

# Promotional Strategies and New Service Opportunities in Emerging Economies

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

Vipin Nadda (University of Sunderland, UK), Sumesh Dadwal (Northumbria University, UK) and Roya Rahimi (University of Wolverhampton, UK)

## Description:

Continuous improvements in emerging economies have created more opportunities for industrialization and rapid growth. This not only leads to higher standards in accounting and security regulations, but it increases the overall marketing efficiency.

**Promotional Strategies and New Service Opportunities in Emerging Economies** is a key resource in the field of service marketing and promotions, service innovations, and branding in developing countries. Highlights multidisciplinary studies on self-service technologies, sustainable consumption, and customer relation management.

## Readers:

This publication is an ideal reference source for policy makers, academicians, practitioners, researchers, students, marketers, and government officials actively involved in the services industry.

**ISBN:** 9781522522065

**Release Date:** January, 2017

**Copyright:** 2017

**Pages:** 417

## Topics Covered:

- Customer Relation Management
- Online Retailing
- Self-Service Technologies
- Service Marketing
- Service Risk Management
- Supply Chain Management
- Sustainable Consumption

**Hardcover:** \$185.00

**E-Book:** \$185.00

**Hardcover + E-Book:** \$220.00



## Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: [www.igi-global.com](http://www.igi-global.com)

## Table of Contents

### Chapter 1

#### **Service Sector And Antecedents Of Marketing Strategies For Emerging Markets: A Case Of Indian Market**

Sumesh Dadwal, Northumbria University London Campus in Partnership with QAHE, UK.

### Chapter 2

#### **Social Innovation Practices in Services for Sustainable Consumption: The Case of Turkey**

Banu Atrek, Burcu ILTER, Dokuz Eylul University Faculty of Business  
Dr. Burcu ILTER,  
Dokuz Eylul University Faculty of Business

### Chapter 3

#### **Competitive Strategies In Retailing In Emerging Economies Evidence From Turkey**

Dr. Faruk Anil Konuk, Sakarya University

### Chapter 4

#### **Service Risk Management at Emerging Economy**

Yilmaz AKGUNDUZ, Dokuz Eylül University

### Chapter 5

#### **Augmented Reality for Tourism Service Promotion in Iran as an Emerging Market**

Neda Shabani, University of South Florida  
Azizul Hassan, Cardiff Metropolitan University

### Chapter 6

#### **Issues in service marketing in emerging economies**

Mahmood Ali, University of Business and Technology  
Arvind Upadhyay, University of Brighton  
Vikas Kumar, University of the West of England

### Chapter 7

#### **Managing Innovation in the Service Sector in Emerging Markets**

Husam Awadalla, Innovation Consultant

### Chapter 8

#### **Pre-Purchase User Perceptions of Attributes and Post-Purchase Attitudes in Building Successful Online Retail Promotional Strategy**

Sajad Rezaei, Taylor's Business School  
Rona Chandran, Taylor's Business School

Yoke Moi Oh, Taylor's Business School

### Chapter 9

#### **Engagement with Online Customers in Emerging Economies: The Power of Online Brand Communities and Social Networking Sites**

Esra Arikan, Istanbul Bilgi University

### Chapter 10

#### **Technology-Enabled Experiential Marketing – Promotional Strategies towards New Service Opportunities**

Thorben Hänel, Tongji University Shanghai  
Hui Wang, Birmingham City University  
Wilhelm Loibl, University of Chester

### Chapter 11

#### **Understanding the relationship between culture & Sensory Marketing in developing strategies & opportunities in emerging economy: A cross-cultural study**

Abdulah Abd Althagafi, University of Business and Technology  
Mahmood Ali, University of Business and Technology, Jeddah

### Chapter 12

#### **Adoption and Acceptance of Online Banking: A Comparative Study of UK and Nigeria Retail Banks.**

Abimbola Dada, Cardiff Metropolitan University

### Chapter 13

#### **Using Internet: A Mechanism to Develop Market Share**

Seyedeh Fatemeh Mostafavi Shirazi, KTO Karatay University

### Chapter 14

#### **Always On: Managing Online Communities in a 24/7 Society**

Sarah Williams, University of Wolverhampton, UK

**Vipin Nadda** is working as Lecturer and Programme Manager (Postgraduate-Tourism & Hospitality) with University of Sunderland in London. Some of his previous responsibilities involved Lecturer for tourism and hospitality management at Oxford House College, London and Kurukshetra University in India. He also freelance as 'consultant' for University of East London, Confederation of tourism and Hospitality, Anglia Ruskin University, BPP University and Cardiff Metropolitan University. He has more than twenty years of experience in education, industry and research and besides PhD in tourism, also written book Chapters, published two books and attended and presented papers in various international conferences/seminars. As an experienced academician, he has been Lecturing/teaching a variety of subjects ranging from, Strategic tourism development, Destination branding, global tourism, sustainable tourism development, hospitality management studies, Tourism Marketing and International Hospitality Marketing, Marketing strategy, International business environment, Applied Research Methods, supervising MBA, MSc, and PhD Dissertation projects in UK as well as overseas. Dr. Nadda has been also actively involved in development of Programme at different awarding bodies. He has been working with confederation of tourism and hospitality awarding body based at London as an exam board member, external examiner and assessor for last seven years and has helped to develop level-5/6 qualifications for them which are Ofqual recognised and delivered globally. Also, developed level-5/6 qualifications for global examination board, University of East London and assessment for undergraduate and postgraduate tourism and hospitality qualifications for University of Sunderland. He has international exposure having taught students from various nationalities which evidences his adaptability, diversity and multi-levelled skills.

**Sumesh S. Dadwal** has 20-years of experience in teaching, academic research, eLearning, and educational quality management. Currently, he is working as Lecturer with Northumbria London campus, UK. He is also visiting a lecturer at ICON College, University of West London and University of Plymouth (London), UK. As a Programme leader of MSc Mass communication, Sumesh, leads a team of experts in teaching and research. He has also been associated with QAA, UK; as a reviewer for educational quality oversight of higher education in the UK. He has successful experience in programme development and the UK HEI quality assurance, using benchmarks from HEI, QAA, HEA, and industrial practices Sumesh is an active researcher and is also involved in PhD supervision. His core areas include International strategic marketing, consumer behaviour & misbehaviour, product launches, prosumers & experience economy, service encounters & sensational experiences, Innovation & technology in marketing, and leadership & organisational change. He has undertaken analysis of brands, markets and consumer behaviours using various qualitative and quantitative techniques. He has written various research papers, book chapters and lead research at various levels. He has successfully undertaken projects that required, data mining, editing and detailed statistical analysis using qualitative and quantitative research methods using software: N-Vivo, Excel, SPSS. He is also external examiner for PG programmes with EduQual UK, and external examiner for PhD (International Expert) with Punjab Technical University, India. He is also a member of advisory and editorial board of academics at Acme Intellects IJRM, India. Sumesh is also a reviewer at Journal of Enterprise Information Management, UK. In addition, Sumesh has hands on industrial experience in constructions and agricultural supply chain. He is also freelance consultant (business analysis) for emerging markets.

**Roya Rahimi** joined the University of Wolverhampton as Lecturer in 2014. She teaches across tourism, hospitality and events subject areas. Roya has supervised more than 100 dissertations of graduate and postgraduate students, and also involved in PhD supervision. Her research interests are CRM, Organisational Culture, Human Resource Management, Gender Equality and Tourism Higher Education. Her work has been published in top-tier journals such as Annals of Tourism Research, Journal of Tourism and Hospitality Research, Journal of Travel & Tourism Marketing, International Journal of Contemporary Hospitality Management and Anatolia. Her work has been also presented at various international conferences and appears in book chapters released by Routledge, CABI, Emerald and IGI. She sits on the editorial board of the Journal of Hospitality and Tourism Technology and European Management Review. She serves as reviewer for number of leading journals. Roya received The Valene L. Smith Prize for the best presented paper at the International Conference of Service Quality in Hospitality & Tourism in Isfahan at 2016. She has been published in a variety of languages. Her industry experience includes seven years working in the hotel industry in a number of international hotels in various countries. Roya is fluent in three languages (English, Turkish and Persian) and has familiarity with European and Asian cultures. She believes that high quality teaching, strong research and industry partnership go hand in hand given the application aspect of the tourism and hospitality field. Roya was nominated for her cutting edge style of teaching in 2016 and also nominated as the inspirational lecturer of the year in 2015 and 2016.

#### Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: [www.igi-global.com](http://www.igi-global.com)

