

## International Journal of Business and Management Invention

e-ISSN: 2319-8028

p-ISSN: 2319-801X

01-06

07-28

29-43

44-63

64-69

70-77

78-87

88-92

Contents :

024	The importance of generational marketing in market segmentation The Influence of Brand Image And Brand Trust And Service Quality On Loyalty With Consumer Satisfaction As Mediation
N	Variable
pril	The Effect of Self-Esteem and Self Efficacy and Locus of Control on Employee Performance with Satisfaction as Intervening Variable
<b>A</b> +	The Role of Business Transformation in Achieving the Objectives of the Saudi Vision 2030 through the National Transformation Program (NTP): Strategies and Outcomes 20 Secrets of Success
ue 4	Industry-Specific and Macroeconomic Determinants of Non Performing Loans in West Africa: A Study on Anglo-West African Countries
SS	La innovación en las pymes frente a los efectos de la pandemia COVID-19
	The Influence of Omnichannel Strategies and Corporate Image on Customer Satisfaction and Purchase Intention in PT.Pegadaian Samarinda Area
<b>7</b>	Technical Efficiency of Foreign Banks in India – Dea Models

## Volume

A Study on Increasing Trend of Using Green Products93-96Financial Appraisal of Select Indian Steel Companies: Post-<br/>National Steel Policy 201797-105An Empirical Study of the Relationship between Inclusive<br/>Leadership and Employees Innovative Behaviour106-113The role of financial inclusion in addressing the<br/>phenomenon of poverty in Iraq for the period<br/>2004-2022114-121

Web : www.ijbmi.org

Email : ijbmi@invmails.com