



International Journal of Business and Management Invention

e-ISSN : 2319-8028

p-ISSN : 2319-801X

Contents :

Consumer Learning and its implication in Marketing Dr. Baisakhi Mitra Mustaphi	01-04
The Effect Of Service Quality, Customer Trust And Perceived Value On Customer Loyalty With Co-Creation As Intervening Variable On Customers Using Internet Banking And Mobile Banking Bankaltimtara Sharia KCP Bontang Alfiah Mapalidara, Syarifah Hudayah, Herning Indriastuti	05-16
Impact of Credit Risk Management on Financial Performance of Commercial Banks Smarika Jain, Dr Sangeetha R.	17-22
The Role of Service Innovation to Increase Purchase Intention Through Customer Satisfaction And Corporate Reputation, Moderated By Chse (Cleanliness, Health, Safety & Environmental Sustainability) On 5 Star Hotels In Jakartaduring Covid-19 Pandemic Andhalia Liza Marie, Sarfilianty Anggiani, Willy Arafah, Farida Jasfar	23-31
The Influence of Profitability, Capital Structure, Liquidity and Firm Size on Firm Value Alvin Pradika, Agustina Ratna Dwiati	32-38
Effectiveness of Public Relations in the Resolution of Communal Conflicts: A Study of Ikwo-Izzi Crisis Nweze Samuel, George Etamesor	39-43
Analysis of Public Relations Strategies for Management of Employer and Employee Relations: A Study of UBA and Zenith Bank PLC Abakaliki Nweze Samuel, Ilang, Chukwuma Itesh	44-50
Impact of Digitalization in Finance & Accounting Dr. Veeresh Kumar Sharma	51-56

IJBMI

Volume 10 - Issue 7 - Series 3 - July -2021

Web : www.ijbmi.org

Email : ijbmi@invmails.com