

Table of Contents

Volume 14 Number 5

May 2024

Digital Marketing on LinkedIn: In-Depth Strategies for Lead Generation

S. Saeidi, S. Hollensen 655

**Augmenting the Working Capital Management Strategies for Profit Optimization
in Tobacco Industry: A Case of Tanzania Cigarette Company**

D. N. Mollel, P. D. Ng'ida..... 669

**Study on the Methods of Improving the Efficiency of Tax Reduction in
Economic Downturns, Especially after COVID-19 Pandemic**

B. C. Han..... 686

Exploring Corporate Responsibility: Insights from Sustainable Reporting Disclosures

M. Z. Hossain, H. Kibria..... 695

**Assessing Depth of Social Media Presence on Financial Performance of SMEs:
Evidence from Syrian SMEs. A Panel Fixed Effect Analysis**

R. M. Daood, J. Wang, E. O. Oppong 712

**Project Management in Higher Education Marketing: A Study on
Leveraging Mentorship Programs to Enhance Brand Visibility and
Student Recruitment at United African University of Tanzania**

N. A. Rahul..... 737

Digital Product Passport in Marketing and the Future of Sustainable Development

M. Basal, A. Demircioglu..... 759

**Adoption of Artificial Intelligence Techniques for Inventory Management:
A Case Study in the Aviation Sector**

V. Cathiyavadi Grahamspet Narendran, A. Seetharaman, K. Maddulety..... 783

**Management Accounting Practices and Financial Performance of Manufacturing Firms:
Moderating Role of Information Technology Integration**

J. K. Akuma, A. A.-A. Idun, G. Tackie, E. A. Kwaning, K. A. Asiama..... 800