IOSR Journal of Business and Management (IOSR-JBM)

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 Sivalogathasan, 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 Email: 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 Tournal of Business and Management **IOSR** Journals

International Organization of Scientific Research

e-ISSN: 2278-487X Volume: 27 Issue: 10 Series: 2 p-ISSN: 2319-7668

Contents:

Exploration Of The Linkage Between Entrepreneurial Marketing Capacities And Mobile Technology As A Tool For Supply Chain Efficiency	01-08
The Influence Of Program Quality, Promotion Strategy, And Financial Support On Students' Decision To Choose SMKN 1 Berau Through School Image	09-10
The Influence Of E-Commerce On Traditional Retail Business For Apple Company	11-20
Direct Listing In GIFT IFSC: Comparative Insights, Regulatory Challenges, And The Road Ahead	21-24
Produção Do Conhecimento Científico E Suas Implicações Na Educação E Na Sociedade	25-32
O Papel Do Sistema Interamericano Na Proteção Dos Direitos Humanos: Avanços, Retrocessos E Desafios Atuais	33-43
Between Career And Feelings: A Theoretical Reflection On Gender In The Dynamics Of Care, Work And Emotions	44-49
Humanized Vs. Animated Virtual Influencer: An Experimental Study	50-57
Barriers To Microfinance Access For MSMEs: A Study Of Bengaluru's Challenges	58-62
From Data To Drive: How AI-Driven Performance Analytics Influences Employee Engagement In The Indian IT Industry	63-68
Redefining Workspaces- A Literature Odyssey Into Hybrid Work Models And Employee Excellence	69-75

Peer Reviewed Refereed Journal