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. Przemysław 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 2 March 2021

Analysis of Integrated Report Adoption for Natura Cosmeticos
J. Y. Cheng..................................................................................................................................................489

A Literature Review on Consumer’s Complaining Behavior and Dissatisfaction: Implication of Marketing Strategies with Special Reference to the Online Retail Sector
Komal.............................................................................................................................................................496

The Impact of Regulations and Laws Governing on Solid Minerals Exploitation in Three African Countries: A Literature Review
T. M. Renzi....................................................................................................................................................512

The Role of Strategic Management in Economic Cycles of Family Enterprises in the Process of Institutionalization
A. Saridag......................................................................................................................................................527

Applied Machine Learning Techniques on Selection and Positioning of Human Resources in the Public Sector
P. Pampouktsi, S. Avdimiotis, M. Maragoudakis, M. Avlonitis....................................................................536

Crowdfunding: Genesis and Comprehensive Review of Its State in Africa
O. J. L. Adjakou............................................................................................................................................557

Impact of Big Data on Innovation, Competitive Advantage, Productivity, and Decision Making: Literature Review
N. U. Shahid, N. J. Sheikh............................................................................................................................586

Strategies to Engage Millennial Employees (A Multiple Case Study)
D. O. Stephens.............................................................................................................................................618

The Effects of Effective Communication on Organizational Performance Based on the Systems Theory
M. M. Musheke, J. Phiri.................................................................................................................................659

Measuring the Entrepreneurship Characteristics and Its Impact on Entrepreneurial Intentions
K. M. Omar....................................................................................................................................................672

Factors Motivating Human Resources Management (HRM) in the Public and Private Sectors
K. M. Omar....................................................................................................................................................688
Expanding Capacity in Nonprofit Organizations Using the Baldrige Excellence Framework (A Single Case Study)

R. A. Stanley........................................................................................................................................701

Antecedents of Conspicuous Consumption, Status Aspiration, and Its Consequences: An Empirical Study on Migrant Blue-Collar Workers in GCC

M. Philip, M. Mathew, G. Soundararajan............................................................................................731

Cultivation of Intercultural Communication Competence for Business English Majors

F. P. Li, L. Dong....................................................................................................................................752

The Proportion of Shares Held by the Largest Shareholder and the Proportion of Independent Directors

X. P. Chu...............................................................................................................................................761

Explain the Determinants of Credit Spreads in the US

W. Q. Zhang..........................................................................................................................................775

Strategies That Small Business Leaders Use to Motivate Millennial Employees

J. A. Nilo..................................................................................................................................................795

The FinTech Evolution and Its Effect on Traditional Banking in Africa — A Case of Zambia

E. Iluba, J. Phiri......................................................................................................................................838

Literature Review on the Impacts of Foreign Direct Investment in the Emerging Economy: The Case of Vietnam

P. N. Le..................................................................................................................................................851

Financial Analysis of an Australian Department Company Based on 3 Financial Models

K. Lyu....................................................................................................................................................858

Comprehensive Evaluation of Tourism Development Potential in Anhui Province Based on Cluster Analysis and Factor Analysis

X. Y. Li, X. X. Zhan, J. L. Jiang...............................................................................................................866

Banking Strategies and Customer Loyalty Case of Tunisian Banks

C. Rouissi...............................................................................................................................................877

Organizational Change Skills: An Empirical Cross-National Study

K. Somerville, I. Cinite, C. Largacha-Martinez.....................................................................................894


F. Sohail, A. Sohail, W. Wang, X. He....................................................................................................912
Corruption in Romania—Public vs. Private Sector
S. Vasilache, R. Gazdaru, M. Sava………………………………………………………………….928

Multiperspective Assessment of Enterprise Data Storage Systems: The Use of Expert Judgment Quantification and Constant Sum Pairwise Comparison in Finding Criteria Weights
L. Shrestha, N. J. Sheikh……………………………………………………………………………….955
Open Journal of Business and Management (OJBM)

Journal Information

SUBSCRIPTIONS


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)
E-mail: sub@scirp.org

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).
http://creativecommons.org/licenses/by/4.0/

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: ojbm@scirp.org
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    Email: ojbm@scirp.org