



International Journal of Business and Management Invention

e-ISSN : 2319-8028

p-ISSN : 2319-801X

Contents :

A Study on Gamification Practices in Global Marketing Promotions	01-10
Dr Rajnish Shankhdhar, Mr Gaurav Dubey	
Job Satisfaction Management, Work Motivation and Employee Engagement to Improve Employee Performance	11-16
Setyo Riyanto, Novita Herlissha	
The influence of network centrality on enterprise innovation ability-Regulating effect of tacit knowledge transformation	17-23
Zhang Yali	
Importance of Responsibility accounting in an organizational framework	24-32
Niharika Khurana, Dr. Manisha Raj	
Las Criptomonedas en el Sistema Financiero Mexicano: Evolución e Impacto Económico	33-39
Vanessa Pérez Aguilar, Dra. Fabiola de Jesús Mapén Franco, Dra. Gilda María Berttolini Díaz	
A Comparative Study on the Performance of Green and Traditional Bonds	40-46
Radha Arora, Dr. Manisha Raj	
Is There a Contradiction between the Factors of the Application of A.I., and Social Ethics and Productivity? A Case Study on Applying Smart PLS	47-57
Pao-Ching Lin, Dan Wang, Jian-Cheng Wang	
An Economic Overview of Retail Sector in Dubai	58-66
Shabana Ahmed, Dr. Mohammed Firoz, Seema Firoz Sangra	

IJBMI

Volume 9 - Issue 7 - Ser. 3 - July - 2020

Web : www.ijbmi.org

Email : ijbmi@invmails.com