

ISSN: 2689-5072

British Journal of Management and Marketing Studies

Volume 7, Issue 2, 2024



Published by:



African - British Journals

www.abjournals.org

editor@abjournals.org

Brief Description

Publication Name: **British Journal of Management and Marketing Studies**

Acronym: **BJMMS**

Starting Year: **2018**

International Standard Serial Number (ISSN): **2689-5072**

DOI prefix: **10.52589/bjmms**

Publisher: **African - British Journals**

Publication frequency: **Monthly**

Journal Type: **Open Access**

Mode of Publication: **Online**

Indexing/Abstracting/Coverage:

- OCLC WorldCat
- Google Scholar
- Crossref
- EBSCO
- Library of Congress, USA
- Web of Science
- Open Academic Journals Index
- Directory of Research Journals Indexing (DRJI)

Focus & Scope

British Journal of Management and Marketing Studies (BJMMS) is an international peer-reviewed journal published by the African – British Journals. The scopes of the Research Journal include, but not limited to Critical Management Studies (CMS), Management, Organisation Development, Business Intelligence, Financial Economics, Government Ownership, Social Security, Conflict Resolution, Constraint Management Cost, Program Management, Project Management, Quality Management, Skills Management, Direct Marketing, Consumer Behaviour, Marketing Research, Marketing Strategy, Product Development & Management, Relationship Marketing and other related topics.

Editorial Address

11923 NE Sumner St, STE 821031, Portland, Oregon, 97250, USA.

Email: info@abjournals.org

Website: <https://abjournals.org>

Professor Aliyu Shugaba

Vice Chancellor University of Maiduguri,
Maiduguri-Nigeria

Professor Mikayel Melkumyan

President, Armenian Association for
Earthquake Engineering, Yerevan,
Armenia

Professor Jacinta A. Opara

Professor and Director, Centre for Health
and Environmental Studies, University of
Maiduguri, P. M.B 1069, Maiduguri-
Nigeria

Rev. Fr. Prof. Anthony Chiegboka

Department of Religion and Human
Relations, Faculty of Arts, Nnamdi
Azikiwe University, Awka, Anambra
State, Nigeria

Professor Tai Oluwagbemi

Faculty of Agriculture, Department of
Forestry and Wildlife, Kogi State
University, Anyigba, Kogi, Nigeria

Professor R. C. Gupta

Consultant, RNB Global University,
Bikaner India & Former Vice Chancellor,
Radha Govind University, India & Former
Pro Vice Chancellor, Nagaland Central
University India & Visiting Prof/Scientist,
Louis Pasteur University, France & The
University of Arizona, USA

Prof. Dr. Alireza Heidari

Full Distinguished Professor and
Academic Tenure of Chemistry & Director
of the BioSpectroscopy Core Research
Laboratory at Faculty of Chemistry,
California South University (CSU), Irvine,
California, USA & President of the
American International Standards Institute
(AISI) Irvine, California, USA California
South University (CSU), Irvine,
California, USA

Professor Saliu Olushola Jamiu

Department of Agricultural Economics &
Extension, Faculty of Agriculture, Kogi
State University, Nigeria

Professor Elena G. Popkova

President of the Institute of Scientific
Communications & Professor at
Plekhanov Russian University of
Economics, Moscow, Russia

Professor Peter Siyan

Department of Economics, Faculty of
Social Science, University of Abuja, FCT
Abuja, Nigeria

Dr. Surajit Ghatak

Professor & Head, Department of
Anatomy, All India Institute of Medical
Sciences, Jodhpur, Rajasthan, India

Professor, Mohamad Shehada Abu Yaman

Dean of Business School, Talal Abu-Ghazaleh University College, Amman, Jordan

Professor Stănilă Andreea

Department of Food Science and Technology, University of Agricultural Sciences and Veterinary Medicine (USAMV), Cluj-Napoca, Romania

Associate Professor V. Claire B. Salvedia

Animal Science Department, College of Agriculture, Mindanao State University, Main Campus, Marawi City, Philippines

Assit. Prof. (Dr.) Abd El-Aleem Saad Soliman Desoky

Professor Assistant of Agricultural Zoology, Plant Protection Department, Faculty of Agriculture, Sohag University, New Sohag City, Sohag, Egypt

Associate Professor (Dr.) Egbulonu Kelechukwu Godslove

Department of Economics, Faculty of Social Sciences, Imo State University, Owerri, Imo, Nigeria

Associate Professor (Dr.) Kofo A. Aderogba

Associate Professor of Adult Environmental Education, Tai Solarin University of Education, Ijebu Ode, Ogun State, Nigeria

Associate Professor (Dr.) Muhammad Akram

Department of Eastern Medicine, Directorate of Medical Sciences, Faculty of Science and Technology, Government College University Faisalabad-Pakistan

Ass. Professor Ayalew Abate Bishaw

Debre Markos University Law School, Ethiopia

Assistant Professor (Dr.) SK Manirul Haque

Department of Chemical Engineering & Process Technology, Jubail Industrial College, Royal Commission of Jubail, Saudi Arabia

Dr. Vishnu Narayan Mishra

Associate Professor & Head, Department of Mathematics, Indira Gandhi National Tribal University, Lalpur, Amarkantak, Madhya Pradesh 484 887, India

Dr. Sabah Lotfy Mohamed El-Sayed

Assistant Professor, Department of Obstetrics & Gynecology Nursing, Faculty of Nursing, Zagazig University, Egypt

Dr. Mariam E. Fawy

Associate Professor, Water Pollution Research Department, Environmental Research Division, National Research Centre, Cairo, Egypt

Dr. Michael A. Ikon

Associate Professor, Department of Business Administration, Faculty of Management Sciences, Nnamdi Azikiwe University

Rev. Fr. Dr. Dominic Obielosi

Department of Religion & Human Relations, Faculty of Arts, Nnamdi Azikiwe University, Awka, Anambra State, Nigeria

Rev. Dr. (Mrs) Foluke Bosede Ola

Department of Education, Nigerian Baptist Convention, Ibadan, Oyo State, Nigeria

Dr. Innocent Ejimofor Agu

Faculty of English and Literary Studies, Federal University Wukari, Taraba State, Nigeria

Dr. Akintokunbo Odunayo Oluwarotimi

Department of Management, Faculty of Management Sciences, Rivers State University, Port Harcourt, Rivers, Nigeria

Dr. Frans Salesman

Institute of Health, Sciences Citra Husada Mandiri Kupang, Kupang, East Nusa Tenggara-Indonesia

Dr. Ofelia E. Hernando

De Los Santos Medical Center, Quezon City, Philippines

Dr. Faga Asom

Department of Library and Information Science, Faculty of Education, Federal University, Lafia, Nasarawa State, Nigeria

Engr. Dr. Ihom A. P.

Department of Mechanical and Aerospace Engineering, Faculty of Engineering, University of Uyo, Akwa Ibom State-Nigeria

Dr. Iwu Irenus Chinonye

Department of Chemistry, School of Physical Sciences, Federal University of Technology Owerri, Imo State, Nigeria

Dr. Andabai Priye Werigbelegha

Department of Banking and Finance,
Faculty of Management Sciences, Niger
Delta University, Bayelsa State, Nigeria

Dr. Khuram Syed Khuram Shahzad

English Department, Iqra Post Graduate
College, Sadiqabad, Punjab, Pakistan

Dr. K. Kalaichandran

Lecturer cum Senior Occupational
Therapist, Rajah Muthiah Medical College
& Hospital (RMMCH), Annamalai
University, Tamil Nadu, India

Dr. Babalola Yisau Abiodun

Department of Business Education,
Federal College of Education (Special),
Oyo State, Nigeria

Dr. Stanley Mgbemena

Department of Religion and Human
Relations, Faculty of Arts, Nnamdi
Azikiwe University, Awka, Anambra
State, Nigeria

Dr. Kanayo Nwadiolor

Department of Religion and Human
Relations, Faculty of Arts, Nnamdi
Azikiwe University, Awka, Anambra
State, Nigeria

Dr. Roberto C. Sombillo

Holy Angel University- Graduate School
of Nursing, Delos Santos Medical Center,
Manila, Philippines

Dr. Arvind Prasad Dwivedi

Department of Chemistry Govt. Sanjay
Gandhi Smrati, Auto. P. G. College, Sidhi
(M.P.) India

Dr. Bishnu Prasad Bhattarai

Faculty of Management, Tribhuvan
University, Nepal

Dr. Peter Boahin

Curriculum Development & Assessment,
National Board for Professional and
Technician Examinations (NABPTEX),
Accra, Ghana

Dr. Uche Nnyagu

Department of English Languages, Nwafor
Orizu College of Education, Nsugbe,
Anambra State, Nigeria

Dr. Nwankwo Chike Henry

Department of Statistics, Faculty of
Physical Sciences, Nnamdi Azikiwe
University, Awka, Anmbra State, Nigeria

Dr. Eke Gift O.

Bursary Department and Department of Accountancy, Faculty of Management Sciences, Rivers State University, Port Harcourt, Rivers State, Nigeria

Dr. Septimi Kitta

School of Education, Department of Educational Psychology and Curriculum Studies, University of Dar es Salaam, Tanzania

Dr. Omona-a Hamilton Horsfall

Faculty of Business Administration, Department of Marketing, University of Uyo, Akwa Ibom, Nigeria

Dr. Abdul Karim Suhag

Department of Education, Sindh Madressatul Islam University, Sindh Pakistan

Dr. Ethelmary .O. Dim

Department of Business Administration, Faculty of Management Science, Chukwuemeka Odumegwu Ojukwu University (former Anambra State University), Igbariam, Anambra State, Nigeria

Dr. Paulo Manuel L. Macapagal

Program Chair, School of Psychology, Arellano University, Manila, Philippines

Dr. Bosede Olanike Awoyemi

Consultant in the Macroeconomic and Governance Division, United Nations Economic Commission for Africa (UNECA), Addis Abba, Ethiopia & Senior Lecturer, Department of Economics, Afe Babalola University Ado-Ekiti, Ekiti State, Nigeria

Charles S. Herrman

Independent Scholar, Austin, USA

Dr. Sani Isah Abba

Researcher, Faculty of Civil and Environmental Engineering, Near East University, Northern Cyprus

Dr. Mukasa Eldard Ssebbaale

Faculty of Business and Management, Cavendish University Uganda, Kampala, Central, Uganda

Dr. Mahmoud Mobaraki

Department of Linguistics, Faculty of Humanities, Jahrom University, Jahrom, Fars Province, Iran

Ibrahim Yerima

Department of Biological Sciences, Faculty of Science, University of Maiduguri, Borno State, Nigeria

Sheila Buxani – Callao

Nursing Service Department, De Los Santos Medical Center, 201 E. Rodriguez Sr. Blvd., Quezon City, 1112 Philippines

Ochogba Chukwumela Obulor

Department of Vocational and Technology Education, Faculty of Education, Rivers State University, Port Harcourt, Rivers State, Nigeria

Agwuma Brightwell Ngozi

Department of Science Education, Faculty of Education, Rivers State University, Port Harcourt, Rivers State, Nigeria

Ms. Elizabeth Jumba Mukutu

Department of Literature, University of Nairobi, Kenya

Mark Angello C. Ganon

Nursing Service Department and Infection Control Committee, De Los Santos Medical Center, Quezon City, Philippines

Wordu Chiduhiegem C. R.

Department of Industrial Technical Education, Faculty of Vocational and Technical Education, Ignatius Ajuru University of Education, Port Harcourt; Rivers State, Nigeria

Waheed Shahzad

English Department, Swedish College of Engineering and Technology, Rahim Yar Khan, Punjab, Pakistan

Barr. Chigozie Ifeoma Nwagbara

Faculty of Law, Nigeria Police Academy, Wudil, Kano State, Nigeria

Samuel Nti-Adarkwah

Department of Education (HOD), Offinso College of Education, Offinso-Ashanti, Ghana

Faruquzzaman Akan

Faculty of Languages and Translation, King Khalid University, Abha, Asir, the Kingdom of Saudi Arabia

Lucy Anning

School of Business Administration, Zhongnan University of Economics and Law, Wuhan City, Hubei Province, P.R. China

William Kwabena Nantwi

Department of Art Education, Offinso College of Education, Offinso-Ashanti, Ghana