



International Journal of Business and Management Invention

e-ISSN : 2319-8028

p-ISSN : 2319-801X

Contents :

Research on Influencing Factors of User Perceived Value of Mobile Fitness APP	01-10
Jie Ma	
The effect of the implementation of content marketing strategy on consumer buying behavior	11-23
Ahmed Shaalan, Prof. Dr. Erginbay UGURLU	
Poverty Alleviation -Role of Micro Credit on Women Empowerment	24-26
Dr. D.Vijaya Lakshmi, Mrs. Nagavali Patelkhana	
Assessment Of Petroleum Price Deregulation On The Performance Of Selected Oil Marketing Companies In Ghana	27-41
Abdul-Razak Abubakari, Daniel Nii Otu Laryea	
A Battlefield of Social challenges Military Service and Female Empowerment	42-50
Ronen Itsik Ph.D	
Adoption of physical presence by pureplay e-tailers and its' impact on online purchasing determinants of the Sri lankan Consumer: The case of anythin.lk	51-62
Aroshan Indujeeva , Dr. Ajith Medis	

IJBMI

Volume 10 - Issue 2 - Ser.-2 - February-2021

Web : www.ijbmi.org

Email : ijbmi@invmails.com