

Editorial Board

Dr. Mohammad Reza Iravani, Iran

Dr. Farooq Ahmad, Pakistan

Dr. Ashraf Bhat, India

Dr. Ajayi, Johnson Olusegun, Nigeria

Dr. Sunita Singh, India

Dr. Abubakar S.R. Matazu, Nigeria

Dr. Cristina-Georgiana Voicu, Germany

Dr. Amirul Mukminin, Indonesia

Dr. Ravi Kant, India

Dr. Michael Akintayo, New York

Dr. Viktor Jakupec, Nigeria

Dr. Shahabudin Abdullah, Malaysia

Dr. Rabindra Kumar Pradhan, India



Journal of Research in Business and Management (JRBM)

ISSN : 2347-3002

Contact Us:

Quest Journals Inc.

Web: www.questjournals.org

Mail: quest@editormails.com

Volume 12, Issue 12

Peer Reviewed Refereed Journal



Journal of Research in Business and Management (JRBM)

Volume 12 - Issue 12

ISSN : 2347-3002

Contents :

Development of a Sustainable Tourism Strategy in Budo Village, Wori District, North Minahasa Regency	01-07
The Influence of Strategic Entrepreneurship on the Competitiveness of Small-Scale Businesses in South-South Nigeria	08-16
Evaluation of Project Time Performance in the Upstream Oil and Gas Industry: The Case of Ghana	17-18
Investigating the Factors Influencing Consumer Perception of Social Group Buying: A Case Study Based on Kuaituantuan Mini Program	19-23
A Study on the Influence of Behavioral Factors on Women Investors' Decision-Making Regarding the Commodity Market	24-30
Challenges of HRM Practices with Green Impact in a Sustainable Environment	31-33
Quality of Work Life and Turnover Intention: Predictive effect of Quality of Work Life Dimensions on Turnover Intention	34-42
The Impact of Artificial Intelligence Applications on Financial Services quality and Financial Performance: Evidence from the Egyptian Bank Sector	43-55
Comprehensive Study on Fiscal Policy and National Development: The Nigerian Context and Comparative Perspectives	56-65
Role of Social Media on Stock Market Participation: A Study of Self-Employed Women in Kerala	66-70
Impact of SERVQUAL on Day Care Satisfaction — Role of Family Participation	71-85
Empowering Rural Women for Sustainable Development in North-Eastern India: A Descriptive Study of Rural Livelihood Programme	86-92
Analysis the influence of Store Atmosphere, Price and Promotion to Customers' Purchase Decision	93-101