

1. Record Nr.	UNINA9910794530503321
Titolo	Coronavirus : impact and implications in muslim markets // Noha M. El-Bassiouny [and three others], guest editors
Pubbl/distr/stampa	Bradford : , : Emerald Publishing Limited, , 2021
ISBN	1-80117-775-9
Descrizione fisica	1 online resource (181 pages)
Collana	Journal of Islamic Marketing, , 1759-0833 ; ; Volume 12, Number 3
Disciplina	362.1962414
Soggetti	COVID-19 (Disease) - Social aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Cover -- More religious and moral world a happier one? Insights from an Islamic perspective in a post-COVID-19 world -- Panic buying or preparedness? The effect of information, anxiety and resilience on stockpiling by Muslim consumers during the COVID-19 pandemic -- Digital zak ah campaign in time of Covid-19 pandemic in Indonesia: a netnographic study -- Why do Muslims engage in adaptive worship behavior during the pandemic? The role of protection motives and religiosity -- Implementing 'cleanliness is half of faith' in re-designing tourists, experiences and salvaging the hotel industry in Malaysia during COVID-19 pandemic -- The effect of fake news in marketing halal food: a moderating role of religiosity -- Fundraising campaigns via social media platforms for mitigating the impacts of the COVID-19 epidemic -- Online hijab purchase intention: the influence of the Coronavirus outbreak -- The challenge of online privacy preservation in Muslim-majority countries during the COVID-19 pandemic -- Replacing exams with research papers: chronicles of a higher education institution (HEI) amidst COVID-19 pandemic -- The factors affecting student satisfaction with online education during the COVID-19 pandemic: an empirical study of an emerging Muslim country.