

# Empowering leadership and innovative behaviour in the context of the hotel industry: Knowledge sharing as mediator and generational differences as moderator

Abdullah W. Jabid, Ahmad Yani Abdurrahman & Dudi Amarullah

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# Innovative Behaviour And Communication Editors Series In Marketing

**Iain MacRury, Danae Manika**



## **Innovative Behaviour And Communication Editors Series In Marketing:**

*Innovative Behavior and Communication* Thomas S. Robertson, 1971      **Towards a Sustainable Bioeconomy: Principles, Challenges and Perspectives** Walter Leal Filho, Diana Mihaela Pociovălișteanu, Paulo Roberto Borges de Brito, Ismar Borges de Lima, 2018-01-19 This book gathers contributions from scientists and industry representatives on achieving a sustainable bioeconomy. It also covers the social sciences, economics, business education and the environmental sciences. There is an urgent need to optimise and maximise the use of biological resources so that primary production and processing systems can generate more food, fibre and other bio-based products with less environmental impacts and lower greenhouse gas emissions. In other words, we need a sustainable bioeconomy, a term that encompasses the sustainable production of renewable resources from land, fisheries and aquaculture environments and their conversion into food, feed, fibre, bio-based products and bio energy, as well as related public goods. Despite the relevance of achieving a sustainable bioeconomy, there are very few publications in this field. Addressing that gap, this book illustrates how biological resources and ecosystems could be used in a more sustainable, efficient and integrated manner. In other words, how the principles of sustainable bioeconomy can be implemented in practice. Given its interdisciplinary nature, the field of sustainable bioeconomy offers a unique opportunity to address complex and interconnected challenges while also promoting economic growth. It helps countries and societies to make a transition and to use resources more efficiently and shows how to rely less on biological resources to satisfy industry demands and consumer needs. The papers are innovative, cross-cutting and include many practice-based lessons learned, some of which are reproducible elsewhere. In closing, the book prepared by the Inter University Sustainable Development Research Programme (IUSDRP) and the World Sustainable Development Research and Transfer Centre (WSD RTC) reiterates the need to promote a sustainable bioeconomy today.      Perspectives in Marketing, Innovation and Strategy Philip Kotler, Subhadip Roy, Satyajit Chakrabarti, Dipak Saha, Rabin Mazumder, 2023-09-29 This book provides guidelines for the pragmatic integration of new marketing tools and business strategies for managers, researchers and students to implement innovative strategies in various industries. Practical and actionable guidance is key to achieving high standards of strategic marketing across different organizations. This book offers a comprehensive overview of the application of diverse tools and strategic practices in the finance, e-commerce, fashion, entertainment and tourism industries, among others. It provides deep insights into consumer behaviour through extensive research and analysis in different sectors of business, especially during the COVID-19 pandemic, as well as industry perspectives on shifts in consumption practices. It assesses buying behaviour and trends, demographic classifications, operational practices and the integration of technology in marketing and strategy. Part of the Contemporary Management Practices series, this book will be useful to practicing managers, researchers and students who are interested in marketing, business studies, management studies, innovation and business strategy and communications.      **Case Studies in the Beer Sector** Roberta Capitello, Natalia Maehle, 2020-09-09

Case Studies in the Beer Sector investigates managerial and marketing dynamics in the beer sector. It explores the relevance of consumer science and its use as a tool for marketing strategies, putting special focus on small craft breweries. The book provides a variety of case studies from several countries to outline the global context within which the beer industry is developing. Real life examples on how innovation and differentiation strategies affect consumer perceptions of beer are included along with the relationship among breweries throughout the supply chain. Sections cover business strategy, sustainability, and how breweries are meeting the increasing demand for sustainable production processes. While this book provides a thorough reference for scholars and practitioners who work in the beer sector, it is also ideal for those studying business, agriculture, food engineering, technology, applied marketing, and business strategy. Investigates contemporary managerial and marketing dynamics in the beer sector. Explores the relevance of consumer science and its use as a tool for marketing strategies for both multinational players and small craft breweries. Includes case studies that provide the reader with real life examples on how to apply concepts discussed. Offers a global cross cultural perspective on the beer sector in different countries and continents. Marketing Innovation Strategies and Consumer Behavior Barbosa, Belem, 2024-04-09

In today's fast paced global marketplace, businesses grapple with the relentless demand for innovation in marketing strategies. The landscape is ever evolving, driven by digital advancements and shifting consumer behaviors, leaving companies scrambling to stay relevant. Academic scholars, educators, and managers face a formidable challenge: deciphering the complex web of trends and technologies shaping modern marketing while equipping themselves with actionable strategies to thrive in this dynamic environment. By delving into topics ranging from digital marketing and sustainability initiatives to data analytics and emerging technologies, *Marketing Innovation Strategies and Consumer Behavior* equips readers with the tools they need to survive and thrive in the modern marketplace. Its emphasis on real world case studies ensures practical relevance, while its theoretical underpinnings offer a solid foundation for academic inquiry. This book is an indispensable resource for scholars seeking to deepen their understanding of marketing innovation, providing actionable insights and strategic frameworks to navigate the complexities of the digital age with confidence and agility. *Handbook of Research on Management of Cultural Products: E-Relationship Marketing and Accessibility Perspectives* Aiello, Lucia, 2014-01-31. An integrated approach to investigate, create, and propose a model for the value creation of cultural products is essential in maintaining its connection with e-relationship marketing; this examination is important in recognizing a common perspective. *The Handbook of Research on Management of Cultural Products: E-Relationship Marketing and Accessibility Perspectives* examines the potential value of cultural products and how the support of new technologies can enable non-conventional and social media marketing relationships. This book aims to highlight an emerging subject area in the field of financial management, management of value creation, and marketing that will be essential for scientists, researchers, and practitioners. **Marketing** Michael Baker, 1998. *Marketing Managerial Foundations* provides students with a sound understanding of marketing theory and practice and does

so in an Australian and New Zealand context It is an introductory text that goes beyond the prescriptive approach It seeks to meet the needs of a discipline that is now accepted as a fundamental aspect of business and one which needs and deserves an academic base of context concept and application No theoretical stone is left unturned as good practice is supported by essential theoretical frameworks Students will find more discussion of the various arguments that provide views on the foundations and application of marketing Concepts such as relationship marketing are traced and explored The book provides a strong foundation for the study of marketing and is essential reading for the newcomer to marketing as well as being a valuable reference for the marketing professional

### **Innovation, Technology, and Market Ecosystems**

Rajagopal,Ramesh Behl,2019-09-13 This edited book brings together international insights for raising rich discussion on industrial growth in the twenty first century with a focus on the Industry 4 0 drive in the global marketplace which is driven by innovations technology and digital drives It delineates multiple impacts on business to business business to consumers the global local business imperatives and on the national economy The chapters critically analyze the convergence of technology business practices public policies political ideologies and consumer values for improving business performance in the context of Industry 4 0 developments This contribution will enrich knowledge on contemporary business strategies towards automation and digitization process in manufacturing services and marketing organizations The discussions across the chapters contemplate developing new visions and business perspectives to match with the changing priorities of industries in the emerging markets

### Technology, Sustainability and the Fashion Industry Annick Schramme,Nathalie

Verboven,2024-05-15 There is widespread rhetorical agreement that the fashion industry must get itself onto a more sustainable footing What does this mean in practice and how can sustainability be achieved in different regions around the world This book brings together expert scholars and reflective practitioners via a network of dialogue and exchange to help drive forward a sustainable future for the fashion industry With a focus on technological innovation the contributions to this book provide a range of case studies from design thinking through digital clothing and inclusive fashion This book will be of interest to researchers and scholars in the fields of circular business and the fashion industry and provides a unique resource for readers seeking to understand more about the need for responsible fashion and how technology might be able to help

*Catalog of the Communications Library, University of Illinois* University of Illinois at Urbana-Champaign. Library,1975

**Virtual Social Identity and Consumer Behavior** Natalie T. Wood,Michael R. Solomon,2014-12-18 The creation and expression of identity or of multiple identities in immersive computer mediated environments CMEs is rapidly transforming consumer behavior The various social networking and gaming sites have millions of registered users worldwide and major corporations are beginning to attempt to reach and entice the growing flood of consumers occupying these virtual worlds Despite this huge potential however experts know very little about the best way to talk to consumers in these online environments How will well established research findings from the offline world transfer to CMEs That s where Virtual Social

Identity and Consumer Behavior comes in Written by two of the leading experts in the field it presents cutting edge academic research on virtual social identity explores consumer behavior in virtual worlds and offers important implications for marketers interested in working in these environments The book provides special insight into the largest and fastest growing group of users kids and teens There is no better source for understanding the impact of virtual social identities on consumers consumer behavior and electronic commerce *Virtual Social Identity and Consumer Behavior* ,2009 **The Handbook of**

**International Advertising Research** Hong Cheng,2014-01-21 This timely handbook brings academic excellence to international advertising research in the form of 28 contributions from over 40 leading scholars The handbook s comprehensive treatment highlights existing knowledge reports major findings across the subject and recommends directions and agendas for future research Fills the existing gap between the rapid growth in scholarly research on international advertising and the pressing need for more high quality research in the area Covers 28 major areas in international advertising research with contributions from more than 40 international advertising scholars based in over 10 countries or territories Comprehensive treatment includes the history of international advertising audiences and media strategy and execution content effects regulation ethics and advertising education Highlights existing knowledge in international advertising reports major findings on a broad range of topics and offers expert recommendations on directions for future research Contributors represent the most highly respected academics among international advertising researchers

**Digital Advertising Evolution** Iain MacRury,Danae Manika,2024-12-27 This cutting edge text brings together a diverse range of scholars and practitioners to examine how digital has become the default space for advertising in practice communication and commercial process Providing a wide ranging and multi disciplinary account of a complex contemporary moment for promotional communications Digital Advertising Evolution charts recent and profound shifts in the advertising industry s working models and assumptions about media audience data research consumer practices and modes of persuasive promotional communication Innovations and new advertising formats including programmatic ads AI advergames memes branded content and influencers have transformed and reframed advertising theories and practices for a new generation Contributions examine major technological and cultural shifts in the advertising field considering how platforms have provoked a paradigm shift in the character and conceptual framework defining advertising This thorough analysis of the field critically explores key concepts genres campaigns history academic theories and major actors as well as governance regulation and ethics to provide a complete picture of the current state of the industry Written for a global readership Digital Advertising Evolution is ideal for advanced students and researchers of digital advertising and promotional cultures It will also be of interest to professionals seeking to reflect on the changing industry *Marketing in Creative Industries* Gabriele Troilo,2025-09-19 The challenges of delivering value in industries as diverse as music tourism visual arts heritage and cinema are different from those one might encounter in conventional commercial organisations This textbook addresses the

specific challenges of marketing in the creative industries and applies marketing theory to a wide range of international examples. Marketers in the creative industries create and deliver customer value through the experience of creativity. The creativity of producers in these worlds—artists, curators, athletes, for example—must be transformed into an experience for customers and consumers. The link between creativity, experience, and value informs and distinguishes the author's marketing model, a framework that gives students the analytical and decisional tools needed to succeed in careers in arts and cultural marketing. This vibrant textbook combines an innovative perspective on customer value theory with practical marketing strategies and detailed case studies. The text looks at a range of creative industries, analysing their similarities and recommending a suitable managerial model for effective marketing. *Marketing in Creative Industries* is an ideal textbook for undergraduate and postgraduate students taking modules in marketing for a specific creative cultural or arts context.

**Disruptive Technology and Business Continuity** Le Thanh Tung, Nguyen Hoang Sinh, Pham Ha, 2024-08-29. This book offers an up-to-date and comprehensive picture of the Vietnamese economy, which is the fast-growing economy in Southeast Asia. The country has invested heavily in education, health, and development infrastructure across the country. Progress in recent decades has been strong, and Vietnam has attracted significant relocation and outsourcing of production from The Organization for Economic Cooperation and Development (OECD) countries. In the recent years, much of the foreign direct investment from China has been channeled to Vietnam. The state's development policy has created optimal conditions for further expansion of production, supply chain, education, and finances. Investment in education, health, infrastructure, administration, and regulations is facilitating investment inflows, technology transfer, and spillover to the growing national companies. The educated young population and disciplined labor force have provided a strong basis for the growth of the economy. The high level of productivity, improved quality of products, low and competitive cost of production, and over 100 million people provide a strong base for a continuous economic growth. This edited volume brings together selected papers presented at The 5th International Conference on Business (ICB 2023), providing good insights into the features of the economy and its development potential. They provide an up-to-date overview and an empirical research-based picture of the recent trends in Vietnam's economic development. The book would be a useful read for educators, undergraduate and graduate students, domestic and foreign investors, government agencies, provincial and industrial sector decision makers, trade partners, libraries, individual researchers, and professional and practitioners. It helps to fill the gap in knowledge and inform development planners and investors about different sectors of the Vietnamese economy and its development potential.

Consumer Behaviour, 1st Australia and New Zealand Edition Ayalla Ruvio, Dawn Iacobucci, Valentyna Melnyk, Pauline Campbell, 2025-08-25      **Government Reports, Announcements & Index**, 1979      *Handbook of Research on Innovation and Development of E-Commerce and E-Business in ASEAN* Almunawar, Mohammad Nabil, Anshari, Muhammad, Ariff Lim, Syamimi, 2020-08-28. Business-to-consumer (B2C) and consumer-to-consumer (C2C) e-commerce transactions including social

commerce are rapidly expanding although e commerce is still small when compared to traditional business transactions As the familiarity of making purchases using smart devices continues to expand many global and regional investors hope to target the ASEAN region to tap into the rising digital market in this region The Handbook of Research on Innovation and Development of E Commerce and E Business in ASEAN is an essential reference source that discusses economics marketing strategies and mobile payment systems as well as digital marketplaces communication technologies and social technologies utilized for business purposes Featuring research on topics such as business culture mobile technology and consumer satisfaction this book is ideally designed for policymakers financial managers business professionals academicians students and researchers

*Sustainability, Innovation, and Consumer Preference* Ozen, Ercan, Singh, Azad, Taneja, Sanjay, Rajaram, Rajendra, Davim, J. Paulo, 2024-12-02 Digital platforms have transformed consumer behavior shaping how people discover explore and purchase products and services With the rise of social media e commerce sites and mobile applications consumers are more informed and connected These platforms allow for instant access to information and reviews while creating communities where users can share experiences and recommendations As a result traditional marketing strategies are evolving requiring brands to adapt to the fast paced digital landscape and engage with consumers in meaningful ways Understanding the influence of these platforms is essential for businesses that want to understand modern consumer behavior and build lasting customer relationships Sustainability Innovation and Consumer Preference delves into the intersection of digital technologies and circular economy principles highlighting how innovations in areas such as IoT AI blockchain and big data are transforming traditional business models into more sustainable resource efficient systems It explores the redesign of product life cycles the role of Industry 4 0 in sustainable manufacturing and the influence of digital platforms on consumer behavior This book covers topics such as automation technology social media and waste management and is a useful resource for computer engineers marketing professionals business owners economists academicians and researchers



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