## CORPORATE & BUSINESS STRATEGY REVIEW

VOLUME 4, ISSUE 3, 2023

## **CONTENTS**



EDITORIAL: Rethinking socially responsible behaviour of organisations in the new normal	4
FACTORS AFFECTING CONSUMERS' SATISFACTION TOWARDS MOBILE PAYMENT SERVICES: AN ANALYTIC HIERARCHY PROCESS APPROACH	8
Asaad Alsakarneh, Shehadeh Mofleh Al-Gharaibeh, Abdelwahhab Allozi, Hisham Ali Shatnawi, Wael Basheer Abdul Kareem Alhyasat, Mohammad Wahppe Abedalhadi Alkasawneh, Bilal Eneizan	
THE EFFECT OF CREDIT RISK ON THE FINANCIAL PERFORMANCE OF COMMERCIAL BANKS IN BALKAN COUNTRIES	18
Arta Hoti Arifaj, Blerta Haliti Baruti	
STREAMLINING OPERATIONS AND BEST PRACTICES IN THE RESTAURANT INDUSTRY: A CATALYST FOR BUSINESS EXPANSION	26
Joy N. Savellano	
UNIVERSITY GRADUATE RECRUITMENT AND SELECTION AS A PART OF BUSINESS STRATEGY: A CASE OF AN EMERGING MARKET	37
Bajram Fejzullahu, Rrezarta Gashi	
BUSINESS TRANSFORMATION AT THE VEGETABLE TRADING POST: FOUNDATIONAL DEVELOPMENT STRATEGY FOR THE FUTURE	46
Angelo R. Santos	
CORPORATE SOCIAL RESPONSIBILITY POLITICAL INTERACTION STRATEGY: A CASE STUDY	56
Made Devi Wedayanti, Boby Indra Pulungan	
PUBLIC PERCEPTION OF THE STARLINK SATELLITE PROJECT IN A DEVELOPING COUNTRY	66
Yarnaphat Shaengchart, Tanpat Kraiwanit	
EXPLORING CONSUMER ATTITUDES AND PURCHASE INTENTIONS: UNRAVELING KEY INFLUENCERS IN CHINA'S GREEN AGRICULTURAL PRODUCTS MARKET	74
Mochammad Fahlevi, Fakhrul Hasan, Mohammad Raijul Islam	
OIL SUPPLY NEWS AND DYNAMICS OF EXCHANGE RATES IN OIL-EXPORTING COUNTRIES	88
David Umoru, Solomon Edem Effiong, Okey Oyama Ovat, Francis Ejime Ofie, Clement Chibuzoe Eleh, Cletus Ukom Nwonu, Muhammed Adamu Obomeghie, Anna Nuhu Tizhe, Muhammed Emoabino	
IMPACT OF THE DIGITAL ECONOMY AND INNOVATION ON THE BUSINESSES OF SMALL AND MEDIUM ENTERPRISES	102
Kris Jangjarat, Chanchai Jewjinda	
RETHINKING ORGANIZATIONAL STRATEGIES AND POLICIES FOR EMPLOYEE RETENTION IN THE WAKE OF THE MIGRATION CRISIS	111
Hajdin Berisha, Mirsim Gashi	
THE VALUE RELEVANCE OF ACCOUNTING INFORMATION MODERATED BY EARNINGS MANAGEMENT: EVIDENCE FROM LISTED COMPANIES IN THE DEVELOPING MARKET	118
Rida Prihatni Indra Pahala Ati Sumiati Auatulloh Michael Musuaffi	

ANALYSIS OF THE IMPACT OF COVID 19 ON THE GLOBAL POLITICAL ECONOMY	127
Rabiul Islam, Herlan, Elyta, Restuardy Daud, Ahmad Fakhrorazi, Sabina Sultana	
THE BUSINESS STRATEGY OF THE UTILITY TOKEN ADOPTION BY INVESTORS IN A DEVELOPING COUNTRY	139
Veraphong Chutipat, Rattaphong Sonsuphap, Ruangchan Thetlek	
BENEFICIAL OWNERSHIP TRANSPARENCY STRATEGY IN LAW ENFORCEMENT OF THE MONEY LAUNDERING ACT INVOLVING CORPORATIONS	148
Leo Agustino, Indah Fitriani, Fitriani Reyta, Ganjar Nurul Fajar	
PATERNALISTIC LEADERSHIP AND ORGANIZATIONAL COMMITMENT: EVIDENCE FROM THE INFORMATION TECHNOLOGY SECTOR	159
Muhammad Muzammil Ghayas, Malik Muhammad Sheheryar Khan, Etinder Pal Singh, Sami Emadeddin Alajlani, Abdul Ghafar	
THE DEVELOPMENT OF THE ISLAMIC SOCIAL ENTERPRISE MANAGEMENT INDEX (ISEMI)	167
Saunah Zainon, Rashidah Mokhtar, Kum Yoke Soo, Rahimah Mohamed Yunos, Nur Eyliawati Japelus, Nurul Huda Md Yatim, Muhammad Iqmal Hisham Kamaruddin	