

## CONTENTS

**The Impact of the Anglophone Crisis on the Project Management Success of the HIV Free Project in the North West Region of Cameroon** **1-8**

Giyoh Gideon Nginyu, Tata Emma, Lukong Racheal

**The Assessment Report on the Concorde Jet Airliner** **9-14**

Fange Chen

**The Role of Brand Marketing Informatization in Enhancing the Competitiveness of the U.S. Manufacturing Industry** **15-22**

Xueping Wei

**The Effect of Fraud on Bank Financial Performance in Cameroon: Case Study of NFC Bank** **23-51**

Ayuk Takemeyang, Henry Jong Ketuma

**Impact of Corporate Digital Transformation on ESG Performance: An Empirical Study Based on A-Share Listed Companies in the Power Industry** **52-70**

Miaoyan Guan

**E-Procurement Adoption, E-Marketplace Participation and Firm Performance: A Study of Manufacturing Companies in Cameroon** **71-81**

Ayuk Takemeyang, Henry Jong Ketuma, Tambi Andison Akpor

**The Impact of Cloud-Based Solutions on Corporate Management Efficiency** **82-88**

Changshan Cui

**The Intelligent Human Resource Management System: Enhancing Corporate Talent Competitiveness** **89-95**

Shuang Liu

## CONTENTS

**Employee Relations Practices and Organisational Performance of Hospitality Firms in Cross River State, Nigeria** **96-108**

Owan Stephen Ndoma, Lawal Suleiman Gbenga, Eze Prince Obiora, Aniema Cyril Omin Omin Okima, Chenui Armand Phobuh, Abang George Ndifon, Yalo Idenyi Okpanachi

**Research on the Strategic Application of Management Information Systems for Improving Corporate Competitiveness** **109-115**

Nanhong Li