

# Socio-Economic Perspectives on Consumer Engagement and Buying Behavior

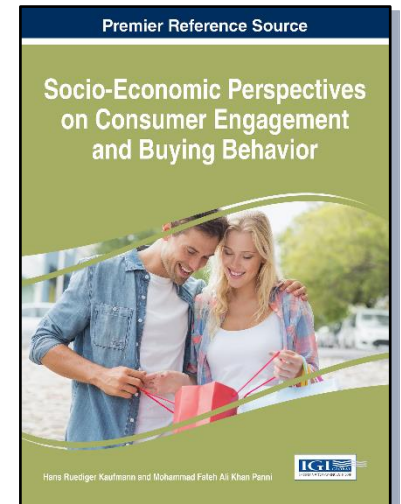
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

Hans Ruediger Kaufmann (University of Nicosia, Cyprus) and Mohammad Fateh Ali Khan Panni (City University, Bangladesh)

## Description:

In modern business practices, marketing dimensions are changing with new opportunities appearing in consumer behavioral contexts. By studying consumer activities, businesses can better engage and retain current and new customers.

**Socio-Economic Perspectives on Consumer Engagement and Buying Behavior** is a comprehensive reference source on new innovative dimensions of consumer behavioral studies and reveals different conceptual and theoretical frameworks. Features expansive coverage on a number of relevant topics and perspectives, such as green products, automotive technology, and anti-branding.



## Readers:

This book is ideally designed for students, researchers, and professionals seeking current research on the dimensions of consumer engagement and buying behavior.

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**Pages:** 350

## Topics Covered:

- Anti-Branding
- Automotive Technology
- Boycotting
- Consumerism
- Corporate Social Responsibility (CSR)
- Effective Surveillance Management (ESM)
- Green Products
- Sustainable Marketing

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**Mohammad Fateh Ali Khan Panni** is an Assistant Professor in the School of Business at City University, Bangladesh. He has an MPhil degree (by research) in the area of marketing from Multimedia University, Malaysia. He has published many research articles in the area of consumerism, CRM, CKM, brand loyalty, online shopping behavior, internet banking green consumer behavior index and educational marketing etc. in numerous international journals like JLERI, IJBEP, IJECRM, WJBAM, JIKM, IJTEM, Amfiteatru Economic. Currently, he is a research committee member of three different research interest committees such as marketing, ethics and social responsibility and green economy consortium of Euromed Research Business Institute (EMRBI). He is also regularly involved as a track chair of Annual Euromed Conferences. He regularly reviews paper for different international refereed journals and has already served as a reviewer in AJBM, AJAR, WREMSD, IJEER, AJMM, JIKM etc. He has co-edited two edited reference books-one on customer centric marketing strategies and the other on consumerism (IGI Global Publication). He is an editorial team member of African Journal of Marketing Management (AJMM) (Academic Journal series) and a listed reviewer of Journal of Information and Knowledge Management (JIKM) (World Scientific Publication).

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