

# GATR Journal of Management and Marketing Review (GATR JMMR)

VOL. 11 (2) April - June 2026



## CONTENT



---

<b>Foreword</b> <i>Kashan Pirzada</i>	1
<b>Can we serve both God and Money? The role of indirect appeal and its limitation: A Review from Islamic Perspectives</b> <i>Wan Annisa Sofia Wan Kamaruddin</i>	55 – 62
<b>Promoting Ethical Leadership in School Leaders Through Human Governance</b> <i>Noor Aida Md Noor , Ainul Mohsein Abdul Mohsin</i>	63 – 68
<b>Literature Review on the Moderating Effect of Celebrity Endorser toward Browsing and Impulse Buying Behavior in Live-Streaming Market</b> <i>Wu Yanzhou, Thoo Ai Chin</i>	69 – 75
<b>Examining the Impact of AI Chatbot Service Quality Adoption on Customer Loyalty in the Food Service Sector</b> <i>Hong Yi Li, Ai Chin Thoo, Yan Yee Chan and Lo Ying Tuan</i>	76 – 98