

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



Peer Reviewed Refereed Journal



International Journal of Business and Management Invention

e-ISSN : 2319-8028

p-ISSN : 2319-801X

Contents :

| | |
|---|-------|
| Product-Harm Crises within the Digital Marketing Context: The Case of a Frog Found in a Ready-to-eat Salad | 01-05 |
| Company Laws of India - A Brief Analysis | 06-09 |
| Measuring Tools for Analyzing Factors Influencing Continuance Intention of Digital Banking Adoption Using UTAUT 2 Model (A Case Study of Jenius in Indonesia) | 10-15 |
| Effect of Entrepreneurial Orientation on Performance of Selected Small and Medium Scale Enterprises in Ogun State Nigeria | 16-27 |
| Retail Share Market Investors and Savings | 28-31 |
| The Resistance Faced by Teachers and Students during a Change in the Education System | 32-36 |
| Resistance to Change: Direct and Merge Relationship with Employee's Attitude in Universiti Sultan Azlan Shah | 37-39 |
| Communication strategy to improve organizational cooperative change | 40-42 |
| Measuring Tools for Analyzing Factors Influencing Customer Continuance Intention towards Travel Mobile Application (A Case Study on KAI Access from PT. Kereta Api Indonesia) | 43-48 |
| Spiritual Intelligence of professionals in Traditional and New Generation Private Sector Banks-A comparative study | 49-55 |
| Exploring the Role of Organizational Capital on Organizational Innovation: Evidence from NBTVE in Libya | 56-61 |
| Assessment of Financial Disclosure by South African Public Higher Education Institutions | 62-67 |
| Supply Chain Management: A Key to Success in Indian Rural Markets | 68-72 |
| Digital Payment System ---An Empirical Study | 73-79 |
| A Study on Public Awareness and Attitude on Crypto Currency as a Means of Investment | 80-82 |

IJBMI
Volume 8 - Issue 1 - January 2019

Web : www.ijbmi.org

Email : ijbmi@invmails.com