

Table of Contents

International Journal of Business Strategy and Automation

Volume 2 • Issue 3 • July-September-2021 • ISSN: 2644-2094 • eISSN: 2644-2108

Open Access Article

- 1 **Retail Workforce Sizing Strategy for Enhancing Service Delivery and Store Performance**
Pankaj M. Madhani, ICFAI Business School, India
- 20 **Adoption of E-Commerce and M-Commerce Marketing Practices: Roles in Customer Delight**
Pratap Chandra Mandal, Indian Institute of Management, Shillong, India
- 36 **Gamesy: Using Game Mechanics to Boost Intrinsic Motivation in School**
B. W. Waweru, UCSI University, Malaysia
P. S. Joseph Ng, UCSI University, Malaysia
H. C. Eaw, UCSI University, Malaysia
- 53 **Material Handling and Product Optimality of an Educational Institution Bakery Using Integer Programming**
Adedugba Adebayo, Covenant University, Nigeria
Ogunnaike Olaleke, Covenant University, Nigeria
Kingsley Adeyemo, Covenant University, Nigeria
Busola Kehinde, Covenant University, Nigeria

COPYRIGHT

The **International Journal of Business Strategy and Automation (IJBSA)** (ISSN 2644-2094; eISSN 2644-2108), Copyright © 2021 IGI Global. From the journal's inception, January 1, 2020, to December 31, 2020, all rights, including translation into other languages is reserved by the publisher, unless otherwise stated in the article manuscript. As of January 1, 2021, this journal operates under the gold Open Access model, whereby all content published after this date is distributed under the terms of the Creative Commons Attribution 4.0 International (CC BY 4.0) License (<http://creativecommons.org/licenses/by/4.0/>) where copyright for the work remains solely with the author(s) of the article manuscript. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The *International Journal of Business Strategy and Automation* is indexed or listed in the following: Google Scholar