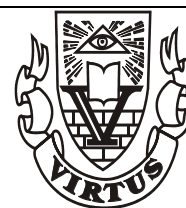


CORPORATE & BUSINESS STRATEGY REVIEW

VOLUME 6, ISSUE 3, SPECIAL ISSUE, 2025

CONTENTS

EDITORIAL: Leading with purpose in a digital age — Human-centered governance and technology for resilient strategies	232
THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON BUSINESS LONGEVITY: A COMPREHENSIVE ANALYSIS OF ENTERPRISE STRATEGY	236
<i>Arta Jashari Goga</i>	
COMMERCIAL POSITION AND FISHMEAL EXPORT STRATEGY: TRENDS AND OPPORTUNITIES IN THE GLOBAL MARKET	246
<i>Jose Carlos Montes Ninaquispe, Marco Agustín Arbulú Ballesteros, Marilú Trinidad Flores Lezama, Hugo Daniel García Juárez, William Teófilo Castro Muñoz, Rafael Martel Acosta, Diego Alejandro Ludeña Jugo, Julio Ernesto Blas Sanchez</i>	
THE ROLE OF JOB SATISFACTION AS A MEDIATOR BETWEEN LEADERSHIP STRATEGY AND PRODUCT QUALITY	253
<i>Nael Mosa Sarhan, Eyad Shammout</i>	
WORKING CAPITAL ELEMENTS ON THE LIQUIDITY MANAGEMENT STRATEGY OF RETAIL TRADING COMPANIES	263
<i>Hikmat Chamma, Bassam Hijazi</i>	
EXPLORING SMART MANUFACTURING TOOLS AND INNOVATIVE LEADERSHIP STRATEGIES IN SMALL MANUFACTURING ENTERPRISES	274
<i>Dumisani Sydney Maphumulo, Celani John Nyide</i>	
MANAGING ETHICS IN ONLINE MARKETING STRATEGY: ASSESSING ITS IMPACT ON CONSUMER PRODUCT PERCEPTION	285
<i>Çelnik Mujollari, Brixhilda Imeri, Brunela Trebicka, Azeta Tartaraj, Marsida Krasniqi</i>	
A STRATEGY OF SYNERGIZING BIG DATA AND ARTIFICIAL INTELLIGENCE IN ACCOUNTING: A COMPREHENSIVE REVIEW OF OPPORTUNITIES AND CHALLENGES	299
<i>Faizah Alsulami</i>	
INTERNET FINANCIAL REPORTING: REVEALING STRATEGIES AND PRACTICES IN REGIONAL GOVERNMENT	311
<i>Yoga Anindita, Doddy Setiawan</i>	
MULTIDIMENSIONAL FACTORS INFLUENCING CONSUMERS' PURCHASE INTENTION OF GREEN PRODUCTS: A COMPANY'S STRATEGY STUDY	328
<i>Jacqueline Alex, Hariharan N. Krishnasamy, Abdul Rahman Bin S. Senathirajah, Sayeeduz Zafar Qazi, Rasheedul Haque, Usha Periasamy, Tippawan Lertatthakornkit</i>	
UNCOVERING BRAND ADVOCACY STRATEGY: AN EMPIRICAL STUDY ON THE DIGITAL ENGAGEMENT ATTITUDES OF CONSUMERS IN THE BEAUTY INDUSTRY	337
<i>Endang Tjahjaningsih, Suzy Widayarsi, Alimuddin Rizal Rivai, Bambang Sudiyatno</i>	
STUDENTS' MOTIVATIONS TOWARDS ENTREPRENEURSHIP: THE STRATEGIC ROLE OF ENTREPRENEURIAL EDUCATION	347
<i>Nadia Abdelhamid Abdelmegeed Abdelwahed, Muhammad Sufyan Ramish, Mohammed A. Al Doghan, Bahadur Ali Soomro</i>	
EXAMINING THE INFLUENCE OF STRATEGIC SUPPLIER ALLIANCE ON THE PERFORMANCE OF MANUFACTURING FIRMS	358
<i>James Mauti Mose, Peterson Obara Magutu, Kingsford Muriithi Rucha</i>	
EXPLORING FACTORS INFLUENCING SOCIAL MEDIA MARKETING STRATEGY FOR MICRO, SMALL, AND MEDIUM ENTERPRISES	370
<i>Rajan Arapi</i>	

THE PERMA MODEL AND JOB PERFORMANCE: UNVEILING THE MEDIATING ROLE OF JOB SATISFACTION IN THE TOURISM SECTOR STRATEGY <i>Ngoc Thinh To, Quang Vinh Nguyen, Thi Tam Nguyen</i>	378
GOVERNANCE, ACCOUNTABILITY, AND SUSTAINABILITY IN TIMES OF CRISIS: A STRATEGIC CONTEXT <i>Lara Johannsdottir, Svala Gudmundsdottir, Throstur Olaf Sigurjonsson</i>	390
DIGITAL FINANCE STRATEGY AND BANK PERFORMANCE IN EMERGING MARKETS: THE ROLE OF FINANCIAL SOUNDNESS <i>Bader Mustafa Mahmoud Al Sharif</i>	401
FACTORS INFLUENCING PERSONAL INCOME TAX COMPLIANCE OF TAXPAYERS WITH E-COMMERCE BUSINESS ACTIVITIES <i>Thanh Huyen Nguyen, Huong Thi Lan Tran</i>	411
THE ROLE OF MANAGEMENT ACCOUNTING INFORMATION SYSTEMS AND GOVERNANCE IN THE INFLUENCE OF INTELLECTUAL CAPITAL STRATEGY ON SMES' BUSINESS PERFORMANCE <i>Hariyati, Susi Handayani, Mazurina Mohd Ali</i>	423