# Table of Contents

**International Journal of Information Technology Project Management**

Volume 12 • Issue 1 • January-March-2021 • ISSN: 1938-0232 • eISSN: 1938-0240

**Research Articles**

1. **Survey on Prioritizing Test Cases in Various Levels of the Software Development Life Cycle**
   Gayatri Nayak, ITER, Siksha ‘O’ Anusandhan (Deemed), India
   Mitrabinda Ray, ITER, Siksha ‘O’ Anusandhan (Deemed), India

2. **Cooperative Co-Evolution and MapReduce: A Review and New Insights for Large-Scale Optimisation**
   A. N. M. Bazlur Rashid, Edith Cowan University, Australia
   Tonmoy Choudhury, Edith Cowan University, Australia

63. **Impact of Inclusive Leadership on Project Success: Testing of a Model in Information Technology Projects**
   Arslan Mir, Capital University of Science and Technology, Pakistan
   Muhammad Rafique, School of Housing, Building, and Planning, Universiti Sains Malaysia, Malaysia
   Namra Mubarak, Capital University of Science and Technology, Pakistan

80. **Impact of Women’s Portrayal in Television Commercials on Promoting Fast-Moving Consumer Goods**
   Sree Pavani V., Jawaharlal Nehru Technological University, Kakinada, India
   Ramachandra Aryasri A., Chaitanya Bharathi Institute of Technology, India
   Sudhir Reddy M., Jawarhalal Nehru Technological University, Hyderabad, India

93. **Keep IT Together: Behavioral Aspects of Teams’ Location in Enhancing Motivation to Adopt Complex Work Plans**
   Mor Brokman Meltzer, Bar-Ilan University, Israel
   Dikla Perez, Bar-Ilan University, Israel
   Roy Gelbard, Bar-Ilan University, Israel

---

**COPYRIGHT**

The International Journal of Information Technology Project Management (IJITPM) (ISSN 1938-0232; eISSN 1938-0240), Copyright © 2021 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The International Journal of Information Technology Project Management is indexed or listed in the following: ACM Digital Library; Bacon’s Media Directory; Cabell’s Directories; DBLP; Google Scholar; INSPEC; JournalTOCs; Library & Information Science Abstracts (LISA); MediaFinder; SCOPUS; The Standard Periodical Directory; UGC-CARE List (India); Ulrich’s Periodicals Directory; Web of Science; Web of Science Emerging Sources Citation Index (ESCI)