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Nota di contenuto	Is Customer Perceived Value Impact on Bank Products Loyalty in Bangladesh? Investigate the Intervening Role of Satisfaction -- Corporate Entrepreneurship and Organizational Success: Strategic Flexibility as a Mediator in the Jordanian Pharmaceutical Industry --

Bridging Maqasid Al-Shariah and Maslow's Hierarchy of Needs Theory to Flexible Working Arrangements (FWAs) and Quality of Life -- Impulsivity and entrepreneurial fear of failure in a Muslim society: some insights from start-ups during crises in an emerging market economy -- Halal healthcare tourism in India: The road ahead -- Self-Regulating Behaviour in Social Media Use among Malaysian Muslim Consumers -- Perceptions of Halal: Students reflections from a field trip to a Trade Show -- Impact of internal marketing on organizational performance: the moderating role of employee commitment -- Integrated Effects of Marketing Stimuli on Customer Loyalty in Palestine Grocery Supply-Chain: Does Satisfaction Perform Mediating Role -- Determining factors affecting Muslim customer purchase intention to shop skincare online: a study in Indonesia -- Organizational justice, employee empowerment and innovative behavior in the post-COVID era: Evidence from SMEs in a Majority-Muslim country -- Empowerment, performance, breaking barriers, and success stories of female Emirati entrepreneurs in the United Arab Emirates -- Mapping and visualization of bitcoin future trends -- An empathetic elucidating on females merchandising behavioral approach -- Hedonistic Personality Factors in Cosmetics Advertising: An Empirical Research Study on Youth in Bengaluru City -- Educational and working status of unorganized sector labourers with special reference to women -- Towards Healthy and Immunity world: Awareness and Consumption of Millets and Millet-based products -- Islamic value and organizational ethics: a systematic literature review -- A Study to Assess the Impact of Demographic Factors on Narcissist, Necrophilia, and Sadistic Personality Disorder on Youth Watching Cosmetics Advertisements -- Understanding attitude towards entrepreneurial intention among Asnaf Gen Z in Sabah -- Fibonacci trading strategy -- Ta'awun and Human Resource Practices as SMEs' Marketing Agility Enablers -- East, West and the New World Order: Point of View.

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### Sommario/riassunto

This proceedings volume presents selected chapters from the 13th Global Islamic Marketing Conference, featuring contributions from renowned experts from around the world. The chapters offer an up-to-date overview of research and insights into Islamic business practices, with a specific focus on Islamic marketing and entrepreneurship strategies. Authored by experts hailing from diverse countries such as Malaysia, Indonesia, India, Pakistan, United Arab Emirates, Jordan, and Morocco, the chapters collectively provide a comprehensive understanding of the subject matter. Covering a wide range of topics including understanding Muslim consumer behavior and marketing, halal tourism and healthcare, entrepreneurship and business in Muslim societies, women empowerment and entrepreneurship, Islamic ethics and values in organizations, psychological factors and social issues, technology and future trends, and social and labor issues in Muslim societies, this book encompasses a global perspective on the subject matter. With the expertise and diverse backgrounds of the contributing authors, this book serves as an invaluable resource for researchers interested in delving into the intricacies of Islamic business practices. It also offers valuable insights and practical implications for business consultants seeking a deep understanding of conducting business in Islam-oriented regions. The collective knowledge and experiences shared by these renowned experts contribute to a comprehensive exploration of the topic, making this volume a significant contribution to the field of Islamic marketing and business studies.

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