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
Website: www.ijbmi.org

University Grants Commission
UGC Approved Journal
Sl. No. 4485

ISSN 2319-8028

Peer Reviewed Refereed Journal

IJBMI

Volume 15 - Issue 10 - October 2026

International Journal of Business and Management Invention

e-ISSN : 2319-8028 p-ISSN : 2319-801X

Contents :

The AI-Generated Advertising Paradox: Content Authenticity, Consumer Skepticism, and Brand Credibility	01-09
Assessing the Impact of Intellectual Property Rights Practices on Research and Innovation in Public and Private Higher Education Institutions of Uttar Pradesh	10-24
Artificial Intelligence in The Indian Banking Sector: A Strategic Tool for Enhancing Human Resource Utilization, Reducing NonPerforming Assets, Improving Profitability, Marketing Effectiveness, And Cyber Security – A Comparative Study of Scheduled Public Sector Banks, Private Sector Banks and Cooperative Banks (2020–2025)	25-39
How Village Governance and Community Participation Enhance Tourism Village Competitiveness: The Mediating Role of Service Quality	40-50
Operationalizing Industry 6.0 for Innovation Management: A Generative Governance Framework for Distributed Autonomy	51-64

Web : www.ijbmi.org Email : ijbmi@invmails.com