



IOSR Journals

International Organization
of Scientific Research

IOSR Journal of Business and Management

e-ISSN : 2278-487X

Volume : 28 Issue : 4 Series 2

p-ISSN : 2319-7668

Contents:

Determinants And Financial Inclusion Effects Of Doorstep Digital Banking: Evidence From Rural Households In Bangalore Rural District	01-12
Impact Of Covid-19 Pandemic On Online Buying Behaviour- An Empirical Study In Kolkata	13-19
An Assessment Of The Influence Of Board Structure On Long-Term Financial Performance Of Life Insurance Companies In Zambia	20-24
Exploring Privacy, Trust, And Ethical Challenges In Ai-Driven Marketing Through Augmented And Virtual Reality Technologies	25-31
Localized Innovation Systems And Small Business Competitiveness: A Conceptual Integration Of Cluster Dynamics And Incubation Processes	32-37
Leadership Across Generations In The Age Of Ai: Crafting Management Strategies For Technology-Driven Workplaces In China	38-50
Reconnecting With Roots: Motivational Drivers Of Genealogy Tourism Among Bangladeshi Diaspora In The USA	51-61
An Analysis Of Organizations Leveraging Big Data Repository And Analytics For Strategic Decision Making On Performance Improvement - A Case Study Of Eastern Provincial Health Office	62-71
Urban Cooperative Bank Services, Financial Inclusion And Societal Development: A Comprehensive Review Of 104 Empirical Studies	72-82

IOSR