

# 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](mailto:ijbmi@invmails.com)  
Website: [www.ijbmi.org](http://www.ijbmi.org)



# IJBMI

**Volume 9 - Issue 8 - Ser. 4 - August- 2020**



## International Journal of Business and Management Invention

e-ISSN : 2319-8028

p-ISSN : 2319-801X

### Contents :

An Examination of Market Efficiency around Merger and Acquisition Events in Indian Healthcare Industry Dr. Deepak. R, Pooja Wantamutte	01-04
Role of Ethics in Modern Indian Businesses Dr. Kasturi Bora, Ms. Upasana Borah	08-13
Retaining Customers and Measuring their Loyalty in the Etisalat Cable TV (E-Vision) of United Arab Emirates Dr. Sami Al-Kharabsheh	14-29
The Role of Financial Inclusivity in Reducing Poverty and Equalizing Community Income Desak Ayu Sriary Bhegawati, Nyoman Djinar Setiawina	30-38
Role of Member Satisfaction in Mediating the Influence of Product Quality and Service Quality on Member Loyalty in KSP. Primadana Nusantara Ni Made Wahyu Megantari, Anak Agung Putu Agung, Nengah Landra	39-53
Impacts of Supply Chain Management Practices on Competitive Advantage: A Case of Addis Dallas Food complex Nafiyad Tola Abebe, Lema Teshome Beyecha, Adenech Mengistu Gameda	54-61

Web : [www.ijbmi.org](http://www.ijbmi.org)

Email : [ijbmi@invmails.com](mailto:ijbmi@invmails.com)