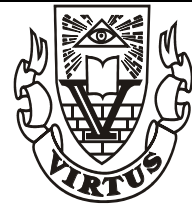


CORPORATE & BUSINESS STRATEGY REVIEW

VOLUME 5, ISSUE 3, 2024

CONTENTS



| | |
|---|------------|
| EDITORIAL: New research trends in corporate social responsibility, corporate governance, competitive strategies and digital innovation in business | 4 |
| THE EFFECT OF GREEN ACCOUNTING AND CORPORATE SOCIAL RESPONSIBILITY IMPLEMENTATION ON THE PROFITABILITY OF MINING COMPANIES | 8 |
| <i>Muhammad Nurrasyidin, Meutia Meutia, Elvin Bastian, Agus Sholikhhan Yulianto</i> | |
| THE RELATIONSHIP BETWEEN BUSINESS STRATEGY AND INTERNAL CONTROL IN AQUACULTURE FIRMS | 17 |
| <i>Duc Dinh Truong, Duc Tai Do, Thi Huong Tra Le, Thi Quynh Lien Duong, The Nu Tran, Thi Thu Phuong Ha</i> | |
| COMPETITION IN THE INTERNATIONAL CHERRY MARKET: A COMPETITIVENESS ANALYSIS OF THE DEVELOPING COUNTRY | 27 |
| <i>Jose Carlos Montes Ninaquispe, Marco Agustín Arbulú Ballesteros, Diego Alejandro Ludeña Jugo, Milagros Lamadrid Aldana, María de los Ángeles Guzmán Valle, Luis Edgardo Cruz Salinas, Gary Christian Farfán Chilicaus, Hugo Daniel García Juárez</i> | |
| DEVELOPING CONSUMERS' EXPERIENCE WITH CHATGPT TOWARDS CUSTOMER DIGITAL MARKETING SATISFACTION STRATEGY | 36 |
| <i>Zain Khaled AlGhamdi, Nadia Abdelhamid Abdelmegeed Abdelwahed</i> | |
| THE BUSINESS MODEL CANVAS IN DIGITAL ENTREPRENEURSHIP STRATEGY TO IMPROVE STUDENTS' ENTREPRENEURIAL MINDSET | 47 |
| <i>Mohamad Rizan, Efriyani Sumastuti, Heri Prabowo, Agung Kresnamurti, Farah Chalida Hanoum, Raka Pria Anugrah, Amirah Kamila Safitri, Muhamad Akbar Fauzan, Siska Febriani, Istikhomah</i> | |
| THE ROLE OF ENTREPRENEURIAL LEADERSHIP STRATEGY IN PROMOTING ORGANIZATIONAL SUSTAINABILITY: A DESCRIPTIVE AND ANALYTICAL STUDY | 62 |
| <i>Akram Salim Hasan Al-Janabi, Sahraa Anwer Hussein, Hussam Ali Mhaibes, Hakeem Hammood Flayyih</i> | |
| THE IMPACT OF COVID-19 ON TOURISM GOVERNANCE AND STRATEGIES IN THE EMERGING MARKET | 72 |
| <i>Fatbardha Jashari, Kushtrim Osmani</i> | |
| EXPLORING THE NEED FOR ENVIRONMENTAL, SOCIAL, AND GOVERNANCE DISCLOSURE STRATEGY FROM THE SHAREHOLDERS' PERSPECTIVE | 81 |
| <i>Vineet Chouhan, Raj Bahadur Sharma, Shubham Goswami, Najeeba Al-Zaimoor, Anjali Sharma</i> | |
| DIGITALIZATION AND COMPETITIVE ADVANTAGE: INSIGHTS FROM MANUFACTURING SECTOR | 94 |
| <i>Silvana Gashi, Denada Liça, Brunela Trebicka</i> | |
| BANK PERFORMANCE EVALUATION OF SUSTAINABILITY STRATEGY DIMENSIONS IN THE EMERGING MARKET USING THE MCDM APPROACH | 106 |
| <i>Anshika Goel, Namita Sahay, Anshu Tyagi</i> | |
| THE RELATIONSHIP AMONG MACROECONOMIC INDICATORS AND FOREIGN DIRECT INVESTMENTS IN GREECE, CYPRUS, PORTUGAL AND IRELAND: A STRATEGIC OUTLOOK | 117 |
| <i>Stavros G. Efthimiou</i> | |
| ENHANCING PORTFOLIO OPTIMIZATION: A COMPARATIVE ANALYSIS OF THE MEAN-VARIANCE MARKOWITZ MODEL AND RISK-PARITY CONTRIBUTION STRATEGIES | 124 |
| <i>Rula Hani AlHalaseh, Fawaz Khalid Al Shawawreh</i> | |

| | |
|--|------------|
| DETERMINANTS INFLUENCING INTENTION TO APPLY MULTI-DIMENSIONAL PROFITABILITY ANALYSIS AT COMMERCIAL BANKS' STRATEGY <i>Minh Phuong Nguyen, Thi Thu Hien Hoang, Anh Phan</i> | 137 |
| THE IMPACT OF INTELLECTUAL CAPITAL STRATEGY ON FIRM VALUE AND FINANCIAL DISTRESS <i>Meiliana Jaunanda, Roy Sembel, Edison Hulu, Gracia Shinta S. Ugut</i> | 148 |
| AN EMPIRICAL STUDY ON CARBON DISCLOSURE PRACTICES AND STRATEGIES IN EMERGING MARKET <i>Sanjay Kumar Patel, Poonam Kumari, Amit Manglani, Ashish Kant Chaudhari, Pushpender Kadian</i> | 159 |
| THE IMPACT OF INDEPENDENT DIRECTORS AND FAMILY CONTROL ON THE DIVIDEND POLICY AND CAPITAL STRUCTURE: A FAMILY BUSINESS STRATEGY <i>Rio Dhani Laksana, Intan Shaferi, Humaira Naznii</i> | 168 |
| THE GROWTH STRATEGY OF THE INSURANCE INDUSTRY IN THE EMERGING MARKET: A STUDY OF IMPACT FACTORS <i>Sandesh Srikissoon, Bibi Z. Chummun</i> | 176 |
| DEMISTIFYING CORPORATE SOCIAL RESPONSIBILITY DISCLOSURE STRATEGY AND PRACTICES IN THE BANKING SECTOR OF EMERGING ECONOMY <i>Pranesh Debnath, Kalyan Das, Ashima Goel, Vikram Singh, Anil Kumar Bhuyan, Hiranmayee Debi, Rishav Kanoo, Animesh Saha</i> | 189 |
| COMPETITIVE STRATEGIES IN THE TOURIST HOTEL INDUSTRY: EVIDENCE FROM GREECE <i>Christos Konstantinidis, Paschalia Plioska, Ioanna Seferidou, Ioanna Antoniadou</i> | 199 |