

International Journal of Business and Management Invention

e-ISSN: 2319-8028 p-ISSN: 2319-801X

Contents:

Performance in an Introduction to Business Course	01-05
AI and Law: Mitigating Bias in AI through Indian Laws	06-10
Estrategias De Marketing Digital Para Incrementar La Participación En Eventos De Voleibol. Digital Marketing Strategies to Increase Participation in Volleyball Events	11-15
Trend Analysis of Capital Adequacy Ratio and Risk- Weighted Assets in Indian Banks: A Decade-Based Study of State Bank of India (2015–16 to 2024–25)	16-23
The Influence of Internal Control Implementation and Public Financial Accountability on Value for Money Performance and Good Government Governance in The Regional Government of Kutai Timur Regency	24-44
Analysis of Non-Performing Assets and Its Impact on The Profitability of ICICI Bank	45-52
University IT Project Alignment with IT Governance Framework	53-61
The Effect of Human Resource Competency, Motivational and Professionalism Toward Military Performance of Kopassus Education and Training Center that Dimediasi by Knowledge Management	l 62-71
The Influence of Attitude with Moderation of FBM (Fogg Behavioral Model) on Purchase Intention of Fast Fashion Products in Indonesia	72-82
The Effect of Innovation Culture and Strategic Planning Mediated by Technology Acquisition on The Indonesian Defense Industry Competitiveness	83-89
The Impact of Mentoring on MSME Performance: The Mediating Role of Entrepreneurial Orientation, Participant Satisfaction, Digital Competence, and Product Innovation	90-94
The Influence of Human Resource Competency, Work Experience and Artificial Intelligence on Army Intelligence Personnel Performance Mediated By Knowledge Management	95-105
Empowering Rural India Through AI and Generative	106-119

2025

Web: www.ijbmi.org Email: ijbmi@invmails.com

AI: A Pathway to Rural Transformation in India