CORPORATE & BUSINESS STRATEGY REVIEW

VOLUME 6, ISSUE 1, SPECIAL ISSUE, 2025

CONTENTS



EDITORIAL: Corporate fallacy and potentials in the VUCA-D society: Re-identifying the self inside-out the organizations	228
THE IMPACT OF STRATEGY OF TRAINING AND COMPETENCE ON JOB PERFORMANCE: MEDIATING ROLE OF SELF-EFFICACY	232
Ratna Handayati, Asri Laksmi Riani, Sinto Sunaryo, Hidajat Hendarsjah	
HOTELS INDUSTRY: AN ANALYSIS OF BUSINESS APPROACHES AND STRATEGIES Silvana Gashi, Ermira Qosja, Denada Liça	240
THE ROLE OF CHATGPT AND ARTIFICIAL INTELLIGENCE IN CUSTOMER MANAGEMENT STRATEGY TRANSFORMATION: A SYSTEMATIC LITERATURE REVIEW	254
Keivan Simetgo, Apostolos N. Giovanis, Dimitris Kallivokas	
THE IMPACT OF ESG STRATEGY ON FINANCIAL PERFORMANCE: THE MODERATING ROLE OF DIRECTORS WITH OVERSEAS BACKGROUND	276
Ranlan Yang, Lindrianasari	
DECISION-MAKING PROCESS IN CHOOSING DISTRIBUTION STRATEGY AND CHANNELS Bashkim Bellaqa, Fejzula Beha, Halil Bajrami	286
EMPLOYEE PERFORMANCE AND SEVERAL PREDICTING FACTORS: A CAUSALITY AND STRATEGY IMPLICATION	293
Misna Ariani, Dwinda Tamara, Tutik Yuliani, Wiwik Saraswati, Imam Arrywibowo, Dio Caisar Darma	,,
UNDERSTANDING BUSINESS CENTRALIZATION STRATEGY FROM A STRUCTURAL EQUATION MODEL	304
Reyner Pérez-Campdesuñer, Alexander Sánchez-Rodríguez, Gelmar García-Vidal, Rodobaldo Martínez-Vivar, Margarita de Miguel-Guzmán	
THE IMPACT OF SOCIAL RESPONSIBILITY STRATEGY ON THE PERFORMANCE OF LISTED FIRMS	317
Thi Phuong Dung Ha, Manh Dung Tran, Van Trong Phi, Thi Lan Anh Nguyen, Van Tu Truong, Nguyen Thi Thanh Diep	
TRANSFORMATION IN ENHANCING FINANCIAL INCLUSION AND THE MEDIATING ROLE OF PERFORMANCE EFFICIENCY: AN APPLIED STUDY ON COMMERCIAL BANKS'	
STRATEGY	32 7
Amjad Salem Younes Qwader, Sumia Akram AlSboul	
GREEN HUMAN RESOURCE MANAGEMENT STRATEGY, GREEN CULTURE, AND OPERATIONAL PERFORMANCE Nadia Abdelhamid Abdelmegeed Abdelwahed, Muhammad Sufyan Ramish	339
EXPLORING THE CHALLENGES OF SOCIAL AND SUSTAINABLE ENTREPRENEURSHIP STRATEGY: A REVIEW OF THE LITERATURE	349
Jose Elmer Incio Chavesta, Emma Verónica Ramos Farroñán, Marco Agustín Arbulú Ballesteros, Mirko Merino Núñez, Jannie Caroll Mendoza Zuta, Lynn Karin Mendoza Zuta, Juan Gerardo Flores Solis, Moisés David Reyes-Pérez	
STRATEGIES TO MITIGATE CUSTOMER INCIVILITY AND ENHANCE JOB EFFICIENCY FOR FRONTLINE STAFF	361
Nhan Cam Tri, Tang My Sang	
CORPORATE INNOVATION STRATEGY AND SALES REVENUE OF MULTINATIONAL COMPANIES IN TIMES OF CRISIS: A CASE OF THE COVID-19 PANDEMIC	370
Mosie C. C. Molate, Collins C. Ngwakwe, Kgobalale N. Motubatse	

•	378
Yida Yang, Azmawani Abd. Rahman, Khalina Abdan, Yuhanis Aziz Abdul, Yanfeng Li	
ACCOUNTING INFORMATION AND BUSINESS PERFORMANCE: THE STRATEGIC ROLE OF HUMAN CAPITAL AND USER SATISFACTION 3	392
I Nyoman Sunarta, Partiwi Dwi Astuti, I Made Suidarma	
AN EMPIRICAL EXAMINATION OF WORKING CAPITAL MANAGEMENT STRATEGY IN PAPER MANUFACTURING COMPANIES 4	ļ02
Ahmed Mahdi Abdulkareem, Nahran Qasim Krmln, Firas Mohammed Daham, Suresh Vasani, Mustafa Abdalmunam Swadi, Yousif Yaqoob Faris	
FACTORS AFFECTING THE STRATEGY OF RESPONSIBILITY ACCOUNTING IMPLEMENTATION IN MANUFACTURING ENTERPRISES	412
Thuy Anh Dang, My Hanh Ho, Thi Thanh Hoa Nguyen, Thi Kim Yen Pham	
WEB HOSTING COMPANIES' CLIENT SOLUTIONS: A STUDY OF A STRATEGIC STANDPOINT Alexander Chizhov, Andriy Fesenko	421
IMPACT OF ONE BELT ONE ROAD STRATEGIC INITIATIVE ON ECONOMIC WELL-BEING AND INTERNATIONAL TRADE INTEGRATION: THE SOUTH ASIAN CASE Runbana Sona	130