

GATR Global Journal of Business & Social Science Review (GATR-GJBSSR)

VOL. 11(1) JANUARY - MARCH 2023



CONTENT



Foreword <i>Kashan Pirzada</i>	1
Game analysis between startup and banks <i>Zhang Chengzhuo, Nik Hadiyan Binti Nik Azman</i>	01–08
How Artificial Intelligence can be used in International Human Resources Management: A Case Study <i>Lutz Sommer</i>	09–17
Business Excellence Model for the Business Performance of Small and Medium Enterprises in Malaysia <i>Shahrunnizan bin Moin, Saridan bin Abu Bakar, Muhammad Faizal bin Samat</i>	18–25