

# 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 10 - Issue 2 - Ser.-2 - February- 2021



## International Journal of Business and Management Invention

e-ISSN : 2319-8028

p-ISSN : 2319-801X

### Contents :

Research on Influencing Factors of User Perceived Value of Mobile Fitness APP Jie Ma	01-10
The effect of the implementation of content marketing strategy on consumer buying behavior Ahmed Shaalan, Prof. Dr. Erginbay UGURLU	11-23
Poverty Alleviation -Role of Micro Credit on Women Empowerment Dr. D.Vijaya Lakshmi, Mrs. Nagavali Patelkhana	24-26
Assessment Of Petroleum Price Deregulation On The Performance Of Selected Oil Marketing Companies In Ghana Abdul-Razak Abubakari, Daniel Nii Otu Laryea	27-41
A Battlefield of Social challenges Military Service and Female Empowerment Ronen Itsik Ph.D	42-50
Adoption of physical presence by pureplay e-tailers and its' impact on online purchasing determinants of the Sri lankan Consumer: The case of anythin.lk Aroshan Indujeeva , Dr. Ajith Medis	51-62

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

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