

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



IJBMI

Volume 8 - Issue 12 - Series. I (December- 2019)



International Journal of Business and Management Invention

e-ISSN : 2319-8028

p-ISSN : 2319-801X

Contents :

A Study on Rural Consumers Satisfaction towards Durable Goods in Erode District Dr.G. Sakthivel, K. Nachimuthu	01-07
Talent Incentive Strategy under the Wave of Layoffs Qing Yang	08-11
Model of Strengthening Institutions and Empowerment of Communities in the Development of Pinge Village as a Community Based Tourism Village A.A.N. Eddy Supriyadinata Gorda, Ni Putu Nina Eka Lestari, Ida Ayu Oka Martini	12-18
Business and Consumer Markets of George Kent (Malaysia) Berhad: An Overview Shazree Idzham, Adib Bin Hasan Abrar, Siti Safrina, Nor Rasidamayati	19-28
Business and Consumer Markets of IOI Corporation (Malaysia): An Overview Nor Rasidamayati binti Abd Rasid, Shazree Idzham bin Wahab Abdul Rahman, Adib bin Hassan Abrar, Siti Safrina binti Nasouddin	29-34
Practical Evaluation of Rural Community Behavior in Managing Personal Finance Debrina Vita Ferezagia	35-40
Role of a Teacher in Student Learning Process Sarabjeet Kaur	41-45
Strategy implementation in enterprises operating in Poland – image emerging from research Gracjana Noga	46-51
Think Big Strategy of SerbaDinamik Holdings Berhad: An Analysis Adib Hasan Abrar, Siti Safrina, Nor Rasidamayati, Shazree Idzham	52-53
The Model of Village Funds Implementation Towards Coastal Community Welfare in East Java Province Ratna Ekasari	54-63
Voting Apathy among the Nigerian Electorates in 2019 General Elections: The Role of INEC, Issues and the Way Forward Ibeogu Aloysius S, Edeh Cyril Edeh, Abah Emma O, Onwe, S. Onwe, Ejem, Ernest N	64-74

Web : www.ijbmi.org

Email : ijbmi@invmails.com