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Industrial Engineering, Management Science and Applications 2015 Mitsuo Gen 2015-05-18 This volume provides a complete record of presentations made at Industrial Engineering, Management Science and Applications 2015 (ICIMSA 2015), and provides the reader with a snapshot of current knowledge and state-of-the-art results in industrial engineering, management science and applications. The goal of ICIMSA is to provide an excellent international forum for researchers and practitioners from both academia and industry to share cutting-edge developments in the field and to exchange and distribute the latest research and theories from the international community. The conference is held every year, making it an ideal platform for people to share their views and experiences in industrial engineering, management science and applications related fields.

Exploring Proactive Market Strategies Harald Brege 2018-05-14 How can firms become more successful and achieve higher business performance? How can they manage more complex and dynamic markets and maintain a high competitiveness? The answer is: through a more proactive approach to managing the market and creating customer value. This thesis explores proactive market strategies, which are firm's proactive strategies for creating, communicating, and delivering superior value to their customers, thereby achieving superior business performance. Prior literature in market orientation has touched the area of proactiveness in firms' approach to the market, but never properly defines proactiveness and lacks a clear connection to actual firm activities. This, in order to better understand how firms can gain the performance benefits from proactiveness, this thesis sets out to explore what proactiveness in a market-strategic context entails and what proactive activities firms perform in implementing their proactive market strategies. The research is based on two papers, each detailing one of the two complementary branches of the research. The first paper presents the conceptual work, focusing on a typology of market-oriented strategic behaviors, which are important for understanding how firms can gain the potential performance benefits of market orientation and how they can achieve behavioral fit among their activities. The second paper presents the empirical work, focusing on the qualitative case study performed and the themes of proactiveness that emerged from it. These papers are then synthesized into a holistic view of proactive market strategies in the thesis. The thesis finds that proactiveness at the firm level in a marketing context means a firm is future-oriented, initiative-taking, change-inducing, and creative. With a basis in this definition and the extensive literature on market orientation, the thesis presents conceptual developments that are important for understanding proactiveness in market strategy, such as a framework for understanding market strategies through firm activities and one for identifying and categorizing different types of proactive activities. Furthermore, the thesis gives more detailed descriptions of the case firms and how their proactive activities help them achieve success. This results in a thorough exploration of proactive market strategies, which contributes to the marketing and strategic management literatures by clearly defining proactiveness, conceptualizing and describing proactive market strategies, and delineating proactive firm activities to better understand how firms are being proactive. In doing so, the thesis provides interesting directions for future research and presents interesting implications for managerial practice.

Enterprise and Economic Development in Africa Dina M. Nziku 2021-06-11 Presenting a topical analysis of the challenges and achievements of enterprise, Enterprise and Economic Development in Africa examines contributions to economic development on the continent, as well as exploring implications for policy dimensions.

ECRM 2017 16th European Conference on Research Methods in Business and Management Dr Anthony Buckley 2017

Marketing Tourism and Hospitality Richard George 2021-05-08 This textbook explores the fundamental principles of marketing applied to tourism and hospitality businesses, placing special emphasis on SMEs in the international tourism industry. It includes examples from a wide range of destinations, from emerging markets to high-income countries. Taking a comprehensive approach, the book covers the whole spectrum of tourism and hospitality marketing including destination marketing, marketing research, consumer behaviour, and digital and social media marketing. Practical in focus, it gives students the tools, techniques, and underlying theory required to design and implement successful tourism marketing plans. Chapters contain in-depth case studies, including companies like Marine Dynamics Shark Tours (South Africa), Reality Tours & Travel (Mumbai, India), and Makeover Tours (Turkey). Thematic case studies include 'Halal Tourism in Southeast Asia', and 'Marketing and Branding Rwanda'. These illustrate key concepts and theory, with definitions, key summaries, and discussion questions providing further insights. This textbook is ideal for undergraduate and postgraduate students looking for a comprehensive text with a practical orientation.

Impact of Economic Crisis on Education and the Next-Generation Workforce Ordóñez de Pablos, Patricia 2015-10-13 With the evolution of information technologies, mobile devices, and social media, educators must learn to build and utilize new forms of content delivery, new teaching methodologies for academics, and special learning environments tailored to the needs of adult students. Impact of Economic Crisis on Education and the Next-Generation Workforce provides comprehensive coverage on the complexities and challenges of the learning process in the context of higher education and the role information technologies can play in mobile and distance learning. Through this book, professors, students, politicians, policymakers, corporate leaders, senior general managers, managing directors, information technology directors, and managers will understand the evolution and needs of new labor markets, including challenges for education, higher education and reforms, mobile and distance learning in higher education, problems in the current labor market, and the role of faculty with respect to workforce training.

Excel 2019 for Advertising Statistics Thomas J. Quirk 2020-03-02 Newly revised for Excel 2019, this text is a step-by-step guide for students taking a first course in statistics for advertising and for advertising managers and practitioners who want to learn how to use Excel to solve practical statistics problems in the workplace, whether or not they have taken a course in statistics. Excel 2019 for Advertising Statistics explains statistical formulas and offers practical examples for how students can solve real-world advertising statistics problems. Each chapter offers a concise overview of a topic, and then demonstrates how to use Excel commands and formulas to solve specific advertising statistics problems. This book demonstrates how to use Excel 2019 in two different ways: (1) writing formulas (e.g., confidence interval about the mean, one-group t-test, two-group t-test, correlation) and (2) using Excel's drop-down formula menus (e.g., simple linear regression, multiple correlation and multiple regression, and one-way ANOVA). Three practice problems are provided at the end of each chapter, along with their solutions in an appendix. An additional practice test allows readers to test their understanding of each chapter by attempting to solve a specific practical advertising statistics problem using Excel; the solution to each of these problems is also given in an appendix. This latest edition features a wealth of new end-of-chapter problems and an update of the chapter content throughout.

Emerging Trends and Innovation in Sports Marketing and Management in Asia Leng, Ho Keat 2015-01-31 Once only associated with North America and Europe, formal athletic events are now becoming more prevalent in Asia as well. With the expansion of this industry, there is a need for efficient and strategic advertising to promote competitions, events, and teams. Emerging Trends and Innovation in Sports Marketing and Management in Asia brings together research and case studies to evaluate and discuss the effectiveness of current methodologies and theories in an effort to improve promotional activities and the organization of all aspects of the sports industry. This publication is an essential reference source for academicians, researchers, industry practitioners, and upper-level students interested in the theories and practices of sports marketing and management with a special focus on Asia.

Research Methods for Leisure, Recreation and Tourism, 2nd Edition Ercan Sirakaya-Turk 2017-04-13 Describing the fundamental elements of research methods for leisure, recreation and tourism, this new edition of a popular textbook is updated throughout. It covers the measurement of variables, sampling, questionnaire design and evaluation methods, and also a wider discussion of writing proposals, communicating research findings, cross-cultural research, and the use of new technologies in conducting research. Written by internationally renowned researchers in an accessible style, this book introduces both undergraduate and graduate students to the vital skills they will need to succeed in the leisure, recreation, tourism and hospitality industries.

Proceedings of the XIII International Symposium SymOrg 2012: Innovative Management and Business Performance Maja Levi-Jakšić 2012-06-03

Research Methods for Accounting and Finance Audrey Paterson 2016-10-04 Research Methods for Accounting and Finance is an essential text for accounting and finance students undertaking research for the first time. It demystifies the research process by providing the novice researcher with a must-have guide through all of the stages of the research process, from identifying a research topic to the finished project.

The Process of Internationalization in Emerging SMEs and Emerging Economies Hamid Etemad 2013-01-01 This book, the fourth volume in the McGill International Entrepreneurship Series, brings together 27 top scholars to explore the structural complexities, evolving relations and dynamic forces that are shaping a new system of multi-polar, multi-level international business relations. It examines entrepreneurial efforts and relations in different national and corporate cultures, each embedded in and also constrained by country-specific socio-economic structures and each vying for consumer attentions in competitive global markets. The new millennia has experienced much rapid change, much of it implicit, intangible and not covered by the headlines of the popular press. The bipolar business system of the 20th century that prioritized the relationship between firms and consumers of developed countries is giving way to an emerging multi-polar and multi-level international system that considers consumers and companies in developing economies as well. In this book, scholars from around the world analyze the nascent architecture and relations in this quickly evolving system. They explore the structural complexities, evolving relations, and dynamic forces that are shaping and re-shaping the new system and examine entrepreneurial efforts and relations that cement its structure. The chapters in this volume portray the operating conditions of firms across 14 emerging country environments and industries ranging from basic foods and information technology to complex business processes. Students and professors of international business, entrepreneurship, marketing and management studies will find this volume an indispensable addition to the literature.

Enacting Research Methods in Information Systems: Volume 3 Leslie P. Willcocks 2016-05-20 This edited three volume edition brings together significant papers previously published in the Journal of Information Technology (JIT) over its 30 year publication history. The three volumes of Enacting Research Methods in Information Systems celebrate the methodological pluralism used to advance our understanding of information technology's role in the world today. In addition to quantitative methods from the positivist tradition, JIT also values methodological articles from critical research perspectives, interpretive traditions, historical perspectives, grounded theory, and action research and design science approaches. Volume 1 covers Critical Research, Grounded Theory, and Historical Approaches. Volume 2 deals with Interpretive Approaches and also explores Action Research. Volume 3 focuses on Design Science Approaches and discusses Alternative Approaches including Semiotics Research, Complexity Theory and Gender in IS Research. The Journal of Information Technology (JIT) was started in 1986 by Professors Frank Land and Igor Aleksander with the aim of bringing technology and management together and bridging the 'great divide' between the two disciplines. The journal was created with the vision of making the impact of complex interactions and developments in technology more accessible to a wider audience. Retaining this initial focus, the JIT has gone on to extend into new and innovative areas of research such as the launch of JITC in 2010. A high impact journal, JIT shall continue to publish leading trends based on significant research in the field.

Symposium proceedings - XV International Symposium Symorg 2016 Ondrej Jaško 2016-06-03

Redesigning Higher Education Initiatives for Industry 4.0 Raman, Arumugam 2019-03-29 The Fourth Industrial Revolution is introducing automation technology into all major disciplines, including business, engineering, and education. Higher education institutions need to incorporate this digital transformation in order to remain competitive. Redesigning Higher Education Initiatives for Industry 4.0 is an essential reference source that discusses education strategies for human-computer interactions in an automated world and the role of education in conjunction with artificial intelligence and virtual technologies. Featuring research on topics such as e-learning, mobile devices, and artificial intelligence, this book is ideally designed for professionals, IT specialists, researchers, librarians, administrators, and educators.

Handbook of Research Methods in Corporate Social Responsibility David Crowther 2017-12-29 Corporate social responsibility now touches upon most aspects of the interaction between business and society. The approaches taken to research in this area are as varied as the topics that are researched; yet this is the first book to address the whole range of methods available. The book identifies the methods available, evaluates their use and discusses the circumstances in which they might be appropriate. It also includes forward-thinking guidance from experienced academics on the future directions of research in the area.

The Emerald Handbook of ICT in Tourism and Hospitality Azizul Hassan 2020-11-30 The Emerald Handbook of ICT in Tourism and Hospitality incorporates key research findings, in-depth case studies and discussion of the future implications stemming from technologies changes and developments across a number of core themes.

Handbook of Research on Scholarly Publishing and Research Methods Wang, Victor C. X. 2014-12-31 For faculty to advance their careers in higher education, publishing is essential. A competitive marketplace, strict research standards, and scrupulous tenure committees are all challenges academicians face in publishing their research and achieving tenure at their institutions. The Handbook of Research on Scholarly Publishing and Research Methods assists researchers in navigating the field of scholarly publishing through a careful analysis of multidisciplinary research topics and recent trends in the industry. With its broad, practical focus, this handbook is of particular use to researchers, scholars, professors, graduate students, and librarians.

Islam, Media and Education in the Digital Era Atie Rachmiate 2022-03-17 The proceedings of the Social and Humanities Research Symposium (SoRes) shares ideas, either research results or literature review, on Islam, media and education in the digital era. Some recent issues consists of innovative education in the digital era, new media and journalism, Islamic education, human wellbeing, marketing and fintech in terms of Islamic perspective, economic welfare, law and ethics. It is expected that the proceedings will give new insights to the knowledge and practice of social and humanities research. Therefore, such parties involved in social and humanities research as academics, practitioners, business leaders, and others will acquire benefits from the contents of the proceedings.

Risk Management Strategies in Public-Private Partnerships Obicci, Peter Adoko 2017-03-03 Governments around the globe are facing a new framework of service delivery as public-private partnerships become more prevalent. Characterized as an innovative tool for change, this area of socio-economic development is transforming the world economy. Risk Management Strategies in Public-Private Partnerships is an essential reference source for the latest scholarly research on recent developments on the relationships between public agencies and private sectors, and frameworks for effectively managing risk factors. Featuring extensive coverage on a wide variety of topics and perspectives such as service delivery, sustainability, and contractual design, this publication is ideally designed for policy makers, students, and professionals seeking current research on ways to manage problems and challenges in contractual partnerships.

Horizontal Collaboration in the Maritime Industry: Ports and Terminals Christian Schwab 2013-08-09 This study investigates horizontal collaboration initiatives of ports and terminals. It includes the identification of drivers, benefits and barriers. Moreover, it examines how collaboration initiatives can be managed effectively. At first a literature review has been conducted. Secondly, an in-depth case study based on semi-structured interviews with several organizations has been carried out. Both have been compared and discussed. The study confirmed several trends and factors of the existing literature, whilst at the same time new factors have been revealed and some factors have been refuted.

Understanding Digital Industry Siska Novriastanti 2020-02-25 These proceedings compile selected papers from presenters at the Conference: Managing Digital Industry, Technology and Entrepreneurship 2019 (CoMITE

2019) which was held on July 10-11, 2019. There are 122 papers from various universities and higher educational institutions in Indonesia and Malaysia. The main research topics in these proceedings are related to: 1) Strategic Management and Ecosystem Business, 2) Digital Technology for Business, 3) Digital Social Innovation, 4) Digital Innovation and Brand Management, 5) Digital Governance, 6) Financial Technology, 7) Digital and Innovative Education, 8) Digital Marketing, 9) Smart City, 10) Digital Talent Management, and 11) Entrepreneurship. All the papers in the proceedings highlight research results or literature reviews that will both contribute to knowledge development in the field of digital industry.

Business Communication: Essential Strategies for 21st Century Managers, 2nd Edition Shalini Verma 2014 This book Business Communication: Essential Strategies for Twenty-first Century Managers brings together application-based knowledge and necessary workforce competencies in the field of communication. The second edition utilizes well-researched content and application-based pedagogical tools to present to the readers a thorough analysis on how communication skills can become a strategic asset to build a successful managerial career. With the second edition, Teaching Resource Material in the form of a Companion Website is also being provided. This book must be read by students of MBA, practicing managers, executives, corporate trainers and professors. **KEY FEATURES** [] Learning Objectives: They appear at the beginning of each chapter and enumerate the topics/concepts that the readers would gain an insight into after reading the chapter [] Marginalia: These are spread across the body of each chapter to clarify and highlight the key points [] Case Study 1: It sets the stage for the areas to be discussed in the concerned chapter [] Case Study 2: It presents real-world scenarios and challenges to help students learn through the case analysis method [] Tech World: It throws light on the latest advancements in communication technology and how real-time business houses are leveraging them to stay ahead of their competitors [] Communication Snippet: It talks about real organizations/people at workplaces, their on-job communication challenges and their use of multiple communication channels to gain a competitive edge [] Summary: It helps recapitulate the different topics discussed in the chapter [] Review and Discussion Questions: These help readers assess their understanding of the different topics discussed in the chapter [] Applying Ethics: These deal with situation-based ethical dilemmas faced by real managers in their professional lives [] Simulation-based Exercise: It is a roleplay management game that helps readers simulate real managers or workplace situations, and thereby enables students to apply the theoretical concepts [] Experiential Learning: It provides two caselets, each followed by an Individual Activity and a Team Activity, based on real-time business processes that help readers []feel[] to []experience[] the concepts and theories they learn in the concerned chapter to gain hands-on experience [] References: These are given at the end of each chapter for the concepts and theories discussed in the chapter

ICLSSEE 2021 Meida Rachmawati 2021-05-05 This book contains the proceedings of The International Conference on Law, Social Science, Economics, and Education (ICLSSEE 2021). Where held on 6 Maret 2021 in Salatiga, Central Java. This conference was held in collaboration Nusantara Training and Research (NTR) with Borobudur University Jakarta and the Research and Development Agency of the Ministry of Home Affairs. The papers from these conferences collected in a proceedings book entitled: Proceedings of The International Conference on Law, Social Science, Economics, and Education (ICLSSEE 2021). The presentation of such conference covering multi disciplines will contribute a lot of inspiring inputs and new knowledge on current trending about: Law, Social Science, Economics, and Education. Thus, this will contribute to the next young generation researches to produce innovative research findings. Hopefully that the scientific attitude and skills through research will promote the development of knowledge generated through research from various scholars in various regions Finally, we would like to express greatest thankful to all colleagues in the steering committee for cooperation in administering and arranging the conference. Hopefully these seminar and conference will be continued in the coming years with many more insightful articles from inspiring research. We would also like to thank the invited speakers for their invaluable contribution and for sharing their vision in their talks. We hope to meet you again for the next conference of ICLSSEE.

Development of MSMEs in Developing Countries Stories from Asia, Africa and Latin America Tulus T.H. Tambunan 2019-05-17 Development of MSMEs in Developing Countries Stories from Asia, Africa and Latin Americas an excellent reference book of Economics and Business Study. It is a best book for researchers and person, who belongs to Economics and Business Study.

Mixed Methods Research for Improved Scientific Study Baran, Mette L. 2016-03-17 The clear division between quantitative and qualitative research methods becomes problematic when students begin conducting extensive research for the first time, often as part of a master's thesis or dissertation. In order to handle such complexities in the selection of research methods, a Mixed Methods Research (MMR) approach is one proposed solution. Mixed Methods Research for Improved Scientific Study seeks to demonstrate how mixed methods research designs can address a wide array of scientific questions across disciplines. Focusing on essential concepts and methods for a hybrid approach to quantitative and qualitative research methods for real-world implementation, this publication is ideally designed for students and researchers interested in refining their research skills as well as educators seeking to integrate research methods coursework into the graduate curriculum.

ITJEMAST 11(2) 2020 International Transaction Journal of Engineering, Management, & Applied Sciences & Technologies publishes a wide spectrum of research and technical articles as well as reviews, experiments, experiences, modelings, simulations, designs, and innovations from engineering, sciences, life sciences, and related disciplines as well as interdisciplinary/cross-disciplinary/multidisciplinary subjects. Original work is required. Article submitted must not be under consideration of other publishers for publications.

Recent Developments in Vietnamese Business And Finance Dong Phong Nguyen 2021-02-10 Recent Developments in Vietnamese Business and Finance, is the first volume in the series titled Vietnam and the Global Economy. This edited volume is a collection of papers presented at the International Conference on Business and Finance (ICBF) 2019, organized by the Institute of Business Research (IBR), University of Economics Ho Chi Minh City, Vietnam, and focuses on recent issues in business and finance with Vietnam as the main focus of study. The book covers various issues from innovation to gender equality and the banking sector, with analyses on the policies and managerial implications.

Advances in Accounting Education Anthony H. Catanach Jr. 2011-08-10 This volume presents relevant, readable articles dealing with accounting pedagogy at college/university level. It serves as a forum for sharing generalizable teaching approaches ranging from curricula development to content delivery techniques.

Business Research Methods William G. Zikmund 2009 This best-selling text continues in its eighth edition to provide the most current and comprehensive coverage of business research. Its student-friendly design contains numerous examples illustrating real-world research in management, marketing, finance, accounting, and other business areas. BUSINESS RESEARCH METHODS, 8E, International Edition is the ideal text for undergraduate and first year MBA courses in marketing, management, or quantitative studies.

Managing Learning Organization in Industry 4.0 Indira Rachmawati 2020-06-02 The proceedings of the 6th International Seminar & Conference on Learning Organization (ISLO) with the theme "Enhancing Organization's Competitiveness through Knowledge Sharing and Learning Culture in the 4.0 Era" provides research results from scientists, scholars and practitioners, exchanging information and discussing the latest issues related to topics such as Marketing, Human Resources, Industrial Behavior and Knowledge Management, Entrepreneurship and Strategic Management, IT and Operations Management Economics, Financial and Accounting. These papers will contribute to the enhancement of the organization's competitive advantage with technology serving as a supporting system for knowledge sharing and learning culture. These proceedings will be of interest to scholars, practitioners, government and the industry employees, taking part in increasing Global Competitiveness in the coming years.

Business Research Methods A South-asian Perspective William G. Zikmund 2013

Positioning and Branding Tourism Destinations for Global Competitiveness Hashim, Rahmat 2019-01-18 Market positioning and branding has evolved from a peripheral process in the marketing effort to a critical process in any strategic planning initiative. Effective positioning will result in a strong brand that develops an emotional and productive two-way relationship. Positioning and Branding Tourism Destinations for Global Competitiveness focuses on utilizing destination branding and content marketing for sustainable growth and competitive advantage within the tourism and hospitality industry, including tools and techniques for travel branding and best practices for better tourism management strategies. Featuring coverage on a broad range of topics such as hospitality, brand loyalty, and knowledge transfer, this book is ideally designed for industry professionals including those within the hotel, leisure, transportation, theme park, and food service sectors, policymakers, practitioners, researchers, and students.

How Do Businesses and Generations Maintain Its Legacy? Krakrafaa Thompson Tenent Bestman 2018-02-23 Employees exit an organization with 80% of the knowledge they have acquired without transferring it to others. This colossal loss of intellectual assets is even more in terms of parent to child legacy transfer. Several factors may have contributed to this immense generational memory loss. First, the knowledge seekers do not know what to do on how to influence the knowledge sources to share their skills and experiences and may not even understand the characteristics of the knowledge they intend to access from the knowledge sources. Second, these intellectual assets such as skills and experiences they intend to access give the knowledge sources their comparative advantage in the society and worst still, they are not on the pages of procedures or other documented format, but mainly domicile in the heads of the possessors and hence not visible to others. Third, people also regard their skills and experiences as invaluable intellectual assets and hence do not want to easily share it with others. These are some of the constraints knowledge seekers face, whether in an organization or the society while trying to access the information they require in creating value in their respective domains. Eventually, the legacies transferred to the knowledge seekers fall short of what would have been transferred if the knowledge seeker knows otherwise. This book bridges this gap by providing a strategic and systematic approach on how a knowledge seeker may apply social interaction variables and its hierarchical effect on knowledge transfer to influence a knowledge source to share his or her intellectual assets that he or she might not ordinarily be willing to share with any knowledge seeker.

Impact of Globalization and Advanced Technologies on Online Business Models Ho, Ree C. 2021-02-05 Online business has been growing progressively and has become the major business platform within the past two decades. The internet bulldozed the development of new business models and innovations that substantially changed the way businesses run today. This led to a growth of advanced technologies used in online business such as data analytics, machine learning, and artificial intelligence. With higher internet connectivity and the exponential growth of mobile devices, shopping processes and behaviors were significantly affected as people are consistently connected online. Consumers can easily gain helpful product information and retail competitor information in myriad online channels. This led to a profound effect on businesses where they began to invest in new technologies and business practices that aim to align with the effects of globalization. Given the rapid technology advancements, both businesses and customers are presently experiencing an exponential upsurge in the implementation of new business processes and models. Impact of Globalization and Advanced Technologies on Online Business Models explores the ever-changing field of running an online business and presents the current issues and challenges in online business triggered by global shifts in the online environment and technological changes. The chapters draw from a wide range of technologies used in today's digital marketplace as well as recent development and empirical researches on online consumer behavior. As such, this book aims to contribute new dimensions in managing advancements in online business triggered by global and technology transformation. This book is ideal for executives, managers, IT consultants, practitioners, researchers, academicians, and students interested in globalization and the new technologies affecting online business models.

Consumer Dilemma to Purchase Hybrid Car Kool Chung Leng 2020-06-30 As industrialisation continues to evolve, exacerbating environmental problems such as global warming and climate change have raised the concern across the globe. Road transport is primarily the most notable source of pollution in the world. With the sophistication in environmental technology, a variety of environmentally friendly products have been introduced in the market and hybrid vehicle is highly recommended. However, in Malaysia automotive market demand for hybrid vehicle is still considered very low compared to non-hybrid vehicles and thus to conduct a study on consumer's adoption toward hybrid car is timely. The study investigated the relationships between marketing mix (4Ps), environmental concern, governmental incentive and purchase intention of hybrid car in Malaysia. A total of 372 valid samples were collected using convenience sampling technique. The Structural Equation Modelling (SEM) by using Smart-PLS was employed to investigate the significance of individual path correlations, measurement model, and overall fit of structural model. The results of the study revealed that marketing mix (4Ps), governmental incentive, attitude, subject norm and perceived behavioural control showed a significant and positive relationship with hybrid car purchase intention. In addition environmental concern exhibits the moderation effect among those relationships.

Research Handbook on Entrepreneurship in Emerging Economies Paresha Sinha 2020-02-28 This Research Handbook offers contextualized perspectives on entrepreneurship in emerging economies. Emphasizing how national context profoundly shapes incentives for entrepreneurial efforts, chapters dissect the opportunities emerging from various institutions and social practices from the Middle East, North and Sub-Saharan Africa, Asia and Latin America. This Handbook is an ideal guide for researchers working on emerging economies, particularly those with an interest in global entrepreneurship.

Research Methods for Business and Management Kevin D O'Gorman 2014-09-30 A completely comprehensive overview of key research methods and the main choices available when undertaking a dissertation. It is a clear, concise and practical guide containing wealth of outstanding examples for each method covered.

Developing Successful Global Strategies for Marketing Luxury Brands Mosca, Fabrizio 2021-03-26 In recent times, the advent of new technologies, the concerns about sustainability, and the new tastes of the youngest generations of luxury consumers have affected the traditional dynamics of the luxury goods markets. These emerging issues have caused significant changes in the marketing of luxury goods. Sustainable development is not a new practice in the luxury market but is of increasing importance. The real challenge is for luxury companies to overcome the residual corporate social responsibility perspective to embrace a real integration of environmental, ethical, and social concerns into the corporate strategy. Integrated output and sustainable processes, the introduction of non-financial reporting as operational practice, and a new orientation to circular economy practices are emerging issues that still today request for a deeper exploration both on the academic and managerial point of view. Digitalization is another relevant issue that is reshaping the business model of luxury companies. Big data, blockchain, omnichannel experience, and digital customer experience represent the main digital challenges that luxury brand companies are facing nowadays. Luxury brands must keep up with these digital demands and sustainability concerns to maintain their position in the global market. Developing Successful Global Strategies for Marketing Luxury Brands upgrades the most relevant theoretical frameworks and empirical research about the marketing of luxury goods. This book is focused on contemporary issues affecting luxury industries such as digital transformation (blockchain, big data, analytics, innovation processes), sustainable development, changes in luxury consumers' behavior, integration between physical and online channels, and the development of social media marketing strategies. Chapters will cover areas of marketing, management, buyer behavior, and international business, creating a multidisciplinary approach for this book. This book is ideal for scholars, local government agencies and public bodies, managers, luxury business owners, along with practitioners, stakeholders, researchers, academicians, and students who are interested in emerging issues affecting the luxury market, such as sustainability and digital transformation.

Excel 2016 for Advertising Statistics Thomas J. Quirk 2017-12-29 This text is a step-by-step guide for students taking a first course in statistics for advertising and for advertising managers and practitioners who want to learn how to use Excel to solve practical statistics problems in the workplace, whether or not they have taken a course in statistics. Excel 2016 for Advertising Statistics explains statistical formulas and offers practical examples for how students can solve real-world advertising statistics problems. This book leaves detailed explanations of statistical theory to other statistics textbooks and focuses entirely on practical, real-world problem solving. Each chapter briefly explains a topic and then demonstrates how to use Excel commands and formulas to solve specific advertising statistics problems. This book gives practice in using Excel in two different ways: (1) writing formulas (e.g., confidence interval about the mean, one-group t-test, two-group t-test, correlation) and (2) using Excel's drop-down formula menus (e.g., simple linear regression, multiple correlation and multiple regression, and one-way ANOVA). Three practice problems are provided at the end of each chapter, along with their solutions in an Appendix. An additional Practice Test allows readers to test their understanding of each chapter by attempting to solve a specific practical advertising statistics problem using Excel; the solution to each of these problems is also given in an Appendix. · Includes 167 illustrations in color · Suitable for undergraduates or graduate students

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