



ISSN : 2395-7492

Vol. 13 No. 1 January 2026

International Research Journal of Management, IT and Social Sciences



Published by :
Scientific & Literature Open Access Publishing
London, UK

IRJMIS

International Research Journal of Management, IT and Social sciences

EDITOR-IN-CHIEF

Rena Ye,
*Fuzhou University,
China*

ASSOCIATE EDITORS

Adetunji, Adeniyi
*Bowen University,
Nigeria*

Ghani, Mohd Zuri
*Universiti Sains Malaysia,
Malaysia*

Jog, Yatin
*Symbiosis International
University, India*

Bachiller, Patricia
*University of Zaragoza,
Spain*

Esen, Emel
*Yildiz Technical University,
Turkey*

Rashidin, Salamun
*University of International
Business and Economics, China*

Syamsudin, Oom Rohmah,
*University of Indonesia,
Indonesia*

Auya, Samwel
*Maasai Mara University,
Kenya*

Singh, Dharmendra
*Houston Methodist Research
Institute, USA*

Abbas, Muhammad
*University of Sargodha,
Pakistan*

EDITORIAL BOARD MEMBERS

Masterson, Robert
*The City University of New
York, USA*

Masih, Jolly
*Erasmus School of Economics,
Rotterdam, Netherlands*

Rajkumar, Rajasekaran
*Vellore Institute of Technology,
India*

Kannan, Ramani
*Universiti Teknologi Petronas,
Malaysia*

Fiaz, Muhammad
*University of Engineering and
Technology, Pakistan*

Kalaiselvi, K.
*Vels University (VISTAS),
India*

Lingming-Chen
*Hunan University of Science and
Technology, China*

Das, Subhankar
*Duy Tan University,
Vietnam*

Dhawan, Rajnish
*University of the Fraser
Valley, Canada*

Kumar, Tribhuwan
*Prince Sattam Bin Abdulaziz
University, Kingdom of Saudi
Arabia*

Kifordu, A.A.
*Edo University Iyamho,
Nigeria*

Khan, Shazida Jan Mohd
*Universiti Utara Malaysia,
Malaysia*

Mishra, Geetanjali Joshi
*Amity University,
India*

Fowsar, Mohamed Anifa Mohamed
*South Eastern University of Sri
Lanka, Sri Lanka*

Studdard, Melissa
*Lone Star College System,
USA*

Fogwe, Zephania N.
*The University of Bamenda,
Cameroon*

Auya, Samwel
*Maasai Mara University,
Kenya*

Wisenthige, Krishantha
*Wuhan University of
Technology, China*

Tuswadi
Hiroshima University,
Japan

Upadhyaya, Makarand
University of Bahrain,
Bahrain

Chinnusamy, Karthikeyan
Veritas Tech & International
Technological University, USA

Hewamanage, Wimal
University of Colombo,
Sri Lanka

Klymenko, Olga
University of Seychelles,
Seychelles

Elena, Berezhneva
Moscow State University of
International Relations, Russia

Priscila, Silvia S.
Mohamed Sathak Arts and Science
College, India

Zubitashvili, Tamar
Telavi Technical College,
Georgia

Abdul-Hakim, Roslan
Universiti Utara Malaysia,
Malaysia

Peng, Sheng-Lung
National Dong Hwa University,
Taiwan

Ullah, Hakeem,
Abdul Wali Khan University Mardan,
Pakistan

Liu, Bin
University of International Business
and Economics, China

Sobhy, Maha
Cairo University,
Egypt

Hameed, Asaad Shakir
Universiti Teknikal Malaysia Melaka,
Malaysia

Santhappan, Jayasri
University of Houston,
USA

Zhen, Dai
University of International
Business and Economics, China

Le, Dac-Nhuong
Haiphong University,
Vietnam

Omrane, Amina
Institute of Higher Commercial
Studies of Sfax, Tunisia

Sarzhanova, Galiya
Karaganda State University,
Kazakhstan

Ullah, Hakeem
Aga Khan University,
Pakistan

Jian, Wang
University of International
Business and Economics, China

Gadicha, Ajay B, P.R.
Patil College Of Engineering &
Technology, India

C O P Y E D I T O R S

Owhard Kins
IRJMIS copyeditor, London,
United Kingdom

George Hord
IRJMIS copyeditor, London,
United Kingdom

P R O D U C T I O N E D I T O R

Gord Cornverhen
IRJMIS editorial production, London,
United Kingdom

Chrown Drawner
IRJMIS editorial production, London,
United Kingdom

W E B M A S T E R

Vedran Vucic
PKP Developer,
Belgrade

M A N A G E M E N T C O M M I T T E E

Tamar Shiukashvili (A/Prof.)
*Telavi State University,
Georgia*

Oscar Frost (Prof.)
*Imperial College London,
United Kingdom*

Helen Jerry (Prof.)
*University of London,
United Kingdom*

Tihnov Koldoris (Prof.)
*Queen Mary University of London,
United Kingdom*

Liu Xiao (Prof.)
*Brunel University London,
United Kingdom*

Bryony Karen (Prof.)
*University of Roehampton,
United Kingdom*

Andrew May (Prof.)
*Royal Veterinary College,
United Kingdom*

Kevin Livingstone (Prof.)
*London School of Economics and
Political Science, United Kingdom*

Ted F.L. Jing (A/Prof.)
*Shanghai International Studies
University, China*

Paul Dohler (Prof.)
*King's College London,
United Kingdom*

Suman Rajest (A/Prof.)
*Vels Institute of Science,
India*

C O P Y R I G H T A N D C O P Y I N G (I N A N Y F O R M A T)

Articles published in the International Research Journal of Management, IT and Social sciences (**IRJMIS**) are available under Creative Commons Attribution Non-Commercial No Derivatives Licence ([CC BY-NC-ND 4.0](#)). Authors retain copyright in their work and grant **IRJMIS** right of first publication under CC BY-NC-ND 4.0. Users have the right to read, download, copy, distribute, print, search, or link to the full texts of articles in this journal, and to use them for any other lawful purpose. Articles published in **IRJMIS** can be copied, communicated and shared in their published form for non-commercial purposes provided full attribution is given to the author and the journal. Authors are able to enter into separate, additional contractual arrangements for the non-exclusive distribution of the journal's published version of the work (*e.g., post it to an institutional repository or publish it in a book*), with an acknowledgment of its initial publication in this journal. This copyright notice applies to articles published in **IRJMIS** volumes 7 onwards. Please read about the copyright notices for previous volumes under [Journal History](#).

D I S C L A I M E R

The Publisher and Editors cannot be held responsible for errors or any consequences arising from the use of information contained in this journal; the views and opinions expressed do not necessarily reflect those of the Publisher and Editors, neither does the publication of advertisements constitute any endorsement by the Publisher and Editors of the products advertised.

International Research Journal of Management IT and Social sciences

Research Articles	Pages
How positive emotion shapes the effect of price discounts and E-WOM on online impulsive buying: Evidence from Generation Z <i>I Gede Nandya Oktora Panasea, Ni Luh Putu Widya Sawitri, Made Satria Darmantara, Ni Putu Risky Suantari</i>	1
Exploring the impact of wait times and service delays on patient engagement and trust in healthcare facilities <i>Fatima Al-Kaabi</i>	13
The impact of artificial intelligence on enhancing predictive decision-making in Human Resource Management: An empirical analysis within the Tunisian context <i>Sofiane Founès, Sami Boudabbous</i>	30
How Salesperson Tactics and Online Convenience Shape Purchase Decisions: The Mediating Role of Trust <i>Haidar Achmad, I Gusti Ayu Ketut Giantari</i>	44





Scientific & Literature Open Access Publishing

Homepage: <https://sloap.org/journals/index.php/irjmis/>