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Nota di contenuto	A brief review of bibliometric analysis use in marketing studies -- Geographic information system in hospitality: Spatial clustering of hotels based on marketing variables -- Analyzing the relationship between healthcare quality and patient satisfaction in the case of Spain. Some panel data evidence -- Sustainability in Marketing Education. Students attitudes at Iberian Universities -- Sustainability Teaching in Marketing: An Importance Performance Analysis in Higher Education Institutions -- Game-Based Learning through the Use of Artwork Images: Influence on the Perception of a Product -- Unveiling the Collaborative Dynamics of Clusters in En-hancing Cooperation for Green Marketing Initiatives: A Conceptual Model -- Nurturing Sustainability in Agricultural Firms: The Role of Relational Marketing with Stakeholders and the Moderating Influence of Firm´s Attitudes Towards Sustainability -- Why do we play golf? An exploratory research

-- Use of online shop chatbots: How trust in seller moderates brand preference and purchase intention.

Sommario/riassunto

As the marketing landscape continues to evolve, posing fresh challenges for both academics and practitioners, this book explores contemporary marketing issues, trends, challenges, and opportunities. Featuring papers presented at the first annual International Conference on Advanced Marketing Practice (ICOAMP) held in Almería, Spain in 2024, this open access book covers a broad range of topics focused analytics, measurements, and methodologies in marketing, health, medical and beauty decision-making; the impact of digital technologies on marketing management; marketing education; marketing oriented to operational data stores (ODS); non-profit marketing; marketing ethics (CSR) and social media, and digital marketing practices, among others. These topics are centered around three pivotal and interrelated themes: disruptions, diversity, and ethics, which are the cornerstones that drive our collective pursuit of understanding their impact on the world of marketing. It is imperative for modern businesses and marketers alike to grasp the intricacies of these factors and their implications. This book provides valuable contributions for marketing researchers and practitioners as well as managers of businesses in a wide range of industries.
