

**Managing Editor Board**

- ❖ Dr. Muhammad Kashif Irshad, Pakistan
- ❖ Dr. Md Golam Mohiuddin, Bangladesh
- ❖ Dr. V. Balachandran, India
- ❖ Dr. Wilson Ani, Nigeria
- ❖ Dr. Muhammad Sabbir Rahman, Malaysia
- ❖ Dr. Pawel Tadeusz Kazibudzki, Poland

**International Editorial Board**

- ❖ Dr. E. Chuke Nwude, Nigeria
- ❖ Dr. Shalini Rahul Tiwari, India
- ❖ Dr. Naveed Saif, Pakistan
- ❖ Dr. Rishipal, India
- ❖ Dr. Devadatta Gopal Ranade, India
- ❖ Dr. Radha Mohan Chebolu, India
- ❖ Dr. Nurul Fadly Habidin, Malaysia
- ❖ Dr. M. Veerappan, India
- ❖ Dr. Shakil Adnan Malik, Pakistan
- ❖ Dr. P. Malyadri, India
- ❖ Dr. Bandaru Srinivasa Rao, India
- ❖ Dr. Anamakiri, Onyemechi Dio, Nigeria
- ❖ Dr. Khundrakpam devananda Singh, India
- ❖ Dr. Muhammad Ahmed Mazher, Pakistan
- ❖ Dr. S.Ravishankar, India
- ❖ Dr. Priti Bakhshi, India
- ❖ Dr. Twinkle R. Singh, India
- ❖ Dr. Muhammad Zahoor, Pakistan
- ❖ Dr. N. Ramu, India
- ❖ Dr. Vasthiyampillai Sivalogathan, Sri Lanka
- ❖ DR. Mihir Kumar Shome, India
- ❖ Prof. Dr. B.Balamurugan, India
- ❖ Dr. Anita Erari, Indonesia
- ❖ Dr. Muhammad Jawad, Pakistan

**Contact Us**

Website URL : [www.iosrjournals.org](http://www.iosrjournals.org)  
Email : [Support@iosrmail.org](mailto:Support@iosrmail.org)



**Qatar Office:**

IOSR Journals  
Salwa Road  
Near to KFC and Aziz  
Petrol Station,  
DOHA, Qatar

**India Office:**

EHTP, National  
Highway 8, Block A,  
Sector 34, Gurugram,  
Haryana 122001

**Australia Office:**

43, Ring Road,  
Richmond Vic 3121  
Australia

**New York Office:**

8th floor, Straight hub,  
NS Road, New York,  
NY 10003-9595



**IOSR Journals**

International Organization  
of Scientific Research

e-ISSN : 2278-487X

Volume : 25 Issue : 2 Series-3

p-ISSN : 2319-7668

**Contents:**

Marketing Strategy of Micro, Small and Medium Enterprises Tempe Leha, Samarinda City	01-07
Customer Loyalty Enhancement Strategies	08-09
Reliance Jio, the Game Changer in the Telecommunication Industry in India	10-19
The Effect of Digital Marketing and Content Marketing on Purchase Interest and Consumer Purchase Decisions in Msmes Soppeng District	20-30
Bank Performance: Islamic Banks versus Conventional Banks in Bangladesh	31-42
Impact of the Acquisition on Financial Performance And Company Value in Indonesia Stock Exchange	43-48
Influence of Performance Contracts on Employees' Service Delivery at Kenya Revenue Authority: Case of Southern Region	49-54
Associativismos Cooperativistas e Sustentabilidade Social na Comunidade do Cuniã	55-64
Role of team climate on teamwork quality: Mediating roles of inter-team and intrateam Trust	65-72

Peer Reviewed Refereed Journal

IOSR-JBM