

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	National Technical University of Athens, Greece
Prof. Min-Young Lee	University of Kentucky, USA
Dr. Fernando Matias-Reche	Granada University, Spain
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. Fabio Sabatini	Sapienza University of Rome, Italy
Prof. David W. Stewart	Loyola Marymount University, USA
Dr. Ruhai Wu	McMaster University, Canada



Table of Contents

Volume 9 Number 3	May 2021	
High-Order Portfolio Optimization Problem with Background Risk		
X. L. Zhou		
The Social Support: A Missing Link between Safety Management Practices and Safety Behaviour of Foreign Construction Workers in Saudi Arabia		
B. Alfayez		
Sustainable Retailing Performance of Zara during COVID-19 Pandemic		
S. Shabir, N. A. AlBishri	1013	
Relationship Marketing and Information Technology's Impact on Customer Satisfaction and Commitment		
K. A. A. Sleiman, X. Y. Cai, J. L. Lan, H. Z. Lei, R. Liu	1030	
Research on Xiaomi's Internationalized Business Model		
R. Y. Wei, Q. Long	1050	
Internal Audit Practices and Financial Management Reforms: The Case of Payroll Accounting System in the Tanzania Public Sector		
N. Kalufya, R. M. Nyello	1064	
U.S. Regional Scorecard: Comparing U.S. Regions for Selected Economic Variable	S	
J. E. Ojih	1089	
Design: Aesthetics as a Promoter of Selling Products in Kosovo		
A. Gjoni	1104	
Studies in Agro-Industrial Complexes: Analysis of Literature Indexed on the Web of Science 1945-2020		
E. C. de Oliveira, R. M. De-Carli	1121	
Consumers Attraction to Purchase Online: Website Quality as a Major Influencing Factor		
R. K. Amponsah, S. Antwi	1133	
An Assessment of Nigerians Perception towards Chinese Foreign Direct Investments and Its Acceptability in Nigeria		
S. A. Imanche, T. Ze, M. C. Ayom, S. G. Dalibi	1151	



Business Continuity Management in a Time of Crisis: Emerging Trends for Commercial Banks in Zimbabwe during and Post the Covid-19 Global Crisis
T. Muparadzi, L. Rodze116
Safety Measurements and Risk Assessment of Coal Mining Industry Using Artificial Intelligence and Machine Learning
S. Matloob, Y. Li, K. Z. Khan
Supplier Association Relationship and Cost Stickiness
Y. C. Yan121
Systemic Model of Organizations
G. de Jesús Pérez Durán
Managing Peer-to-Peer Cooperation Using Knowledge-Based Trust and Encouraging the Willingness to Share Tacit Knowledge
L. P. Fuller
Entrepreneurial Orientations and Business Financial Performance: The Case of Micro Businesses in Tanzania
R. M. Nyello, N. Kalufya126
Impact of FDI on Economic Growth, Employment, and Poverty Reduction in Ghana
S. Ato-Mensah, W. Long129
Analysis on the Contribution of Agricultural Sector on the Economic Development of Ghana
A. P. Nyamekye, Z. Tian, F. F. Cheng129
Precise Demand Forecast Analysis of New Retail Target Products Based on Combination Model
J. L. Jiang, W. W. Yao, X. Y. Li
Feasibility Study on Listing of Pharmaceutical Enterprises Based on Financial Analysis: Take Company Y as an Example
Y. Ma132
Examining Challenges Leading to Low Integration of Savings and Credit Co-Operative Societies (SACCOs) in National Economies: A Study of Zambia
M. C. Shilimi
Improving Volunteer Engagement in Nonprofit Healthcare Organizations
S. K. Hudson



The Impact of Equity Mix and Executive Incentives on Corporate Performance
J. Li1409
The Effect of Macroeconomic Variables on the Asset Positions and Financial Performance of Non-Banking Financial Institutions (NBFIs) in Jamaica
F. Thompson1424
The Influence of Marketing Strategies on Growth and Sustainability in the Original Equipment Manufacturing Industry
J. Nanyangwe, J. Phiri1446
Are Tax Treaties for the Benefits of Taxpayers or Maximisation of State Revenue? A Review of VAT Treaty between Lesotho and South Africa
M. Nketekete1462
Increased Misuse of Alcohol and Drugs among Unemployed during COVID-19 Pandemic
R. E. Hunter, R. A. Nida
Impact of Gas Production, Utilization and Flaring on Economic Growth: Evidence from the Republic of Congo
P. V. Itoua, D. E. N. Manguet, G. Mouanda-Mouanda1492
The Effects of Parametric, Non-Parametric Tests and Processes in Inferential Statistics for Business Decision Making
E. S. Mukasa, W. Christospher, B. Ivan, M. Kizito1510

Open Journal of Business and Management (OJBM) Journal Information

SUBSCRIPTIONS

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

Subscription rates: Print: \$39 per issue. To subscribe, please contact Journals Subscriptions Department, E-mail: <u>sub@scirp.org</u>

SERVICES

Advertisements Advertisement Sales Department, E-mail: <u>service@scirp.org</u>

Reprints (minimum quantity 100 copies) Reprints Co-ordinator, Scientific Research Publishing, Inc., USA. E-mail: <u>sub@scirp.org</u>

COPYRIGHT

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

Copyright © 2021 by Scientific Research Publishing Inc. This work is licensed under the Creative Commons Attribution International License (CC BY). <u>http://creativecommons.org/licenses/by/4.0/</u>

Copyright for individual papers of the journal:

Copyright © 2021 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: <u>ojbm@scirp.org</u>

Call for Papers



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

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.