

ISSN: 2329-3284

Volume 12, Number 5, September 2024



Open Journal of Business and Management



ISSN: 2329-3284



<https://www.scirp.org/journal/ojbm>

Journal Editorial Board

ISSN 2329-3284 (Print) ISSN 2329-3292 (Online)

<https://www.scirp.org/journal/ojbm>

Editorial Board

Prof. Howard Adler	Purdue University, USA
Prof. Andy Ohemeng Asare	George Brown College, Canada
Dr. Rodrigo Basco	Herdecke University, Germany
Dr. Larissa-Margareta Batrancea	Babes-Bolyai University, Romania
Dr. F. Javier Rondán Cataluña	University of Seville, Spain
Prof. Valentina Della Corte	Federico II University of Naples, Italy
Prof. Marie Tu Doan	Seneca College, Canada
Dr. Bruna Ecchia	University of Naples Federico II, Italy
Prof. Mohsen Elhafsi	University of California-Riverside, USA
Prof. Richard F. Ghiselli	Purdue University, USA
Dr. Keith Harman	Oklahoma Baptist University, USA
Prof. Mai Iskandar-Datta	Wayne State University, USA
Dr. Nazrul Islam	Aberystwyth University, UK
Dr. Grigorios L. Kyriakopoulos	School of Electrical and Computer Engineering at National Technical, Greece
Prof. Min-Young Lee	University of Kentucky, USA
Dr. Fernando Matias-Reche	Granada University, Spain
Prof. Emmanuel Muller	University of Applied Sciences Kehl, Germany
Prof. Przemyslaw Niewiadomski	University of Zielona Góra, Poland
Dr. Dospinescu Octavian	Alexandru Ioan Cuza University, Romania
Dr. Vincent Omachonu	University of Miami, USA
Prof. Maurizio Rija	University of Calabria, Italy
Dr. Liudmyla Saher	Department of Marketing at Sumy State University, Ukraine
Prof. David W. Stewart	Loyola Marymount University, USA
Dr. Ruhai Wu	McMaster University, Canada

Table of Contents

Volume 12 Number 5

September 2024

**Analysis on the Evolution Characteristics of County Carbon
Total Factor Productivity in the Yellow River**

F. Zhu, Y. Gao, Y. X. Shi.....2887

**Impacts of Social Networking Sites on Brand Loyalty through Customer
Engagement: Evidence from Cambodian Users**

P. Ou, S. Phou, B. Chov, T. Chav.....2904

**Enterprise Resource Planning Adoption and Organizational Performance: An Investigated
Study in Libyan Public Organizations Using Structural Equation Modeling**

I. Egdaier, M. Hachicha, A. A. Samedia, M. F. Rajemi.....2927

**The Interplay of Social Behaviour and Demographics
in Cyber Scam Susceptibility: A Singapore Study**

J. H. M. Buse, C. Fong, S. Tripathi.....2949

**The Role of Marketing Intensity in Moderating CSR and
Financial Performance in Luxury Fashion**

S. Krishnan.....2965

**Harnessing the Power of Herding for Real (Estate); Factors Influencing
Herd Mentality, Driven by Social Media in the Real Estate Market**

N. Thakkar2983

**How Retail Store Accommodations for the Visually Impaired Affects the
Shopping Experience of the Non-Visually Impaired**

S. Choo3004

**The Relationship between Executive Compensation, Sustainability,
and Performance: A Systematic Review**

B. O. Abu-Ali, D. Al-Jamal, A. El-Masry3020

**Conflict between Family and Business Interests Is a Challenge for the
Sustainable Economy as Social Responsibility**

W. M. P. Iturralde, M. V. C. Bravo, A. M. Q. Sánchez3084

Determinants of Profitability in Zambian Banks: An Empirical Study from 2010 to 2020

C. C. Kaluba.....3104

Portfolio Diversification of Global Stock Indices and the Predictive Power of Macro-Economic Signals on the SPX Index

C. M. Yan 3116

Financial Innovation for Survival among Micro-Enterprises with Declining Profit Margins

P. Mugambe 3145

Evaluation of Team-Based Learning and Learning Intervention Model as a Teaching Methodology for Organizational Behavior Management Coursework

S. Moyo 3166

Mitigating the Barriers to Female Inclusion in the Mining Sector: A Framework for Change

L. Daniel 3208

Financial Management Practices of Village Dressmaking Business in Barangay Inspector, Santa Rosa, Nueva Ecija

A. J. P. Marcelino, J. B. D. Cruz, R. I. S. Castillo, G. N. Juliano, M. P. Gonzaga 3223

A Review of the Performance of the Zambian Banking Sector between 2010 and 2020

C. C. Kaluba, L. Haabazoka 3233

Factors Affecting Contractors and Subcontractors Relationships in the Saudi Construction Industry

F. S. Almutairi 3260

The Purpose of Outsourcing for Automotive Manufacturing Managers

S. Payne, C. Needham 3284

The Research on the Impact of VAT Additional Deduction Policy on Innovation Output in the Production and Service Industries

Q. M. Gu, H. S. Hu 3326

Comprehensive Analysis of Altman's Z Score, Zmijewski X Score, Springate S-Score and Grover G-Score Model for Predicting Financial Health of Listed Non-Bank Financial Institutions (NBFIs) of Bangladesh

P. Saha, S. Ahmed 3342

Is the IPO of Bio Venture Companies Intended for R&D? Analysis Study on Listed Bio Venture Companies in Korea

H. Kang 3366

Shifts in the Relationships between Gas Price and User Activity in Ethereum Following Ethereum Improvement Proposal 1559

C. A. Ginting 3382

Skill Obsolescence in the Digital Age: Grit, Strength Based-Leadership Approach, and Employee’s Career Adaptability in Multinational Corporations

A. Aljofan, R. Faleh, F. Alrofiai.....3395

Assessing the Potential Effects of Disruptive Technologies on Business Models: A Case of Saudi Arabia

F. Alqahtani, A. Alshehri, J. Mulyata, D. Cranfield3417

A Macroeconomic Analysis of the Impact of Artificial Intelligence on Economic Inequality, Workforce Composition, and Economic Growth

A. Sood, P. Khanna3446

The Paths to Enhance the Collaborative Innovation Performance of Industry-University-Research Technological Chains: A Perspective from the Digital Economy

C. Q. Shi, L. Y. Zhou3463

Exchange Rate Volatility, Bilateral Trade, and Investment in Association of Southeast Asian Nations from 2000 to 2021

K. Wongsamee, S. Boonanegpat3485

Exploring Service Innovation in Cultural Districts from a Collaborative Innovation Perspective: The Case of Beitou Hot Springs District in Taiwan Region

C.-W. Chang, C.-L. Chen3498

Research on the Role of Green Technology in Climate Diplomacy

P. S. Nath.....3524

Anti-Money Laundering Compliance and Financial Performance of Selected Commercial Banks in South Sudan: A Survey of Literature on Compliance Audits

A. T. Nicknora3543

Teleworking and Psychological Well-Being in the Brazilian It Industry

T. Schmitz, M. Dias3557

The Impact of Leadership Styles on Organizational Commitment: A Study in the Trading and Logistics Company in Azerbaijan

S. Novruzov.....3572

The Managerial Environment and Operational Performance of Medical Imaging Services in Faith-Based Hospitals in Uganda

F. Kirumira, R. Mwirumubi, M. Musoke.....3623

Potential of Tourism as a Sustainable Economic Development Strategy in Sierra Leone

B. S. H. Betts, Z. Zheng3638

Framing Potential Influences of Digital Transformation of Manufacturing SMEs

S. Zürn, M. Joe.....3661

ESG Performance, Financing Constraints and Firm Capital Efficiency

Z. Y. Wang, W. L. Zhu.....3676

Green Employee Resourcing and Performance of Devolved Healthcare Services in Kenya

N. M. Bogonko, A. Simiyu, M. M. Omondi.....3692

Testing the Nexus between Official Development Assistance, Governance Quality and CO₂ Emissions: Fresh Evidence from Sub-Saharan African Countries

S. Gmidène, S. Zaidi, O. Chouikha.....3722

Open Banking and Information Service: A Strategic Relationship in the FinTech World

S. Sharmin, M. Prabha, F. T. Johora, N. Mohammad, M. A. Hossain3743

Open Journal of Business and Management (OJBM)

Journal Information

SUBSCRIPTIONS

The *Open Journal of Business and Management* (Online at Scientific Research Publishing, <https://www.scirp.org/>) is published bimonthly by Scientific Research Publishing, Inc., USA.

Subscription rates:

Print: \$79 per issue.

To subscribe, please contact Journals Subscriptions Department, E-mail: sub@scirp.org

SERVICES

Advertisements

Advertisement Sales Department, E-mail: service@scirp.org

Reprints (minimum quantity 100 copies)

Reprints Co-ordinator, Scientific Research Publishing, Inc., USA.

E-mail: sub@scirp.org

COPYRIGHT

Copyright and reuse rights for the front matter of the journal:

Copyright © 2024 by Scientific Research Publishing Inc.

This work is licensed under the Creative Commons Attribution International License (CC BY).

<http://creativecommons.org/licenses/by/4.0/>

Copyright for individual papers of the journal:

Copyright © 2024 by author(s) and Scientific Research Publishing Inc.

Reuse rights for individual papers:

Note: At SCIRP authors can choose between CC BY and CC BY-NC. Please consult each paper for its reuse rights.

Disclaimer of liability

Statements and opinions expressed in the articles and communications are those of the individual contributors and not the statements and opinion of Scientific Research Publishing, Inc. We assume no responsibility or liability for any damage or injury to persons or property arising out of the use of any materials, instructions, methods or ideas contained herein. We expressly disclaim any implied warranties of merchantability or fitness for a particular purpose. If expert assistance is required, the services of a competent professional person should be sought.

PRODUCTION INFORMATION

For manuscripts that have been accepted for publication, please contact:

E-mail: ojbm@scirp.org



Open Journal of Business and Management

ISSN 2329-3284 (Print) ISSN 2329-3292 (Online)

<https://www.scirp.org/journal/ojbm>

Open Journal of Business and Management (OJBM) is an international journal dedicated to the latest advancement in the study of business and management. The goal of this journal is to provide a platform for scientists and academicians all over the world to promote, share, and discuss various new issues and developments in different areas of business and management.

Subject Coverage

All manuscripts must be prepared in English, and are subject to a rigorous and fair peer-review process. Accepted papers will immediately appear online followed by printed hard copy. The journal publishes original papers covering a wide range of fields but not limited to the following:

- Accounting
- Advertising
- Analysis
- Business and economics education
- Business ethics and corporate social responsibility
- Business finance and investment
- Business law
- Business research methods
- Business theories
- Case studies and management information systems
- Communication
- Consumer behavior
- Corporate governance
- Engineering management
- Entrepreneurship
- Environmental management and profitability
- Financial reporting
- General business research
- General management
- Health management in public and private institutions at the healthcare sector
- Human resource management
- Information technologies
- Insurance
- Internationalization features of Small and Medium Enterprises (global SMEs)
- Legislative issues/initiatives at the entrepreneurial sector
- Management information systems
- Management organization
- Marketing
- Marketing theory and applications
- Operations management
- Organizational behavior
- Organizational behavior and theory
- Personnel and industrial relations
- Production/operations management
- Project management
- Project management and strategy
- Risk management
- Sales management
- Social issues and public policy
- Statistics and econometrics
- Strategic management
- Strategic management policy
- Supply chain management—advancements in logistics management
- Technology and innovation diffusion in enterprises
- Total quality management

We are also interested in: 1) Short reports — 2-5 page papers in which an author can either present an idea with a theoretical background but has not yet completed the research needed for a complete paper, or preliminary data; 2) Book reviews — Comments and critiques, special peer-reviewed issue for colloquia, symposia, workshops.

Notes for Intending Authors

The submitted manuscript should not have been previously published in any form and must not be currently under consideration for publication elsewhere. Paper submission will be handled electronically through the website. All papers are refereed through a peer review process. For more details about the submissions, please access the website.

Website and E-Mail

<https://www.scirp.org/journal/ojbm>

E-mail: ojbm@scirp.org