

## Editorial Board

Dr. Mohammad Reza Iravani, Iran

Dr. Farooq Ahmad, Pakistan

Dr. Ashraf Bhat, India

Dr. Ajayi, Johnson Olusegun, Nigeria

Dr. Sunita Singh, India

Dr. Abubakar S.R. Matazu, Nigeria

Dr. Cristina-Georgiana Voicu, Germany

Dr. Amirul Mukminin, Indonesia

Dr. Ravi Kant, India

Dr. Michael Akintayo, New York

Dr. Viktor Jakupec, Nigeria

Dr. Shahabudin Abdullah, Malaysia

Dr. Rabindra Kumar Pradhan, India



# Journal of Research in Business and Management (JRBM)

ISSN : 2347-3002

**Volume 11, Issue 6, June-2023**

Peer Reviewed Refereed Journal

## Contact Us:

Quest Journals Inc.

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

Mail: [quest@editormails.com](mailto:quest@editormails.com)



# Journal of Research in Business and Management (JRBM)

Volume 11 - Issue 6

June 2023

ISSN : 2347-3002

## Contents :

<b>Technology and Its Role in Product Development: An Empirical Study of Nigerian Banking Industry</b>	<b>01-06</b>
<b>Entrepreneurship Literacy And Entrepreneurship Character On The Success Of Small And Medium Business</b>	<b>07-13</b>
<b>Capital Management &amp; Profitability Impact Across Different Sectors</b>	<b>14-18</b>
<b>The Impact of Tax Audit, Law Enforcement, and Dissemination on Tax Avoidance in Tigaraksa Tax Office of Tangerang Regency</b>	<b>19-26</b>
<b>Managing Price and Service Quality to Increase Customer Satisfaction</b>	<b>27-32</b>
<b>Identification And Analysis Of Factors Affecting Msme Income</b>	<b>33-37</b>
<b>Literature review of the Impact of marketing pro motion And Customer's Interest In Saving At Bni Bank Bandung</b>	<b>38-43</b>
<b>The Influence of Regional Financial Management And Regional Financial Accounting Systems With Information Technology As Moderation Variables On The Quality Of Regional Financial Reports</b>	<b>44-52</b>
<b>Managing Intellectual Property to Achieve Economic Growth</b>	<b>53-62</b>
<b>The Impact of Creative Promotion, Visual Merchandising and Price on Purchase Decision for Fashion Retail Product: Empirical Study on Pull &amp; Bear Consumers</b>	<b>63-71</b>
<b>The Effect of Promotion on Performance of Personnel in The Jurisdiction of The Simalungun Police</b>	<b>72-74</b>
<b>A Study on the Profile of Online Consumers in Sylhet and Their Buying Behavior</b>	<b>75-82</b>
<b>Mompreneurs Adapting To Fintech Platforms</b>	<b>83-86</b>
<b>Influence of Internal and External Corporate Social Responsibility on Organizational Performance of Manufacturing Firms in South - East, Nigeria</b>	<b>87-93</b>
<b>Change Management Effects and Employee Performance of Comestar Manufacturing Industry Anambra, South East Nigeria</b>	<b>94-102</b>