

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



IJBMI

Volume 8 - Issue 12 - Series. I (December- 2019)



International Journal of Business and Management Invention

e-ISSN : 2319-8028

p-ISSN : 2319-801X

Contents :

A Study on Rural Consumers Satisfaction towards Durable Goods in Erode District Dr.G. Sakthivel, K. Nachimuthu	01-07
Talent Incentive Strategy under the Wave of Layoffs Qing Yang	08-11
Model of Strengthening Institutions and Empowerment of Communities in the Development of Pinge Village as a Community Based Tourism Village A.A.N. Eddy Supriyadinata Gorda, Ni Putu Nina Eka Lestari, Ida Ayu Oka Martini	12-18
Business and Consumer Markets of George Kent (Malaysia) Berhad: An Overview Shazree Idzham, Adib Bin Hasan Abrar, Siti Safrina, Nor Rasidamayati	19-28
Business and Consumer Markets of IOI Corporation (Malaysia): An Overview Nor Rasidamayati, Abd Rasid, Shazree Idzham bin Wahab Abdul Rahman, Adib bin Hassan Abrar, Siti Safrinabinti Nasouddin	29-34
Practical Evaluation of Rural Community Behavior in Managing Personal Finance Debrina Vita Ferezagia	35-40
Role of a Teacher in Student Learning Process Sarabjeet Kaur	41-45
Strategy implementation in enterprises operating in Poland – image emerging from research Gracjana Noga	46-51
Think Big Strategy of SerbaDinamik Holdings Berhad: An Analysis Adib Hasan Abrar, Siti Safrina, Nor Rasidamayati, Shazree Idzham	52-53
The Model of Village Funds Implementation Towards Coastal Community Welfare in East Java Province Ratna Ekasari	54-63
Voting Apathy among the Nigerian Electorates in 2019 General Elections: The Role of INEC, Issues and the Way Forward Ibeogu Aloysius S, Edeh Cyril Edeh, Abah Emma O, Onwe, S. Onwe, Ejem, Ernest N	64-74
Online Marketing Strategies for Increasing Sales Revenues of Small and Medium Enterprises (SMEs) Dr. Arti Dhingra	75-77

Web : www.ijbmi.org

Email : ijbmi@invmails.com

International Journal of Business and Management Invention (IJBMI)

International Journal of Business and Management Invention (IJBMI) is an international journal intended for professionals and researchers in all fields of Business and Management. IJBMI publishes research articles and reviews within the whole field Business and Management, new teaching methods, assessment, validation and the impact of new technologies and it will continue to provide information on the latest trends and developments in this ever-expanding subject. The publications of papers are selected through double peer reviewed to ensure originality, relevance, and readability. The articles published in our journal can be accessed online.

The Features of IJBMI

- * Open access to all researchers
- * Fast publication process
- * Proper peer review process
- * Electromechanical Engineering
- * Suggestion to author if article need modification
- * Post-publishing work like indexing of each article to different database.
- * Journal publishes online as well as print version.
- * Print version dispatch to author within a week of online version
- * Journal provide digitally signed e-certificates to all author after the publication of paper

LIST OF JOURNALS :

- [International Journal of Engineering and Science Invention \(IJESI\)](#)
- [International Journal of Pharmaceutical Science Invention \(IJPSI\)](#)
- [International Journal of Business and Management Invention \(IJBMI\)](#)
- [International Journal of Humanities and Social Science Invention \(IJHSSI\)](#)
- [International Journal of Mathematics and Statistics Invention \(IJMSI\)](#)

Contact US :

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

Submit your paper in Invention Journals

Submissions must be original and should not have been published previously or be under consideration for publication while being evaluated by Invention Journals. All articles are subjected to a peer-review process. All submitted articles will be judged based on their quality Authors are requested to submit their articles in M.S Word format to online submission process on Invention Journals website www.ijbmi.org

Terms of Submission

Papers must be submitted on the understanding that they have not been published elsewhere and are not currently under consideration by another journal. The submitting author is responsible for ensuring that the article's publication has been approved by all the other coauthors. It is also the authors' responsibility to ensure that the articles emanating from a particular institution are submitted with the approval of the necessary institution. Only an acknowledgment from the editorial office officially establishes the date of receipt. Further correspondence and proofs will be sent to the principal author before publication unless otherwise indicated. It is a condition of submission of a paper that the authors permit editing of the paper for readability.

Peer Review

All manuscripts are subject to peer review and are expected to meet standards of academic excellence. Submissions will be considered by an associate editor and if not rejected right away by peer-reviewers, whose identities will remain anonymous to the authors.

Paper Acceptance:

The final decision on publication is made by the Editor-in-Chief upon recommendation of the Editorial Board Members. If the manuscript is accepted for publication, it must not be published in any periodicals elsewhere without the permission of the editorial board

Copyright Form

Open Access authors retain the copyrights of their papers, and all open access articles are distributed under the terms of the Creative Commons Attribution license, which permits unrestricted use, distribution and reproduction in any medium, provided that the original work is properly cited.

The use of general descriptive names, trade names, trademarks, and so forth in this publication, even if not specifically identified, does not imply that these names are not protected by the relevant laws and Regulations.

While the advice and information in this journal are believed to be true and accurate on the date of its going to press, neither the authors, the editors, nor the publisher can accept any legal responsibility for Any errors or omissions that may be made. The publisher makes no warranty, express or implied, with Respect to the material contained herein.

Invention Journals Indexing Partners

All published paper in Invention Journals index in following world wide libraries.





International Journal of Business and Management Invention

e-ISSN : 2319-8028

p-ISSN : 2319-801X

Contents :

A Study on Rural Consumers Satisfaction towards Durable Goods in Erode District Dr.G. Sakthivel, K. Nachimuthu	01-07
Talent Incentive Strategy under the Wave of Layoffs Qing Yang	08-11
Model of Strengthening Institutions and Empowerment of Communities in the Development of Pinge Village as a Community Based Tourism Village A.A.N. Eddy Supriyadinata Gorda, Ni Putu Nina Eka Lestari, Ida Ayu Oka Martini	12-18
Business and Consumer Markets of George Kent (Malaysia) Berhad: An Overview Shazree Idzham, Adib Bin Hasan Abrar, Siti Safrina, Nor Rasidamayati	19-28
Business and Consumer Markets of IOI Corporation (Malaysia): An Overview Nor Rasidamayati, Abd Rasid, Shazree Idzham bin Wahab Abdul Rahman, Adib bin Hassan Abrar, Siti Safrinabinti Nasouddin	29-34
Practical Evaluation of Rural Community Behavior in Managing Personal Finance Debrina Vita Ferezagia	35-40
Role of a Teacher in Student Learning Process Sarabjeet Kaur	41-45
Strategy implementation in enterprises operating in Poland – image emerging from research Gracjana Noga	46-51
Think Big Strategy of Serba Dinamik Holdings Berhad: An Analysis Adib Hasan Abrar, Siti Safrina, Nor Rasidamayati, Shazree Idzham	52-53
The Model of Village Funds Implementation Towards Coastal Community Welfare in East Java Province Ratna Ekasari	54-63
Voting Apathy among the Nigerian Electorates in 2019 General Elections: The Role of INEC, Issues and the Way Forward Ibeogu Aloysius S, Edeh Cyril Edeh, Abah Emma O, Onwe, S. Onwe, Ejem, Ernest N	64-74
Online Marketing Strategies for Increasing Sales Revenues of Small and Medium Enterprises (SMEs) Dr. Arti Dhingra	75-77

IJBMI

Volume 8 - Issue 12 - Series. I (December- 2019)

Web : www.ijbmi.org

Email : ijbmi@invmails.com