International Journal of Business and Management Invention

International Editorial Board

- ❖ Dr. Sayed Mahdi Golestan Hashemi Head of the Iranian Research Center for Creatology, TRIZ & Innovation Science, Iran
- DR. Waspodo Tjipto Subroto, M.Pd State University of Surabaya, Indonesia
- DR. P. Malyadri Osmania University, India
- Dr. Makarand upadhyaya cba, jazan university, jazan, Saudi Arabia
- Dr. Krishnamurthy Prabhakar SRM University, India
- Dr. Joy Mukhopadhyay ISBR Bangalore, India
- Prof. Dr. Mohammed Galib Hussai Islamiah College, Vaniyambadi, India

Address: SC-89, Shastri Nagar, Ghaziabad, India Email: ijbmi@invmails.com Website: www.ijbmi.org









(March eries. sue S Volume

International Journal of Business and Management Invention

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

Contents:

"A study on the implication of consumer buying behavior for product distribution in Rural Market"	01-05
The Solution of "Omni-Channel Marketing"For Luxury Brands In Digital EnvironmentTake Tiffany & Co. For Example	06-10
Impact of Demographic Factors on Investment Attitude of Mutual Fund Investors in Kolkata	11-18
A Study on Passengers' Satisfaction towards Railway Services in Kerala	19-23
Strategy of Community Economic Development in Border Area with Timor Leste through Cross Border Trade	24-30
The Effect of Competence of Human Resources, Application Internal Control System, Utilization of Information Technology on the Quality of Financial Statements (Survey on Regional Work Unit of Cianjur Regency Government)	31-38
How Local Hotels Make Use of Marketing Techniques to Recover Themselves during Demand Fluctuations-A Study on Cox's Bazar City	39-4
The Effect of Implementation of the Internal Control System on the Implementation of Internal Audit and Its Impact on the Quality of Financial Reports. (Survey on SKPD of Cianjur Regency)	43-59
Transformational Leadership: A Constructive Analysis of Leadership Behavior	51-57
Influential programs of Nepalese Chamber of Commerce and Industry (CCI) for the entrepreneurship quality development in Nepal	58-6
Strategic to Sustainable Human Resource Management: Shifting	65-70

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

Paradigms of Personal Managerial Trends