ISSN: 2329-3284



Open Journal of Business and Management





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



Volume 11 Number 6

ISSN Online: 2329-3292 ISSN Print: 2329-3284

November 2023

Table of Contents

Venture Capital Research—Investor Preferences and Success Factors for Startups	
B. S. Zeng	13
Research on the Refugee Settlement and Integration	
Z. X. Wang	3
Iraq's Administrative and Financial Corruption: A Perspective	
S. Darwish ————————————————————————————————————	5
The Interactive Effect of Talent Gathering, Technological Innovation and High-Quality Economic Development: An Empirical Analysis Based on China's Provincial Panels	
M. J. Wei	9
Theoretical Discussion on Individual Investor Behavior from a Quantitative Finance Perspective: Possibilities for Machine Learning Applications	
X. C. Zhou280	12
What Is the Influence of Loss Aversion and Reference Points on the Decision-Making Behavior of Chinese Consumers Concerning Participating in Car Insurance Sales?	
M. Yang281	. 1
Literature Review of Conceptual Span of Control: The Perspective of Emergency Management	
R. Shawe	4
Leadership Style and Its Relationship to Job Satisfaction for Employees at the University of Babylon	
A. R. Al-Owaidi, T. A. Saleh, M. Benmechirah	2
Challenges and Perspectives of Local Cocoa Transformation in Côte d'Ivoire: A Case Study on the Cocoa Industry in Different Production Areas	
A. K. C. Kadio	9
Communication, Leadership, and Organizational Skills in Emergency Response R. Shawe	58
Research of Logistics Time Performance Evaluation Based on Linguistic Variables, a Case Study of Urgent Transportation between China and Thailand	
B. L. Wang, W. Li	'5



ISSN Online: 2329-3292 ISSN Print: 2329-3284

Is Board Gender Diversity the Key to Understanding Culture's Impact on International Merger and Acquisition Success?	
B. Xu	- 2890
Role of Green Entrepreneurship in Supporting Small and Medium Entrepreneurial Projects/Case Study of Malaysia	
N. H. Neama, R. H. Abbood, A. E. Yahya·····	2908
Dynamic Evaluation of China's Digital Business Environment Development Based on System Dynamics	
S. Y. Shi	. 2914
The Heterogeneous Effects of Trade Agreements on Global Value Chain Participation: Who Specializes Matters!	
H. B. Cheng, H. He, Y. J. Cai, S. S. Zheng	2944
Value-Added Tax Change Implementation Aftermath: A Case of MTN	
P. R. Nene	. 2966
E-Commerce Platforms in Developing Economies: Unveiling Behavioral Intentions through Technology Acceptance Model (TAM)	
M. I. Hossain, M. I. Hussain, A. Akther	. 2988
Acquisition and Retention of Skilled Employees: A Study of International Companies in Rural Giles County, Tennessee	
J. I. Greene, Jr., L. P. Jones, M. G. Greene	. 3021
The Drivers of Economic Bubbles in Cryptocurrencies That Effect Its Long-Term Sustainability M. Brode	
International Renewable Energy Finance Mechanisms and the Role of Local Stakeholders in Project Design and Implementation: Perceptions from Zambia	20.55
M. Chileshe ·····	-3066
Building Successful Black-Owned Businesses: How Black Entrepreneurs and White Consumers Can Help Close the Racial Wealth Gap in America	
H. J. Stovall·····	. 3081
Business Formation for Christian Entrepreneurs	
D. M. H. Kendall, S. M. Johnston	3098
Young's Model of Organizational Culture	
A. C. Young	. 3125
Investigation of the Commercial Potential of Emulsified Asphalt Cold In-Place Recycling Based on SWOT Analysis	
N. H. Mao	3135



ISSN Online: 2329-3292 ISSN Print: 2329-3284

Stock Market Efficiency and Factors Influencing Nepalese Investment Decisions	
B. P. Paneru	3152
Cashless Banking and Performance of Deposit Money Banks	
I. C. Arinze-Emefo, U. A. Ibrahim ·····	3194
Could China's Proactive Carbon Reduction Actions Bring New Investment Opportunities to the Stock Markets?	
Z. W. Yu	3213
Growth of Venture Capital in International Markets	
M. Liu	3237
Methods and Trends in Financing Entrepreneurship	
Q. Liu	3255
Construction of Innovation and Entrepreneurship Service Evaluation Index System Based on the Triple Helix Theory	
C. Q. Shi, P. Y. Zhu	··· 3269
Literature Review on Belt and Road Initiative's Integration for Trade Connectivity of Afghanistan	
Z. Zaki, G. L. Tian, M. Y. Amini	3287
Factors Influencing Financial Sustainability of Local Health Non-Governmental Organizations (LHNGOs) in Developing Countries (Case of Zambia)	;
M. Katongo, J. Phiri ·····	3313
Municipalities, Innovation and Resilience	
M. Seker, E. Muller	3332
Profitability of Avocado Production for Export Trade amongst the Smallholder Farmers in Rungwe and Hai Districts, Tanzania	
J. Boniphace, R. M. J. Kadigi, R. J. Kangile ·····	3343
An Economic Analysis of Monopoly Power in E-Tailing Platforms	
X. Chen	··· 3361
The Impact of Recommendation Algorithms: Analyzing the Influence of Data on Marketing Strategies in the Media Sector	
A. Amudharasan	3373
Queering up with Congruency: The Impact of DE&I Messaging on LGBTQIA+ 'Employees' Perceptions within the United States	
D. I. Dopico	3385





ISSN Online: 2329-3292 ISSN Print: 2329-3284

Adaptation to Climate Change in Aquatic Aquarium in Quang Binh Province, Vietnam	
T. T. Luc	414
The Impact of Industrial Structure on Household Expenditure—Based on a Personality Analysis Perspective	
Q. Hua, Z. P. Zhang	429
The Power of Gamification in Employee Performance Management	
A S M A. Uddin, D. Das ······ 3	452
Consumption: From Commercial Transactions to the Ritualistic Circulation of Meanings	
C. Perez3	471
Where Are the Workers? 2.0	
D. White3	491
The Effect of Green Finance on Firms' Sustainability: The Moderating Role of Management Commitment	
O. Daniel	498
Understanding FinTech Gender Gap: A Survey on Financial Literacy, Inclusion and FinTech Use	
A. Ram3	518
The Mediating Effect of Job Satisfaction on the Relationship between Digital Connectivity and Job Performance	
T. H. I. Abdeen, M. R. M. Khalil···································	539

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: \$39 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 © 2023 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 © 2023 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-reviewd 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.

E-mail: ojbm@scirp.org

What is SCIRP?

Scientific Research Publishing (SCIRP) is one of the largest Open Access journal publishers. It is currently publishing more than 200 open access, online, peer-reviewed journals covering a wide range of academic disciplines. SCIRP serves the worldwide academic communities and contributes to the progress and application of science with its publication.

What is Open Access?

All original research papers published by SCIRP are made freely and permanently accessible online immediately upon publication. To be able to provide open access journals, SCIRP defrays operation costs from authors and subscription charges only for its printed version. Open access publishing allows an immediate, worldwide, barrier-free, open access to the full text of research papers, which is in the best interests of the scientific community.

- · High visibility for maximum global exposure with open access publishing model
- Rigorous peer review of research papers
- Prompt faster publication with less cost
- Guaranteed targeted, multidisciplinary audience





Website: https://www.scirp.org Subscription: sub@scirp.org Advertisement: service@scirp.org