Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control

Part of the Research Essential Book Series

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Description:
In today’s increasingly connected business world, there is new pressure for local brands to go global, and a need for already global corporations to cater to new audiences that were previously ignored.

Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control brings together the best practices for entry and expansion of global brands into Islamic countries. This book is an essential reference source for professionals looking to incorporate the laws and practices of Islam into the global presence of their company and presents a cutting edge look at worldwide retail for marketing researchers and academics.

Readers:
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Topics Covered:
- Consumer Behavior
- Customer Relationship Management
- Frameworks for an Islamic Marketing Plan
- Islamic Values and Global Businesses
- Marketing Communications
- Retail in Islamic Cultures
- Social Media

Hardcover + Free E-Access: $215.00
E-Access Only: $200.00
Section 1: Consumerism and Consumption in Islamic Context

Chapter 1
A Simplified Method for Understanding Judgment and Decision Making of Muslim Consumers
Burhanudin, STIE Perbanas, Surabaya, Indonesia

Chapter 2
Consumer Behavior in Islam
Dr. Abdul Hadi M. Alkhasawneh, American University in the Emirates, Dubai, United Arab Emirates

Chapter 3
When Faithful Consumption Meets Modernism: A Review of Consumption Practices In Turkey
Begüm Yetişer, Yaşar University, Turkey
Burcu Genç, Gediz University, Turkey

Chapter 4
Consumers’ purchasing behaviour for fresh meat from modern retail stores and traditional markets in Malaysia and Indonesia
Norshamliza Chamhuri, National University of Malaysia (UKM), Malaysia
Yeni Kusumawaty, University of Riau, Indonesia
Peter J. Batt, Curtin University, Australia

Chapter 5
Islam and Consumption: Religion Interpretations & Changing Consumerism
Farhan Shaikh, SJMSOM (IIT Bombay), India
Dinesh Sharma, SJMSOM (IIT Bombay), India

Section 2: Marketing Strategy and Marketing Communication in Islamic Context

Chapter 6
Islamic Marketing: A conceptual framework for political, cultural, and religious interrelatedness
Samer Sarofim, The University of Kansas, USA
Ahmed Tolba, The American University in Cairo, Egypt

Chapter 7
Marketing Communications in the Islamic Perspective: Communicating the Halal Branding
Ramaz, Omar, Heliospolis University for Sustainable Development, Egypt
Eldahan, Omar H., Heliospolis University for Sustainable Development, Egypt

Bikramjit Rishi holds a Post Doctorate (Funded by European Commission) Ph.D and MBA. He has over 11 years of professional experience to his credit with several top organizations such as IMT Ghaziabad, University of Liechtenstein (Europe), and American University in the Emirates (Dubai). He is currently an Associate Professor (Marketing) at IMT Ghaziabad. He has also worked with the University of Liechtenstein (Europe) and Indian Institute of Foreign Trade (IIFT), New Delhi, as a Visiting Professor. He has also taught in NJIT Imperta programmes. Apart from teaching, research, and training, he has also served in editorial advisory positions, conference advisory committees, and made a significant contribution to the success and growth of marketing discipline. He has 24 referred research papers, 9 book chapters, and 26 conference papers. He has presented research papers in several reputed national/international conferences in India and abroad and has also chaired sessions in the national and international conferences. He has also given keynote addresses in many national conferences in India. He has delivered guest talks/invited presentations in several top business schools in India and abroad.