



IOSR Journals

International Organization
of Scientific Research

IOSR Journal of Business and Management

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 |

IOSR