



International Journal of Business and Management Invention

e-ISSN : 2319-8028

p-ISSN : 2319-801X

Contents :

An Analysis of Women Participation in Nigeria's Politics	01-10
Joy Ucha Egwu	
Political Violence and Women Political Participation in Nigeria: A Study of Ebonyi State, 2015 – 2019	11-22
Joy Ucha Egwu	
The Influence of Spillover Effect on Consumers' Willingness to Use and the Moderating Effect of Brand	23-25
Yuhan Xu	
Role of Sports Sponsorships in Developing Brand Equity	26-34
Gimhani Madushani, Nisal Gunawardane	
Enunciation of Management Theories in Ancient India	35-40
Mukund Ambadas Bhalerao	
Study on Daikanyama T-Site's business model	41-46
Tiantian, Sun	
Exploring the Marketing Strategy of Gaming Machine Enterprises in China after the Ban Take Microsoft and Sony as example	47-61
杨喆	
Industrial Innovation Ecosystem of Intelligent Connected Vehicles in China-Innovation Network and Niche Perspectives on Performance	62-67
Wenyi Guo	

IJBMI

Volume 9 - Issue 9 - Ser. 2 - September - 2020

Web : www.ijbmi.org

Email : ijbmi@invmails.com