



International Journal of Business and Management Invention

e-ISSN : 2319-8028

p-ISSN : 2319-801X

Contents :

The Effect of Segmentation and Targeting and Positioning on Purchasing Decisions and Consumer Loyalty at the N3D Wholesale Toy Business Store in Bontang	01-09
Study on Financial Strength of MSME in Kollam District (Kerala)	10-20
Influence of Investment Expenditures on the Result of Municipal Budgets in Poland	21-32
The Role of the Board of Commissioners: Determinants in Predicting Bankruptcy Financing Company	33-38
Competitive Intelligence and Neuro-Technologies: The New Strategic Tools to Boost The Digital Economy	39-45
Understanding Statistical Data Testing: an overview	46-50
Impact of Celebrity Endorsement on Sales of Onion Shampoo: A Study with Special Reference to Collegians of Ahmedabad City	51-56
The Influence of Organizational Culture, Empowerment and Self-efficacy on Job Satisfaction and Employee Performance of the Public Works Office of East Kutai Regency	57-69
The Effect of Psychological Empowerment on Job Satisfaction through Intrinsic Motivation and Creativity at SMP Negeri Bengalon East Kutai District	70-79
The Influence of the Dimensions of Social Media Advertising Features on Customers' Purchase Intentions at Tokopedia.Com During the COVID-19 Pandemic	80-87
The beneficial of firm size, board size, ownership structure, and independence in developing markets' firm performance: Evidence from Asia	88-92
Client Satisfaction And Loyalty To shipping Agency Service Company Pelayaran Gema Bahari Samarinda	93-105
Effect of Corporate Governance on the Financial Performance of Selected Specialized Money Banks in Oyo State, Nigeria	106-113
Fitness food– literature review and short international study case	114-119
Factors Influencing Choice Of Over the Counter Medication for Elderly Healthcare Delivery in Ghana	120-127

IJBMI

Volume 11 - Issue 7 - July 2022

Web : www.ijbmi.org

Email : ijbmi@invmails.com