

# Table of Contents

## International Journal of Asian Business and Information Management

Volume 12 • Issue 2 • April-June-2021 • ISSN: 1947-9638 • eISSN: 1947-9646

### OPEN ACCESS ARTICLE

- 1 Institutional Ownership Board Characteristics and Firm Performance: A Contingent Theoretical Approach  
*Abdul Waheed, Foundation University Islamabad, Pakistan*  
*Qaisar Ali Malik, Foundation University Islamabad, Pakistan*
- 16 Commodity Transaction Tax (CTT): Nature of Correlation Dynamics and Volatility Linkages Between Indian Commodity and Equity Markets  
*Swamy Perumandla, Madanapalle Institute of Technology and Science (MITS), India*  
*Padma Kuriseti, National Institute of Technology, Warangal, India*
- 37 Effect of Job Fulfillment Over Employee Performance Execution at the Workplace: A Study Based on Identifying the Significance of Demographical Characteristics  
*Tweena Pandey, Graphic Era University (Deemed), Dehradun, India*  
*Abhshek Singh Chauhan, Graphic Era University (Deemed), Dehradun, India*
- 57 The Effect of Reciprocity on Mobile Wallet Intention: A Study of Filipino Consumers  
*Donald Amoroso, Auburn University, Montgomery, USA*  
*Ricardo Lim, Asian Institute of Management, Philippines*  
*Francisco Roman, Asian Institute of Management, Philippines*
- 84 Transformational Leadership and Organizational Change Examining the Mediatonal Approach of Knowledge Sharing  
*Syed Talib Hussain, Donghua University, China*  
*Shen Lei, Donghua University, China*  
*Muhammad Jamal Haider, Donghua University, China*  
*Tayyaba Akram, Donghua University, China*
- 96 Usability Engineering and HCI for Promoting Root-Level Social Computation and Informatics Practice: A Possible Academic Move in the Indian Perspective  
*Prantosh Kumar Paul, Raiganj University, India*
- 110 Long Run and Short Run Linkages Between Credit and Output: An Appraisal of the Districts of West Bengal in India  
*Ramesh Chandra Das, Vidyasagar University, India*  
*Bankim Ghosh, Katwa College, India*
- 124 Revisiting Brand Personality Attributes: Mediating Role of Brand Attitude  
*Bikash Kumar Rup, KIIT University (Deemed), India*  
*Jyotiranjan Gochhayat, KIIT University (Deemed), India*  
*Sasmita Samanta, KIIT University (Deemed), India*
- 137 Development of a Model for Review Sharing in the Context of Mobile Phone Purchase Amongst Indian Millennials  
*Som Sekhar Bhattacharyya, National Institute of Industrial Engineering, India*  
*Sumi Jha, National Institute of Industrial Engineering, India*  
*Shubham Khandelwal, National Institute of Industrial Engineering, India*  
*Pulkit Jain, National Institute of Industrial Engineering, India*  
*Anshul Ekka, National Institute of Industrial Engineering, India*
- 157 Impact of HR Practices on Organizational Effectiveness: A Study With Reference to Engineering Colleges in Chennai, Tamil Nadu  
*K. Sreenivasa Murthy, Department of Management, Central University of Tamil Nadu, India*  
*K. Sai Kumar, Narayana Engineering College, India*

### Copyright

The **International Journal of Asian Business and Information Management (IJABIM)** (ISSN 1947-9638; eISSN 1947-9646), Copyright © 2021 IGI Global. . From the journal's inception, January 1, 2010, 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 Asian Business and Information Management* is indexed or listed in the following: ACM Digital Library; Bacon's Media Directory; Cabell's Directories; DBLP; Google Scholar; INSPEC; JournalTOCs; MediaFinder; SCOPUS; The Index of Information Systems Journals; The Standard Periodical Directory; UGC-CARE List (India); Ulrich's Periodicals Directory; Web of Science; Web of Science Emerging Sources Citation Index (ESCI)