

A woman with brown hair tied in a bun is seen from behind, looking at a laptop screen. The background is a kitchen with wooden shelves holding various jars and containers. The text is overlaid on a white rectangular box with an orange border.

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Practical Frameworks for New-Age Digitalization Business Strategy Tee, Poh Kiong, Song, Bee Lian, Ho, Ree Chan, 2025-07-02 In today's digital landscape businesses must adopt forward thinking strategies to remain competitive New age digitalization implements advanced technologies and integrates them into every aspect of business operations to drive innovation agility and customer centric value Practical frameworks like digital transformation plans data driven decision making and platform based systems become essential tools for organizations navigating this shift These frameworks provide structured approaches for leveraging emerging technologies while aligning digital initiatives with strategic business goals Further research may present new strategies for effective sustainability and scalability Practical Frameworks for New Age Digitalization Business Strategy explores digitalization and sustainability practices and their impact on businesses in terms of marketing and management strategies for market demand and sustainable growth It examines new approaches to market adaptability in the age of digitalization and sustainability This book covers topics such as cloud computing data privacy and management studies and is a useful resource for business owners computer engineers managers academicians researchers and data scientists

Insights on Consumer Psychology in the Digital Landscape Mouloudj, Kamel, Bouarar, Ahmed Chemseddine, 2025-08-29 In recent years the digital landscape has dramatically transformed the way consumers interact with products services and brands As technology continues to evolve so too do the behaviors motivations and perceptions of consumers in the digital realm The advent of e commerce social media platforms and mobile technologies has led to new ways of communicating shopping and engaging with brands presenting both challenges and opportunities for marketers and researchers alike Understanding the psychological factors that drive consumer decisions online is crucial for businesses looking to thrive in this dynamic environment Insights on Consumer Psychology in the Digital Landscape provides a comprehensive exploration of consumer psychology in the digital age By delving into both theoretical and practical aspects it seeks to uncover the hidden psychological processes that influence consumers online behaviors Covering topics such as buying behavior digital trust and sustainable consumption this book is an excellent resource for psychologists marketers business practitioners researchers academicians and more

Eco-Innovation and Sustainable Development in Industry 5.0 Atiku, Sulaiman Olusegun, Jeremiah, Andrew, Semente, Efigenia, Boateng, Frank, 2024-06-05 In the era of Industry 5.0 the world faces a critical juncture where technological advancement collides with escalating socio environmental challenges Climate change energy consumption and threats to public health are exacerbated by the rapid embrace of Industry 4.0 technologies As businesses pursue efficiency the compromise on human and social sustainability becomes inevitable The need for a holistic approach to sustainable development is urgent where economic growth aligns seamlessly with environmental social and human well being Eco Innovation and Sustainable Development in Industry 5.0 serves as a guide in the pursuit of sustainable development within Industry 5.0 This book dissects the intricate challenges

posed by socio environmental issues and seamlessly offers a multidisciplinary approach to achieving sustainable development goals The detrimental impact of Industry 4 0 on sustainable development necessitates the paradigm shift proposed within the book Economic pursuits can no longer overshadow the crucial pillars of human social and environmental sustainability The delicate balance required for a sustainable future is at risk demanding a multidisciplinary approach to reconcile these seemingly conflicting objectives This book is a call to action to bridge the knowledge gap and provide tangible solutions for achieving sustainability in Industry 5 0

Regulatory Frameworks and Digital Compliance in Green Marketing Akhtar, Shamim, Borah, Prasad Siba, 2025-05-14 In today's digital landscape marketing practices are inspected through regulatory frameworks and compliance requirements As data privacy concerns consumer protection laws and digital advertising standards evolve businesses must navigate regulations to ensure marketing strategies remain ethical and legally compliant Key regulations shape how marketers collect store and utilize consumer data The convergence of technology and law in digital marketing demands a comprehensive understanding of the legal environment and the ethical obligations businesses face in protecting consumer rights This intersection of regulatory frameworks and digital compliance helps marketers mitigate risks foster consumer trust and build sustainable brands in a digital world Regulatory Frameworks and Digital Compliance in Green Marketing explores digital tools platforms and technologies to drive eco innovation and implement effective green marketing strategies that align with sustainability goals It offers valuable insights for businesses to extract the power of eco innovation and digital technology to achieve green marketing excellence in global business This book covers topics such as digital technology green marketing and social influence and is a useful resource for sociologists computer engineers business owners policymakers academicians researchers and environmental scientists

Marketing with Strategic Empathy Claire Brooks, 2016-08-03 We are living in an age of continual motion and change and as a result traditional strategy planning has become outmoded Every manager perhaps even every employee needs to become a strategist Every strategist in turn needs to develop deep consumer insight or empathy as a basis for flexible strategy formation This book offers a practical guide on how to develop and implement a systematic process of strategic empathy to lead to greater effectiveness and day to day success Marketing With Strategic Empathy is written by Claire Brooks the CEO of the global consulting firm where the strategic empathy framework and processes were developed She has applied these in many successful projects for international corporations for more than 10 years

Conscious Consumption: Teaching Kids About Ethical Choices in Food, Clothes, and Entertainment Silas Mary, 2025-01-30 In today's consumer driven world teaching children about ethical consumption is more important than ever Conscious Consumption provides parents with the tools to help their kids make thoughtful responsible choices when it comes to food clothes and entertainment This book explores how to introduce children to the concepts of sustainability fair trade and the environmental impact of consumption From understanding where food comes from to choosing brands that support ethical practices this book offers

simple age appropriate ways to help children become mindful consumers Through engaging discussions fun activities and family friendly ideas Conscious Consumption helps parents instill values of responsibility empathy and environmental awareness You ll learn how to encourage your children to make choices that align with their values helping them understand the impact of their decisions on the planet and the people who live on it This book empowers families to adopt conscious consumption habits that contribute to a more sustainable ethical world **Sustainable Marketing and the SDG Framework**

Prof. Vipin Jain, Prof. Manoj Agarwal, Dr. Kamal Kishor Pandey, Dr. Charul Verma, 2025-10-13 The book Sustainable Marketing and the SDG Framework A Global Perspective appears to be a conceptual or thematic title rather than an exact published work However several authoritative texts closely reflect this theme Notably The Elgar Companion to Marketing and the Sustainable Development Goals offers a comprehensive global perspective on how marketing strategies can align with the United Nations Sustainable Development Goals SDGs covering areas such as consumer behavior innovation and inclusive marketing Similarly titles like Sustainable Marketing Strategic Marketing for People Planet and Profit and Sustainable Marketing by Mark Peterson explore how marketing can balance profitability with environmental and social responsibility These works collectively emphasize that sustainable marketing is not just a trend but a strategic necessity encouraging businesses to embed SDG principles into core marketing practices for long term global impact

Sustainable Consumer Behavior Gerrit Antonides, 2018-07-06 This book is a printed edition of the Special Issue Sustainable Consumer Behavior that was published in Sustainability Frameworks for Sustainable Development Goals to Manage Economic, Social, and Environmental Shocks and Disasters Popescu, Cristina Raluca Gh., 2022-06-24 In the post COVID 19 era it is essential to adhere to an international framework for sustainable development goals SDGs which requires the management of the economic social and environmental shocks and disasters While many have suffered across the world from the COVID 19 pandemic these SDGs work to ensure healthy lives and promote well being for all ages as well as inclusive and sustainable economic growth Frameworks for Sustainable Development Goals to Manage Economic Social and Environmental Shocks and Disasters provides an updated view of the newest trends novel practices and latest tendencies concerning the benefits advantages opportunities and challenges of building an internationally successful framework for SDGs Covering topics such as business longevity green innovation and vaccination willingness this premier reference source is an excellent resource for government officials business leaders and executives human resource managers economists sociologists students and faculty of higher education librarians researchers and academicians Environmental Attitudes and Awareness Geetika Tankha, 2017-11-06 Environmental problems of pollution and degradation are a major source of concern globally At all levels efforts are being made to protect and preserve the environment from further deterioration Measures are being taken at international national and regional levels by governments and organisations to spread the awareness and concern for the environment and ecosystem but these are not yet yielding the expected returns Research has

indicated that humans must be guided by values beliefs and individual motivating factors if attitudes are to be converted in actual behaviour This book presents an empirical research study on the relationship between the measures of ecological concern and its demographic and psychosocial determinants It discusses the various models of environmental concern and tracks the human environment relationship as studied by environmental psychologists and sociologists The book will be of great use to the students academics researchers and scholars in a variety of fields including human ecology eco philosophy sustainable development environmental psychology environmental sociology environmental economics environmental studies and conservation psychology and will further the reader s understanding of the role of human factors in ecological protection It will also be of value to policy makers and the general reader interested in understanding behavioural and psychosocial perspectives on environmental concern

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