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Multinationals and Global Consumers - T. Chan 2013-11-14

International business (IB) research on Asian firms is on the rise, challenging conventional theories and providing opportunities for IB researchers to address several paradoxical issues such as ownership advantage and risk-returns. The book focuses on IB research in Asia and addresses some of these problems in several key areas of IB research. *InTraders 2019: Academic studies in social, human and administrative sciences* - Hakan Murat ARSLAN 2020-01-29

The present study is an analysis of the connections established between the intercultural phenomenon and trade. Both intercultural contacts and commerce appeared and developed due to humans' mobility and their basis was exchange (either spiritual or material). Since the dawn of history people travelled a lot and exchanged knowledge and goods (for instance, silk was brought to Europe by two Byzantine monks from China, in 550 C.E.), so, travel generated interculturality and trade. Intercultural contacts can be positive (trade, for example) or negative (wars). One can say that interculturality is a trait of the human species. Many innovations in different fields spread due to intercultural exchange, globalisation is also based on cross-cultural or intercultural contacts. The Industrial Revolution and colonialism represented the main causes of the intensification of intercultural contacts which generated an increase in international trade. In contemporary human society, this kind of relationships is essential for development in any activity field. The globalised trade in nowadays world was generated by interculturality and World Trade Organization was founded to facilitate it and to create an international network; the technological evolution and the modern means of transport enhanced the relations between different cultures. Interculturality is an umbrella concept covering a diversity of domains: communication, religion, education, anthropology, literature etc. In this paper, we try to answer to the following question: "How can interculturality influence trade or vice versa?" by pointing out the main aspects of the analysed phenomena and their links. To accomplish this task we shall make use of the historical method and imagology.

Sport Consumer Behaviour - Daniel C Funk 2022-08-02

Now in a fully revised and updated second edition, this textbook offers a complete introduction to consumer behaviour in sport and recreation. Combining theory and cutting-edge research with practical guidance and advice, it helps students and industry professionals become more effective practitioners. Written by three of the world's leading sports marketing academics, the book covers all the key topics in consumer behaviour, including: • user experience and service design • segmenting consumer markets, building profiles, and branding • decision-making and psychological consequences • consumer motivation, constraints, and personalities • service quality and customer satisfaction • sociocultural and technological advancements influencing consumption This updated edition includes expanded coverage of key emerging topics such as technology (from streaming apps to wearables), e-sports and gamification, consumer research, brand architecture, consumer decision making, and fan attitudes. Including international examples throughout, it helps the reader to understand customer motivation and how that drives consumption and how design-relevant factors influence user experiences and can be used to develop more effective marketing solutions. This book is an invaluable resource for anyone involved in the sport, recreation, and events industries, from students and academics to professional managers. An accompanying eResource provides quizzes exclusively for instructors to assist student learning.

Psychology and Work Today, 10th Edition - Duane P. Schultz 2020-07-24

For undergraduate-level courses in Industrial and Organizational Psychology, Business Psychology, Personnel Psychology and Applied

Psychology. Psychology and Work Today provides an invaluable foundation for anyone entering today's global business and industrial world. This informative, sophisticated, and entertaining text teaches students about the nature of work in modern society. By focusing on the practical and applied rather than the scientific ideal, the authors demonstrate how industrial-organizational psychology directly impacts our lives as job applicants, trainees, employees, managers, and consumers.

Consumer Behaviour in Asia - Hellmut Schütte 2016-07-27

Success in the Asian market is crucial to many firms. Yet many marketing strategies are based on a 'western' perspective of what consumers want and respond to. In *Consumer Behaviour in Asia*, the authors argue that Asian culture is so fundamentally different to Western Culture that existing consumer behaviour concepts cannot be applied to Asian consumers. In this book the authors outline and explain these differences and put forward modifications to many well-known consumer behaviour concepts. *Consumer Behaviour in Asia* shows how firms need to modify their marketing strategies in such areas as segmentation, positioning and the marketing mix in order to successfully penetrate these markets.

Fashion Marketing - Mike Easey 2009-03-16

'Clothing that is not purchased or worn is not fashion' (to paraphrase Armani) Knowledge of marketing is essential to help ensure success and reduce the risk of failure in fashion. For the designer starting up in business, this book offers a guide to the major decisions that will enable you to fulfil your creative potential and be a financial success: What are the major trends we should be monitoring?; How should we set our prices?; What is the most effective way to get our message across about the new product range?; Which colour-wash will be the most popular with buyers? Marketing is now a firmly established element of most fashion and clothing courses. *Fashion Marketing* is written to meet students' requirements and has many features making it essential reading for anyone involved in the fashion and clothing business: • deals with contemporary issues in fashion marketing • up-to-date examples of global good practice • exclusively about fashion marketing • a unique contribution on range planning with a practical blend of sound design sense and commercial realism • a balance of theory and practice, with examples to illustrate key concepts • clear worked numerical examples to ensure that the ideas are easily understood and retained • over 50 diagrams • a glossary of the main fashion marketing terms and a guide to further reading • a systematic approach to fashion marketing, not hyperbole or speculation. The new edition has been updated throughout with new material on different promotional media, visual marketing and international marketing research; and new coverage of internal marketing, supply chain management, international marketing communications as well as the role of the internet. See www.blackwellpublishing.com/easey for supporting pack for tutors, including PowerPoint slides for each chapter plus ideas and exercises for seminars.

Handbook of Research on the Impact of Fandom in Society and Consumerism - Wang, Cheng Lu 2019-10-25

Fans of specific sports teams, television series, and video games, to name a few, often create subcultures in which to discuss and celebrate their loyalty and enthusiasm for a particular object or person. Due to their strong emotional attachments, members of these fandoms are often quick to voluntarily invest their time, money, and energy into a related product or brand, thereby creating a group of faithful and passionate consumers that play a significant role in multiple domains of contemporary culture. The *Handbook of Research on the Impact of*

Fandom in Society and Consumerism is an essential reference source that examines the cultural and economic effects of the fandom phenomenon through a multidisciplinary lens and shapes an understanding of the impact of fandom on brand building. Featuring coverage on a wide range of topics such as religiosity, cosplay, and event marketing, this publication is ideally designed for marketers, managers, advertisers, brand managers, consumer behavior analysts, product developers, psychologists, entertainment managers, event coordinators, political scientists, anthropologists, academicians, researchers, and students seeking current studies on the global impact of this particularly devoted community.

Global Consumer Behavior - Chantal Ammi 2013-03-01

Globalization is a leading force for industry worldwide, especially the new technology sector. This presents both problems and opportunities in the emergence of a new type of consumer and the effects of globalization on industry in terms of culture, economics, marketing, and social issues at every scale from local to global. The main aim of the book is to enhance the reader's knowledge - especially from a multidisciplinary perspective rather than from an individual functional perspective - of international consumer behaviour. It also explores the role of globalization in the evolving world of the new technology sector and provides an overview of the development of international consumer behavior from historical, geographical and social perspectives, while focusing on new technology products and services. Professionals, students and researchers working in the fields of new technologies and information and communication technologies (ICT) as well as specialists of marketing and management are the target audience for this book. At the same time, the book will be pitched at a level so as to also appeal to a more general readership interested in globalization.

Handbook of Research on Effective Advertising Strategies in the Social Media Age - Ta?k?ran, Nurdan Öncel 2015-02-28

Social media pervades people's awareness and everyday lives while also influencing societal and cultural patterns. In response to the social media age, advertising agents are creating new strategies that best suit changing consumer relationships. The Handbook of Research on Effective Advertising Strategies in the Social Media Age focuses on the radically evolving field of advertising within the new media environment. Covering new strategies, structural transformation of media, and changing advertising ethics, this book is a timely publication for policymakers, government officials, academicians, researchers, and school practitioners interested in furthering their research exposure and analyzing the rapidly evolving advertising sector and its reflection on social media.

Consumer Behaviour - Leon Schiffman 2013-10-15

A trusted resource for Consumer Behaviour theory and practice. Consumer Behaviour explores how the examination and application of consumer behaviour is central to the planning, development, and implementation of effective marketing strategies. In a clear and logical fashion, the authors explain consumer behaviour theory and practice, the use and importance of consumer research, and how social and cultural factors influence consumer decision making. The sixth edition of this Australian text provides expanded coverage of contemporary topics.

Critical Perspectives on Diversity, Equity, and Inclusion in Marketing - Gbadamosi, Ayantunji 2022-05-20

Marketers have attracted criticism from advocates of marketing ethics for not giving equal attention to all consumers. In other contexts, other nomenclatures such as "less privileged" or "low-income consumers" are being used to describe consumers. However, a critical view of the scope of the disadvantaged consumers shows that it is beyond having limited income and encapsulates all forms of limitations that prevent full inclusion in marketplace opportunities. Critical Perspectives on Diversity, Equity, and Inclusion in Marketing focuses on exploring diversity, equity, and inclusion in marketing as related to individuals, groups, organizations, and societies. It provides insight into consumption practices, diversity, inclusion, limitations, and their theoretical and practical implications. Covering topics such as ethnic identity negotiation, marketing implications, and consumer vulnerability, this premier reference source is an eclectic resource for business leaders and managers, marketers, sociologists, DEI professionals, libraries, students and educators of higher education, researchers, and academicians.

Business Innovation and Development in Emerging Economies - Irwan Trinugroho 2019-05-22

Business Innovation driven by the advancement of technology has dramatically changed the business landscape over recent years, not only in advanced countries but also in emerging markets. It is expected that

business innovation could help achieve economic inclusion, which has been a global initiative over the last decade, creating opportunities for all people to benefit from the economic development. These proceedings provide an outlet for discussing the importance of business innovation, especially in emerging countries in helping to reach inclusive economies. The papers cover the subject areas management, accounting, finance, economics and social sciences.

Research Anthology on Business Strategies, Health Factors, and Ethical Implications in Sports and eSports - Management

Association, Information Resources 2020-11-27

From issues of racism to the severity of concussions to celebrity endorsements, the sports industry continues to significantly impact society. With the rise of eSports and its projection as the next billion dollar industry, it is vital that a multifaceted approach to sports research be undertaken. On one side, businesses are continually offering new methods for marketing and branding and finding the best ways to enhance consumer engagement and the consumer experience. On the other side, there has been progress and new findings in the physical fitness and training of the athletes themselves along with discussions on their psychology and wellbeing. This two-tiered approach to analyzing sports and eSports from a practical business perspective, along with a lens placed on the athletes themselves, provides a comprehensive view of the current advancements, technologies, and strategies within various aspects of the sports and esports industry. Research Anthology on Business Strategies, Health Factors, and Ethical Implications in Sports and eSports covers the latest findings on all factors of sports: the branding and marketing of sports and eSports, studies on athletes and consumers, a dive into the ethics of sports, and the introduction of eSports to the industry. This wide coverage of all fields of research recently conducted leads this book to be a well-rounded view of how sports are functioning in modern times. Highlighted topics include branding tactics, consumer engagement, eSports history and technologies, ethics and law, and psychological studies of athlete wellness. This book is ideal for sports managers, athletes, trainers, marketers, brand managers, advertisers, practitioners, stakeholders, researchers, academicians, and students interested working in the fields of sports medicine, law, physical education, assistive technologies, marketing, consumer behavior, and psychology.

Words that Sell - Richard Bayan 1987

"A thesaurus that works as hard as you do . . . you'll wonder how you ever managed without it." -- Advertising Age Listing more than 2,500 high-powered words, phrases, and slogans, Words That Sell is the ultimate reference for anyone who needs instant access to the key words that make the difference in selling. Arranged by category for handy reference, it covers everything from "snappy transitions" to "knocking the competition," from "grabbers" to "clinchers." There are 62 ways to say "exciting" alone; 57 variations on "reliable"! Whether you are selling ideas or widgets, Words That Sell guarantees the expert sales professional an expanded, rejuvenated repertoire and the novice a feeling of confidence. Features: Cross-referencing of word categories to stimulate creative thinking Advice on targeting words to your specific market Tips on word usage A thorough index A concise copywriting primer A special section on selling yourself The first real improvement to the thesaurus since Roget, Words That Sell is an indispensable guide to helping you find great words fast.

Cases on Consumer-Centric Marketing Management - Jham, Vimi 2013-07-31

As marketing strategies remain an essential tool in the success of an organization or business, the study of consumer-centered behavior is valuable in the improvement of these strategies. Cases on Consumer-Centric Marketing Management presents a collection of case studies highlighting the importance of customer loyalty, customer satisfaction, and consumer behavior for marketing strategies. This comprehensive collection provides fundamental research for professionals and researchers in the fields of customer relations, marketing communication, consumer research, and marketing analytics for insights into practical aspects of marketing in any organization.

Marketing Strategies for Higher Education Institutions:

Technological Considerations and Practices - Tripathi, Purnendu 2013-05-31

Although higher education institutes are not typically thought of as a business, colleges and universities utilize marketing strategies in order to compete for students. Information and communication technologies have enhanced and changed the nature and context of communication exchange, allowing for a broader range of competition. Marketing

Strategies for Higher Education Institutions: Technological Considerations and Practices provides different aspects of marketing management and technological innovations in all parts of education, including K-12, non-formal, and distance education. Highlighting research studies, experiences, and cases on educational marketing, this book is essential for educational planners, administrators, researchers, and marketing practitioners involved in all aspects of educational development.

Leadership and Personnel Management: Concepts, Methodologies, Tools, and Applications - Management Association, Information Resources 2016-02-17

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Strategic Marketing For Health Care Organizations - Philip Kotler 2021-02-17

A thorough update to a best-selling text emphasizing how marketing solves a wide range of health care problems. There has been an unmet need for a health care marketing text that focuses on solving real-world health care problems. The all new second edition of Strategic Marketing for Health Care Organizations meets this need by using an innovative approach supported by the authors' deep academic, health management, and medical experience. Kotler, Stevens, and Shalowitz begin by establishing a foundation of marketing management principles. A stepwise approach is used to guide readers through the application of these marketing concepts to a physician marketing plan. The value of using environmental analysis to detect health care market opportunities and threats then follows. Readers are shown how secondary and primary marketing research is used to analyze environmental forces affecting a wide range of health care market participants. The heart of the book demonstrates how health management problems are solved using marketing tools and the latest available market data and information. Since the health care market is broad, heterogenous, and interconnected, it is important to have a comprehensive perspective. Individual chapters cover marketing for consumers, physicians, hospitals, health tech companies, biopharma companies, and social cause marketing - with strategies in this last chapter very relevant to the Covid-19 pandemic. Each chapter gives readers the opportunity to improve marketing problem-solving skills through discussion questions, case studies, and exercises.

Consumer Behavior and Marketing Strategy - J. Paul Peter 1996

This work shows how the various elements of consumer analysis fit together in an integrated framework, called the Wheel of Consumer Analysis. Psychological, social and behavioural theories are shown as useful for understanding consumers and developing more effective marketing strategies. The aim is to enable students to develop skills in analyzing consumers from a marketing management perspective and in using this knowledge to develop and evaluate marketing strategies. The text identifies three groups of concepts - affect and cognition, behaviour and the environment - and shows how these they influence each other as well as marketing strategy. The focus of the text is managerial, with a distinctive emphasis on strategic issues and problems. Cases and questions are included in each chapter.

People and Products - Allan J. Kimmel 2015-03-05

By examining the interface between consumer behavior and new product development, *People and Products: Consumer Behavior and Product Design* demonstrates the ways in which consumers contribute to product design, enhance product utility, and determine brand identity. With increased connectedness and advances in technology, consumers and marketers are more closely connected than ever before. Yet consumer behavior texts often overlook the application of the subject to product design, testing, and success. This is the first book to explore this interface in detail, exploring such issues as: the attributes and qualities that consumers demand from products and services, and social and cultural forces to be aware of; design and form and how they facilitate product usage; technological developments and the ways they have changed how consumers interact with products; product disposal and sustainability; emerging and future trends in consumer behavior and product development and design. This exciting volume is relevant to anyone interested in marketing, consumer behavior, product development, technology, engineering, design, and brand management.

Consumer Behavior - Leon G. Schiffman 1978

Proceedings of the XVII International symposium Symorg 2020 - Dušan Starčević 2020-06-30

Ever since 1989, the Faculty of Organizational Sciences, University of Belgrade, has been the host of SymOrg, an event that promotes scientific disciplines of organizing and managing a business. Traditionally, the Symposium has been an opportunity for its participants to share and exchange both academic and practical knowledge and experience in a pleasant and creative atmosphere. This time, however, due the challenging situation regarding the COVID-19 pandemic, we have decided that all the essential activities planned for the International Symposium SymOrg 2020 should be carried out online between the 7th and the 9th of September 2020. We are very pleased that the topic of SymOrg 2020, "Business and Artificial Intelligence", attracted researchers from different institutions, both in Serbia and abroad. Why is artificial intelligence a disruptive technology? Simply because "it significantly alters the way consumers, industries, or businesses operate." According to the European Commission document titled Artificial Intelligence for Europe 2018, AI is a key disruptive technology that has just begun to reshape the world. The Government of the Republic of Serbia has also recognized the importance of AI for the further development of its economy and society and has prepared an AI Development Strategy for the period between 2020 and 2025. The first step has already been made: the Science Fund of the Republic of Serbia, after a public call, has selected and financed twelve AI projects. This year, more than 200 scholars and practitioners authored and co-authored the 94 scientific and research papers that had been accepted for publication in the Proceedings. All the contributions to the Proceedings are classified into the following 11 sections: Information Systems and Technologies in the Era of Digital Transformation Smart Business Models and Processes Entrepreneurship, Innovation and Sustainable Development Smart Environment for Marketing and Communications Digital Human Resource Management Smart E-Business Quality 4.0 and International Standards Application of Artificial Intelligence in Project Management Digital and Lean Operations Management Transformation of Financial Services Methods and Applications of Data Science in Business and Society We are very grateful to our distinguished keynote speakers: Prof. Moshe Vardi, Rice University, USA, Prof. Blaž Zupan, University of Ljubljana, Slovenia, Prof. Vladan Devedžić, University of Belgrade, Serbia, Milica Đurić-Jovičić, PhD, Director, Science Fund of the Republic of Serbia, and Harri Ketamo, PhD, Founder & Chairman of HeadAI ltd., Finland. Also, special thanks to Prof. Dragan Vukmirović, University of Belgrade, Serbia and Prof. Zoran Ševarac, University of Belgrade, Serbia for organizing workshops in fields of Data Science and Machine Learning and to Prof. Rade Matić, Belgrade Business and Arts Academy of Applied Studies and Milan Dobrota, PhD, CEO at Agremo, Serbia, for their valuable contribution in presenting Serbian experiences in the field of AI. The Faculty of Organizational Sciences would to express its gratitude to the Ministry of Education, Science and Technological Development and all the individuals who have supported and contributed to the organization of the Symposium. We are particularly grateful to the contributors and reviewers who made this issue possible. But above all, we are especially thankful to the authors and presenters for making the SymOrg 2020 a success!

Media and Convergence Management - Sandra Diehl 2013-05-24

Convergence has gained an enormous amount of attention in media studies within the last several years. It is used to describe the merging of formerly distinct functions, markets and fields of application, which has changed the way companies operate and consumers perceive and process media content. These transformations have not only led business practices to change and required companies to adapt to new conditions, they also continue to have a lasting impact on research in this area. This book's main purpose is to shed some light on crucial phenomena of media and convergence management, while also addressing more specific issues brought about by innovations related to media, technologies, industries, business models, consumer behavior and content management. This book gathers insights from renowned academic researchers and pursues a highly interdisciplinary approach. It will serve as a valuable reference guide for students, practitioners and researchers interested in media convergence processes.

International Business: Concepts, Methodologies, Tools, and Applications - Management Association, Information Resources 2016-03-17

Business transactions and partnerships across borders have become easier than ever due to globalization and global digital connectivity. As part of this shift in the business sphere, managers, executives, and strategists across industries must acclimate themselves with the

challenges and opportunities for conducting business globally. *International Business: Concepts, Methodologies, Tools, and Applications* presents the latest research innovations focusing on cross-cultural communications and training, international relations, multinational enterprises, outsourcing, international business strategies, and competitive advantage in the global marketplace. This publication is an exhaustive multi-volume work essential to academic and corporate libraries who serve researchers, scholars, business executives and professionals, and graduate-level business students.

Digital Disruption in Marketing and Communications - Edoardo Magnotta 2019-10-30

This book sets out the new frontier of marketing and communication through real case histories. Companies must rethink their traditional approaches to successfully face the upcoming challenges. They must learn how to innovate and change things when they go well. New emerging technologies such as AI and IoT are the new frontiers of the digital transformation that are radically changing the way consumers and companies communicate and engage with each other. Marketing makes a company a change-maker, while communications tell the story to engage customers and stakeholders. The book introduces brand positioning (to match brand values and consumers' attributes), and brand as human being (to raise trust, loyalty and engagement among customers and stakeholders), through Enel X and its partnership with Formula E in the e-mobility case, and the PMI case (its disruptive effect on tobacco industry). After a deep analysis of the disruptive effects on business models of the digital transformation, the book explores digital communications through the Pietro Coricelli case (how a well-designed digital strategy can raise reputation and sales). The book also provides a new holistic approach and identifies a future leader, through the H-FARM case (how to disrupt business models and education). The book is aimed at researchers, students and practitioners, and provides an improved understanding of marketing and communications, and the evolution of the strategic, organisational, and behavioural model.

Service and Operations Management - Cengiz Haksever 2017-12-26

The purpose of this book is to provide cutting-edge information on service management such as the role services play in an economy, service strategy, ethical issues in services and service supply chains. It also covers basic topics of operations management including linear and goal programming, project management, inventory management and forecasting. This book takes a multidisciplinary approach to services and operational management challenges; it draws upon the theory and practice in many fields of study such as economics, management science, statistics, psychology, sociology, ethics and technology, to name a few. It contains chapters most textbooks do not include, such as ethics, management of public and non-profit service organizations, productivity and measurement of performance, routing and scheduling of service vehicles. An Instructor's Solutions Manual is available upon request for all instructors who adopt this book as a course text. Please send your request to sales@wspc.com.

Handbook of Research on Consumerism and Buying Behavior in Developing Nations - Gbadamosi, Ayantunji 2016-05-31

Having a grasp on what appeals to consumers and how consumers are making purchasing decisions is essential to the success of any organization that thrives by offering a product or service. Despite the importance of consumer knowledge and understanding, research-based insight into the buying patterns and consumption habits of individuals in emerging nations remains limited. The *Handbook of Research on Consumerism and Buying Behavior in Developing Nations* takes a critical look at the often overlooked opportunities available for driving consumer demand and interest in developing countries. Emphasizing the power of the consumer market in emerging economies and their overall role in the global market system, this edited volume features research-based perspectives on consumer perception, behavior, and relationship management across industries. This timely publication is an essential resource for marketing professionals, consumer researchers, international business strategists, scholars, and graduate-level students.

The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World - Colin L. Campbell 2017-01-11

This volume includes the full proceedings from the 2011 World Marketing Congress held in Reims, France with the theme *The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World*. The focus of the conference and the enclosed papers is on marketing thought and practices throughout the world. This volume presents papers on various topics including marketing management, marketing strategy, and consumer behavior. Founded in 1971, the

Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the *Journal of the Academy of Marketing Science (JAMS)* and *AMS Review*. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Social Media Marketing: Breakthroughs in Research and Practice - Management Association, Information Resources 2018-05-04

In the digital age, numerous technological tools are available to enhance business processes. When these tools are used effectively, knowledge sharing and organizational success are significantly increased. *Social Media Marketing: Breakthroughs in Research and Practice* contains a compendium of the latest academic material on the use, strategies, and applications of social media marketing in business today. Including innovative studies on email usage, social interaction technologies, and internet privacy, this publication is an ideal source for managers, corporate trainers, researchers, academics, and students interested in the business applications of social media marketing.

Sport Consumer Behaviour - Kostas Alexandris 2016-07-18

All successful marketing strategies in sport or events must take into account the complex behaviour of consumers. This book offers a complete introduction to consumer behaviour in sport and events, combining theory and cutting-edge research with practical guidance and advice to enable students and industry professionals to become more effective practitioners. Written by three of the world's leading sports marketing academics, it covers a wide range of areas including: social media and digital marketing the segmentation of the sport consumer market service quality and customer satisfaction sport consumer personalities and attitudes the external and environmental factors that influence sport consumer behaviour. These chapters are followed by a selection of international case studies on topics such as female sport fans, college sports, marathons and community engagement. The book's companion website also provides additional resources exclusively for instructors and students, including test banks, slides and useful web links. As the only up-to-date textbook to focus on consumer behaviour in sport and events, *Sport Consumer Behaviour: Marketing Strategies* offers a truly global perspective on this rapidly-growing subject. This book is an invaluable resource for anyone involved in the sport and events industries, from students and academics to professional marketers.

Consumer Behavior - 2007

ISCONTOUR 2014 - Tourism Research Perspectives - Roman Egger 2014-05-02

Proceedings of the ISCONTOUR The aim of the International Student Conference in Tourism Research (ISCONTOUR) is thus to offer students a unique platform to present their research and to establish a mutual knowledge transfer forum for attendees from academia, industry, government and other organisations. The annual conference, which is jointly organised by the IMC University of Applied Sciences Krems and the Salzburg University of Applied Sciences, will take place alternatively at the locations Salzburg and Krems. The conference research chairs are Prof. (FH) Dr. Roman Egger (Salzburg University of Applied Sciences) and Prof. (FH) Mag. Christian Maurer (University of Applied Sciences Krems). The target audience include international students (also PhDs), graduates, teachers and lecturers from the field of tourism and leisure management as well as companies and anyone interested in the conference topic areas. Issues to be covered at the conference include the following areas within a tourism context: Marketing & Management Tourism Product Development & Sustainability Information and Communication Technologies

Hospitality and Tourism - Norzuwana Sumarjan 2013-11-18

Hospitality and Tourism - Synergizing creativity and innovation in research contains 116 accepted papers from the International Hospitality and Tourism Postgraduate Conference 2013 (Shah Alam, Malaysia, 2-3 September 2013). The book presents trends and practical ideas in the area of hospitality and tourism, and is divided into the sections below:-

Trends in E-Business, E-Services, and E-Commerce: Impact of Technology on Goods, Services, and Business Transactions - Lee,

In 2013-09-30

"This book offers insights into issues, challenges, and solutions related to the successful application and management aspects of electronic business, providing a comprehensive framework for researchers and practitioners in understanding the growing demand of e-business research"--Provided by publisher.

Handbook of Research on Economic Growth and Technological Change in Latin America - Christiansen, Bryan 2014-06-30

Investment in Latin America is continuously developing in complex patterns due to the region's increasing role in the global economy. The Handbook of Research on Economic Growth and Technological Change in Latin America helps readers to better understand the importance of Latin America in today's global economy. The book discusses the developments of investments involving Latin American Multinational Corporations (Multilatinas) within the region. This investment is having profound influences on the state of business, government, and technological development in Latin America, which are all explored in this reference publication for use by researchers, scholar-practitioners, business executives, students, and academicians.

Service Management - Cengiz Haksever 2013

Includes bibliographical references and index.

Consumer Behavior - Leon G. Schiffman 2010

Consumer Behavior explores how the examination and application of consumer behavior is central to the planning, development, and implementation of marketing strategies. Consumer Behavior: Its Origin and Strategic and Applications; Introduction to the Consumer Research Process; Market Segmentation; Consumer Motivation; Personality and Consumer Behavior; Consumer Perception; Consumer Learning; Consumer Attitude Formation and Change; Communication and Consumer Behavior; The Family and Its Social Class Standing; Influence of Culture on Consumer Behavior; Subcultures and Consumer Behavior; Cross Cultural and Global Consumer Behavior; Diffusion of Innovations; Consumer Decision Making and Beyond; Consumers Social Responsibility

and Green Marketing For readers interested in studying consumer behavior and/or marketing.

Exploring the Dynamics of Consumerism in Developing Nations -

Gbadamosi, Ayantunji 2019-01-11

As developing nations increase their consumption rate, their relevance in the global marketplace grows. Existing assumptions and postulations about consumer consumption in various societies are being displaced largely due to the dynamic nature of the market. However, research has not been adequately devoted to explore the developments in consumer behavior in developing nations, which has resulted in numerous unanswered questions. Exploring the Dynamics of Consumerism in Developing Nations provides vital research on consumer behavior in developing countries and changes in the socio-cultural dimensions of marketing. While highlighting topics such as celebrity influence, marketing malpractices, and the adoption of e-government, this publication is ideally designed for researchers, advanced-level students, policymakers, and managers.

Green Business: Concepts, Methodologies, Tools, and Applications - Management Association, Information Resources 2019-02-01

The issues of sustainability and corporate social responsibility have become vital discussions in many industries within the public and private sectors. In the business realm, incorporating practices that serve the overall community and ecological wellbeing can also allow businesses to flourish economically and socially. Green Business: Concepts, Methodologies, Tools, and Applications is a vital reference source for the latest research findings on the challenges and benefits of implementing sustainability into the core functions of contemporary enterprises, focusing on how green approaches improve operations. Highlighting a range of topics such as corporate sustainability, green enterprises, and circular economy, this multi-volume book is ideally designed for business executives, business and marketing professionals, business managers, academicians, and researchers actively involved in the business industry.

Consumer Behavior - Leon G. Schiffman 2007