



International Journal of Business and Management Invention

e-ISSN : 2319-8028

p-ISSN : 2319-801X

Contents :

Uso del marketing digital en tiempos de la COVID-19 como estrategia de promoción y publicidad de una panadería en Tabasco	01-12
Capital Structure- A Comparative Analysis of Sugar Industry in Karnataka	13-20
The Effect of Competence and Job Satisfaction on Organizational Citizenship Behavior and Employee Performance	21-29
The Effect of Brand Differentiations on Firms Competitive Advantage	30-42
Factors Affecting the Return of Mudharabah Deposits At Sharia Commercial Banks In Indonesia	43-50
WOM Marketing: Using Positive Word of Mouth in the Banking Sector in Khulna city as a Marketing Technique	51-58
Global Talent Management and Social Networking in Multinational Corporations: Nigeria Evidence	59-69

IJBMI

Volume 11 - Issue 1 - January 2022

Web : www.ijbmi.org

Email : ijbmi@invmails.com