

ISSN: 2329-3284

Volume 11, Number 4, July 2023



# 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

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

# Table of Contents

**Volume 11 Number 4**

**July 2023**

<b>Organizational Politics and Employees Performance: A Theoretical Review</b>	
Z. K. Muiruri.....	1387
<b>The Impact of Time-of-Use Electricity Rate Plans on Solar Array Installation Breakeven Period</b>	
J. Hoshen.....	1402
<b>Embodying Authentic Leadership in Nascent Entrepreneurship for Sustainable Success</b>	
C. Mukhwana, R. E. Levasseur.....	1417
<b>Decentralized Venture Capital: Who Can Benefit from Initial Coin Offerings (ICOs)?</b>	
M. Arditi.....	1440
<b>Artificial Intelligence (AI) in the Management of Inter-Municipal Tourism Consortia</b>	
C. Zancan, J. L. Passador, C. S. Passador.....	1454
<b>Corporate Social Responsibility, Manager’s Characteristics and Corporate Value of Digital Creative Enterprises</b>	
Z. Wang, X. H. Zhou.....	1479
<b>Economic Policy Uncertainty and Venture Capital: Evidence from China</b>	
A. Y. Zhang.....	1495
<b>Research on the Impact of Corporate Social Responsibility and Performance under the Background of Carbon Neutralization</b>	
Y. F. Li.....	1510
<b>Research on the Macro and Micro Factors Affecting the Credit Spread of ESG Bonds in China</b>	
Y. Yu, Z. D. Cai.....	1532
<b>Value Co-Creation in City Image Communication from a New Media Perspective: A Case Study of “Zibo Barbecue”</b>	
S. Ma, Y. W. Huang, A. Q. Pan.....	1545
<b>Analysis of the Challenges Faced by the Rail Sector: Understanding the Rail Industry of the Future through the Incorporation of Technology and Digitisation</b>	
G. Carranza, O. Amorrortu, O. de la Rua.....	1558
<b>Financial Technology and Its Role in Iraqi Banking Industry (Analyzing Study for Selected Private Banks of Iraq)</b>	
N. H. Neama, R. H. Abbood, S. A. S. Aref.....	1577

<b>Under What Conditions Does Short-Termism Compromise Long-Term Performance in Publicly Traded Companies?</b>	
H. Leder.....	1584
<b>Related Literature Review: Project Triad—The Virtual Project Coordination</b>	
R. S. Ybañez, A. R. De La Cruz, P. P. Ermita.....	1597
<b>To What Extent Can Social Media Be Used to Identify Potential Investments?</b>	
H. Zheng.....	1609
<b>An Evaluation of the Effect of Digital Banking Channels on the Performance of Commercial Banks in Zambia</b>	
L. Makumba, J. Phiri.....	1624
<b>Transforming Nigerian Maritime Business Operations through Digital Strategy Inclusion</b>	
C. I. Emelogu.....	1638
<b>The Great Resignation and Its Cure</b>	
D. C. Darden.....	1667
<b>Analysis of Female Participation in Management Positions: Leadership Styles in Companies in the City of Loja, Ecuador</b>	
M. Boada, J. Gutiérrez, T. Patiño, M. Ríos.....	1678
<b>The Impact of Government Expenditure on Economic Growth: A Study of SAARC Countries</b>	
Md. A. Rahman, S. P. Nath, Md. A. B. Siddqu, S. Hossain.....	1691
<b>Personal Resources, Work Demands and Work Outcomes: A Test of the JD-R Model</b>	
M. C. Fernandes, V. Martins.....	1704
<b>Sustainable Packaging’s Effect on Millennial Green Purchase Decision in Indonesia</b>	
C. Y. Guo, S. F. Ramadhan, Clarita, R. B. Hendijani.....	1723
<b>Conceptual Review on Penetration Strategy on the Performance of Manufacturing Industry in North West Nigeria</b>	
J. A. Bukoye, T. A. Muritala.....	1745
<b>Workplace Envy: Exploring the Effect of Envy on Team Communication and Organizational Information Sharing</b>	
D. L. Wilkes.....	1757
<b>Breaking the Invisible Wall: Barriers to DEI Program Implementation</b>	
A. Nwoga.....	1787
<b>In What Ways Do Green Nudges Impact the Purchasing Patterns of Urban Indian Middle-Class Consumers in the Organic Food Market?</b>	
A. Saxena.....	1816

**Factors Influencing the Adoption of E-Services by the Informal Sector: A Case of ECIS under NAPSA**

M. Musenga, J. Phiri.....1832

**The Theoretical Case of Agile Ambidexterity**

S. Kortmann, J. Perols, C. Zimmermann.....1854

**Education and Sustainability in the Curriculum of the Technical Course in Buildings: Implementation and Challenges**

E. C. da Silva, S. da Silva.....1865

**Can Bank Credit Explain the Economic Miracle of Mauritius? Policy Lessons for the Central Bank**

A. Achameesing.....1880

# 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](mailto:sub@scirp.org)

### SERVICES

#### Advertisements

Advertisement Sales Department, E-mail: [service@scirp.org](mailto:service@scirp.org)

#### Reprints (minimum quantity 100 copies)

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

E-mail: [sub@scirp.org](mailto: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](mailto: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](mailto:ojbm@scirp.org)



