

## Consumer Behavior Solomon 10th Edition

Materials Science for Dentistry has established itself as a standard reference for undergraduate and postgraduate courses in dentistry. It provides a fundamental understanding of the materials on which dentistry depends, covering those aspects of structure and chemistry which govern the behaviour and performance of materials in use. Particular materials discussed include gypsum, polymers, acrylic, cements, waxes, porcelain and metals. Other chapters review topics such as surfaces, corrosion, mixing, casting, cutting and bonding as well as mechanical testing. This edition, which adds a chapter on further aspects of mechanical testing, has been extensively revised with, for example, new material on condensation silicone and phosphate-bonded investment chemistries, mixing, MTATM and alternative radiographic imaging techniques. Now in its ninth edition, Materials Science for Dentistry continues its reputation as the most authoritative available reference for students of dentistry. It is also a valuable resource for academics and practitioners in the field. Offers a fundamental understanding of the materials on which dentistry depends, covering their structure and chemistry Extensively revised to keep it up-to-date with the latest developments This new edition continues its reputation as the most authoritative reference on dentistry

Having a grasp on what appeals to consumers and how consumers are making purchasing decisions is essential to the success of any organization that thrives by offering a product or service. Despite the importance of consumer knowledge and understanding, research-based insight into the buying patterns and consumption habits of individuals in emerging nations remains limited. The Handbook of Research on Consumerism and Buying Behavior in Developing Nations takes a critical look at the often overlooked opportunities available for driving consumer demand and interest in developing countries. Emphasizing the power of the consumer market in emerging economies and their overall role in the global market system, this edited volume features research-based perspectives on consumer perception, behavior, and relationship management across industries. This timely publication is an essential resource for marketing professionals, consumer researchers, international business strategists, scholars, and graduate-level students.

Consumers no longer simply "buy stuff" -- they forge their entire identities around a carefully selected set of brands. Consequently, they must become active participants in the development and marketing of products. This book details the factors that contribute to this continuing revolution, and reveals how companies can leverage their customers as an integral part of their branding and marketing strategies. It contains cutting-edge content, written in a lively, conversational style.

Consumer Behaviour in Action introduces marketing students to the fundamental concepts of consumer

behaviour in a contemporary context. The text provides a distinctly balanced approach as it balances theory with practical applications and research methods for understanding consumers. Practical examples and case studies provide global, regional and local industry examples. Research and insights from fields such as psychology, sociology and complex systems are included. Extended cases studies covering topics such as Nike, Cricket Australia, Target, and McDonalds in overseas markets, draw together each part of the book to bring together the themes discussed and encourage students to encourage a deeper understanding of the material. The accompanying enriched eBook and supplementary digital resources provides superior ready-to-use support for both students and lecturers.

Analyzing Children's Consumption Behavior: Ethics, Methodologies, and Future Considerations

Digital Marketing Strategies for Fashion and Luxury Brands

Critical Perspectives on Diversity, Equity, and Inclusion in Marketing

How to understand and apply the world's most powerful business tools

Handbook of Research on Consumerism and Buying Behavior in Developing Nations

CONSUMER BEHAVIOR combines a foundation in key concepts from marketing, psychology, sociology, and anthropology with a highly practical focus on real-world applications for today's business environment. The new edition of this popular, pioneering text incorporates the latest cutting-edge research and current business practices, including extensive coverage of social media influences, increased consumer power, emerging neuroscience findings, and emotion in consumer decision making. In addition, the Sixth Edition includes an increased emphasis on social responsibility and ethics in marketing. With even more real-world examples and application exercises, including new opening examples and closing cases in every chapter, CONSUMER BEHAVIOR provides a thorough, yet engaging and enjoyable guide to this essential subject, enabling students and professionals alike to master the skills they need to succeed. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Consumer Behavior explores how the examination and application of consumer behavior is central to the planning, development, and implementation of marketing strategies. Consumer Behavior: Its Origin and Strategic and Applications; Introduction to the Consumer Research Process; Market Segmentation; Consumer Motivation; Personality and Consumer Behavior; Consumer Perception; Consumer Learning; Consumer Attitude Formation and Change; Communication and Consumer Behavior; The Family and Its Social Class Standing; Influence of Culture on Consumer Behavior; Subcultures and Consumer Behavior; Cross Cultural and Global Consumer Behavior; Diffusion of Innovations; Consumer Decision Making and Beyond; Consumers Social Responsibility and Green Marketing For readers interested in studying consumer behavior and/or marketing.

Social media has become an integral part of society as social networking has become a main form of communication and human

interaction. To stay relevant, businesses have adopted social media tactics to interact with consumers, conduct business, and remain competitive. Social technologies have reached a vital point in the business world, being essential in strategic decision-making processes, building relationships with consumers, marketing and branding efforts, and other important areas. While social media continues to gain importance in modern society, it is essential to determine how it functions in contemporary business. The Research Anthology on Strategies for Using Social Media as a Service and Tool in Business provides updated information on how businesses are strategically using social media and explores the role of social media in keeping businesses competitive in the global economy. The chapters will discuss how social tools work, what services businesses are utilizing, both the benefits and challenges to how social media is changing the modern business atmosphere, and more. This book is essential for researchers, instructors, social media managers, business managers, students, executives, practitioners, industry professionals, social media analysts, and all audiences interested in how social media is being used in modern businesses as both a service and integral tool.

‘ Clothing that is not purchased or worn is not fashion ’ (to paraphrase Armani) Knowledge of marketing is essential to help ensure success and reduce the risk of failure in fashion. For the designer starting up in business, this book offers a guide to the major decisions that will enable you to fulfil your creative potential and be a financial success: What are the major trends we should be monitoring?; How should we set our prices?; What is the most effective way to get our message across about the new product range?; Which colour-wash will be the most popular with buyers? Marketing is now a firmly established element of most fashion and clothing courses. Fashion Marketing is written to meet students’ requirements and has many features making it essential reading for anyone involved in the fashion and clothing business:

- deals with contemporary issues in fashion marketing
- up-to-date examples of global good practice
- exclusively about fashion marketing
- a unique contribution on range planning with a practical blend of sound design sense and commercial realism
- a balance of theory and practice, with examples to illustrate key concepts
- clear worked numerical examples to ensure that the ideas are easily understood and retained
- over 50 diagrams
- a glossary of the main fashion marketing terms and a guide to further reading
- a systematic approach to fashion marketing, not hyperbole or speculation.

The new edition has been updated throughout with new material on different promotional media, visual marketing and international marketing research; and new coverage of internal marketing, supply chain management, international marketing communications as well as the role of the internet. See [www.blackwellpublishing.com/easey](http://www.blackwellpublishing.com/easey) for supporting pack for tutors, including PowerPoint slides for each chapter plus ideas and exercises for seminars.

Conquering Consumerspace: Marketing Strategies For A Branded World

Principles and Practice of SME Marketing

International Linkages and Indigenous Efforts

Global Branding: Breakthroughs in Research and Practice

Global Networks and Innovation in China

Research Anthology on Strategies for Using Social Media as a Service and Tool in Business

To survive in today's competitive and globalized business environment, marketing professionals must look to develop innovative methods of reaching their customers and stakeholders. Examining the relationship between culture and marketing can provide companies with the data they need to expand their reach and increase their profits. **Global Branding: Breakthroughs in Research and Practice** provides international insights into marketing strategies and techniques employed to create and sustain a globally recognized brand. Highlighting a range of pertinent topics such as brand communication, consumer engagement, and product innovation, this publication is an ideal reference source for business executives, marketing professionals, business managers, academicians, and researchers actively involved in the marketing industry.

Small and medium-sized enterprises (SMEs) dominate the market in terms of sheer number of organisations; yet, scholarly resource materials to assist in honing skills and competencies have not kept pace. This well renowned textbook guides students through the complexities of entrepreneurship from the unique perspective of marketing in SME contexts, providing a clear grounding in the principles, practices, strategies, challenges, and opportunities faced by businesses today. SMEs now need to step up to the terrain of mobile marketing and consumer-generated marketing and utilise social media marketing tools. Similarly, the activities of various stakeholders in SME businesses like start-up accelerators, business incubators, and crowdfunding have now gained more prominence in SME activities. This second edition advances grounds covered in the earlier edition and has been fully updated to reflect this new, dynamic business landscape. Updates include: A consideration of social media imperatives on SME marketing; Discussion of forms of capital formation and deployment for marketing effectiveness, including crowdfunding; Updated international case studies drawn from diverse backgrounds; Hands-on practical explorations based on real-life tasks to encourage deeper understanding. This book is perfect for students studying SMEs, Marketing and Enterprise at both advanced undergraduate and postgraduate levels, as well as professionals looking to obtain the required knowledge to operate their businesses in this increasingly complex and turbulent marketing environment.

**Strategic Marketing Management: Theory and Practice** offers a systematic overview of the fundamentals of marketing theory, defines the key principles of marketing management, and presents a value-based framework for developing viable market offerings. The theory presented stems from the view of marketing as a value-creation process that is central to any business enterprise. The discussion of marketing theory is complemented by a set of practical tools that enable managers to apply the knowledge contained in the generalized frameworks to specific business problems and market opportunities. The information on marketing theory and practice contained in this book is organized into eight major parts. The first part defines the essence of marketing as a business discipline and outlines an overarching framework for marketing management that serves as the

**organizing principle for the information presented in the rest of the book. Specifically, we discuss the role of marketing management as a value-creation process, the essentials of marketing strategy and tactics as the key components of a company's business model, and the process of developing an actionable marketing plan. Part Two focuses on understanding the market in which a company operates. Specifically, we examine how consumers make choices and outline the main steps in the customer decision journey that lead to the purchase of a company's offerings. We further discuss the ways in which companies conduct market research to gather market insights in order to make informed decisions and develop viable courses of action. Part Three covers issues pertaining to the development of a marketing strategy that will guide the company's tactical activities. Here we focus on three fundamental aspects of a company's marketing strategy: the identification of target customers, the development of a customer value proposition, and the development of a value proposition for the company and its collaborators. The discussion of the strategic aspects of marketing management includes an in-depth analysis of the key principles of creating market value in a competitive context. The next three parts of the book focus on the marketing tactics, viewed as a process of designing, communicating, and delivering value. Part Four describes how companies design their offerings and, specifically, how they develop key aspects of their products, services, brands, prices, and incentives. In Part Five, we address the ways in which companies manage their marketing communication and the role of personal selling as a means of persuading customers to choose, purchase, and use a company's offerings. Part Six explores the role of distribution channels in delivering the company's offerings to target customers by examining the value-delivery process both from a manufacturer's and a retailer's point of view. The seventh part of the book focuses on the ways in which companies manage growth. Specifically, we discuss strategies used by companies to gain and defend market position and, in this context, address the issues of pioneering advantage, managing sales growth, and managing product lines. We further address the process of developing new market offerings and the ways in which companies manage the relationship with their customers. The final part of this book presents a set of tools that illustrate the practical application of marketing theory. Specifically, Part Eight delineates two workbooks: a workbook for segmenting the market and identifying target customers and a workbook for developing the strategic and tactical components of a company's business model. This part also contains examples of two marketing plans—one dealing with the launch of a new offering and the other focused on managing an existing offering. Consumer behavior is becoming increasingly complex in the current global market. A broader understanding of the psychologically-driven motivation of consumers and characteristics of the consumer decision-making process is vital for effective customer engagement in the global economy. The Handbook of Research on Leveraging Consumer Psychology for Effective Customer Engagement provides current research on topics relevant to**

**consumer beliefs, feelings, attitudes, and intentions and how best to utilize this research improving consumer appeal and relationships. Emphasizing critical topics in the field of consumer behavior research, this publication is a comprehensive resource for marketing professionals, managers, retailers, advertising executives, scholars, and graduate-level students in marketing, psychology, and MBA programs.**

**Building Marketing Strategy**

**Social Media and Interactive Communications**

**Cases on Consumer-Centric Marketing Management**

**Synergizing Creativity and Innovation in Research**

**The New Chameleons**

**Entrepreneurship Marketing**

*This book sets out the new frontier of marketing and communication through real case histories. Companies must rethink their traditional approaches to successfully face the upcoming challenges. They must learn how to innovate and change things when they go well. New emerging technologies such as AI and IoT are the new frontiers of the digital transformation that are radically changing the way consumers and companies communicate and engage with each other. Marketing makes a company a change-maker, while communications tell the story to engage customers and stakeholders. The book introduces brand positioning (to match brand values and consumers' attributes), and brand as human being (to raise trust, loyalty and engagement among customers and stakeholders), through Enel X and its partnership with Formula E in the e-mobility case, and the PMI case (its disruptive effect on tobacco industry). After a deep analysis of the disruptive effects on business models of the digital transformation, the book explores digital communications through the Pietro Coricelli case (how a well-designed digital strategy can raise reputation and sales). The book also provides a new holistic approach and identifies a future leader, through the H-FARM case (how to disrupt business models and education). The book is aimed at researchers, students and practitioners, and provides an improved understanding of marketing and communications, and the evolution of the strategic, organisational, and behavioural model.*

*Hospitality and Tourism - Synergizing creativity and innovation in research contains 116 accepted papers from the International Hospitality and Tourism Postgraduate Conference 2013 (Shah Alam, Malaysia, 2–3 September 2013). The book presents trends and practical ideas in the area of hospitality and tourism, and is divided into the sections below: - Hospitality and tourism management - Hospitality and tourism marketing - Current trends in hospitality & tourism - Technology, advancement and innovation in hospitality and tourism - Green hospitality and tourism - Food service and food safety - Relevant areas in hospitality and tourism Hospitality and Tourism - Synergizing creativity and innovation in research will be useful to postgraduate students, academia and professionals involved in the area of hospitality and tourism. As marketing strategies remain an essential tool in the success of an organization or business, the study of consumer-centered behavior is valuable in the improvement of these strategies. Cases on Consumer-Centric Marketing Management presents a collection of case studies highlighting the importance of customer loyalty, customer satisfaction, and consumer behavior for marketing strategies. This comprehensive collection provides fundamental research for professionals and researchers in the fields of customer relations, marketing communication, consumer research, and marketing analytics for insights into practical aspects of marketing in any organization.*

*Although the world's poorest inhabited continent, Africa has recently shown signs of being a source of economic growth in the coming decades, with increased foreign investment - notably from China - and huge growth in GDP from a number of African states. In contrast to the heaving weight of books focusing on business opportunities in Asia, Eastern Europe and Latin America, Africa has been poorly served by academic publishing. This compendium of scholarship offers cutting-edge knowledge relating to business in Africa. The objectives of this collection include: To shed new light on the socio-cultural and historical underpinnings of business practice in Africa and their implications for promoting entrepreneurship and business behaviour in the region To consider the important constraints on business activities in Africa, and the emerging 'best practice' for redressing their real and potential impacts To facilitate a better understanding of contemporary business practice in Africa through the application of relevant theories and models, including emergent ones. The Routledge Companion to Business in Africa is a comprehensive reference resource that provides the perfect platform for embarking on research and study into Africa from the business perspective.*

*100+ management models*

**BUSINESS AND ARTIFICIAL INTELLIGENCE**

*The Routledge Companion to Business in Africa*

*Handbook of Research on Sustainable Development Goals, Climate Change, and Digitalization*

*Ethics, Methodologies, and Future Considerations*

*A Strategic and Organizational Approach*

This volume provides an outline of the changing landscape of international business and consumer behaviour, in the light of ongoing disruption caused by the COVID-19 pandemic. It highlights a number of key factors that have shaped (and continue to shape) the business world and society as a whole. Its focus is on identifying and explaining emerging trends in the field of business management and consumer behaviour, paying attention to the influence of context (both cultural context and corporate context) and generational belonging. This knowledge is needed for a better understanding of the changing world, and for developing digital products and services that meet the evolving needs of individuals and businesses.

Elif Yolbulan Okan and Selcen Ozturkcan examine marketing opportunities, market potential, and standardization and customization opportunities available within one of the fastest growing of the world's emerging economies—namely, the Turkish economy, which according to a recent PWC report could outstrip the Italian economy by 2030 in many areas.

**EBOOK: Marketing: The Core**

The extent to which social media can potentially add value within various service contexts is not well understood. While at a general level it would seem that direct and immediate interactive communication with customers and stakeholders would be of benefit in terms of general communications, the integration of new media alongside more traditional marketing activities is not without difficulty. Many organisations appear seduced by what new technological communication channels are capable of but evidence suggests that those same organisations may have limited sensitivity to the appropriateness of employing social media to add value to

the customers' service experience. Launching social media initiatives appears low cost and fairly straightforward, technically, but managing the subsequent interactions and engagement appropriately, and indeed profitably, can often be beyond a firm's resources and competencies. In this book the challenges of effectively managing interactive communications through social media is described in various service contexts, (e.g. healthcare, travel, small businesses) and within prevailing, yet ever more crucial marketing concepts, such as customer relationship management (CRM) and customer complaining behaviour. This book was originally published as a special issue of the Service Industries Journal.

Materials Science for Dentistry

Buying, Having, and Being

Proceedings of the International Student Conference in Tourism Research

Marketing Management in Turkey

Consumer Behavior

Marketing Strategies

*Marketing: Real People, Real Choices brings you and your students into the world of marketing through the use of real companies and the real-life marketing issues that they have faced in recent times. The authors explain core concepts and theories in Marketing, while allowing the reader to search for the information and then apply it to their own experiences as a consumer, so that they can develop a deeper understanding of how marketing is used every day of the week, in every country of the world. The new third edition is enhanced by a strong focus on Value Creation and deeper coverage of modern marketing communications practices.*

*Online shopping has become increasingly popular due to its availability and ease. As a result, it is important for companies that sell high-end products to maintain the same marketing success as companies selling more affordable brands in order keep up with the market. Digital Marketing Strategies for Fashion and Luxury Brands is an essential reference source for the latest scholarly research on the need for a variety of technologies and new techniques in which companies and brand managers can promote higher-end products. Featuring coverage on a broad range of topics and perspectives such as brand communication, mobile commerce, and multichannel retailing, this publication is ideally designed for managers, academicians, and researchers seeking current material on effectively promoting more expensive merchandise using technology.*

*100+ Management Models is an essential resource for managers at all levels. It gives an overview of each*



*of the most important business models in eight categories: sustainability, innovation, strategy, diversity, customers, human resources, benchmarking and leadership and analyses their strengths and weaknesses.*

*An exploration of the social psychology of consumer behaviour in relation to clothing, this title is based on up-to-date literature and research in the field, using everyday examples to illustrate concepts such as consumer dynamics, demographic subcultures and consumer perceptions.*

*Breakthroughs in Research and Practice*

*Marketing: Real People, Real Choices*

*Implications for Marketing Strategy*

*Fashion Marketing*

*ISCONTOUR 2014 - Tourism Research Perspectives*

*A service sector reflective on the challenges for practice and theory*

Solomon goes beyond the discussion of why people buy things and explores how products, services, and consumption activities contribute to shape people's social experiences.

This book is based on the behavioural intention of public transport passengers and the relationship between those factors in Indonesia. The conceptual model in this book explains behavioural intentions of paratransit passengers which can result in recommendations to unravel the complexity of the congestion problem from consumer behaviour perspective. Based on the results of survey research on behavioural intention of public transport users in Jabodetabek, Indonesia, the result of the study is presented in a model that describes the factors that influence. This book is recommended for academics who wish to gain knowledge about the phenomenon of consumer behaviour, for regulators whose duty is to make a decision and determine the strategic steps to overcome congestion and researchers who want to develop their knowledge and provide solutions related to congestion from the perspective of consumer behaviour.

After almost twenty years of internationalization, Chinese firms have shown their growing innovation capability through benefiting from global networks and domestic efforts. However, how Chinese firm innovation is facilitated at the international and domestic levels remains to be understood. This book investigates innovation in China from three aspects. First, starting at the international level, the effects of Chinese–foreign linkages in innovation are examined from the relationship view and the foreign ownership perspective. Second, before moving to the domestic level, the moderating role of global networks (e.g., global supply chain collaboration) is examined to understand the relationship between competition of unregistered firms and innovation of registered firms. Third, at the domestic level, innovation is studied from both upstream and downstream of the value chain: consumers' decision-making in innovative products and strategic choices, and environment constraints for product innovation. Collectively, this

book actively investigates innovation in China at international and domestic levels. It investigates how the global networks contribute to innovation in China and how domestic Chinese firms strengthen their innovation capability. The volume, thus, makes an important attempt to extend existing knowledge on this subject and provides new insights to scholars and practitioners. The chapters in this book were originally published as a special issue of International Studies of Management & Organization.

Consumer Behavior Buying, Having, and Being Pearson College Division

Leveraging Computer-Mediated Marketing Environments

EBOOK: Marketing: The Core

Post-COVID-19 Perspectives on International Business

Hospitality and Tourism

How to Connect with Consumers Who Defy Categorization

Public Transport Passengers' Behavioural Intentions

*Marketers have attracted criticism from advocates of marketing ethics for not giving equal attention to all consumers. In other contexts, other nomenclatures such as [?]less privileged[?] or [?]low-income consumers[?] are being used to describe consumers. However, a critical view of the scope of the disadvantaged consumers shows that it is beyond having limited income and encapsulates all forms of limitations that prevent full inclusion in marketplace opportunities. Critical Perspectives on Diversity, Equity, and inclusion in Marketing focuses on exploring diversity, equity, and inclusion in marketing as related to individuals, groups, organizations, and societies. It provides insight into consumption practices, diversity, inclusion, limitations, and their theoretical and practical implications. Covering topics such as ethnic identity negotiation, marketing implications, and consumer vulnerability, this premier reference source is an eclectic resource for business leaders and managers, marketers, sociologists, DEI professionals, libraries, students and educators of higher education, researchers, and academicians.*

*Proceedings of the ISCONTOUR The aim of the International Student Conference in Tourism Research (ISCONTOUR) is thus to offer students a unique platform to present their research and to establish a mutual knowledge transfer forum for attendees from academia, industry, government and other organisations. The annual conference, which is jointly organised by the IMC University of Applied Sciences Krems and the Salzburg University of Applied Sciences, will take place alternatively at the locations Salzburg and Krems. The conference research chairs are Prof. (FH) Dr. Roman Egger (Salzburg University of Applied Sciences) and Prof. (FH) Mag. Christian Maurer (University of Applied Sciences Krems). The target audience include international students (also PhDs), graduates, teachers and lecturers from the field of tourism and leisure management as well as companies and anyone interested in the conference topic areas. Issues to be covered at the conference include the following areas within a tourism context: Marketing & Management Tourism Product Development & Sustainability Information and Communication Technologies*

*Consumer behaviour is more than buying things; it also embraces the study of how having (or not having) things affects our lives and how possessions influence the way we feel about ourselves and each other - our state of being. The 3rd edition of Consumer Behaviour is presented in a contemporary framework based around the buying, having and being model and in an Australasian context. Students will be engaged and excited by the most current research, real-world examples, global coverage, managerial applications and ethical examples to cover all facets of consumer behaviour. With new coverage of Personality and incorporating real consumer data, Consumer Behaviour is fresh, relevant and up-to-date. It provides students with the best possible introduction to this fascinating discipline.*

*Reach the modern consumer who defies categorization and who expects brands to map to their unique habits, preferences and expectations.*

*Proceedings of the XVII International symposium Symorg 2020*

*Handbook of Research on Leveraging Consumer Psychology for Effective Customer Engagement*

*Exploring the Dynamics of Consumerism in Developing Nations*

*Consumer Behaviour in Action*

*Strategic Marketing Management: Theory and Practice*

*Consumer Behavior in Fashion*

As developing nations increase their consumption rate, their relevance in the global marketplace grows. Existing assumptions and postulations about consumer consumption in various societies are being displaced largely due to the dynamic nature of the market. However, research has not been adequately devoted to explore the developments in consumer behavior in developing nations, which has resulted in numerous unanswered questions. Exploring the Dynamics of Consumerism in Developing Nations provides vital research on consumer behavior in developing countries and changes in the socio-cultural dimensions of marketing. While highlighting topics such as celebrity influence, marketing malpractices, and the adoption of e-government, this publication is ideally designed for researchers, advanced-level students, policymakers, and managers.

Ever since 1989, the Faculty of Organizational Sciences, University of Belgrade, has been the host of SymOrg, an event that promotes scientific disciplines of organizing and managing a business. Traditionally, the Symposium has been an opportunity for its participants to share and exchange both academic and practical knowledge and experience in a pleasant and creative atmosphere. This time, however, due the challenging situation regarding the COVID-19 pandemic, we have decided that all the essential activities planned for the International Symposium SymOrg 2020 should be carried out online between the 7th and the 9th of September 2020. We are very pleased that the topic of SymOrg 2020, "Business and Artificial Intelligence", attracted researchers from different institutions, both in Serbia and abroad. Why is artificial intelligence a disruptive technology? Simply because "it significantly alters the way consumers, industries, or businesses operate." According to the European Commission document titled Artificial Intelligence for Europe 2018, AI is a key disruptive technology that has just begun to reshape the world. The Government of the Republic of Serbia has also recognized the importance of AI for the further development of its economy and society and has prepared an AI Development Strategy for the period between 2020 and 2025. The first step has already been made: the Science Fund of the Republic of Serbia, after a public call, has selected and financed twelve AI projects. This year, more than 200 scholars and practitioners authored and co-authored the 94 scientific and research papers that had been accepted for publication in the Proceedings. All the contributions to the Proceedings are classified into the following 11 sections: Information Systems and Technologies in

the Era of Digital Transformation Smart Business Models and Processes Entrepreneurship, Innovation and Sustainable Development Smart Environment for Marketing and Communications Digital Human Resource Management Smart E-Business Quality 4.0 and International Standards Application of Artificial Intelligence in Project Management Digital and Lean Operations Management Transformation of Financial Services Methods and Applications of Data Science in Business and Society We are very grateful to our distinguished keynote speakers: Prof. Moshe Vardi, Rice University, USA, Prof. Blaž Zupan, University of Ljubljana, Slovenia, Prof. Vladan Devedži?, University of Belgrade, Serbia, Milica ?uri?-Jovi?i?, PhD, Director, Science Fund of the Republic of Serbia, and Harri Ketamo, PhD, Founder & Chairman of HeadAI Ltd., Finland. Also, special thanks to Prof. Dragan Vukmirovi?, University of Belgrade, Serbia and Prof. Zoran Ševarac, University of Belgrade, Serbia for organizing workshops in fields of Data Science and Machine Learning and to Prof. Rade Mati?, Belgrade Business and Arts Academy of Applied Studies and Milan Dobrota, PhD, CEO at Agremo, Serbia, for their valuable contribution in presenting Serbian experiences in the field of AI. The Faculty of Organizational Sciences would to express its gratitude to the Ministry of Education, Science and Technological Development and all the individuals who have supported and contributed to the organization of the Symposium. We are particularly grateful to the contributors and reviewers who made this issue possible. But above all, we are especially thankful to the authors and presenters for making the SymOrg 2020 a success!

Now in a fully revised and updated second edition, this textbook offers a complete introduction to consumer behaviour in sport and recreation. Combining theory and cutting-edge research with practical guidance and advice, it helps students and industry professionals become more effective practitioners. Written by three of the world's leading sports marketing academics, the book covers all the key topics in consumer behaviour, including:

- user experience and service design
- segmenting consumer markets, building profiles, and branding
- decision-making and psychological consequences
- consumer motivation, constraints, and personalities
- service quality and customer satisfaction
- sociocultural and technological advancements influencing consumption

This updated edition includes expanded coverage of key emerging topics such as technology (from streaming apps to wearables), e-sports and gamification, consumer research, brand architecture, consumer decision making, and fan attitudes. Including international examples throughout, it helps the reader to understand customer motivation and how that drives consumption and how design-relevant factors influence user experiences and can be used to develop more effective marketing solutions. This book is an invaluable resource for anyone involved in the sport, recreation, and events industries, from students and academics to professional managers. An accompanying eResource provides quizzes exclusively for instructors to assist student learning. Social media has redefined the way marketers communicate with their customers, giving consumers an advantage that they did not have previously. However, recent issues in online communication platforms

have increased the challenges faced by marketers in developing and retaining their customers. Practitioners need to develop effective marketing communication programs that incorporate the meaningful forms of sociality into a customer-driven marketing program. Leveraging Computer-Mediated Marketing Environments discusses the nature of heightened interaction between marketers and consumers in the evolving technological environments, particularly on the central nature of online communities and other emerging technologies on dialogic engagement. Additionally, it aims to examine the relevant roles of online communities and emerging technologies in creating and retaining customers through effective dialogue management. Highlighting brand strategy, e-services, and web analytics, it is designed for marketers, brand managers, business managers, academicians, and students.

Sport Consumer Behaviour

Digital Disruption in Marketing and Communications

Paratransit in Jabodetabek-Indonesia

Consumer Behaviour

In recent years, the world has been changing considerably. Within the many obstacles, barriers, and opportunities, three significant challenges should be considered for the future planning of our territories and cities: seeking to achieve Sustainable Development Goals (SDG), facing climate change, and performing a shift towards digitalization.

Considering these three challenges, we can work toward a more sustainable future for the environment. The Handbook of Research on Sustainable Development Goals, Climate Change, and Digitalization elaborates on sustainability issues in the planning and development field regarding the environment. This text promotes understanding about the dynamics, challenges, and opportunities for the new decade regarding our common future planning. Covering topics such as circular economy, economic-ecological principles, and sustainable resilience, this book is essential for academicians, researchers, policymakers, environmentalists, scientists, technicians, decision makers, practitioners, and students.

To gain the most competitive edge, marketers must continually optimize their promotional strategies. While the adult population is a prominent target, there is significant market potential for young consumers as well. Analyzing Children's Consumption Behavior: Ethics, Methodologies, and Future Considerations presents a dynamic overview of the best practices for marketing products that target children as consumers and analyzes the most effective promotional strategies being utilized. Highlighting both the advantages and

challenges of targeting young consumers, this book is a pivotal reference source for marketers, professionals, researchers, upper-level students, and practitioners interested in emerging perspectives on children's consumption behavior.