

# 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)



Peer Reviewed Refereed Journal



## International Journal of Business and Management Invention

e-ISSN : 2319-8028

p-ISSN : 2319-801X

### Contents :

antecedents of employee performance at the statistical center of east kalimantan province	128-146
Comparison of Small, Medium and Large Cars across Traditional and Alternative Energy Sources	147-151
Selecting the Right Sample Size: Methods and Considerations for Social Science Researchers	152-167
From Cash to Contactless: The Evolution of Digital Payments Amidst the Pandemic	168-174
Implementation of Media Promotion Retail via Digital Signage Display	175-179
The Impact of Cognitive Biases on Stock Investment: A Behavioural Finance Perspective	180-192
Impact of Artificial Intelligence in Market Research	193-196

Volume 13 - Issue 7 - Ser. 2 - July 2024

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

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