IOSR Tournal of Business **IOSR** Journals

International Organization of Scientific Research

Volume: 27 Issue: 6 Series 17 p-ISSN: 2319-7668 e-ISSN: 2278-487X

Contents:

Optimizing Organizational Performance Through Technology: Benefits, Barriers, And Strategic Recommendations	01-06
Sustainable Food Habits Among Generation X and Generation Y: Exploring Generational Differences	07-15
Moderating Effect of ICT Competence on the Association between Work-Life Conflict and Job Performance: Evidence from Academic Staff in Public Universities in Kenya	16-25
Corporate Governance Mechanism and Financial Distress: Evidence from Indonesia	26-39
Effects of Emotional Marketing Strategies on Marketing Performance of the Retail Banking segment in Kenya	40-51
Antecedents of Gen Z Customer Purchase Decision in E-	52-59

Commerce Platforms: An In-depth Investigation of the Process

and Management