

1. Record Nr.	UNINA9910751393003321
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Titolo	Research on Islamic Business Concepts : Proceedings of the 13th Global Islamic Marketing Conference, October 2022
Pubbl/distr/stampa	Singapore : , : Springer Singapore Pte. Limited, , 2023 ©2023
ISBN	9789819951185 9819951186
Edizione	[1st ed.]
Descrizione fisica	1 online resource (376 pages)
Collana	Springer Proceedings in Business and Economics Series
Altri autori (Persone)	AlserhanBaker DanaLéo-Paul ZeqiriJusuf TerziHasan BayirliMehmet
Disciplina	658.8
Soggetti	Consumer behavior Business ethics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Intro -- Preface -- Contents -- About the Editors -- 1 Halal Healthcare Tourism in India: The Road Ahead -- 1.1 Introduction -- 1.2 Medical Tourism -- 1.3 Halal Form of Medical Tourism -- 1.4 A Brief About Medical Tourism in India -- 1.4.1 Cases of Halal-Certified Hospitals in India -- 1.5 Opinion Survey of the Experts -- 1.6 Conclusion -- References -- 2 Impulsivity and Entrepreneurial Fear of Failure in a Muslim Society: Some Insights from Startups During Crises in an Emerging Market Economy -- 2.1 Introduction -- 2.2 Literature Review -- 2.2.1 Impulsivity and Subjective Vitality -- 2.2.2 Entrepreneurial Fear of Failure and Entrepreneurial Outcomes -- 2.2.3 Impulsivity and Fear of Failure -- 2.3 Methodology -- 2.3.1 The Sample, Data Collection, and Questionnaire Development -- 2.3.2 The Sample's Characteristics -- 2.4 Results -- 2.4.1 Common Method Bias -- 2.4.2 The Measurement Model -- 2.4.3 The Structural Model -- 2.5 Discussion -- 2.6 Conclusions -- 2.6.1 Further Research -- References -- 3 Self-regulating Behavior in Social Media Use Among Malaysian

Muslim Consumers -- 3.1 Introduction -- 3.2 Literature Review -- 3.2.1 Social Media -- 3.3 Methodology -- 3.4 Findings -- 3.4.1 Awareness of Ethical Codes Related to Social Media Use -- 3.4.2 Self-regulating Behavior in Social Media Use -- 3.4.3 Technical Mechanism -- 3.4.4 Good Ethical Practices -- 3.4.5 Value-Driven Approach -- 3.4.6 Tabayyun: Self-regulating Mechanism from Islamic Perspective -- 3.4.7 Parents as Role Models -- 3.4.8 Other Contextual Values -- 3.5 Discussion and Implication -- 3.6 Conclusion -- References -- 4 Bridging Maqasid Al-Shariah, Maslow's Hierarchy of Needs Theory to Flexible Working Arrangements (FWAs), Quality of Life -- 4.1 Introduction -- 4.1.1 Islamic versus Conventional View on Work and Quality of Life -- 4.1.2 Flexible Working Arrangements and Quality of Life. 4.2 Maqasid Al-Shariah and Maslow's Needs of Theory -- 4.2.1 Maslow's Needs of Theory -- 4.2.2 Maqasid Shariah -- 4.2.3 Differences between Maqasid Al-Shariah and Maslow's Hierarchy of Needs Theory -- 4.2.4 Bridging Maqasid Al-Shariah and Flexible Work in Attaining a Quality of Life -- 4.3 Conclusion -- References -- 5 Determining Factors Affecting Muslim Customer Purchase Intention to Shop Skincare Online: A Study in Indonesia -- 5.1 Introduction -- 5.2 Literature Review -- 5.2.1 S-O-R Theory (Stimulus-Organism-Response) -- 5.2.2 Prospect Theory -- 5.2.3 Information Quality of Online Reviews -- 5.2.4 Interface Quality of e-Marketplace -- 5.2.5 Customer Trust -- 5.2.6 Customer Enjoyment -- 5.2.7 Risks -- 5.2.8 Customer Purchase Intention -- 5.3 Methods -- 5.3.1 Research Instrument Design -- 5.3.2 Data Analysis Technique -- 5.3.3 Population and Data Collection -- 5.4 Results -- 5.4.1 Demographic Data of Respondents -- 5.4.2 Measurement Model Testing (Outer Model) -- 5.4.3 Structural Model Testing -- 5.5 Discussion -- 5.6 Conclusions -- References -- 6 Perceptions of Halal: Students Reflections from a Field Trip to a Trade Show -- 6.1 Introduction -- 6.2 Why Field Trips? -- 6.3 The Field Trip -- 6.4 Methodology and Findings -- 6.4.1 Pre-visit: Positive and Negative Concerns -- 6.4.2 Post-visit Reflections -- 6.5 Discussion and Conclusion -- References -- 7 Integrated Effects of Marketing Stimuli on Customer Loyalty in Palestine Grocery Supply-Chain: Does Satisfaction Perform Mediating Role? -- 7.1 Introduction -- 7.2 Literature Review -- 7.2.1 Customer Loyalty -- 7.2.2 Customer Satisfaction -- 7.2.3 Service Quality -- 7.2.4 Relationship Marketing -- 7.2.5 Branding and Brand Strategy -- 7.3 Methodology -- 7.4 Analysis and Discussion -- 7.4.1 Assessing Specified Measurement Model -- 7.4.2 Assessing Structural Equation Modeling (SEM). 7.4.3 Reliability and Validity -- 7.4.4 Hypotheses Testing -- 7.5 Conclusion -- 7.6 Implications and Recommendation -- 7.7 Limitations and Direction of Future Research -- References -- 8 Is Customer Perceived Value Impact on Bank Products Loyalty in Bangladesh? Investigate the Intervening Role of Satisfaction -- 8.1 Introduction -- 8.2 Literature Review -- 8.2.1 Theoretical Foundation -- 8.2.2 Perceived Value -- 8.2.3 Customer Satisfaction -- 8.2.4 Customer Loyalty -- 8.3 Hypothesis Development -- 8.3.1 Perceived Value and Customer Satisfaction -- 8.3.2 Perceived Value and Customer Loyalty -- 8.3.3 Satisfaction and Customer Loyalty -- 8.3.4 Perceived Value, Customer Satisfaction, and Customer Loyalty -- 8.3.5 Conceptual Framework of the Study -- 8.3.6 Research Methodology -- 8.4 Results and Discussion -- 8.4.1 Demographic Profile -- 8.4.2 Exploratory Factor Analysis (EFA) -- 8.4.3 Measurement Model -- 8.4.4 Testing Hypotheses -- 8.4.5 Mediation -- 8.5 Discussion -- 8.6 Conclusion and Implications -- References -- 9 Impact of Internal

Marketing on Organizational Performance: The Moderating Role of Employee Commitment -- 9.1 Introduction -- 9.2 Literature Review and Hypotheses Development -- 9.2.1 Organization Vision and Performance -- 9.2.2 Rewards and Compensation with Performance -- 9.2.3 Development and Training with Performance -- 9.2.4 The Moderating Role of Employee Commitment -- 9.3 Methodology -- 9.3.1 Demographic Analysis -- 9.4 Analysis and Results -- 9.4.1 Measurement Model -- 9.4.2 Structural Model -- 9.5 Discussion, Implications, and Conclusions -- 9.6 Future Studies -- References -- 10 Corporate Entrepreneurship and Organizational Success: Strategic Flexibility as a Mediator in the Jordanian Pharmaceutical Industry -- 10.1 Introduction -- 10.2 Literature Review -- 10.2.1 Corporate Entrepreneurship -- 10.2.2 Strategic Flexibility. 10.2.3 Organizational Success -- 10.2.4 The Relationship Between Variables -- 10.2.5 Research Model -- 10.3 Research Model -- 10.3.1 Research Methods and Design -- 10.3.2 Population and Sample -- 10.3.3 Data Collection Method -- 10.3.4 Measurement Tool -- 10.4 Results -- 10.4.1 Profile of Respondents -- 10.4.2 Descriptive Analysis -- 10.4.3 Measurement Model (Confirmatory Factor Analysis) -- 10.5 CFA of Independent Variables -- 10.6 CFA of the Dependent and the Mediator Variables -- 10.7 Construct Validity and Composite Reliability -- 10.8 Assessment of Discriminant Validity -- 10.8.1 Testing the Hypotheses -- 10.9 Testing of Direct Effect Main Hypotheses -- 10.10 Testing Direct Effect Sub-Hypotheses -- 10.11 Discussion -- 10.11.1 Summary of Findings -- 10.11.2 Theoretical Implication -- 10.11.3 Practical Implication -- 10.11.4 Suggestions for Further Research -- 10.11.5 Conclusion -- 10.11.6 Research Recommendation -- References -- 11 Organizational Justice, Employee Empowerment, and Innovative Behavior in the Post-COVID Era: Evidence from SMEs in a Majority-Muslim Country -- 11.1 Introduction -- 11.2 Literature Review -- 11.2.1 Innovative Behavior in the Workplace -- 11.2.2 Employee Empowerment -- 11.2.3 Organizational Justice -- 11.3 Hypothesis Development -- 11.3.1 Procedural Justice and Empowerment -- 11.3.2 Distributive Justice and Empowerment -- 11.3.3 Interactional Justice and Empowerment -- 11.3.4 Informational Justice and Empowerment -- 11.3.5 The Mediating Effect of Empowerment -- 11.4 Methods -- 11.4.1 Conceptual Model -- 11.4.2 Measurements -- 11.4.3 Data Collection and Sample -- 11.5 Analysis and Results -- 11.5.1 Measurement Model -- 11.5.2 Structural Model -- 11.6 Conclusions and Implications -- 11.6.1 Conclusions -- 11.6.2 Theoretical Implications -- 11.6.3 Practical Implications -- 11.7 Limitations and Further Research -- References.

12 Mapping and Visualization of Bitcoin Future Trends -- 12.1 Introduction and Literature Review -- 12.2 Methodology -- 12.3 Results -- 12.3.1 Publication Capacity and Trends Towards an Increase in Bitcoin Research Have Evolved -- 12.3.2 Top Authors and Journals -- 12.3.3 Collaboration Nations in Publishing -- 12.4 Discussion -- 12.4.1 Bibliometric Analysis: Mapping and Visualizing -- 12.5 Keyword Co-occurrence Analysis -- 12.5.1 Current and Future Trends Related to Bitcoin -- 12.6 Conclusion -- References -- 13 Understanding Attitude Towards Entrepreneurial Intention Among Asnaf Gen Z in Sabah -- 13.1 Introduction -- 13.2 Background Research -- 13.3 Literature Research -- 13.3.1 Generation Z -- 13.3.2 Need for Achievement and Attitude Towards Entrepreneurship Intention -- 13.3.3 Innovativeness and Attitude Towards Entrepreneurship Intention -- 13.3.4 Proactive and Attitude Towards Entrepreneurship Intention -- 13.3.5 Locus of Control Attitude Towards Entrepreneurship Intention -- 13.3.6 Risk-Taking Attitude Towards Entrepreneurship Intention --

13.3.7 The Influence of Attitudes on Entrepreneurial Intention -- 13.4 Methodology -- 13.5 Data Analysis -- 13.5.1 Respondents' Profile -- 13.6 Validity and Reliability -- 13.7 Structural Model -- 13.8 Discussion -- 13.9 Conclusion -- References -- 14 Marketing Strategy and Customer Lifetime Value in Our Current Time of Uncertainty and Distress-A Dynamic Industry Equilibrium Approach -- 14.1 Introduction -- 14.2 An Era of Economic and Geo-Political Turmoil -- 14.3 Our Approach -- 14.4 Related Literature -- 14.5 An Equilibrium Model of Customer Lifetime Value Strategies -- 14.6 The Computational Experiment -- 14.7 Discussion and Further Research -- 14.8 Conclusions -- References -- 15 Educational and Working Status of Unorganized Sector Laborers with Special Reference to Women -- 15.1 Introduction.
15.1.1 Objectives.

Sommario/riassunto

This book compiles research presented at the 13th Global Islamic Marketing Conference, focusing on Islamic business concepts. It features contributions from various scholars and practitioners in the field, exploring topics such as Islamic marketing strategies, consumer behaviors, and the integration of Islamic values in business practices. The editors aim to disseminate current findings and discussions in Islamic business to a global audience, contributing to the field's academic and practical knowledge. This volume is part of the Springer Proceedings in Business and Economics series, ensuring a high standard of scientific quality and relevance. The book caters to academics, researchers, and professionals interested in Islamic marketing and business practices.
