



المؤتمر العالمي الثالث عشر للتسويق الإسلامي  
**13th Global Islamic Marketing Conference**  
**13. Küresel İslami Pazarlama Konferansı**

A Book based on the proceedings of the 13<sup>th</sup> Global Islamic Marketing Conference

# Advances in Islamic Business

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**International Islamic Marketing Association**



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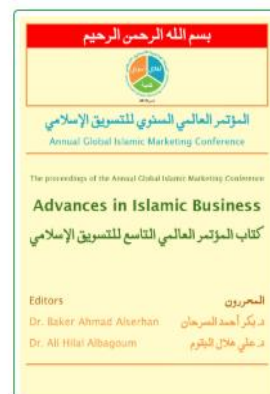
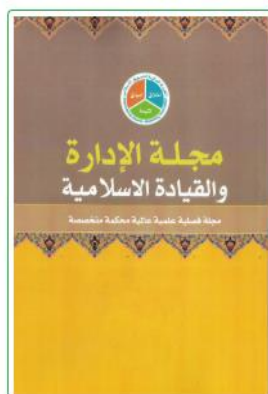
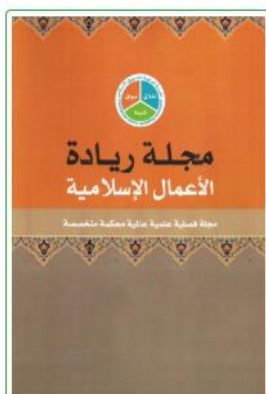
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# International Islamic Marketing Association



## Conference Program

In Person English PROGRAM. Tuesday Oct 18		
<b>Session 1. Opening</b>	Opening	Quran
<b>10:00 - 11:45</b>	GIMAC13 welcome Speech. Dr Bronwyn Aisha	UAEU
<b>Moderator: Dr. Hasan Terzi</b>	Prof Dr Omer Torlak	Istanbul Ticaret University
	Prof. Dr. Elcin Aykac Alp	Vice Rector. Istanbul Ticaret University
	His excellenct Prof Dr Mohammad Taleb Obeidat	Rector. Jadara University
	Prof Hani Dmour	Rector. Al albayt University
	Prof Remzi Altunışık	The Journey of Islamic Marketing Toward a Better Future
	Prof Ashraf Attia	Better Marketing for a Better World & Social Justice.
	Assoc Prof Dr Muhammet Ali Tiltay	Toward a Holistic View of Islamic Marketing
	Dr. Mahmut Sami İşlek	Need for Authentic Perspectives on Islamic Marketing
	<b>Group pictures</b>	<b>Group pictures</b>
<b>Coffee Break</b>		
<b>Session 2</b>	Prof Veland Ramadani	Entrepreneurial Marketing from an Islamic Perspective
<b>12:00 - 1:15</b>	Prof Ashraf Attia	The Black Lives Matter Movement: Antecedents, Social Media Marketing & Social Justice
<b>Session Chair: Prof Dr Bayram Zafer Erdogan</b>	Nazlida Muhamad. Shahidul Islam, Aisha Wood Boulanouar	Traits, Motivation, and Attitudes in Intention to Travel Abroad: A Cross Country Study
<b>Room: Main Hall</b>	Dr. Rıdvan Kocaman, Doç.Dr. Müjdat, Özmen, Prof. Dr. B. Zafer Erdoğan	Does Being Religious or Not Matter? A Qualitative Investigation of Community Fundraising Events
	Prof Dr Mubbsher Munawar Khan, Binish Mughal	CITIZENSHIP BEHAVIORS AT INDIVIDUAL LEVEL IN BOTH PUBLIC AND PRIVATE SECTORS: A COMPARATIVE STUDY IN PAKISTAN'S PERSPECTIVE
	Dr. Mahmut Sami İşlek, Dr. Nur Nadia Adjrina Kamaruddin	RELIGIOCENTRISM IN CONSUMPTION: A LITERATURE REVIEW
<b>Lunch 1:15- 2:15</b>		
<b>Session 3</b>		
<b>2:15- 3:15</b>	<b>Professor Jusuf Zekeri</b>	<b>SEM Workshop</b>
<b>Session Chair: Dr. Ghazala Khan</b>		



<b>Room: Main Hall</b>		
<b>5 minute break</b>		
<b>Session 4 A</b>	Mohammad M. Taamneh, Bilal Eneizan, Odai Enaizan, Abdallah Taamneh, Fathi Alshare	Impact of internal marketing on organizational performance: the moderating role of employee commitment
<b>3:20 - 4:40</b>	Dr. Nabila Azzam	FIBONACCI TRADING STRATEGY
<b>Session Chair: Prof. Mohammad M. Taamneh</b>	Ghazala Khan	Perceptions of Halal: Students reflections from a field trip to a Trade Show
<b>Room: Main Hall</b>	Youssef Chetoui, Yassine Errachid, Hind Lebdaoui	Organizational justice, employee empowerment and innovative behavior in the post-COVID era: Evidence from SMEs in a Majority-Muslim country
	Lennora Putit, Geetha Subramaniam, Siti Halijah Shariff, Jayalakshmy Ramachandran	The Mediating Role of Autonomy between Flexible Working Arrangements (FWAs) and Work-Life Balance: Empirical Insights on Malaysian Academics
<b>Session 4 B</b>	Dr. Ismaiel Abuamoud	Unemployment among the young and educated Jordanians: Socio-economic consequences
<b>3:20 - 4:40</b>	Mahmoud Awad Allah Daoud Amer	Halal Standards Implementation in Palestinian Food Sector: its Drivers and Impact on Performance
<b>Session Chair: Dr. Ismaiel Abuamoud</b>	Slim Hadoussa, Amina Amari, Fakher Jaoua,	Social media and national culture effects on Saudi Women online purchasing behavior regarding French luxury beauty products
<b>Room: A504</b>	Akhmad Mahbubi, Iping Ruspendi, Muhammad Syahdan Ibrohim	Mitigation and Recovery Strategy of Islamic Fintech In the Indonesian Agricultural Sector Post Covid-19 Pandemic
	Khawla Kassed Abdo	Mapping and visualization of bitcoin future trends
<b>Session 5</b>		
<b>5:00 - 6:00</b>	<b>Mustafa Aslan, Kürşad Özkaynar,</b>	<b>Shaping the Future Through Metaverse</b>
<b>Session Chair: ASSOC. Prof. Dr. Cihat KÖKSAL</b>		
<b>Room: Main Hall</b>		
<b>6:30 Dinner</b>	<b>Bus leaves at 6:00</b>	

### ONLINE English PROGRAM. Wednesday Oct 19. **Istanbul TIME ZONE**

Present ation time - Wednes	Research Title	Authors	C ou nt ry
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<b>day 19th Oct</b>			
<b>Session 1 A</b>	The impact of perceived value on customer loyalty towards private commercial banks in Bangladesh: The mediating role of customer satisfaction	Zohurul Anis, Ahasanul Haque, Nur Fariza Bt Mustofa, Md. Asadul Islam	Malaysia
<b>9:00 - 10:15</b>	<b>Risk management in Islamic Banks: Development of a measurement instrument</b>	<b>EL MEHDI KAIL</b>	Morocco
<b>Moderator: Dr. Hasan Terzi</b>	Study of Customer Awareness Regarding Green Banking in Punjab	Babita Singla, Jaheer Mukthar KP, Edwin Ramirez-Asis, Laura Rosa Nivin-Vargas, Willian Fernandez-Celestino, Nirmala MM	India
<b>Session Chair: Jaheer Mukthar KP</b>	<b>Impact of dogmatism on consumer's acceptability of covid-19 vaccination in developing countries</b>	<b>Muhammad Bilal, Ramish Zahoor, Rana Muhammad Ayyub</b>	Pakistan
<b>Zoom Link</b>	<a href="https://zoom.us/j/97742975849">https://zoom.us/j/97742975849</a>	<a href="https://zoom.us/j/97742975849">https://zoom.us/j/97742975849</a>	
<b>Meeting ID:</b>	977 4297 5849	977 4297 5849	
<b>Session 1 B</b>	Studying the Impact of Project Complexity on Cost Stability in High-Tech Industries in the MENA Region.	Rasha Abousamra, Osama Hosam, Roudaina Houjeir	UAE
<b>10:15 - 11:30</b>	DOES MUSLIM FEMALE CELEBRITIES NEED TO COVER UP IN ADVERTISEMENT? PERCEIVED SOURCE LIKEABILITY, SOURCE CREDIBILITY AND ADVERTISING EFFECTIVENESS	Syifah Lydia Matrantis, Vai Shiem Leong, Nazlida Muhamad	Brunei
<b>Moderator: Dr. Baker Alserhan</b>	AN EMPATHETIC ELUCIDATING ON FEMALES MERCHANDISING BEHAVIOURAL APPROACH	Dr.Jagannathan.K, Prof.Madhusudhanan.R, Prof.Opika.K, Dr.Sridevi.G	India
<b>Session Chair: Bharti Pandya</b>	THE PREMISE OF SELF-AUTHORSHIP DEVELOPMENT IN ONLINE AND HYBRID LEARNING EXPERIENCES AMONG UNDERGRADUATE AT THE UNIVERSITI UTARA MALAYSIA (UUM)	Kamarruddin, N. N. A.; Abaidah, T.N.A.T.; Hooi-Laing, Boo; Yong Bing, TOH	Malaysia
<b>Zoom Link</b>	<a href="https://zoom.us/j/98857922950">https://zoom.us/j/98857922950</a>	<a href="https://zoom.us/j/98857922950">https://zoom.us/j/98857922950</a>	
<b>Meeting ID:</b>	988 5792 2950	988 5792 2950	
<b>Session 2 A</b>	Determinants of the intention to adopt Murabaha financing among Muslim consumers: a structural equation modeling approach	Zakaria Belouali, Hind Lebdaoui, and Youssef Chetoui	Morocco

<b>10:15 - 11:30</b>	Leveraging New Media Technologies to Sustain Small and Medium Enterprises during Covid-19	Bharti Pandya, Shreesha Mairaru, Asma Mohammed, Leena Yousuf	UAE
<b>Moderator: Dr. Baker Alserhan</b>	The Effectiveness of Monetary Policy on the Financial Cycle During the Covid-19 Pandemic in Indonesia	Edwin Basmar, Erlin Basmar, Carl M. Campbell III	Indonesia
<b>Session Chair: Bharti Pandya</b>	Towards Healthy and Immunity world: Awareness and Consumption of Millets and Millet-based products	Ms. Deepthi Shirahatti, Dr. C. Nagadeepa, Dr Sumit Kumar Singh, Dr Bala koteswari,	India
<b>Zoom Link</b>	<a href="https://zoom.us/j/97742975849">https://zoom.us/j/97742975849</a>	<a href="https://zoom.us/j/97742975849">https://zoom.us/j/97742975849</a>	
<b>Meeting ID:</b>	977 4297 5849	977 4297 5849	
<b>Session 2 B</b>	Balanced Economic Development: Barometer and Reflections of Economic Progress Concerning the Economies of India and China	Bijin Philip, Dr. Suresh Ganesan	India
<b>10:15 - 11:30</b>	The Impact of RUPT on Corporate Environmental Responsibility	Acharya Supriya Pavithran, Dr. C Nagadeepa, Dr. Baby Niviya Feston	India
<b>Moderator: Dr Mehmet Bayirli</b>	An Islamic Point of View: East, West and the New World Orde	Dr. Mohamed Abdul-Sattar Jaradat	Jordan
<b>Session Chair: Dr. Asad Rehman</b>	PANDEMIC, RELIGIOSITY AND SUSTAINABILITY AFFECTING MUSLIM CONSUMERS	Johari Bin Abdullah, Firdaus Abdullah, Saimi Bin Bujang	Malaysia
<b>Zoom Link</b>	<a href="https://zoom.us/j/98857922950">https://zoom.us/j/98857922950</a>	<a href="https://zoom.us/j/98857922950">https://zoom.us/j/98857922950</a>	
<b>Meeting ID:</b>	988 5792 2950	988 5792 2950	
<b>Session 3 A</b>	Role of ethics and female celebrity endorsement in male consuming products: Towards a conceptual framework and suggestions for future research	MUHAMMAD NASIR SALEEM	Pakistan
<b>11:30 - 12:45</b>	Self-Regulating Behavior in Social Media Use among Malaysian Muslim Consumers	Siti Haslina Md Harizan	Malaysia
<b>Moderator: Dr. Hasan Terzi</b>	Islamic value and organizational ethics: A Systematic literature Review	Meryem El Alaoui Amine, Laila Ouhna	Morocco
<b>Session Chair: Johari Bin</b>	Factors Influencing Organic Food Purchase Intention: An Exploratory study in India	Ruqaiya Firdaus, Dr. Asad Rehman	India

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<b>Session 3 B</b>	Enhanced Travelers Wellness with Black Seed Products Available at Onsite ProntoCare Clinics in Hotels, Resorts and Spas	Adel Eldin	U S A
<b>11:30 - 12:45</b>	Halal healthcare Tourism in India: The Road Ahead	Dr. Asad Rehman	India
<b>Moderator: Dr. Baker Alserhan</b>	Halal Cuisine Could Provide a Competitive Advantage in Hotels and Resorts	Adel Eldin	U S A
<b>Session Chair: Dr. Syed Kazim</b>	Sadistic Personality Factors in Cosmetics Advertising: An Empirical Research Study on Youth in Bengaluru City	Dr. Syed Kazim, Ajai Abraham Thomas, Dr. M H Sharieff, Dr. Kotigari Reddi Swaroop, Dr. Ravi Shankar Bhakat	India
	HALAL LEADERSHIP EXCELLENCE	Roziatul Akmam Osman	Malaysia
<b>Zoom Link</b>	<a href="https://zoom.us/j/98857922950">https://zoom.us/j/98857922950</a>	<a href="https://zoom.us/j/98857922950">https://zoom.us/j/98857922950</a>	
<b>Meeting ID:</b>	988 5792 2950	988 5792 2950	
<b>Session 4 A</b>	A Study to Assess the Impact of Demographic Factors on Narcissist, Necrophilia and Sadistic Personality Disorder on Youth Watching Cosmetics Advertisements	Dr. Syed Kazim, Jaheer Mukthar KP, Antonio Huaman-Osorio, Cilenny Cayotopa-Ylatoma, Sandra Mory-Guarnizo	India
<b>12:45 - 2:00</b>	Integrated Effects of Marketing Stimuli towards Gaining Competitive Supply-chain of Grocery Products: The Palestine Market Experience	Ahasanul Haque, Arun Kumar Tarofder, Mohammad Shamsuddoha, Md Nuruzzaman, Mohammad Moshir Rahman, Majed M. M. Abusharar, Cansu Tor-Kadioglu	Malaysia
<b>Moderator: Mehmet Bayirli</b>	Empowerment, performance, breaking barriers and success of female Emirati entrepreneurs in the United Arab Emirates	Dr. Husam Omar	U A E
<b>Session Chair: Ahasanul Haque</b>	Sustaining Customer Satisfaction towards Shopping Malls - A Path Analysis Approach	Dr.T.Sudha, Mr.A.Prasath kumar, Dr.Chandrakhanthan.J, Mr.Dhanapal.C	India

<b>Zoom Link</b>	<a href="https://zoom.us/j/97742975849">https://zoom.us/j/97742975849</a>	<a href="https://zoom.us/j/97742975849">https://zoom.us/j/97742975849</a>	
<b>Meeting ID:</b>	977 4297 5849	977 4297 5849	
<b>Session 4 B</b>	Analysis of Social Media Marketing Activities Towards Generation Y and Generation Z Muslim Consumers In Indonesia: Case Study of Kahf's Personal Care Brand	Melinia Devi Fenitasari, Anna Amalyah Agus	In do ne sia
<b>12:45 - 2:00</b>	Applications of Artificial Intelligence in Supply Chain Management: Theoretical model approach	Dr. Krishnamoorthi M, Dr. Muhammad Ashiq A M2, Jaheer Mukthar KP3*, Edwin Ramirez-Asis4, Laura Rosa Nivin-Vargas5, Willian Fernandez-Celestino6	In di a
<b>Moderator: Dr Hasan Terzi</b>	EFFECT OF BROADCASTERS, INFORMATION QUALITY, SOCIAL INTERACTION AND PRODUCT TYPE ON CONSUMERS ONLINE IMPULSE CONSUMPTION	Siti Nor Bayaah, Sri Nithilak Kumari, Junaidah Zeno, Sharifah Rahama Amirul, Suddin Lada,	M al ay sia
<b>Session Chair: Siti Nor Bayaah</b>	Accessibility and Usability Evaluation of Learning Management System: A case study on Kristu Jayanti Learning Management System	Lijo.P.Thomas, K.Kalaiselvi	In di a
<b>Zoom Link</b>	<a href="https://zoom.us/j/98857922950">https://zoom.us/j/98857922950</a>	<a href="https://zoom.us/j/98857922950">https://zoom.us/j/98857922950</a>	
<b>Meeting ID:</b>	988 5792 2950	988 5792 2950	
<b>Session 5 A</b>	IMPULSIVITY AND ENTREPRENEURIAL FEAR OF FAILURE IN A MUSLIM SOCIETY: SOME INSIGHTS FROM STARTUPS DURING CRISES IN AN EMERGING MARKET ECONOMY	DONARD GAMES	In do ne sia
<b>2:00 - 3:15</b>	Effectiveness and Sustainability in Modern E-tailing Business through Application of Artificial Intelligence	Rosario Huerta-Soto, Guillermo Pelaez-Diaz2, Wilber Acosta-Ponce3, Antonio Huaman-Osorio4, Sivasubramanian K5,	In di a
<b>Moderator: Dr. Baker Alserhan</b>	Corporate Entrepreneurship and Organizational Success: Strategic Flexibility as a Mediator in the Jordanian Pharmaceutical Industry	Belal Said, Alaeddin Ahmad	Jo rd an
<b>Session Chair: DONARD GAMES</b>	The Challenges of Working from Home and Digital Acceleration and its impact on Organisational Culture amidst Pandemic Crisis	Sharifah Rahama Amirul,Siti Nor Bayaah Ahmad, Oscar Dousin, Syarifah Hanum Binti Ali	M al ay sia
<b>Zoom Link</b>	<a href="https://zoom.us/j/97742975849">https://zoom.us/j/97742975849</a>	<a href="https://zoom.us/j/97742975849">https://zoom.us/j/97742975849</a>	
<b>Meeting ID:</b>	977 4297 5849	977 4297 5849	

<b>Session 5 B</b>	Customer Lifetime Value Strategies For Our Current Time of Uncertainty and Turmoil: A Dynamic Industry Equilibrium Approach	Gerasimos Lianos, Roudaina Houjeir, Igor Sloev	U A E
<b>2:00 - 3:15</b>	UNDERSTANDING ATTITUDE TOWARDS ENTREPRENEURIAL INTENTION AMONG ASNAF GEN Z IN SABAH	Siti Nor Bayaah Ahmad, Ikmal Malik	Malaysia
<b>Moderator: Dr. Mehemt Bayirli</b>	Examining the link between Conflict and Performance among B2B Channel partners: Role of Work Relationship as a mediator	Dr. A. Ameer Hussain, Dr. Suresh Chandra Padhy, Dr. Vijayakumar N C	India
<b>Session Chair: Gerasimos Lianos</b>	Bridging Maqasid Al-Shariah and Maslow's Hierarchy of Needs Theory to Flexible Working Arrangements (FWAs) and Quality of Life	Sharifah Rahama Amirula and Sharija Che Shaarib	Malaysia
<b>Zoom Link</b>	<a href="https://zoom.us/j/98857922950">https://zoom.us/j/98857922950</a>	<a href="https://zoom.us/j/98857922950">https://zoom.us/j/98857922950</a>	
<b>Meeting ID:</b>	988 5792 2950	988 5792 2950	
<b>Session 6 A</b>	Ta'awun and Human Resource Practices as SMEs' Marketing Agility Enablers	Sulhaini, Baiq, Handayani Rinuastuti, Siti Nurmayanti	Indonesia
<b>3:15 - 4:30</b>	Educational and Working Status of Unorganized Sector Laborer with Special Reference to Women	Dr. M. Thenkovan, Kolachina Srinivas, Laura Nivin-Vargas, Rosario Huerta-Soto, Juan Vilchez-Carcamo, Juan Villanueva-Calderón	Peru
<b>Moderator: Dr. Hasan Terzi</b>	Determining Factors Affecting Customer Purchase Intention to Shop Skincare Online: A Study in Indonesia	Vanesa Hana Budiarani, Sahid Susilo Nugroho	Indonesia
<b>Session Chair:</b>	An Analysis of MSMEs Readiness in Implementing Social Media Marketing in Indonesia	Dessy Kurnia Sari, Donard Games, Eri Besra, Widya Hapsari	Indonesia
<b>Zoom Link</b>	<a href="https://zoom.us/j/97742975849">https://zoom.us/j/97742975849</a>	<a href="https://zoom.us/j/97742975849">https://zoom.us/j/97742975849</a>	
<b>Meeting ID:</b>	977 4297 5849	977 4297 5849	
<b>Session 6 B</b>	Indonesian Millennial Muslim Women Behavioral Intention on Sustainable Modest Fashion Consumption: The Application of Extended Theory of Planned Behavior	FEBRINA MUTIARA, Anna Amalyah Agus	Indonesia
<b>3:15 - 4:30</b>	A Journey Towards Restfulness or Restlessness: An inquiry into the Impact of Online Education in Working Women Parents	Mr. Shashi Kumar M, Ms. Minu A, Mr. Eshwari	India

<b>Moderator: Dr. Mehmet Bayirli</b>	A paradigm shift in key dimensions contemplated for the new product development process in video conferencing services	Dr. Leelavathi R, Ajai Abraham Thomas, Bijin Philip, Ayesha Samreen	India
<b>Session Chair: Roudain a Houjeir</b>	The impact of voluntary disclosure on the quality of the financial statements of companies listed on the Palestine Exchange from the point of view of auditors	<b>Raed Abueid</b>	Palestine
	The impact of the University Environment on the Students' Entrepreneurial Intentions: Evidence from Khyber Pukhtunkhwa-Pakistan	<b>Dr. Zafar Ali</b>	UK
<b>Zoom Link</b>	<a href="https://zoom.us/j/98857922950">https://zoom.us/j/98857922950</a>	<a href="https://zoom.us/j/98857922950">https://zoom.us/j/98857922950</a>	
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#### Turkish In Person Program. Tuesday Oct 18

<b>Session 1.</b>	METAVEVERSE ALANLARDA TURİZM PAZARLAMASI ve TÜKETİCİ DAVRANIŞLARI	Kürşad Özkaynar, Tarık Yolcu, Aykut Yılmaz, Ömer Sezai Aykaç, Gökhan Gürler
<b>2:15- 4:30</b>	İSLAMİ PAZARLAMA, İSLAMİ TEORİ OLMADAN NE YAPABİLİR? KÜRESEL EKONOMİDE İSLAMİ ENSTRÜMANLARA ELEŞTİREL BİR BAKIŞ	Esad Kamil Tosun, Hasan Terzi
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<b>Prof. Dr. Remzi Altunışık</b>	Blokzincir Teknolojisinin Kullanımıyla Faizsiz Finansman Modeli: Dijital Türk Lirası (DTL) ve Borsa İstanbul Üzerine Bir Araştırma	Yavuz Toraman
	DEMOGRAFİK ÖZELLİKLER VE DİNDARLIK AÇISINDAN Z KUŞAĞI TÜKETİM TARZLARI	Murat Er, Remzi Altunışık, Hülya Er

#### Turkish Online Program. Wednesday Oct 19

<b>Session 1.</b>	İSLAMİ DİJİTAL PAZARLAMA İLE İSLAMİ ÜRÜN SATIN ALMA DAVRANIŞLARI ARASINDAKİ İLİŞKİ: SEM İLE TÜRKİYE ÜZERİNE BİR ANALİZ	Barış Armutçu
<b>10:00 - 11:45</b>	REKLAM AFİŞLERİNDE KULLANILAN LOGO TASARIMLARININ NÖROPAZARLAMA YÖNTEMİYLE İNCELENMESİ: GÖZ TAKİP YÖNTEMİ UYGULAMASI	Tuğçenur Yazıcı Özdemir, Dr.Öğretim Üyesi Duygu Yıldırım, Prof.Dr. Muhsin Halis

	HELAL ÜRÜNLERE YÖNELİK GERÇEKLEŞTİRİLEN BİLİMSEL FAALİYETLERİN ENTELEKTÜEL YAPISI ÜZERİNE BİR İNCELEME: TÜRKİYE'DEN BULGULAR	Metin SAYGILI, Dr.Öğr.Üyesi,
<b>Session Chair: Dr. Barış Armutçu</b>	ALTIN YAKALILARIN ÖRGÜTSEL BAĞLILIKLARININ SAĞLANMASI: SABANCI ÖRNEĞİ	Ebru KOÇAK
	LOJİSTİK FAALİYETLERDE TEKNOLOJİ KULLANIMI: TEMASSIZ TESLİMAT ÖZELİNDE OTONOM ARAÇLAR ÜZERİNE BİR ARAŞTIRMA	Yavuz Toraman, Mehmet Bayirli
<b>Zoom link</b>	<a href="https://zoom.us/j/96539586886">https://zoom.us/j/96539586886</a>	
<b>Meeting ID</b>	965 3958 6886	
<b>Session 2.</b>	TRABZON'A GELEN ARAP TURİSTLERİN TÜKETİCİ DAVRANIŞLARINI BELİRLEMeye YÖNELİK BİR ARAŞTIRMA	Hasan Ayyıldız, Büşranur Bogenç Bayrak, Bilgen Akmermer
<b>12:00 - 1:15</b>	MÜSLÜMAN ÜLKELERİ ARASINDA PAZARLAMA KAPSAMINDA KÜLTÜR VE TİCARET İLİŞKİLERİ	Cem Tepebaşı, İsmet Kahraman Arslan
<b>Session Chair: Prof. Dr. Remzi Altunışık</b>	HELAL LOJİSTİK SEKTÖRÜNÜN KÜRESEL BOYUTUNUN PEST YÖNTEMİYLE ANALİZİ	Bükra Doğaner Duman, Yahya Fidan
	İlk Defa Musluman bir Ülke Katarda Düzenlenecek FIFA 2022 Dünya Kupası Reklamının Gostergebilimiyle Analizi	Mehmet Akif Cakirer
	LOJİSTİK SEKTÖRÜNDE KULLANILAN YENİ TEKNOLOJİLERİN PLANLI DAVRANIŞ TEORİSİ ÇERÇEVESİNDE (PDT) İNCELENMESİ: TESLİMAT SÜREÇLERİNDE ELEKTRİKLİ ARAÇLARIN KULLANIMI	Yavuz Toraman, Mehmet Bayirli
<b>Zoom link</b>	<a href="https://zoom.us/j/96539586886">https://zoom.us/j/96539586886</a>	
<b>Meeting ID</b>	965 3958 6886	



# بسم الله الرحمن الرحيم

*In the Name of Allah, the Most Beneficent, the Most Merciful*

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# DOES BEING RELIGIOUS OR NOT MATTER? A QUALITATIVE INVESTIGATION OF COMMUNITY FUNDRAISING EVENTS<sup>1</sup>

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## **Abstract**

Helping behavior has been studied in multiple disciplines for a long time. In these studies, mostly conducted in Western context, there are different terms used interchangeably to explain the helping behavior of an individual. Among them, charity and philanthropy are the most often used. Some studies make a clear separation between these two concepts based on the belief that charity results from religious motivations and philanthropy is often secular in origin. However, this distinction is limited to the conceptual discussions and has not been supported by the findings obtained from the field. To see whether managerial practices support the difference between the relevant concepts, we selected 10 NPOs and thus bazaars (five religious and five secular), community fundraising events. Accordingly, we conducted 44 interviews with experienced organizers from NPOs often orchestrating the bazaars. Furthermore, four days of participant observation with field notes were made in each bazaar lasted between 7-10 days. The data was analyzed with the content analysis technique. Observations and field notes were also integrated in the data analysis process. As a result, we found that the field practices mainly do not support the distinction drawn over the conceptual discussions.

**Keywords:** Helping behavior, Charity, Philanthropy, Community fundraising events

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<sup>1</sup>This study was derived from the doctoral thesis entitled “A Qualitative Investigation of Charity Bazaars Within the Context of Neo-Institutional Theory” and dissertated at the Social Sciences Institute of Anadolu University.

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## REKLAM AFİŞLERİNDE KULLANILAN LOGO TASARIMLARININ NÖROPAZARLAMA YÖNTEMİYLE İNCELENMESİ: GÖZ TAKİP YÖNTEMİ UYGULAMASI

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### Özet

Pazarlama kavramı, tüketicilerin davranışlarını anlamak ve bu davranışlara yön vermek adına kilit unsurlardan biridir. Tüketicilerin karar vermeden satın alım eğilimine kadarki tüm davranışlarında rasyonel süreçlerin yanı sıra psikolojik süreçler de etkili olmaktadır. Günümüzde popülerliği gittikçe artmakta olan nöropazarlama kavramı ise tüketicilerin satın alma aşamasında psikolojik süreçlerini anlamak, reklam filmlerinde ya da kampanyalarında aktarılmak istenen mesajın hedefe ulaşip ulaşmadığını belirlemek adına farklı yöntemler ile birlikte kullanılmaktadır. Göz izleme yöntemi bu yöntemlerden biridir. Göz izleme yöntemi; tüketicilerde dikkatten satın almaya, gördüklerini algılamadan markanın konumlamasına ait birçok süreci geliştirmek için bir aracı olarak kullanılmaktadır. Bu yöntem ile birlikte pazar araştırmacıları, pazarlamacılar ya da reklamcılar; marka bilinirliği ve marka imajı hakkındaki tüketicilerden aldıkları verileri analiz ederek pazarlama stratejileri kurabilmekte ve istenen marka imajını oluşturabilmektedir. Bunun yanı sıra ürün satışında etkili olarak kullanılan reklam afişleri, tüketiciler üzerindeki algısal etkileri ve marka bilinirliğini arttırmak, marka logosunu kullanmak gibi konularda pazarlamacıların yeni stratejiler oluşturma becerilerini geliştirebilmektedir. Bu araştırmanın temel amacı, markaların reklam afişlerinde kullandıkları logoların yeri ve konumuna göre tüketici algılarının farklılık gösterip göstermediğini belirlemektir. Yapay zeka göz izleme yöntemi kullanılan araştırmada; 3 markaya ait 2 ayrı reklam afişinde, farklı yerlere konumlanmış marka logolarında, tüketicilerin nelere dikkat ettikleri ve odaklandıkları incelenmiştir. 3 markaya ait reklam afişi incelemesinde yapay zeka göz izleme yöntemiyle bakan tüketicilerin ısı haritası, bilişsel talep değeri, netlik değeri ve dikkatin toplandığı alanlar alt boyutları açısından 2 ayrı reklam afişinde farklı yere konumlanmış ya da farklı büyüklükte tasarlanmış olan marka logolarını farklı algıladıkları tespit edilmiştir. Bazı logolara hiç bakılmazken, bazı logolar reklamdaki mesajdan daha fazla dikkat çekmiştir. İşletmelerin ya da kurumların yapay zeka göz izleme yöntemi dahil nöropazarlama yöntemlerini ve cihazlarını marka stratejilerini belirlerken, reklam afişleri tasarlarlarken daha fazla kullanmaları tüketici algılarını ve tüketici davranışlarını anlamak adına onlara yardımcı olacak ve başarılı olmalarını sağlayacaktır.

**Anahtar Kelimeler:** Nöropazarlama, göz izleme yöntemi, reklam, logo, marka

## İSLAMİ PAZARLAMA, İSLAMİ TEORİ OLMADAN NE YAPABİLİR? KÜRESEL EKONOMİDE İSLAMİ ENSTRÜMANLARA ELEŞTİREL BİR BAKIŞ

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### Özet

Avrupa’da Kilise’nin eski gücünü yitirmesiyle farklı düşüncelerin gündeme gelebilmesi mümkün hale gelmiş, Protestan ahlakın yaygınlaşması ve endüstri şehirlerinin asıl yaşam merkezleri haline gelmesi ile oluşan yeni sosyal düzen, geleneksel ve dinî değerlerden uzak, ekonomik çıkar temelli “araçsal” akla dayalı bir toplumsal yaşamı da beraberinde getirmiştir. Modern Batı düşünürlerinin çoğunluğuna göre dünya yalnızca insanın algılarının bir ürünü olarak şekillenmekte, dolayısıyla ahlak da insanın kendi özüne dayanmaktadır. Dolayısıyla Modern Batı düşüncesinde tanrısal bilgi kavramına yer olmadığı gibi tanrısal bilgiye dayalı bir ahlak anlayışına da yer yoktur. Batı düşüncesinin aksine İslam düşüncesi toplumsal zeminin inşasında ahlakın önemine vurgu yapmaktadır. İslam düşüncesinde akıl ve özgürlük meseleleri iman ve amel meseleleriyle iç içedir. Bu düşünceye göre, akıllı olan kimseler tercihlerinde özgürdürler ancak bu özgürlük, aklını kullanıp iman eden kimseler için “ahlaki sorumluluk” temelinde şekillenmektedir. Dolayısıyla İslam dininde ahlak yalnızca bireyler için değil, toplumsal ve kurumsal yapılar için de büyük önem ifade etmektedir. Günümüzde küresel bir etki alanına sahip olan liberal kapitalizmin fonksiyonel toplum tasavvuru en büyük özgürlük alanını ekonomik alana tanımaktadır. Buna bağlı olarak pazarlama disiplini de büyük gelişmeler yaşamış, üretim öncesinden satış sonrasına kadar şirket faaliyetlerinin tamamını kapsayacak bir etki alanına sahip olmuştur. Bu geniş etki alanının en büyük başarısı ise tüketime dayalı bir toplum yapısının inşa edilmiş olmasıdır. Bu çalışmanın amacı pazarlama disiplininin bu geniş etki alanını göz önünde bulundurarak, İslami prensiplere dayalı bir pazarlama anlayışının inşa edilmesi durumunda gerek sosyal gerekse siyasal anlamda İslam düşüncesine dayalı yapının inşa edilmesinin mümkün olabileceğine dikkat çekmektir. Geçtiğimiz 30 yıllık periyotta İslam düşüncesi veya kültürüne dayalı pazarlama teorilerinin geliştirilmesine dair birçok kapsamlı çalışma yapılmıştır (Sula ve Karajata, 2006; Arham, 2010; Erdoğan ve İşlek, 2013; 2019). Ancak yapılan bu çalışmaların temel odağı yalnızca pazarlama alanında ahlaki bir yapı kurmaya yöneliktir. Bu çalışmanın iddiası ise daha önce yapılan bu çalışmaların muhtemel toplumsal etkilerine dikkat çekmektir. Temellerini İslam düşüncesinden alan pazarlama çalışmalarının gerek pazarlama yönetimi gerek tüketici davranışı alanlarında sistematikleştirilmesi durumunda gerek firmaların pazarlama süreçlerini gerek tüketici davranışlarını ve dolayısıyla hem ekonomik hem de toplumsal yapıyı dönüştürme gücü tartışmaya değer olarak görülmektedir.

**Anahtar Kelimeler:** Batı düşüncesi, modernizm, liberalizm, İslam düşüncesi, ahlak

## WHAT ISLAMIC MARKETING CAN DO WITHOUT ISLAMIC THEORY? A CRITICAL VIEW ON ISLAMIC INSTRUMENTS IN GLOBAL ECONOMY

### **Abstract**

With the loss of the old power of the Church in Europe, it became possible to bring different ideas to the agenda. The new social order created a social life based on “instrumental” reason based on economic interests, far from traditional and religious values., which emerged with the spread of Protestant morality and the industrial cities becoming the main living centers. According to the majority of modern Western thinkers, the world is shaped only as a product of human perceptions, and therefore morality is based on man's own essence. Therefore, there is no place for the concept of divine knowledge in modern Western thought, and there is no place for a moral understanding based on divine knowledge. Contrary to Western thought, Islamic thought emphasizes the importance of morality in the construction of the social ground. In Islamic thought, the issues of mind and freedom are intertwined with the issues of faith and practice. According to this idea, man with mind is free in his/her choices, but this freedom is shaped on the basis of "moral responsibility" for those who use their mind and has belief. Therefore, morality in Islam is of great importance not only for individuals, but also for social and institutional structures. The functional society concept of liberal capitalism, which has a global impact today, gives the greatest freedom to the economic area. Accordingly, the marketing discipline has also experienced great developments and has an area of influence that will cover all companies’ activities from pre-production to after-sales. The greatest achievement of this broad sphere of influence is the construction of a consumption-based social structure. The aim of this study is to draw attention to the fact that it is possible to build a structure, based on Islamic thought, both socially and politically, if a marketing understanding based on Islamic principles is built, considering this wide area of influence of the marketing discipline. Over the past 30 years, many comprehensive studies have been conducted on the development of marketing theories based on Islamic thought or culture. However, the main focus of these studies is only to establish a moral structure in the field of marketing. The claim of this study is to draw attention to the possible social effects of these previous studies. If the marketing studies, which are based on Islamic thought, are systematized in the fields of marketing management and consumer behavior, the power to transform the marketing processes of companies, consumer behavior, and therefore both economic and social structure is considered worthy of discussion.

**Keywords:** Western thought, modernism, liberalism, Islamic thought, morality

## A REVIEW ON THE INTELLECTUAL STRUCTURE OF SCIENTIFIC ACTIVITIES ON HALAL PRODUCTS: FINDINGS FROM TURKIYE

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### **Abstract**

The development pattern of halal product and service studies has been on the agenda of scientists in recent years. Despite the developments in the international literature, studies revealing the patterns of the halal product literature in Turkey is limited. This study examines how the concept of halal product in academic meetings such as symposiums, congresses, summits, etc. on halal, which contributes to the national literature on the field in Turkey is handled. The study has a qualitative research design and since it is based on academic meetings where the concept of halal product is discussed scientifically, scientific books published in these meetings were considered as a data set. The scanning method was preferred because the research focuses on the detailed investigation of the halal product subject among the existing sources and the systematic collection of data on the phenomenon in question. For this reason, the scanning model approach was used in order to collect and analyze the data suitable for the purpose of the research and to regulate the necessary conditions. The scientific meetings that make up the data set of the research cover 2011 and later held in Turkey. The review of this literature was limited to the papers in 1 national congre, 3 international congresses, 4 summits and 1 consultation meeting due to the lack of databases compatible with bibliometric software in Turkey. Considering the approach adopted in the research, a process progressing from themes to codes and from codes to keywords was carried out. The results of the content analysis carried out depending on the research design indicate that the research on halal products should focus not only on food, but also on products and services that cover the entire human life. The results also reveal that scientific meetings to be held at national and international level should be held in a way that covers all stakeholders, from consumers to producers, from researchers to practitioners.

**Keywords:** Halal Product, Halal Food, Health, İslamic Marketing.

## TRABZON'A GELEN ARAP TURİSTLERİN TÜKETİCİ DAVRANIŞLARINI BELİRLEMeye YÖNELİK BİR ARAŞTIRMA

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### Özet

Turizm dünyasında Arap ülkeleri önemli bir paya sahiptir. Türkiye hem coğrafi konumu hem de kültürel yakınlığı sayesinde Arap turistlere cazip turizm hizmetleri sunan öncelikli ülkelerden biridir. Ülkemizdeki turizm şehirleri arasında ise Trabzon, özellikle doğal güzellikleri, yaylaları ve serin havasıyla Arap turistlerin en yüksek ilgi gösterdiği turizm illerinin başında yer almaktadır. Ancak konu ile ilgili yapılan turizm literatürü incelendiğinde Arap turistlerin bölgeye yönelik yaklaşımlarını inceleyen araştırmaların yetersiz olduğu gözlemlenmiştir. Önemli bir hedef kitlesi olan Arap turistlere yönelik yapılacak olan araştırmalar hem bölge özelinde hem de ulusal arena da doğru turizm politikalarının geliştirilmesi için önemlidir. Bu anlamda bu araştırmada Trabzon'a gelen 363 Arap turistin katılımıyla bir anket çalışması yürütülmüş ve anketlerden elde edilen veriler IBM SPSS istatistiksel programı ile analiz edilmiştir. Analiz sonuçları ile Arap turistlerin şehre yönelik bakış açıları demografik özellikleri temelinde ve farklı turizm boyutları çerçevesinde değerlendirilmiştir. Araştırmanın hem bölge turizminin gelişmesine hem de ulusal turizm politikalarının şekillenmesine katkı sağlaması beklenmektedir.

**Anahtar Kelimeler:** Turizm, Trabzon, Arap Turistler, Demografik Özellikler, Hizmet Memnuniyeti.

### Abstract

Arab countries have an important share in the world of tourism. Thanks to its geographical location and cultural proximity, Turkey is one of the priority countries that offer attractive tourism services to Arab tourists. Among the tourism cities in our country, Trabzon is one of the tourism cities where Arab tourists show the highest interest, especially with its natural beauties, plateaus, and cool weather. However, when the tourism literature is examined, it is observed that the research which examines the approaches of Arab tourists to the region is not enough. Because of the priority of Arab tourists in tourism, every research is important for the development of the right tourism policies both in the region and in the national arena. In this sense, in this research, a survey study was conducted with the participation of 363 Arab tourists, visiting Trabzon, and the collected data were analyzed with the IBM SPSS statistical program. With the outcomes of the analysis, the perspectives of Arab tourists towards the city were evaluated on the basis of their demographic characteristics and within the framework of different tourism dimensions. It is expected that the research will contribute both to the development of regional tourism and to the shaping of national tourism policies.

**Keywords:** Tourism, Trabzon, Arab Tourists, Demographic features, Service Satisfaction



## MÜSLÜMAN ÜLKELERİ ARASINDA PAZARLAMA KAPSAMINDA KÜLTÜR VE TİCARET İLİŞKİLERİ

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### Özet

Dünyada 2021 yılındaki Müslüman nüfus yaklaşık 1,6 milyardır. Bu nüfusun 2030 yılına gelindiğinde 2,2 milyara ulaşacağı öngörülmektedir. Bu veri, İslamiyet kültürünün paylaşılması ile bir getiri sağlayacağı anlamına gelmektedir. İslam ülkelerinin birbirleriyle olan ticaret ilişkisinin sorgulanması bu anlamlılık durumu esas alınarak, aynı dini paylaşan ülkelerin sağlam ticaret ilişkisi geliştirebildikleri hipotezini oluşturmaktadır. İslam ülkelerinin birbirleri ile olan ticaretinin arttığı izlenimini doğurmaktadır. Dolayısıyla İslam dinine tabi olan ülkelerin alım gücü, dünya ile ilişkileri ve kendi aralarındaki ticaret ilişkilerini sergilemek suretiyle din ve Pazar ilişkisinin ortaya konulması mümkün olabilecektir. Bu çalışmada, söz konusu hipotezin İslam İşbirliği Teşkilatı (İİT)'nin verileri kullanılarak ve panel analizi verilerine dayanarak rakamsal değerlerin sergilenmesi amaçlanmıştır. Bu ise, dünya genelindeki dağılımlarıyla Müslüman nüfus yoğunluğu, İslami pazarın hem maddi değerini hem de bu büyük pazarın ortak kültürel değerlerinin önemini göstermesi açısından anlamlı görülmektedir. Bu çalışma ile, İslam dininin ticaret temelinde kuvvetli bir kültür ögesinin olup olmadığı; İslam ülkelerinin ticaret ilişkileri kapsamında bir sorgulama amaçlanmaktadır. İİT Tarafından oluşturulan ve SESRİC tarafından yayınlanan verilerle ticaret ilişkisi endeksi oluşturulması hedeflenmiştir. Yönteme ilişkin bir kısıt olarak İslam ülkelerinden; BAE, Suudi Arabistan, Kuveyt, Pakistan, Endonezya, Azerbaycan seçilmiş olup, Türkiye ile ilişkilerinin incelenmesi öngörülmüştür.

**Anahtar Kelimeler:** İslam İşbirliği Teşkilatı içi ticaret, İslam Kültürü, pazarlamada din olgusu.

### Abstract

The Muslim population in the world in 2021 is approximately 1.6 billion. It is predicted that this population will reach 2.2 billion by 2030. This data means that it will provide a return by sharing the Islamic culture. Questioning the trade relations of Islamic countries with each other, based on this significance, creates the hypothesis that countries sharing the same religion can develop a solid trade relationship. It gives the impression that the trade of Islamic countries with each other is increasing. Therefore, it will be possible to reveal the relationship between religion and market by exhibiting the purchasing power of the countries that are subject to the religion of Islam, their relations with the world and their trade relations among themselves. In this study, it is aimed to display the numerical values of the hypothesis in question using the data of the Organization of Islamic Cooperation (OIC) and based on the panel analysis data. This is significant in terms of Muslim population density with their worldwide distribution, showing both the material value of the Islamic market and the importance of the common cultural values of this great market. With this study, whether Islam religion has a strong cultural element on the basis of trading; It is aimed to make an inquiry within the scope of trade relations of Islamic countries. It is aimed to create a trade relationship index with the data created by the OIC and published by SESRIC. As a constraint on the method, from Islamic countries; UAE,



Saudi Arabia, Kuwait, Pakistan, Indonesia, Azerbaijan were selected and it was foreseen to examine their relations with Turkey.

**Keywords:** Trade within the Organization of Islamic Cooperation, Islamic Culture, religion in marketing.

## HELAL LOJİSTİK SEKTÖRÜNÜN KÜRESEL BOYUTUNUN PEST YÖNTEMİYLE ANALİZİ

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### Özet

İşletmelerin müşteri memnuniyetini yüksek düzeyde tutarken karlılık elde etmeleri için lojistik faaliyetlerde geliştirme yapılması sıkça kullanılan bir yöntemdir. Bu bağlamda ortaya çıkan helal lojistik sektörü, tüketicilerin ihtiyacı da göz önünde bulundurulduğunda hızla büyümektedir. Helal gıdaların ham madde temininden başlayarak müşteriye ulaşıncaya kadarki tedarik zinciri süreçlerinde helallüğünün korunması ve riskli bir durumla karşılaşmaması helal lojistik hizmetleri ile sağlanmaktadır. Bu çalışmada helal gıda sektörünün küresel boyutta analizi PEST analizi yöntemi ile yapılacaktır. Çalışmada sektöre dikkat çekilerek sektörün detaylı analizinin yapılması ve hem araştırmacılara hem de işletmecilere helal lojistik sektörünün stratejik noktalarının belirlenmesi amaçlanmıştır. Analiz yapılırken stratejik düzeyde karar almayı kolaylaştıran ve politik, ekonomik, sosyal ve teknik açıdan bakılmasını sağlayan PEST analizi kullanılmıştır. Helal lojistik sektöründe devletin rolü çok büyüktür. Sektörün etkili işlemesi için planlama yapılması, geliştirilmesi, uygulanması, denetlenmesi, teşvik edilmesi ve servis sağlayıcılar ile müşterilerin eğitilmesi hususunda kamuya büyük görev düşmektedir (Talib, Hamid, Zulfakar, Jeeva, 2014). Birçok ülkede helal sektörü yeni gelişmektedir ve bu aşamadayken devletin sektöre uygun müdahalelerde bulunması sektörün doğru yönde gelişmesini sağlayacaktır. Ekonomik açıdan bakılacak olursa dünya üzerindeki Müslüman nüfusu düşünüldüğünde helal sektörünün ekonomik potansiyeli oldukça fazladır. Helal sektörünün gelişme gösterdiği ülkelerden biri olan Malezya'nın ekonomisinin büyük bir kısmı helal sektörü ile desteklenmektedir (Doğaner, Fidan, 2021a; 1477). Helal ürünlerin hijyenik, sağlıklı ve çevre dostu olması gibi nedenlerden ötürü helal ürünler Müslüman olmayan kesim tarafından da tercih edilmektedir. Sosyal boyutta ise giderek artan Müslüman nüfusunun ihtiyaçlarının karşılanması gözetilmektedir (Doğaner, Fidan, 2021b, 2519). Günümüzde Müslüman tüketiciler ihtiyaçlarını karşılamak konusunda daha bilinçli ve endişelidir. Helal logolarının yanı sıra ürünün tedarik zincirinin takibiyle de ilgilenmekte ve ürün hakkında üreticilerden detaylı bilgi talep etmektedirler. Helal lojistik sektörü teknolojik gelişmelerle de desteklenmektedir. Ürün takibinin kolaylaşması ve üretimin hızlanması için teknolojik gelişmeler helal tedarik zinciri süreçlerine entegre edilmiştir. Pandemi sebebiyle lojistik sektörünün iş dünyasının lokomotif alanı olduğu hemen tüm kesimler tarafından görülmüştür. Lojistiğin taşıdığı bu stratejik önemin büyüyen ekonomik alanlardan olan helal lojistik ve helal gıda sektörü açısından PEST yöntemiyle analiz edilmesiyle alandaki genel durumun ve belirlenecek stratejiler için daha sağlıklı değerlendirmeler yapılmasına katkı sağlayacaktır.

**Anahtar Kelimeler:** Helal lojistik, Lojistik yönetimi, PEST Analizi

### Abstract

Development of logistics activities is a frequently used method for enterprises to achieve profitability while maintaining a high level of customer satisfaction. The halal logistics sector, which has emerged in this context, is growing rapidly when the needs of consumers are also taken into account. Halal logistics services are provided to protect the halalness of halal foods

in the supply chain processes starting from the supply of raw materials until they reach the customer and prevent them from encountering a risky situation. In this study, a global analysis of the halal food sector will be carried out using the PEST analysis method. In the study, it is aimed to make a detailed analysis of the sector by drawing attention to the sector and to determine the strategic points of the halal logistics sector for both researchers and operators. During the analysis, PEST analysis was used, which facilitates decision-making at the strategic level and allows us to look at it from a political, economic, social and technical point of view. The role of the state in the halal logistics sector is very important. For the effective functioning of the sector, the public has a great duty to plan, develop, implement, supervise, encourage and educate service providers and customers (Talib, Hamid, Zulfakar, Jeeva, 2014). The halal sector is developing in many countries and at this stage, the state's appropriate interventions in the sector will ensure the development of the sector in the right direction. From an economic point of view, considering the Muslim population in the world, the economic potential of the halal sector is quite high. A large part of the economy of Malaysia, one of the countries where the halal sector is developing, is supported by the halal sector (Dođaner, Fidan, 2021a; 1477). Halal products are also preferred by non-Muslim people for reasons such as hygienic, healthy and environmentally friendly halal products. In the social dimension, the needs of the increasing Muslim population are being met (Dođaner, Fidan, 2021b, 2519). Today, Muslim consumers are more conscious and concerned about meeting their needs. In addition to Halal logos, they are also interested in tracking the supply chain of the product and request detailed information about the product from manufacturers. The halal logistics sector is also supported by technological developments. Technological developments have been integrated into halal supply chain processes in order to facilitate product tracking and accelerate production. Due to the pandemic, it has been seen by almost all segments that the logistics sector is the locomotive area of the business world. This strategic importance of logistics will contribute to a healthier assessment of the general situation in the field and the strategies to be determined by analyzing the halal logistics and halal food sector, which are one of the growing economic areas, with the PEST method.

**Keywords:** Halal logistics, Logistics management, PEST Analysis

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## İLK DEFA MÜSLÜMAN BİR ÜLKE KATARDA DÜZENLENECEK FİFA 2022 DÜNYA KUPASI REKLAMININ GÖSTERGEBİLİMİYLE ANALİZİ

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### ÖZET

FIFA Dünya Kupası, dünyanın en büyük uluslararası spor organizasyonudur. Dört yılda bir yapılan bu organizasyona ev sahibi yapacak ülke her seferinde değişir. FIFA Dünya Kupası'na ev sahipliği yapmak, her ülke için önemli bir hedeftir. Ülkeler bir sonraki Dünya Kupası'na ev sahipliği yapma haklarını kazanmak için birbirleriyle yarışmak zorundadır. FIFA'ya ev sahipliği yapmanın makroekonomik etkisinin yanında organizasyona ev sahipliği yapan ülkenin kendisini dünya daha iyi tanıtmak için çok büyük bir fırsattır. Kasım ayında Katar'da düzenlenecek FIFA 2022 Dünya Kupası birçok açıdan bir ilk olacak, örneğin Ortadoğu'da, Müslüman bir ülkede bir ilk olacak. Son zamanlarda islamofobinin dünyada yaygınlaşmış olması bu organizasyonun Müslüman ülkelerin kendini dünyaya daha iyi anlatması için çok önemli bir fırsattır. Bu makalede 2022 FIFA Dünya Kupası'na ev sahipliği yapacak olan Katar'ın Dünya Kupası organizasyonunda yer alan reklamların gösterge bilimiyle analiz edilmiştir. Dünya nüfusunun yarıdan fazlasının izlemesi beklenen bu organizasyonda reklamlarda verilen mesajların incelenmesi oldukça büyük önem taşımaktadır.

**Anahtar Kelimeler:** Dünya Kupası, Pazarlama İletişimi, Reklam, Göstergebilimsel Analiz

### SEMIOTICS ANALYSIS OF THE FIFA 2022 WORLD CUP ADVERTISEMENT TO BE HELD FOR THE FIRST TIME IN A MUSLIM COUNTRY, QATAR

#### Abstract

The FIFA World Cup is the world's largest international sporting event. The country that will host this event, which is held every four years, changes every time. Hosting the FIFA World Cup is an important goal for every country. Countries must compete against each other to win the rights to host the next World Cup. Besides the macroeconomic impact of hosting FIFA, it is a great opportunity for the host country to introduce itself to the world better. The FIFA 2022 World Cup to be held in Qatar in November will be a first in many ways, for example in the Middle East, a first in a Muslim country. The fact that Islamophobia has become widespread in the world recently is a very important opportunity for this organization to better explain itself to the world by Muslim countries. In this article, the advertisements in the World Cup organization of Qatar, which will host the 2022 FIFA World Cup, are analyzed with semiotics. In this organization, which is expected to be watched by more than half of the world's population, it is of great importance to examine the messages given in the advertisements.

**Key Word:** World Cup, Marketing Communication, Advertisement, Semieological Analysis

## METaverse ALANLARDA TURİZM PAZARLAMASI ve TÜKETİCİ DAVRANIŞLARI

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### Özet

Turizm ekonomisi, günümüz ekonomi sisteminin en önemli bileşenlerinden birisidir. Sadece bireysel tatmin, istirahat ya da zevk olgularından ibaret değil, ayrıca bir ülke için önemli, sosyo-ekonomik sonuçları olan ekonomi çeşididir. Bilgi iletişim teknolojileri ve bunlara bağlı olarak internetin gelişmesi, özellikle de web 2.0 versiyonu, turizm sektörünün gelişmesine katkı sağlamıştır. Söz konusu gelişim ve değişim süreci web 3.0 ile beraber devam etmiştir. Ancak günümüzde internet hem şekil, hem de boyut değiştirmeye başlamıştır. İnternetin üç boyutlu hali de denilebilecek yapının ismi metaverse olarak geçmektedir.

İnternetin mevcut halinin, turizm sektörünün gelişmesine ve geleceğine yönelik kazanımları hakkında literatürde yeterince çalışmanın olduğu söylenebilir. Ancak metaverse alanlar yeni olduğu için, metaverse ile turizm sektörü arasında gerçekleşmesi muhtemel değişim ve dönüşümler açısından bilimsel çalışmaların az olduğu ve yeni araştırmalara ihtiyaç olduğu düşünülmektedir. Bu çalışmanın amacı, metaverse alanların sunduğu fırsatların turizm sektörü açısından ortaya konulmasıdır. Turizm alanında değişikliğe uğrayacağı düşünülen yeni alanlar, pazarlama stratejileri ve tüketici davranışları da çalışmanın inceleme konuları arasındadır. Metaverse alanlar yeni olduğu için ve altyapı teknolojileri henüz olgunlaşmadığından dolayı araştırmada yöntem olarak tüketicilerin görüşlerine başvurulmamış, nitel veya nicel araştırma tekniklerinden yararlanılmamıştır. Çalışma keşifsel bir araştırma olarak tasarlanmıştır. Araştırmaya konu olan sorular şu şekilde sıralanabilir: Metaverse ile birlikte yeni turizm şekilleri ortaya çıkabilir mi? Mevcut turizm alanlarında pazarlama stratejileri nasıl olacaktır? Tüketici davranışları nasıl ve ne yönde değişiklik gösterecektir? Çalışma sonucunda bazı çıkarımlarda bulunulmuştur. Metaverse alanlar ile birlikte turizm sektörünün de şeklen değişikliğe uğrayabileceği öngörülmektedir. Metaverse turizminin, maliyet, seyahat engeli, pandemi gibi dönemlerde sunulan imkânlar, girilmesi yasak ve hassas alanlara erişim, zamandan tasarruf, kişiselleştirilmiş deneyim gibi pek çok konuda avantajlar sunacağı düşünülmektedir. Buna bağlı olarak da pazarlama stratejilerinin değişeceği, daha bireysel stratejilerin öne çıkacağı varsayılmaktadır. Bu durumun tüketici davranışlarını değiştireceği de çalışmanın öngörülleri arasındadır.

**Anahtar Kelimeler:** Metaverse, Turizm, Pazarlama Stratejileri, Tüketici Davranışları

### **Abstract**

Tourism economy is one of the most important components of today's economy system. It is not only a matter of individual satisfaction, recreation or pleasure, but also a type of economy with important socio-economic consequences for a country. The development of information and communication technologies and the internet, the web 2.0 version in particular, contributed to the development of the tourism sector. This development and change process continued with web 3.0. Today, however, the internet has begun to change both shape and size. The name of the structure, which can also be called the three-dimensional state of the internet, is referred to as the metaverse.

It can be said that there are enough studies in the literature about the current state of the internet, the development of the tourism sector and its future gains. However, since the metaverse areas are new, it is thought that scientific studies are scarce and new research is needed in terms of possible changes and transformations between the metaverse and the tourism sector. The aim of this study is to reveal the opportunities offered by the metaverse areas in terms of the tourism sector. New areas that are thought to undergo a change in the field of tourism as well as marketing strategies and consumer behavior are also among the subjects of the study. Since metaverse areas are new and infrastructure technologies are not mature yet, consumers' opinions were not consulted as a method in the research, and qualitative or quantitative research techniques were not used. The study was designed as an exploratory research. The questions that are the subject of the research can be listed as follows: Can new forms of tourism emerge with the Metaverse? What will be the marketing strategies in the current tourism areas? How and in what direction will consumer behavior change? A number of inferences were made as a result of the study. It is foreseen that the tourism sector may also undergo a formal change along with the metaverse areas. It is thought that metaverse tourism will offer advantages in many aspects such as cost, travel barriers, opportunities offered in times such as pandemics, access to forbidden and sensitive areas, time savings, and personalized experience. By extension, it is assumed that marketing strategies will change and more individual strategies will come to the fore. It is among the predictions of the study that this situation will change consumer behavior.

**Keywords:** Metaverse, Tourism, Marketing Strategies, Consumer Behavior

## EVOLUTION OF THEORIES USED IN ADVERTISEMENTS IN METAVERSE AREAS AND CONSUMER BEHAVIORS

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### Abstract

Advertising aims to inform consumers about products, to persuade them to buy, and to remind them to keep the brand alive in their minds. The geometrical acceleration of the development of technology also directly affects the channels used for advertising, and it is seen that striking changes are taking place rapidly in this area. The aim of this study is to examine whether changes occur in the use of advertising theories and the effects of advertising in the development process of technology. In addition, it is aimed to examine the changes in the use of advertising theories and their effects with the implementation of metaverse areas. In this exploratory study, all theories used in advertising could not be included due to time and place constraints. In terms of the effect of digital technologies on information flow and consumer behavior, double-process theories and single-process theory, theory of planned behavior, learning theories, schema theory, attribution theory and information processing theory are preferred.

As a result of the study, it was concluded that metaverse areas can affect consumer behavior more in line with the assumptions of advertising theories. For example, in dual-process theories, systematic processing of information and giving the message predominantly with strong arguments lead to positive thoughts and cause attitudes to change in a positive way. It is thought that the greater opportunity to experience businesses, brands, and products in metaverse areas will lead to a more systematic processing of information and a dominant feeling of the message. The main element in the theory of planned behavior is intention. The increase in the ways of influence that will strengthen this intention will bring about the realization of consumption. Avatar technology used in metaverse areas will provide the opportunity to experience products in a three dimension way, and virtual reality applications will facilitate the consumer's idea. It is thought that this and similar technologies will strengthen the purchase intention more than the internet.

**Keywords:** Metaverse, Advertisement, Advertising Theories, Consumer Behavior

## HALAL LEADERSHIP EXCELLENCE

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In The Name of Allah (s.w.t.)

– The Most Gracious, The Most Merciful

“And consume of the lawful, good/wholesome things which Allah has provided you as sustenance, and be careful of (your duty to) Allah in Whom you believe.”

*Surah Al-Ma'idah (Chapter 5): Verse 88*

Allah s.w.t has beautifully decreed in the above ayat comprehensive guidance for the Halalan Toyyiban ecosystem by describing all its key principle elements, namely that:

- ◆ the word “حَلَالًا طَيِّبًا” being coined together emphasises that in addition to being permissible, the values of safe, effective, quality and hygienic should be intrinsic in the products to be consumed by mankind;
- ◆ the word “كُلُوا” being translated as “consume” covers beyond just “eat and drink” to include pharmaceuticals and non-food items such as cosmetics and medical devices, in addition to procuring services related to supply chain;
- ◆ the consumption is for “sustenance”, thus by making oneself strong and healthy, you are preserving the faith, life, intellect, progeny/lineage and property/livelihood of not only yourself and the ones dear to you, but consequently, the community and the ummah as a whole because preservation of these five essentials are the tenets of Maqasid Shariah; and
- ◆ by ending the ayat with the command to "be careful of (your duty to) Allah in Whom you believe", means that we must:
  - uphold the integrity in the Halal ecosystem,
  - provide the goods and services with excellence, and
  - ensure the sustainability of supply of Halalan Toyyiban products to everyone, not only in terms of quantity/availability but also duration, i.e., focusing on the future too.

Additionally, our beloved Prophet Muhammad s.a.w has stated that "The best of Mankind is those who benefit Mankind" (Ibn Hibban) and that "All of you are providers of care and everybody is responsible for doing it right for his subordinates and dependents" (Bukhari and Muslim).

Taking the abovesaid Quranic verse and Prophet Muhammad (s.a.w.)' s hadiths into context, Halalan Toyyiban can be positioned to benefit each and every stakeholder within the industry's ecosystem and value chain. Such beneficial aspects align with the Maqasid Shariah, i.e. the Objective of Islamic Laws & Way of Life as prescribed by Allah s.w.t., namely the Preservation of Faith, Life, Intellect, Progeny/Lineage and Property.

To fully understand this concept, it should be worthwhile to explore how Allah has envisaged "excellence" vis-à-vis His instructions to Prophet Dawud (David) a.s. as follows:

“...and ensure every single link in the chain that you make is perfectly calculated.  
When you do a job, do it perfectly.  
All of you be good, do good.  
I’m watching what all of you do.”



*Surah Saba (Chapter 34): Verse 11(excerpted)*

Its application alongside the more well-known "Kaizen – Continuous Improvement" should further strengthen the Halal industry's leadership to thrive in its growth.

Additionally, how such an initiative would make more Halalan Toyyiban choices available to the global Muslims and non-Muslims consumers, thereafter, be the leading contributor to the Islamic economy shall be a worthy discourse too.

At the same time, the importance of Enterprise Risk Management (ERM), including Reputation Management, and Sustainability vis-à-vis the United Nations' 17 Sustainability Development Goals (SDGs) should be emphasised to give a more holistic and all-comprehensive approach.

Let's practice continuous excellence – Itqan, in pursuit of Allah's pleasure!

## LEVERAGING NEW MEDIA TECHNOLOGIES TO SUSTAIN SMALL AND MEDIUM ENTERPRISES DURING COVID-19

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### ABSTRACT

Covid-19 has disrupted the status quo affecting the sustainability and survivability of small and medium enterprises (SMEs). Influenced by the rapid changes, survivability to be sustainable has become one of the key strategies amongst Emirati-owned SMEs. SMEs are the backbone of UAE's economy as they represent 94% of companies and employ around 86% of the workforce. During Covid-19 SMEs have reinvented their strategies and tactics to recover from their unexpected and unimaginable losses and have embraced new media such as Instagram, Tiktok, Snapchat, Facebook, LinkedIn, YouTube, Twitter, and service delivery apps. There is no 'one-size' fit model that SMEs utilize to cope and evolve from fluctuations in the business cycle created by the Covid-19 pandemic. Hence, the heterogeneity of strategies and tactics adopted by SMEs (of UAE) needs a systematic investigation to understand how they leveraged new media to re-invent themselves to recover from the pandemic, that is, Covid-19. The purpose of this research was to understand the key challenges faced by Emirati-owned SMEs to engage various stakeholders during Covid-19 and to examine the role played by new media technologies in reinventing the business strategies and tactics to sustain the business. This phenomenological study presents the strategies adopted by ten Emirati-owned SMEs to sustain their business while using new media technologies during Covid. This research also presents a suggestive model for SMEs to leverage new media technologies for sustainability during Covid-19 and beyond. The results of this research will benefit SME entrepreneurs, policymakers, business strategists, scholars, and new media providers.

**Keywords:** New media technologies; Sustainability; Strategies; Challenges; Covid-19; Small and medium enterprises

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## ISLAMIC VALUE AND ORGANIZATIONAL ETHICS: A SYSTEMATIC LITERATURE REVIEW

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### **Abstract**

The theme of organizational ethics has seen growing interest from scholars and practitioners in recent years. Ethics play an important role in business because they influence decisions, behaviors, and outcomes at multiple levels of analysis (Majluf and Navarrete 2011; Mayer-Sommer and Roshwalb 1996; Payne et al. 2013; Shao et al. 2013; Somers 2001). The vast majority of paper on ethical business has been done in western countries. however, little research has analyzed organizational ethics from an Islamic perspective. Our paper fits into this framework. Our objective is to study how Islamic values influence organizational ethics? In order to answer our problematic, we established a Systematic Literature Review. First, data was collected from three academic databases. The data collected contained 441 documents. In order to select and assess articles, we used a protocol-based review technique (PRISMA) (Preferred Reporting Items for Systematic Review and Meta-Analysis). These guidelines present the process of identification, selection (inclusion/exclusion) and assessment of relevant studies. For this we used Zotero software. 54 full text articles were available for final review.

Two types of analyzes were carried out through Nvivo software: quantitative analysis and qualitative analysis. The quantitative analysis was performed in order to have a general vision concerning the publications on Islam and Ethical Organization included in this study and their contents. Thus, we realized a descriptive analysis of the data and a word cloud analysis. However, the qualitative analysis of the database was conducted through thematic analysis, with the aim to identify the main themes related to Islamic values and organizational ethics. After three cycles of coding, we extracted four themes: 1/ Islamic Business Ethics; 2/ Islamic Ethical Climate. 3/ Islam based-CSR; 4/ Islamic Financial Institution (IFI).

## ANTECEDENTS OF PERCEPTIONS ABOUT HALAL FOODS AMONG NON-MUSLIMS IN USA

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### Abstract

**Purpose:** The main objective of this study is to empirically study the antecedents of perceptions of non-Muslim consumers towards Halal foods.

**Methodology:** The questionnaire survey was conducted through surveymonkey.com from non-Muslims (n=222) of USA. The validated scales of knowledge about Halal foods, animal welfare concerns, acculturation and perception about Halal foods were adopted after necessary adaptation as measures. The structural equation modelling (SEM) approach was used to study the structural model.

**Findings:** It was found that Knowledge about Halal foods and ongoing acculturation among non-Muslims has a positive effect on perception about Halal food whereas; animal welfare concerns have negative effect on it. Furthermore, the acculturation has moderating effects but it was found non-significant. It is recommended that Halal food marketers should increase their efforts to educate customers by updating their knowledge about it. Furthermore, it is recommended that the non-Muslim consumers must be apprised of the fact that their animal welfare concerns are adequately addressed while Halal food production and supply chain.

**Research limitations:** Online data collection is the only limitation of this study.

**Practical implications** –This study will guide the Halal marketers of western countries about how to market the Halal food products and services to serve the non-Muslim customers.

**Keywords:** Non-Muslims, consumer perceptions, animal welfare concerns, acculturation, knowledge about Halal

# ETHNIC FOOD CONSUMPTION-EXPERIENCING CONSUMER ANIMOSITY AND RACISM ON THE FRONT

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## Abstract

In multicultural societies, the food preferences are taking new dimensions in both minority as well as majority ethnic groups. The food consumption behaviour of minority ethnic groups have been studied adequately, however, this paper intends to study the consumer behavioral dimensions of majority ethnic groups regarding Halal foods (a minority related food) in USA. In this quantitative study, the online questionnaire survey (n=223) was collected through surveymonkey.com from non-Muslims living in various cities of USA through random sampling. The theory of consumer animosity was theoretical underpinning. The validated scales were adopted and adapted for all constructs. AMOS 24 was used to apply structural equation modelling (SEM) on the data. Among majority ethnic groups, it was found that consumer racism ( $\beta = -25$ ) and consumer animosity ( $\beta = -27$ ) negatively affect intention to choose Halal foods; whereas food neophobia has positive effect ( $\beta = 36$ ) on this intention. This rare study will prove instrumental in removing the blame of “Marketing Myopia” from marketing academics and will highlight the importance of prevalent market realities for one of the fastest growing ethnic food market i.e. Halal of the world. It has practical implications for Halal food marketers in particular and other ethnic food marketers in general.

## EFFECTIVENESS AND SUSTAINABILITY IN MODERN E-TAILING BUSINESS THROUGH APPLICATION OF ARTIFICIAL INTELLIGENCE

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### Abstract

Electronic business or technically known as the electronic retailing is a booming sector across the world. E-tailing refers to the various activities related to buying and selling of goods and services to consumers around the world. The global e-tailing business is categorised by types of business, through end-use sector, and also geography. The market business model is categorized as B2B, B2C, C2B and C2C. In this e-tailing business, the emergence of AI component is very significant. It helps to understand the business better, helps to gather data through data mining, helps in human-machine interactions and helps to retrieve data and provide solution for customer related issues. On this backdrop, this study aims to bring out importance of e-tailing industry and also focusses to identify the role of artificial intelligence in the growth of e-tailing. It also aims to reveal the customer satisfaction and operational benefits for the e-tail business enterprises. It also studies the various trends in e-tailing by using AI technology and attempt find out challenges faced by the consumer and business enterprises in e-tailing. This piece of work adopts the descriptive research method to carry out the study. Based on the study, the existing gaps has been identified to provide suggestions for further innovations in e-tail business the AI technology.

**Keywords:** Modern E-tailing, Business, Artificial Intelligence, and Sustainability

## APPLICATIONS OF ARTIFICIAL INTELLIGENCE IN SUPPLY CHAIN MANAGEMENT: THEORETICAL MODEL APPROACH

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### **Abstract**

The potential application of AI has been utilized properly in the area SCM to solve complex problem and collect information. The supply chain management (SCM) highly focuses on inventory or material, storage or warehouse and transportation and charming supplementary information to organization, in the recent times uses of AI in the area of SCM have been initiated by organizations to address and solve the issues related to supplier partnership management, inventory management, material procurement, scheduling and location planning. The present study covers the application of AI in SCM area and other sub division's operational decision making.

**Keywords:** supply chain management; artificial intelligence; expert system; agent based system.

## EXAMINING THE LINK BETWEEN CONFLICT AND PERFORMANCE AMONG B2B CHANNEL PARTNERS: ROLE OF WORK RELATIONSHIP AS A MEDIATOR

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### **Abstract**

Conflict in the workplace is usually viewed with a negative connotation. Though there are different classifications of conflict depending on its nature, managers generalize that conflict hampers the working relationship and financial performance of the organization. This research paper focuses on grouping various types of conflicts and their relative impact on financial performance in B2B channel environment. The study also focused on assessing the role of work relationship as mediating using SPSS process macros. A sample of 262 responses was collected via online and field visits among industrial pump distributors across India. Industrial pump distributors have been considered in this study as they have their vested interest which is different from the manufacturer's objective, leaving a potential conflict environment. The findings of the study conclude that cognitive conflict results in positive financial outcomes whereas affective conflict results in a negative financial outcome. Process conflict on its own does not have either positive or negative outcomes. Moreover, work relationship acts as a full mediator between cognitive conflict and financial performance whereas it acts as a partial mediator between affective conflict and financial performance. Hence managers of channel partners need to encourage cognitive conflict and discourage affective conflict in their workplace to have constructive financial output. They also need to give special attention to the work relationship between the channel partners to have healthier conflict.

**Keywords:** B2B Conflict; conflict management; work relationship; channel performance; channel Management; mediation



## ECONOMIC AND SOCIAL CHALLENGES OF DIALYSIS DURING COVID-19 PANDEMIC

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### **Abstract**

Covid-19 is reported to have originated in Wuhan, China in December 2019. It slowly spread through the world causing global health problems. Having high transmission rate the infection spread across the population affecting the most vulnerable. The worst affected world those who had high risk factors such as age hypertension, diabetes, chronic respiratory diseases, cancer, cardiovascular diseases and the like. Patients with end-stage renal disease were hit hard. This patient world vulnerable to covid-19 they are older and also have comorbidity. Their immune system is weak which makes them more vulnerable to the infection. Moreover patients with end-stage kidney disease need to visit the dialysis centres three times a week for a duration of around 4 hours. Exposure to the dialysis centre made them more exposed to the infection. Many patients are treated simultaneously at these dialysis centres. Due to the non-availability of antiviral drug for covid-19 it makes is more important to prevent the disease. The infection can be prevented by limiting the exposure to the infected areas. Many guidelines have been issued by various bodies for prevention and containment of the disease in these hemodialysis centres. European dialysis working group has published guidelines to prevent the spread of infection in the hemodialysis centres. Despite the availability of vaccines, the immune system in the patient having end stage kidney failure diseases responds poorly to the vaccine. Poor Immunity of dialysis Patients and emergence of variant of SARS-COV-19 calls for a booster dose in all the patients undergoing dialysis. Due to Covid-19 stress level and anxiety levels among the patients increase. However not much information is available on the mental health of the patients undergoing Haemodialysis during Pandemic. This study is carried out to study the economic impact of COVID-19 outbreak on the patients undergoing haemodialysis in the city of Bengaluru, India.

**Keywords:** End-stage renal disease, Haemodialysis, COVID-19 outbreak, Economic Challenges of Dialysis

## EDUCATIONAL AND WORKING STATUS OF UNORGANIZED SECTOR LABORER WITH SPECIAL REFERENCE TO WOMEN

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### Abstract

Retailing is one of the important industries in India accounting for over 10 per cent of the country's gross domestic product (GDP) and 8 per cent of its employment. Especially, low-wage women workers are especially vulnerable to harassment and other forms of discrimination as they typically don't have more bargaining power in the job. In the unorganized textile retail shops women have to pass through numerous difficulties as they have to manage with both sides of life, such as work and family. Predominantly, such women are semi-literates, educated unemployed and the financially deprived. It is revealed from the data that there are 58 percent of the women workers in the age group of 30 to 40 and there is no women worker above 45 years. It clearly shows that the shop owners are not interested to recruit or retain the women workers above 45 years. The educational status of workers constitutes an average of up to secondary level and they could able to read, write in the local language and understand English slightly. Almost 60 percent of the women workers are belonging to marginalized section of the society. In the present study, the socio-economic conditions of the sample respondents are analyzed and found that they are poorly paid in terms of wages, and work under poor and vulnerable working condition. It is revealed from the primary data that women workers are affected by many occupational health issues only after engaging in this work. Moreover, the women workers are sexually exploited and physically harassed. Exploitation found in various phases of the present study is found as low wage rate or salary fixed as low as minimum wages act, non-availability of social security measures, long hours of work (Almost 12 to 13 hours), a full day of standing work, no paid holidays, sexual harassment by the co-workers and supervisors and exploitation by using for domestic work additionally.

**Keywords:** Educational Status, Women, Exploitation, Low Wage and Sexual harassment

# STUDYING THE IMPACT OF PROJECT COMPLEXITY ON COST STABILITY IN HIGH-TECH INDUSTRIES IN THE MENA REGION

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## **Abstract**

In the field of cost control many managers are concerned about how to react to the world financial crisis that is booming all over the globe nowadays, this research is significantly contributing to dealing with the unavoidable cost deviations and instability. This research studies the impact of project structural complexity on the stability of its costs. The main purpose of this research is to measure structural complexity and cost stability using constructs created from the high-tech industries contexts. The findings of the previous research details different measurements of structural complexity and it is accompanied with an increasing importance of finding contextual customized measurements related to the characteristics of the project under study and its context. The cost items and the components of complexity differ from industry to another and this difference is giving the rationale of the conduction of the current study to be able to increase the accuracy of predicting and controlling the stability of the cost of the project in the high-tech context which is known by rapidly changing and dynamic environment. The data collected for this research is collected by using an electronic survey distributed to a number of 101 of project managers in small to medium sized projects in the MENA region. The research used a quantitative methodology to produce a quantitatively tested model of prediction for the cost stability of the project. The main findings of the research include the creation of a new measurement of the structural complexity and the cost stability of small to medium sized projects existing in the high-tech industries sectors in the MENA region. The study also investigates a significance impact of the scope complexity and the interdependency complexity as determinants of the level of project complexity on the level of stability of the project cost. Project managers can benefit from this study by using the prediction model contributed by this research in more accurate decisions of controlling costs of project implementation with the least possible deviations to the planned costs. The results of this research are relatively important in the process of planning for project costs and to control the level of complexity in a way that assures the conformance to the planned costs during the implementation process.

**Keywords:** structural complexity; project cost; performance stability

# DOES MUSLIM FEMALE CELEBRITIES NEED TO COVER UP IN ADVERTISEMENT? PERCEIVED SOURCE LIKEABILITY, SOURCE CREDIBILITY AND ADVERTISING EFFECTIVENESS

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## Extended Abstract

Companies in the Muslim marketplace are increasingly engaging celebrities as brand endorsers to entice Muslim consumers, and advertising to Muslim consumers are expected to abide to Islamic principles, especially when they portray female models in their advertisements. It is expected that a female model dress modestly in advertisement, where all parts of the body are covered except the face and hands. However, there are variations of modesty level in advertising in the marketplace. Thus, how does perceived modesty of Muslim female celebrities affect advertising effectiveness? This is the guiding research question for the current study.

This study compares two real advertisements to determine the extent of celebrities being portrayed in advertising on Muslim consumers' perception, attitudes and behaviour. The ads were selected on the basis of conformance to the Islamic definition of aurah (permissible to be seen by the public). Advertisement A is a popular female Muslim Malaysian celebrity that illustrates a female Muslim celebrity who conform to the Islamic definition of aurah, depicting a 'conservative' Muslim. On the other hand, another ad that features a popular female Muslim Malaysian celebrity was selected as Advertisement B. However, this ad is an example of one who does not conform to Islamic requirement of modesty, in a way, illustrating a 'liberal' Muslim.

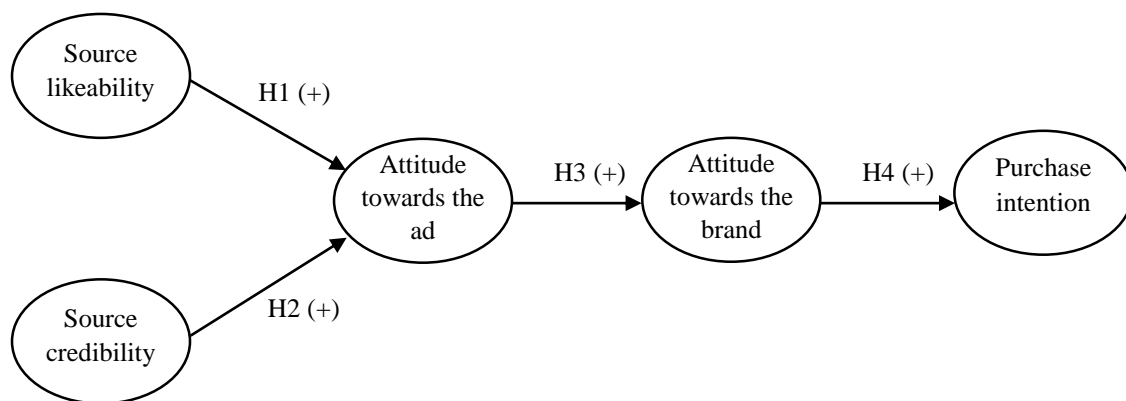
Adopting a quantitative approach, this study was conducted in Brunei (a Muslim-dominant country) and the questionnaire was distributed to Muslim residents via both online and offline mode. A total of 209 valid questionnaires was collected, and the data was analysed using structural equation modelling (SEM) to test the hypothesis in the conceptual model (see Figure 1). Source likeability and source credibility act as antecedents to advertising effectiveness, that are: attitude towards the ad, attitude towards the brand and purchase intention. Confirmatory factor analysis (CFA) was first conducted to assess the convergent validity, reliability and discriminant validity of the measurement model. Upon satisfactory assessments of the measurements, the proposed hypothesis in the conceptual model was tested using SEM.

The results revealed an interesting finding. The celebrity featured in the 'liberal ad' was perceived to be more likeable by respondents and has greater influence on attitude towards the ad ( $LIK \rightarrow ATT_{ad}$ :  $\beta = .536$ ,  $p < .001$ ) compared to the advertisement featuring a conservative Muslim celebrity ( $LIK \rightarrow ATT_{ad}$ :  $\beta = .129$ ,  $p < .05$ ). On the other hand, Ad A that featured a fully-covered celebrity was perceived to be more credible with significant effect on attitude towards the ad ( $CRE \rightarrow ATT_{ad}$ :  $\beta = .776$ ,  $p < .001$ ) compared to her non-veiled counterpart ( $CRE \rightarrow ATT_{ad}$ :  $\beta = .297$ ,  $p < .001$ ). Results illustrate support for H1 and H2. Not surprising, the ad with a female celebrity that adheres to the Islamic principles of modesty enhances respondents' attitude towards the ad which has greater impact on attitude towards the brand ( $ATT_{ad} \rightarrow ATT_b$ :  $\beta = .943$ ,  $p < .001$ ), which subsequently positively influence purchase intention ( $ATT_b \rightarrow PI$ :  $\beta = .601$ ,  $p < .001$ ). This is in comparison to Ad B, where favourable attitude towards the ad has a positive effect on attitude towards the brand ( $ATT_{ad} \rightarrow ATT_b$ :  $\beta = .666$ ,  $p < .001$ ), and in turn, lead to purchase intention ( $ATT_b \rightarrow PI$ :  $\beta = .572$ ,  $p < .001$ ). The results provide support for H3 and H4.

This study aims to provide insights on how depictions of female Muslim celebrities by adherence to Islamic principles and persona of well-known celebrities affect advertising effectiveness. Previous research has examined source credibility of celebrities as endorsers in advertising effectiveness (Muda et al., 2014; Moses et. al., 2018; Mohd Suki, 2014) and other studies by Razzaque and Chaudry (2013) and (Bukhari et al. (2019) have included Muslim consumers as samples during investigation of advertising effectiveness. However, no study has attempted to examine the influence of source likeability and source credibility on advertising effectiveness for different brands directed at Muslim consumers, as well as, compare two different ads with the use of different background of Muslim celebrities and portrayal of modesty in advertising effectiveness. By addressing this gap in the research, the present study adds new knowledge to the literature of advertising and Islamic marketing. Findings from this study would help inform marketers on different aspects of engaging appropriate Muslim celebrities as endorsers; as elaborated by McCracken (1989) that not all celebrity is suitable to endorse certain brand as he or she might have different public's perception due to his or her distinctive image.

**Keywords:** source likability, source credibility, advertising effectiveness, Muslim consumers

**Figure 1.** The conceptual model



## FACTORS INFLUENCING ORGANIC FOOD PURCHASE INTENTION: AN EXPLORATORY STUDY IN INDIA

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### **Abstract:**

The present study is an attempt to explore the factors influencing the purchase intention of organic food in India. It seeks to explore the relationship between factors like religiosity, food safety concern, concern for natural contents, nutritional value, health consciousness with purchase intention of organic foods. Data was obtained through an online survey conducted using Google forms. Respondents were invited via different social media platforms and emails. Out of a total of 150 questionnaires returned, only 74 were deemed fit for the purpose of analysis. Independent 't' test was run to examine the significant differences between male and female responses towards organic food purchase intention and Pearson Correlation was used to measure the relationship between variables. Major findings in this study are that all the factors influencing organic food purchase intention have been found to have a positive relationship with purchase intention; attitude is the strongest factor influencing organic food purchase intention; religiosity is not a very strong factor influencing organic food purchase intentions. It is also observed that there is no significant difference between males and females towards organic food purchase intention.

**Keywords:** Organic Food, Food Safety, Natural Contents, Nutrition, Health Consciousness, Religiosity, Purchase Intention.

# AN ANALYSIS OF MSMEs READINESS IN IMPLEMENTING SOCIAL MEDIA MARKETING IN INDONESIA

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## **Abstract**

This paper aims to analyze MSMEs readiness to adopt marketing campaign through social media in the context of Indonesia. There are three orientation of MSMEs owners namely Technological Orientation, Entrepreneurial Orientation, Customer Orientation, that lead into sales and business development. The study used a self-administrated questionnaire to find out responses from 100 business owners. The findings indicated that entrepreneurial and technological orientations both positively influenced sales and business development while customer orientation did not have a significant effect on sales and business development. This study contributes to the evaluation of MSMEs readiness to serve their customers in this digital era.

**Keywords:** Technological Orientation, entrepreneurial orientation, customer orientation, social media, sales and business development

## CORPORATE ENTREPRENEURSHIP AND ORGANIZATIONAL SUCCESS: STRATEGIC FLEXIBILITY AS A MEDIATOR IN THE JORDANIAN PHARMACEUTICAL INDUSTRY

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### **Abstract**

This research aimed to investigate the effect of corporate entrepreneurship on organizational success in the Jordanian pharmaceutical industry with the mediating role of strategic flexibility. The research consists of independent variables represented by the corporate entrepreneurship factors (Creativity, Innovation, Risk-taking, and Pro-activeness). Organizational success is the dependent variable, and Strategic flexibility is the mediating variable. In order to demonstrate the relationships between independent, dependent, and mediating variables, a quantitative approach was employed to gather primary data through a research questionnaire, which was distributed to selected pharmaceutical manufacturing firms in Jordan. The research population consists of 12 pharmaceutical firms, which are members of (JAPM). And the sample is purposive of approximately 320 employees from the top and middle management levels. The number of respondents was 211. The data were analyzed using SPSS (28) and AMOS (26) by confirmatory factor analysis, descriptive analysis, and structural equation modeling (SEM) tools. The data analysis results found a significant positive influence of corporate entrepreneurship on organizational success; also, all components of corporate entrepreneurship have a significant impact on organizational success. Strategic flexibility has a partial mediating effect on the relationship between corporate entrepreneurship and organizational success. This research adds to the practical and academic knowledge, where the research model was the first one attempts to investigate the effect of corporate entrepreneurship on organizational success in Jordanian pharmaceutical industry. It results in many implications for strategic choices development, such as focusing on corporate entrepreneurship dimensions to improve organizational success. The findings of this research give essential suggestions for decision-makers, managers, and those hoping to support and improve corporate entrepreneurship in Jordanian firms.

**Keywords:** Corporate Entrepreneurship, Strategic Flexibility, Organizational Success, Creativity, Innovation, Risk-Taking, Pro-activeness.



# THE BLACK LIVES MATTER MOVEMENT: ANTECEDENTS, SOCIAL MEDIA MARKETING & SOCIAL JUSTICE

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## **Abstract**

Social media marketing has increasingly been playing instrumental role in people's social and political lives in the last two decades. Social media marketing platforms, tools and variables have been consistently influencing political changes, elections and social movements in the United States of America and abroad. The brutal police killing of George Floyd in May 2020 ignited and gave a lot of strength to the Black Lives Matter movement. This research proposes an integrative framework that emphasize the role of social media marketing tools, platforms and variables that facilitated and enabled U.S. constituents, including African Americans, to get exposed to six antecedent variables. They got motivated to form a growing negative attitude toward social injustice, police brutality and racism that ended up with massive protests and aggregate actual behavior to fight social injustice and police brutality against African Americans. The article is concluding with global, marketing and political implications.

**Keywords:** Social Media Marketing, United States, Protest, Racism, Social justice, African Americans, Police Brutality, George Floyd, Framework, Marketing, Global, Better Marketing, Better World

# A STUDY TO ASSESS THE IMPACT OF DEMOGRAPHIC FACTORS ON NARCISSIST, NECROPHILIA AND SADISTIC PERSONALITY DISORDER ON YOUTH WATCHING COSMETICS ADVERTISEMENTS

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## **Abstract**

Advertisements are a very powerful tool for communicating and influencing people to purchase products. Advertisements are a very powerful tool to change the way people think and the way they perceive things and the way they see themselves. Advertisements don't only sell products, but they also have a message to offer, which sets up the culture of the society. With respect to cosmetics products, they are not a need but a want of the public. So, in order to sell the products, cosmetics companies and advertising agencies adopt all types of means and techniques to influence the public to buy their products. These means have both, positive and negative impacts on the perception, attitude, behaviour and overall personality of the individual. The study aims to see how age and income have an impact on the intention to purchase cosmetics and various personality disorders, such as Narcissist, Necrophilia and Sadistic.

**Keywords:** Cosmetics, Advertisements, Demography, Narcissist, Necrophilia, Sadistic



The impact of perceived value on customer loyalty towards private commercial banks in Bangladesh: The mediating role of customer satisfaction

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**Abstract**

The primary objective of this study is to examine the influence of multidimensional perceived value on customer loyalty through the mediating role of customer satisfaction towards the private commercial banks in Bangladesh. Using a convenient sampling technique, 367 responses were valid for being used to the final analysis. SPSS and AMOS statistical software packages were used to analyse the data for validation. The findings revealed that there is a significant positive influence of perceived value on customer satisfaction and customer loyalty. Moreover, customer satisfaction not only positively influenced customer loyalty but also partially mediated the impact of perceived value on customer loyalty. The findings of this study will be of a great deal of importance for managers to develop a sustainable customer-centric marketing strategy. Similarly, it would also be a pressing contribution to the literature and assist researchers in carrying out future research endeavours.

**Keywords:** Perceived value, Customer Satisfaction, Loyalty, Private commercial banks

## STUDY OF CUSTOMER AWARENESS REGARDING GREEN BANKING IN PUNJAB

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### Abstract

The need of the hour is to create a carbon free economy and making the economy more eco friendly. As finance is the life and blood of any economy, so to achieve this objective of carbon free economy, role of financial service providers especially banks can be outstanding. To foster environmental friendly products and services, one of the buzzword in banking industry is Green Banking. This paper is a niche attempt to unveil the awareness of green banking initiatives among customers of selected public and private sector banks in Punjab. The results showed high level of awareness about green banking concept and the most widely used green banking product among respondent customers is debit and credit cards. The results also highlighted that irrespective of the education level of customer, there is no difference in usage of green banking services.

**Objectives:** The objective of this paper is to determine the extent of awareness of green banking in Punjab State.

**Rationale:** The justification of this research lies in identifying the specific problems or barriers that lead to the lower adoption rate of green banking, in spite of its immense contribution in enhancing efficiency and effectiveness of sustainability.

**Methodology:** Primary data has been collected from 100 bank respondents of Bathinda city and its adjoining areas through the use of a well-structured questionnaire.

**Findings:** It is disappointing to find that despite the awareness of green banking concept being high among surveyed respondents, there is limited usage of green products. Only few green products like debit and credit cards, internet banking has been used.

**Keywords:** Keywords: Green Banking, Awareness

# INTEGRATED EFFECTS OF MARKETING STIMULI TOWARDS GAINING COMPETITIVE SUPPLY-CHAIN OF GROCERY PRODUCTS: THE PALESTINE MARKET EXPERIENCE

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## **Abstract**

Grocery stores are known as an important link in the food delivery system and a vital element of the retail industry spheres. Some supermarkets have gone to considerable lengths to collaborate with local suppliers to benefit both the consumer and the community. Palestine appears to be regarded as an uncommon marketplace, as a customer has discovered over time how to bridge the gap between what they create locally and where they can sell it locally under certain conditions. Therefore, this study is an underlying integrated way of critical influencing factors on the loyalty of grocery products marketing in Palestine. A field survey questionnaire was employed in this study. Data were collected via a structured self-administered questionnaire, with analysis techniques outlined using Structural Equation Modelling (SEM). The findings revealed that the identified and investigated key parameters of brand strategy, as well as the relationship and impact of brand strategy, as well as other research factors such as relationship marketing and service quality, have an impact on Palestinian purchase decisions regarding grocery products and determining customer satisfaction and loyalty to grocery stores. The findings revealed that the identified and investigated key parameters of brand strategy, as well as the relationship and impact of brand strategy, as well as other research factors such as relationship marketing and service quality, have an impact on purchase decisions of grocery products and determining customer satisfaction and loyalty to grocery stores. In addition, this study has made a significant contribution to the Palestinian government's understanding of customer perceptions of relevant aspects that may aid decision-making for future policies on food and other grocery products.

**Keywords:** Integrated Effects, Marketing Stimuli, Supply chain, Grocery Products, and Palestine

## HALAL HEALTHCARE TOURISM IN INDIA: THE ROAD AHEAD

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### **Abstract**

As per the report by Frost & Sullivan, the global healthcare tourism market's worth was USD 60 billion in 2017 growing at 20% annually. Out of the global healthcare tourism market, a near 70% is made up of Muslim patients who have precise, faith-based needs that may not be fulfilled by the conventional healthcare products and services. Halal healthcare comprise of medicines and food without alcohol & pork constituents, gender-segregated treatment of the patients and a space for offering prayers. Prominent medical centres in countries like India, Malaysia, Singapore, Thailand, etc. are focusing on serving the global Muslims with halal certified healthcare services. India is a popular destination among the international medical tourists due to its superior medical infrastructure and healthcare personnel in tune with the international standards. India is also famous for alternative treatments like Unani medicine, Ayurveda, Yoga, etc. The cost advantage of treatment in India attracts the Muslim tourists from countries like Bangladesh, Afghanistan, Pakistan, etc. It therefore is no surprise that there is a large number of hospitals in India accommodating the special needs of Muslim patients. Global Health City, Chennai is the first hospital in India to receive a halal certification. India's promise in terms of its healthcare tourism is being weakened by the incidences of Islamophobia, lack of awareness on 'halal' in general and a possible resistance from non-halal sectors. Based on the first-hand opinion and suggestions from the industry and academic experts, the study suggests that creating awareness on 'halal' among Muslims and non-Muslims alike may constitute the first step in ensuring informed-decision making and act as a guard against an outright rejection of halal branded healthcare. Halal healthcare in India is in its infancy, and much remains to be seen as to how the market is going to evolve.

***Keywords:*** *Halal, Tourism, Healthcare, Muslims, India*

# EFFECT OF BROADCASTERS, INFORMATION QUALITY, SOCIAL INTERACTION AND PRODUCT TYPE ON CONSUMERS ONLINE IMPULSE CONSUMPTION

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## **Abstract**

During online livestream e-commerce, many essences were referred to build brand positioning and attract more followers. Many companies have used celebrities to represent the product, however considering the high cost of celebrities some companies switched to use their branded broadcasters to conduct the live streaming, however other factors are also been considered by the viewers during the live streaming and purchase decision making. The present study has adopted the S-O-R model to investigate the effect of the environmental stimuli towards the consumer's affective condition and consumption behavior. Quantitative research has been conducted using an online survey and Partial Least Square Regression (PLS-SEM). Based on empirical data from 266 streamers in Malaysia, the results recorded a significant associations between para-social interaction towards affective condition ( $B=0.117$ ,  $t=1.204$ ), the relationship between product quality and affective condition ( $B=0.224$ ,  $t=5.522$ ) and also relationship has been established between affective condition towards Impulsive purchase ( $B=0.494$ ,  $t=13.370$ ). This study has provided an understanding of how consumers during online live streaming settings think and make their decisions. Hence it was advised to the companies that that during the online live streamning the information quality and product type information are essential to the viewers. Business operators should see that the content characteristics are more important than the social features and thus they have to revise their marketing approaches. The study has shown that more investigation has confirmed the previous theories that can influence the consumers emotion on impulsive purchasing, which support the situation.

**Keywords:** Impulse buying, Online Live Streaming, Affective, Environment Stimuli



# IMPULSIVITY AND ENTREPRENEURIAL FEAR OF FAILURE IN A MUSLIM SOCIETY: SOME INSIGHTS FROM STARTUPS DURING CRISES IN AN EMERGING MARKET ECONOMY

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## **Abstract**

The objective of this study is to examine the links between impulsivity, entrepreneurial fear of failure (i.e. opportunity costs and financial security, and entrepreneurial outcomes (subjective vitality) in particular context (startups in a totally Muslim society in an emerging market economy during and post COVID-19 pandemic crises). The present study uses a quantitative approach by surveying 101 Muslim startup owners in Indonesia. WarpPLS was used to estimate the structural models in the present study. It was found that perseverance has an effect on subjective vitality. Other findings and how they relate to the contexts of this study as well as policy implications are discussed.

**Keywords:** Impulsive behaviour, Entrepreneurial fear of failure, entrepreneurial outcomes, subjective vitality, startup, Muslim entrepreneurs

# IMPACT OF INTERNAL MARKETING ON ORGANIZATIONAL PERFORMANCE: THE MODERATING ROLE OF EMPLOYEE COMMITMENT

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## **Abstract**

The study aimed to investigate the impact of internal marketing on organizational performance with the moderating role of employee commitment. The data was collected from 333 employee working in Jordanian organizations. To test the hypotheses covariance based structural equation modelling was used. The data was collected using close ended questionnaire containing the demographic information in the first section and the statements related to the dependent, independent and moderating variables in the second section. All questions related to the framework were developed using a five point likert scale. The dimensions of internal marketing showed the positive and significant impact on organizational performance that included vision, reward and development. The moderating role of employee commitment was found positive and significant between the relationship of vision and performance. However the relationships of reward and development with performance were not moderated by the employee commitment. The study discussed the result in line with the existing literature and provide research implication. The future avenues of the research are also discussed.

## PROPOSE BUSINESS STRATEGY TO DEVELOP NEW INTEGRATED LOGISTIC BASE: CASE OF PT XYZ

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### **Abstract**

PT XYZ as a Subsidiary of State Owned Company has three (3) segments of services namely shipping activities, marine services and logistic services. The focus of this research is on logistic services. From three years period since first operated on August 1st, 2018, Company's logistic base recorded great performance in operational and financial aspects, but in 2021 it showed decline of revenue and profit. From 2020 to 2021, the revenue and profit dropped around 15% and 36%, respectively. The reason of the fall is declining in market share which influence the reduction of volume of services and resulted in low profit.

Previously, Company owned the majority of market share, but in 2021 even though Company still maintained its position as market leader, but it lost some portion of the market to competitor. Facing the uncertainty of the business, combined with high competition and trend of efficiency in the Oil & Gas (O&G) industry resulted in potential revenue decrease, it is essential for Company to determine business strategy to maintain current position of market leader, expand the market share, increase the revenue, and in conclusion to develop sustainable competitive advantage.

Based on the result of external, internal, and business strategy analysis, the innovative business strategy that can be implemented by Company to be offered to its customer is developing integrated logistic base. With this business strategy Company will transform the current logistic base into new integrated logistic base which work as strategic partner to O&G companies. Integrated logistic base will provide wide range of services from logistic services to new product / services of shipping & marine services and bulk plant facilities. Company is capable to expand its services to one-stop logistic solution to its customers and create sustainable competitive advantages.

**Keywords:** Business strategy, integrated logistic base, logistic, shipping, facilities, competitive advantages

## ACCESSIBILITY AND USABILITY EVALUATION OF LEARNING MANAGEMENT SYSTEM: A CASE STUDY ON KRISTU JAYANTI LEARNING MANAGEMENT SYSTEM

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### **Abstract**

Kristu Jayanti college has adopted and implemented the its own indigenous interactive KJLMS with salient features that facilitates the students, teachers and members of management to access the course materials, upload and download the contents, conduct and attend assessments, evaluate the academic performance and monitor the progress of students. An empirical study has been conducted to evaluate the performance of KJLMS with respect to usability, accessibility, system interface, compatibility and inclusivity. The research study was based on the hypothesis that KJLMS is highly accessible with high performance satisfying the users' need and a negative hypothesis. The respondents are the stake holders of our institution like students, teachers and management members. The result analysis proves that KJLMS has satisfied the positive hypothesis, though few recommendations were provided as future enhancements.

**Keywords:** Learning Management system, usability, accessibility, Inclusivity

# THE EFFECTIVENESS OF MONETARY POLICY ON THE FINANCIAL CYCLE DURING THE COVID-19 PANDEMIC IN INDONESIA

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## **Abstract**

Monetary policy is controlling economic growth and financial stability, the Central Bank needs to control the financial cycle pressures due to the Covid-19 Pandemic. The measurement in this study was carried out through the development of the Ed Waves Index model based on data from Bank Indonesia's financial statements during the Covid-19 Pandemic (2019-2022). The results found that there are three types of pressure from a financial activity wave on the financial cycle that affect the level of effectiveness of monetary policy, Type 1 pressured 0.027 A economic growth occurs based on contractionary policy reactions, Type 2 pressured -0.002 A is a neutral response based on contractionary policy reactions, and Type 3 with a pressure of -0.023 A, economic stability occurs based on the reaction of expansionary policies. This research provides a strong contribution to Bank Indonesia in establishing an effective monetary policy as a form of anticipating form the Covid-19 pandemic pressures on changes in the financial cycle in Indonesia.

**Keywords:** Financial

## LEVERAGING NEW MEDIA TECHNOLOGIES TO SUSTAIN SMALL AND MEDIUM ENTERPRISES DURING COVID-19

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### **Abstract**

Covid-19 has disrupted the status quo affecting the sustainability and survivability of small and medium enterprises (SMEs). Influenced by the rapid changes, survivability to be sustainable has become one of the key strategies amongst Emirati-owned SMEs. SMEs are the backbone of UAE's economy as they represent 94% of companies and employ around 86% of the workforce. During Covid-19 SMEs have reinvented their strategies and tactics to recover from their unexpected and unimaginable losses and have embraced new media such as Instagram, Tiktok, Snapchat, Facebook, LinkedIn, YouTube, Twitter, and service delivery apps. There is no 'one-size' fit model that SMEs utilize to cope and evolve from fluctuations in the business cycle created by the Covid-19 pandemic. Hence, the heterogeneity of strategies and tactics adopted by SMEs (of UAE) needs a systematic investigation to understand how they leveraged new media to re-invent themselves to recover from the pandemic, that is, Covid-19. The research aims to understand the key challenges faced by Emirati-owned SMEs to engage various stakeholders during Covid-19 and to examine the role played by new media technologies in reinventing business strategies and tactics to sustain the business. This phenomenological study presents the strategies adopted by Emirati-owned SMEs to sustain their business while using new media technologies during Covid. This research also presents a suggestive model for SMEs to leverage new media technologies for sustainability during Covid-19 and beyond. The results of this research will benefit SME entrepreneurs, policymakers, business strategists, scholars, and new media providers.

**Keywords:** New media technologies; Sustainability; Strategies; Challenges; Covid-19; Small and medium enterprises

# ROLE OF ETHICS AND FEMALE CELEBRITY ENDORSEMENT IN MALE CONSUMING PRODUCTS: TOWARDS A CONCEPTUAL FRAMEWORK AND SUGGESTIONS FOR FUTURE RESEARCH.

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## **Abstract**

Advertising is the main source to promote a product; the celebrity endorsement is a tool through which the message of the advertising is communicated to the targeted audience. Ethics in the advertising is an emerging concern for any society, but viewed differently in different cultures. The objective of this study is to investigate the relation between female celebrity endorsement and ads of male consuming products in the lens of ethics of advertising and also to elaborate the sphere of ethics in the advertising i.e. what is ethics in advertising according to different societies? The purpose of this paper is to develop a conceptual framework for the investigation of the phenomenon along with future directions for this study. This working paper establishes the conceptual framework in the light of literature. The phenomenon will investigate through qualitative research methodology. The methods will be used, interviews and focus group questionnaire through mini ethnographic tool. There are three constructs in this study, ethics of advertising, female celebrity endorsement and ads of male consuming products, the relation between these constructs will be investigated in the lens of utilitarian theory of ethics with the philosophy of Interpretivism. The research choice for this study is multi-methods qualitative studies.

**Key words:** Female celebrity, ethics in advertising, ads of male consuming products

## A PARADIGM SHIFT IN KEY DIMENSIONS CONTEMPLATED FOR THE NEW PRODUCT DEVELOPMENT PROCESS IN VIDEO CONFERENCING SERVICES

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### **Abstract**

In the present situation innovation is one way to achieve success in business, and innovation is the healthier way to do it better. Also, it is a weapon to change the business into a different dimension to compete in the present market condition. The objectives of the study focus on understanding the behaviour models identifying the key factors, and developing the model for key variables that influence the new product development process. To understand the specific domain much better, an in-depth literature review was carried out. The major gaps identified from the literature reviews include the 'think and action gap', which means the modification between what persons contemplate or think and what activities they indeed take for it. In the new product development process, considering the think-action gap, it becomes serious to the success of business initiatives and survival in the paradigm shift. Identifying the needs of the lead users enhances the improvement and addition of features of the video conferencing services. The present article's data gathered from the lead users will help to achieve better results in the new product development process of video conferencing services. Primary data have been collected from the field using the structured questionnaire. The study questionnaire consists of categorical questions and a Likert five-point scale. The survey form covers two segments. The segment begins with the demographical variable of the lead users followed by the key factors that influence the new product development process. Judgemental sampling methods have been used by the researchers to identify the lead users. This study tries to address the 'think and action gap' which is involved in the new product development of video conferencing services.

**Keywords:** Lead User, New Product Development, Video Conferencing Services



## BALANCED ECONOMIC DEVELOPMENT: BAROMETER AND REFLECTIONS OF ECONOMIC PROGRESS CONCERNING THE ECONOMIES OF INDIA AND CHINA

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### **Abstract**

Balanced economic development is an important part of our economy's growth since it allows us to create high-wage jobs and facilitate an improved quality of life. Balanced economic development is necessary for long-term sustainability. China and India have in recent times enjoyed unprecedented economic development, with GDP per capita in both countries quickly expanding. However, it is critical to assess if countries can achieve a balanced economic development in the service, manufacturing, and agriculture sectors. This study will examine the contributions and development of the agricultural sector, the difficulties and issues it faces, as well as the numerous strategies and initiatives—such as agriculture insurance programs—used to develop and support the sector in the world's two most populous developing nations, China and India.

**Keywords:** Agriculture Insurance, Balanced Economic Development, Economic Growth, GDP rate, Crop Insurance

# GOAL-SETTING THEORY AND GAMIFICATION IN MOBILE FITNESS APP ENGAGEMENT: A PILOT STUDY FROM MUSLIM GEN Y

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## **Abstract**

This paper aims to extend Goal-Setting Theory (GST) by adding gamification on mobile fitness app engagement. This research developed a research model based on Goal-Setting Theory (GST) and gamification in explained engagement behaviour on mobile fitness apps. Both academicians and practitioners proposed that goal-setting theory as internal forces and gamification as external forces which described engagement behaviour. However, until now, scholars and practitioners have paid less attention to how these two combination forces justify the engagement behaviour in mobile fitness. Besides, there have been calls for the exploration of the mediator and or moderator influences on goal core – engagement relationships. By extended goal-setting theory and added gamification, it helps to explain the engagement relationships on mobile fitness app engagement. The research used quantitative technique and data were collected from 100 mobile fitness app users from Generation Y Muslim using purposive sampling. The pilot analysis conducted through SPSS (V23). The pilot results indicated that the reliability items of goal-setting theory variables, gamification and engagement Cronbach alpha achieved the reliability requirement. The EFA results indicated the research contributes to the originality item, which can be applied by academicians for future research.

**Keywords:** Generation Y Muslim, Malaysia, goal-setting theory, gamification and engagement

## THE PREMISE OF SELF-AUTHORSHIP DEVELOPMENT IN ONLINE AND HYBRID LEARNING EXPERIENCES AMONG UNDERGRADUATE AT THE UNIVERSITI UTARA MALAYSIA (UUM)

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### **Abstract**

With the recent transition from online learning to the mixture of both online and hybrid classroom learning, the state of undergraduates' struggles and challenges in developing their self-authorship remained unvoiced. This raised the central question of how undergraduate students who have undergone online and hybrid learning experiences develop their self-authorship in the first three years of their studies? This research adopted a qualitative, exploratory, through virtual focus group discussions with undergraduates that had purely online and hybrid classroom learning experiences. Twelve participants composed of first, second-and third-year students were grouped to share their classroom learning experience and how it helps to develop their self-authorship throughout their degree. The students were purposively selected to explore such a topic. The findings are threefold: (i) the significant classroom learning experience; (ii) self-authorship development between students who had undergone online and hybrid classrooms; and (iii) the catalyst of self-authorship development among these students. The findings of this research are helpful to educators of higher education, emerging universities and students themselves in understanding the challenges faced by undergraduates in manoeuvring themselves during the transition from learning through full online classroom to hybrid classroom.

**Keywords:** *Self-authorship, undergraduate students, Higher Educational Institution (HEI), Issue and challenges, online and hybrid learning experience, emerging university.*

## ETHNIC FOODS CONSUMPTION: A SYSTEMATIC LITERATURE REVIEW AND FUTURE RESEARCH AGENDA

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### Abstract

**Purpose:** This paper aims to summarize available qualitative studies on various kinds of ethnic foods focusing on the perspectives of marketing and consumer behavior, perform content analysis, identify the main themes explored, present an overview of the extent of literature, and indicate the research gaps to be addressed in the future.

**Design/methodology/approach-**A methodology of the systematic literature review was adopted to screen the peer-reviewed journal articles based on specific inclusion and exclusion criteria, which were then filtered to the most relevant and eligible studies (n=39) to be used in further steps of the review. The content analysis was performed by indicating the major findings of these studies.

**Findings-** It was found that the literature on ethnic foods is increasing gradually but lacks the required rigor regarding marketing theory and practice. The findings of content analysis were presented in logically summarized tables, graphs, and figures along with their interpretation. Furthermore, this paper has identified several research gaps, which warrant the attention of future researchers to make this stream of research more meaningful for enriching marketing literature.

**Research Limitations/implications-** This paper did not include quantitative studies. However, the emerged themes of qualitative studies have important implications for marketing researchers and practitioners.

**Originality/value-** It is claimed to be the first ever-systematic literature review conducted on various ethnic foods encapsulating the extent of research on these ethnic foods, especially in multicultural societies with a focus on marketing and consumption culture.

**Keywords-** Systematic Literature Review, Ethnic Food consumption, Multicultural Societies

**Paper type-** Research paper

## BRIDGING MAQASID AL-SHARIAH AND MASLOW'S HIERARCHY OF NEEDS THEORY TO FLEXIBLE WORKING ARRANGEMENTS (FWAs) AND QUALITY OF LIFE

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### **Abstract**

A great number of studies have significantly proven that quality of life can be realised through flexible working arrangements (FWAs), as it promises various benefits coveted by people in this 21st century. FWAs have gained great attention from scholars. Within 20 years (2000–2020), there were 6.5 million documents FWAs related studies. This paper will introduce a brand-new perspective to the study of FWAs by exploring the linking of Maqasid Al-Shariah with the accomplishment of human quality of life through FWAs. This paper also compared Maqasid Al-Shariah with Maslow's Hierarchy of Needs Theory with regard to the fulfilment of human needs, which leads to the attainment of a high quality of life. This is a relatively new study in the realm of FWAs research, and it is anticipated that it will provide facets to FWAs studies. This will contribute to the existing literature on FWAs and lay the groundwork for future research on FWAs from the standpoint of Maqasid Al-Shariah.

**Keywords:** Maqasid Al-Shariah, Flexible Work, Quality of Life

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## **Abstract**

Virtual Tourism (VT) is defined as a novel concept that enables potential tourists to enjoy tourist sites without visiting them physically. Nonetheless, VT remains a novelty for Malaysian tourists. Therefore, this study intends to ascertain travellers' adoption intentions in Virtual Tourism via the use of a Value-based Adoption Model (VAM). Travellers in Malaysia aged 21 to 39 were the analytic unit in this study. A total of 302 usable responses were obtained from an online self-administered questionnaire and analysed using Partial Least Squares-SEM in conjunction with the SmartPLS programme. Prior to proceeding to the next questions, respondents were shown a film to gauge their level of acceptance of virtual tourism. The research findings indicate that perceived benefits are more influential to perceived value than perceived sacrifices. Results showed that the components of perceived benefits, namely perceived usefulness ( $\beta = 0.341$ ,  $t = 6.552$ ) and perceived enjoyment ( $\beta = 0.341$ ,  $t = 6.552$ ), had a considerable beneficial influence on perceived value. Perceived complexity is the only component of perceived sacrifices that has a substantial negative influence on perceived value ( $\beta = -0.142$ ,  $t = 2.758$ ). In contrast, felt immersion ( $\beta = 0.059$ ,  $t = 0.913$ ), perceived expense ( $\beta = -0.020$ ,  $t = 0.318$ ), and perceived physical risk ( $\beta = -0.021$ ,  $t = 0.350$ ) were discovered to have no discernible impact on perceived value. Although the current study focused on a specific age group of clients, similar studies could be expanded in the future to include other groups with a variety of travel interests. The study's results may aid tourism providers and marketers by indicating a direction in which they should concentrate their efforts and emphasise growing perceived benefits while minimising perceived sacrifices, because this would progressively but consistently boost profits.

**Keywords:** Adoption intention, Virtual Tourism, Value-Based Adoption Model, Covid-19, Online travellers

## UNDERSTANDING ATTITUDE TOWARDS ENTREPRENEURIAL INTENTION AMONG ASNAF GEN Z IN SABAH

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### **Abstract**

*The purpose of this study is to examine the influence of attitude on asnaf Gen Z towards the entrepreneurial intention. Based on theory of attitude, several predictors of attitude were presented in this paper specifically to look into the entrepreneurship behaviour among these younger generation. Factors such as innovativeness, Locus of Control, need for Achievement, Proactive and Risk taking were tested against the attitude. 106 university students from Sabah took part in the study's quantitative data gathering using an online survey. For the purposes of data analysis, PLS-SEM, or partial least squares structural equation modelling, was employed. The results revealed that all the indicators that described attitude were found to be significantly related to attitudes toward entrepreneurship intention except to need for achievement that was found to be insignificant ( $B=0.109$ ,  $p=0.299$ ). When it came to attitude towards entrepreneurial intention, proactive and locus of control, risk taking and innovativeness were found to have a  $P$  value less than 0.05. Hence, it is recommended that children should be taught about entrepreneurship from an early age, and that universities should place a particular priority on teaching entrepreneurial skills to low-income student that will assist the Gen Z from less income status can find ways to improve the family life cycle.*

**Keyword:** Attitude towards entrepreneurship, Asnaf Generation Z, Entrepreneurial Intention

# THE CHALLENGES OF WORKING FROM HOME AND DIGITAL ACCELERATION AND ITS IMPACT ON ORGANISATIONAL CULTURE AMIDST PANDEMIC CRISIS

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## **Abstract**

Working from home in Malaysia is not widely practised and the use of digital technologies is still far behind from the developed countries. However, the worldwide pandemic crisis prompted by COVID-19 has spurred a huge scale of WFH implementation and has increased the usage of digital technology due to the movement control order (MCO) enforced by the government. The focal points of this study are to look into the challenges that WFH and digital acceleration posed in the midst of the COVID-19 pandemic crisis, as well as to analyse how these challenges have impacted the organisational culture in Malaysia. The findings of the structured interview that was carried out in this study revealed that there were overlapping challenges between WFH and digital acceleration. WFH is inextricably linked to the use of technology, and WFH is the primary driver that has driven digital acceleration during the pandemic crisis. While WFH may be the solution for business continuity, it still has its pitfalls that interfere with employees' performance and well-being. Another significant conclusion is that the advent of digitalisation and WFH have altered the workplace climate, causing the organisation to tend to be more result-oriented, emphasising job completion and meeting performance targets.

**Keywords:** Organisational culture, working from home, digital acceleration

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