

1. Record Nr.	UNINA9910337807603321
Titolo	Strategic Innovative Marketing : 6th IC-SIM, Pafos, Cyprus 2017 // edited by Damianos P. Sakas, Dimitrios K. Nasiopoulos
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2019
ISBN	3-030-16099-8
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (273 pages)
Collana	Springer Proceedings in Business and Economics, , 2198-7246
Disciplina	004 658.05
Soggetti	Information technology Business—Data processing Marketing Application software IT in Business Information Systems Applications (incl. Internet)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1. Managing consumers' negative comments in period of crisis. The case of the the Greek super markets -- Chapter 2. Perceived Corporate Social Responsibility and job satisfaction in a port logistics organization -- Chapter 3. Emotional exhaustion and perceived Corporate Social Responsibility: A case study of a port logistics organization -- Chapter 4. Public Sector Marketing in a period of crisis: perceptions and challenges for the public sector managers -- Chapter 5. Consideration of consumer behavior on environmental labeled agrifood products -- Chapter 6. Evaluation of the re-use of packaging in the food supply chain -- Chapter 7. Public policies and benchmarking in tourism as a key to success for destination -- Chapter 8. Customer Relationship Management & Social media in Greek Tourism -- Chapter 9. Tourism & Destination Marketing the case of Greece -- Chapter 10. Marketing Challenges of Sports Tourism Development in Destinations with Focus on Generation Y and Z -- Chapter 11. Local Food and Beverages as a Tool of Destination Marketing -- Chapter 12.

How to win with the use of creative thinking - the integration of theory and practice in tertiary education -- Chapter 13. Ambient media design as a tool of creation of new communication media -- Chapter 14. Implementation of current marketing communication tools into practice in the Czech and Slovak republic -- Chapter 15. Quo Vadis Advertisement Positives and negatives of current ad -- Chapter 16. European Class III Medical Devices: Strategic Considerations for Marketing in the Middle East -- Chapter 17. The analysis of the perceived usefulness of online communication tools when searching for SMEs -- Chapter 18. An empirical examination of innovation management system and financial performance -- Chapter 19. Assessing reputation of an enterprise as a socially responsible organization -- Chapter 20. Spontaneous Brand Awareness and Consumer Attitudes to Brands in the Czech Republic and Slovakia -- Chapter 21. A methodological approach for effective and sustainable strategic planning in Independent Authorities: the case of the Hellenic Ombudsman -- Chapter 22. Modeling and Simulation of the Strategic Use of the Internet Forum aiming at Business Success of High Technology Companies -- Chapter 23. Modeling the Strategy of Digital Communications -- Chapter 24. Partial Least Square Modeling Measurement & Technology Evaluation of Exporting Companies -- Chapter 25. Hospital Information Systems Planning: Strategic IT Alignment in Healthcare -- Chapter 26. Work-related Stress in Public Healthcare: A Case Study in Greece during economic crisis -- Chapter 27. Modeling and Simulation of the Strategic Use of Marketing in Search Engines for the Business Success of High Technology Companies -- Chapter 28. Modeling and Simulation of the Strategic Use of Social Media Networks in Search Engines for the Business Success of High Technology Companies -- Chapter 29. Modelling and simulation of pedestrian behaviour on museum exhibition spaces -- Chapter 30. Improving Website Usability and Traffic Based on Users Perceptions and Suggestions. A User-Centered Digital Marketing Approach -- Chapter 31. The problems of teaching and learning in a cross-cultural environment.

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## Sommario/riassunto

This proceedings volume highlights cutting-edge approaches for contemporary issues evolved in strategic marketing and the integration of theory and practice. It focuses on strategic research and innovative activities in marketing that can be used in everyday operations. The contributions have been divided into eight sections, grouping emerging marketing technologies together in a close examination of practices, problems and trends. The first section examines management challenges which influence societies, cultures, networks, organizations, teams, and individuals. It emphasizes ways business processes foster innovation and facilitate management transitions from dominant structures to more evolutionary, developmental paradigms. The second section discusses the benefits and guidelines to implementation of green marketing strategies. The following section pursues new perspectives of the role of location in marketing and its impact on consumer well-being. The next section explores the impacts of user generated content (UGC) on marketing theories and practice, which is followed by a section identifying how market-based assets can contribute to a sustainable competitive advantage. The sixth section covers understanding consumer perception to make marketing decisions. The final sections promote the use of business informatics and modeling in marketing and also the development of integrating information management in ways that change how people use information to engage in knowledge focused activities. The papers from the proceedings of the 6th International Conference on Strategic

Innovative Marketing (IC-SIM 2017) have been written by scientists, researchers, practitioners and students that demonstrate a special orientation in strategic marketing, all of whom aspire to be ahead of the curve based on the pillars of innovation. This proceedings volume shares their recent contributions to the field and showcases their exchange of insights on strategic issues in the science of innovation marketing.

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