINESS AND DEVELOPMENT  
RESEARCH (IJBDR)



BBU  
Cambodia

[bbu.edu.kh](http://bbu.edu.kh)

# International Journal of Business and Development Research (IJBDR)

Vol. 6, No. 2, July-December, 2017

---

## Contents

---

- |   |  |        |
|---|--|--------|
| 1 | New Era of Customer Relationship Management – Deliverance is the key<br><i>- Swastik Padhi, Amit Tripathy and Naliniprava Tripathy</i>     | 1-13   |
| 2 | Augmented Reality and the Future of Marketing in Armenia<br><i>- S. A. Movsisyan</i>   | 14-22  |
| 3 | Roles, Problems and Challenges of Special Economic Zones: With Special<br>Reference to Cambodia<br><i>- Manaranjan Behera</i>              | 23-50  |
| 4 | Challenges Faced by Micro and Small Enterprises: A Case Study of<br>Svay Rieng Province, Cambodia<br><i>- Sam Ath Houy</i>                 | 51-60  |
| 5 | Sustainability of Electricity Sector: Empowering the DISCOMs and<br>Consumers in the Indian Context<br><i>- Bindu Madhab Panda</i>         | 61-71  |
| 6 | Challenges and Constraints of Microenterprises in Takeo Province, Cambodia<br><i>- Pheng Menghong</i>                                      | 72-85  |
| 7 | A Comprehensive Study on Tax Administration, Tax Policy and Impact of<br>Tax Revenue on Economic Growth of Cambodia<br><i>- Eng Ratana</i> | 86-95  |
| 8 | A Study on ASEAN Trades and Policies (With Special Reference to Cambodia)<br><i>- Meuk Kimsroeun</i>                                       | 96-100 |