

GATR Journal of Management and Marketing Review (GATR JMMR)

Vol. 7 (1) JANUARY - MARCH 2022



CONTENT



Foreword <i>Kashan Pirzada</i>	1
Consumer Behavior in the Process of Buying Fashion Products: a Study of Generational Differences in Terms of Shopping Channel Preferences <i>Mária Oleárová, Radovan Bačík, Richard Fedorko</i>	01 – 12
Implementation of Interior Branding in Retail Interior Design <i>Sriti Mayang Sari, Poppy Firtatwentyna Nilasari, Purnama Esa Dora Tedjokoesoemo</i>	13 – 22
Analysing the impact of green information system, green packaging, reverse logistics on logistics performance in the construction industry <i>Marie Brinda Bikissa-Macongue, Elizabeth Chinomona</i>	23 – 32
Human Capital and Two Factor Theories on Job Satisfaction <i>Kanokwan Somrit, Dr. Suppanunta Romprasert</i>	33 – 41
Resources Based View in Destination Image and Tourist Attitude Influence on Tourist Intention through Tourist Satisfaction to Visit Cultural Heritage in Indonesia <i>Zulkarnain Siregar, Nurul Wardani Lubis, La Ane, Armin Rahmansyah Nasution</i>	42 – 53