

ISSN: 2329-3284

Volume 12, Number 1, January 2024



# 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 12    Number 1**

**January 2024**

## **Assessment of Accountable Care Organization Strategies: A Qualitative Approach**

A. S. Aljelban, M. Alerwi, A. H. Alenazi, M. S. Alsuwaidan, S. Alsuwaidan ..... 1

## **A Study on the Transmission of Imported Inflation through the Trade Channel—From the Perspective of Import Structure**

Y. Hao, W. Li, L. Y. He ..... 18

## **Exploring Methods for Financial Informationization Implementation**

H. C. Yang ..... 33

## **The Relationship between Employee Gender, Age, and Veterans Status and Job Satisfaction**

R. Watkins ..... 39

## **The Effect of Cultural Differences on the Implementation of the African Continental Free Trade Area**

J. K. Fanjanirina ..... 51

## **The Importance of the Facility Location Techniques to Assist Companies in Decision-Making for the Installation of Logistics Hub**

D. Santos, C. Santos, J. Santos, A. Filho, H. Saba ..... 79

## **Evaluation of Water Resources Tax Policy in China Pilot Areas Based on Three-Stage DEA Model**

B. Y. Li, G. L. Tian, X. Wu, S. Y. Xu ..... 90

## **Improved Patent Quality of Strategy Choice**

Z. Q. Wang, Y. Zhang, H. Liang ..... 108

## **Artificial Intelligence in Healthcare Sector: A Literature Review of the Adoption Challenges**

A. Aldwean, D. Tenney ..... 129

## **Research on the Current Situation and Problems of Digital Economy Trade between China and ASEAN Countries**

L. L. Su ..... 148

## **How Can SMEs in Vietnam Use Facebook as a Marketing Tool to Reach Generation Z?**

E. Nguyen ..... 158

**The Moderating Role of Mood on the Impact of Perceived Satisfaction on Online Product Evaluation**

M. Alzanbagi..... 169

**Challenges and Trends of Digital Innovation in the Tourism Sector: Contemporary Literature Review**

G. Thomas..... 179

**Impact of Corporate Reputation on Customers' Sustainable Usage Intention: The Mediating Role of Satisfaction**

Md. K. Uddin, S. Nasrin ..... 191

**Can the Executive Pay Gap Promote High-Quality Corporate Development?**

L. J. Yang, L. Ji ..... 210

**Analyzing the Research Progress of Business Management Science from the Perspective of Informatics**

Y. H. Cai..... 225

**The Temporal Model: Combining Job Embeddedness with the Unfolding Model to Reduce Voluntary Employee Turnover in Law Firms**

L. Tipirneni..... 233

**The Effect of Conformity in Luxury: How Does Price Conformity or Nonconformity Affect Desirability in Luxury Clothing?**

M. Evelyn ..... 248

**Visualizing Income Statements of Pharmaceutical Companies Using Sankey Diagrams**

N. Goudar..... 266

**Sponsorship of the 2024 European Soccer Championship in Germany: Overview, Perspectives, Special Features and Developments**

G. Nufer..... 275

**The Evolution of Integrated Advance Persistent Threat and Its Defense Solutions: A Literature Review**

J. Zhang, D. Tenney ..... 293

**Is It Influence or Pressure? A Study on the Dual Path Impact of Self-Sacrificial Leadership on Employee Organizational Citizenship Behavior**

X. T. Chen, D. Zhang, X. M. Yang..... 339

**Exploring Ghana's Financial Journey in Energy Economics: Unveiling the Economic Landscape**

L. G. William, L. Yang, N. I. Pamela, A. Linda..... 350

**Strategic Alignment Framework (SAF): A Data-Driven Approach to Aligning Mission, Vision, and Financial Metrics with OKRs and CSFs**

S. Sepasi ..... 366

**Total Quality Management as a Tool for Marketing Performance Improvement: A Case of Oil and Gas Company in Iraq**

G. M. Ibrahim, I. B. El Akkaoui, M. W. Wahbi..... 388

**Detecting the In-Store Stimulating Factors That Generate Egyptian Consumers' Impulsive Buying Desire in Large Retail Stores**

M. A. Shalash ..... 406

**Gender Disparities in Financial Inclusion: An Analysis of India's Policies and Practices**

N. Dedhia ..... 430

**The Impact of Dynamic Capabilities on Performance of Small and Medium Tourism Businesses: A Study for the South-Central Coast Region, Vietnam**

V. T. Phong, V. T. Tam..... 444

**Contextual Antecedents of E-Commerce Adoption for Supply Chain Management by Retail and Consumer Goods Traders in Developing Countries**

J. V. Ngwira, J. Phiri..... 472

**Research on the Influence of Leader Humor on the Proactive Behavior of Post-90s Employees—The Mediating Effect of Positive Emotions and the Moderating Effect of Leader-Member Exchange**

X. T. Chen, B. J. Yang, Y. X. Lu ..... 490

**A Literature Review on the Impact of Artificial Intelligence on the Future of Banking and How to Achieve a Smooth Transition**

J. Smit ..... 509

**Factors Influencing the Adoption of E-Marketing in the Tourism Industry by SMEs in Developing Countries Based on UTAUT Model**

M. Chicha, J. Phiri..... 521

**SME Strategic Management Practices during the COVID-19 Pandemic in Developing Countries: An Empirical Test of the Threat Rigidity Hypothesis**

B. M. Muyuni, J. Phiri..... 540

**Leading from the Margins: An Intersectional Qualitative Analysis of the Leadership Experiences of Black Mothers**

A. A. Ali, I. M. Hayes-Burrell..... 563

**Effects of Social Media Marketing on Brand Awareness Based on the Stimulus Organism Response Model in Developing Countries**

I. Lilembalemba, J. Phiri ..... 615

**A Novel Software Product Manager’s Framework: A Systematic Literature Review**

N. A. Parikh ..... 634

**U.S. Monetary Policy, Emerging Market FDI Firms and Trade Credit**

S. Han ..... 667

**The Determinants of China’s Foreign Direct Investment on Economic Growth of Rwanda**

C. Abadata, T. Ze..... 697

**Analysis of Human Competence Influence, Entrepreneurial Characteristics, Information Technology, Management Accounting System, and Environmental Uncertainty on the Performance of Micro, Small and Medium Enterprises (MSMEs) in Pasuruan City, Indonesia**

A. K. Anam, M. A. Darmawan, H. X. Yin, H. Aribowo ..... 726

**Factors Affecting Turnaround Maintenance Project Success in Yemeni Oil and Gas Industries with a Moderating Role of Leader Personality Traits**

A. Al-Khulaqi, M. Al-Dubai, Z. M. Al-Hodiany ..... 748

# 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 © 2024 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 © 2024 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)