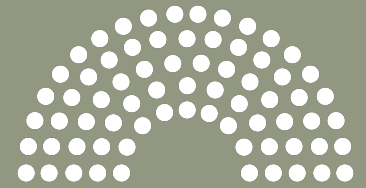


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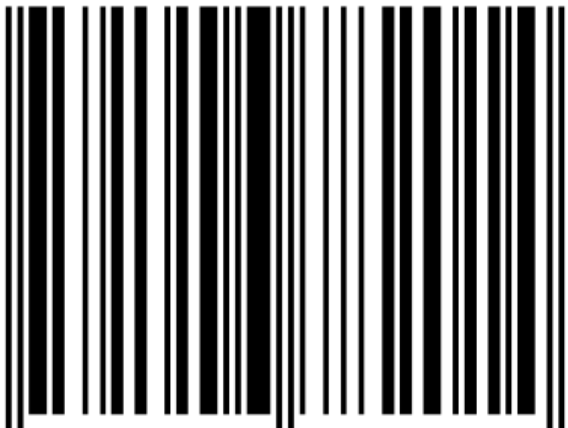


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ABOUT ICOBM'18

The 3rd International Conference on Business and Management held at Erasmus University, Rotterdam, Netherlands. The event provided a platform for academics to showcase their recent scholarly work, receive feedback from colleagues and

benefit from a diverse array of publication outlets.

The 4th International Conference on Business and Management (ICOBM'19) is billed to take place between 12th - 13th December, 2019 in the Netherlands.

THE ORGANIZERS

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The International Conference on Business and Management (ICOBM) is organized annually by a diverse and multidisciplinary group of academics under the auspices of the American Academic Research Society.

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Organizing Corporate Events to Improve Business Performance: Exploring Relations between Employee Well-being, Productivity and Team-building Practices in Coastal Settings

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Abstract

Corporate events and team-building are evident in a large majority of varying organizations globally. New team-building and fun activities offer a vast selection of assortments, allowing planners to choose every year from different activities in a bid to enhance loyalty, well-being or performance goals. For event providers to survive and maintain sustained levels of customer satisfaction, they have to develop an effective marketing strategy, follow trends and developments by listening to their corporate customers. This study explores the motivations of planners in relation to goals associated with organizational performance and employee wellbeing. The practice of conducting team-building solely for the sake of fun is examined, as well as the extent to which location, in this case the coast, is an important decision-making factor. Mixed research methods explore how planning, organizing, executing and evaluating team-building practices can be conducted in relation to teamwork, communication, productivity and health. Interviews, desk research, customer surveys and observations are used to reveal perceptions on how employee happiness by means of team-building in coastal settings might increase employee satisfaction and productivity. The research setting concentrates on the Amsterdam region and its coastal team-building possibilities. Results show that managers of companies organized their company event either with a certain performance improvement goal or without. Most of them did not have a specific goal prior to the company's event. Nevertheless, those who stated a specific goal before the event, also achieved it. In most cases, it was the factor of communication between employees that improved after team-building at the beach. Results of the surveys, however, do indicate that most employees do not enjoy sports and beach events as much as social events.

Keywords: corporate events, employee wellbeing, teambuilding in coastal settings, performance.

Main Conference Thematic Tracks: HRM, General Business & Management, Organizational Behaviour

Triple Bottom Line Framework as a Tool for Sustainability of Manufacturing SMEs in Emerging Markets

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Abstract

Small and medium South African manufacturing firms operate within the lense of sustainability by reporting, accounting and taking responsibility for incorporating it into their operations as a result of the growing prominence of the triple bottom line (TBL) framework. In order to perform sustainably, these entities have to be so 'au courant' to be 'au fait' with finding avenues and operational tactics to balance both profitability and sustainability. Notwithstanding the foregoing, South African SMEs constantly experience problems which negatively affect their performance especially regarding sustainability. The paper probes the purified defense of TBL within the manufacturing SME sector of an emerging market, analyzing opportunities and challenges in incorporating the social and environmental dimensions of the TBL framework within organizational performance measures. The study applies a quantitative design on a purposively selected sample of 200 respondents that were considered as decision makers of manufacturing SMEs in South Africa. As such, for this study, emphasis was placed on whether there exists a relationship between dimensions of sustainability, business performance and TBL usage within manufacturing SMEs. Stemming from the results, it was found that manufacturing SMEs' thrust for profitability at the expense of sustainability threaten efforts to induce enormous positive business outcomes that leverage future business performance and sustainability and at the same time corrodes their potential leverage for competitiveness. This study concludes by highlighting implications as well as proposing future possible research.

Keywords: emerging markets, SMEs, South Africa, triple bottom line

Main Conference Thematic Tracks: Operations & Supply Chain Management

An Empirical Study on Adoption of Digital Banking in Oman

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Abstract

Digitalization of banking services provides lots of opportunities to banks in enhancing their customer base, improving service quality and maximizing revenues. Within this background, this study aims to explore empirically, factors influencing the adoption of digital banking by retail customers in Oman. Primary data was collected through a structured questionnaire from 200 retail banking customers on the basis of the snowball technique. Factor analysis was applied to identify the most influencing factors and satisfaction level that leads to adoption of digital banking. The findings of the study show that five factors namely perceived usefulness and ease of use; security, privacy and trust; cost effectiveness; awareness of digital services and web design features were found to have significant influence in the adoption of digital banking among retail customers.

Keywords: digital banking, e-banking, internet banking, online banking, customer adoption, Oman.

Main Conference Thematic Tracks: Marketing Management

Dissenting Opinions and Acceptance of Dissenting Ideas

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Abstract

Previous research demonstrated inconsistent associations between expressions of dissenting opinions regarding task issues and acceptance of those ideas. In addition, most of the relevant studies used measures in a cross-sectional design. The present research used an experiment to investigate the associations between expressions of dissenting opinions and acceptance of dissenting ideas and the mediators of these relationships, including participants' perceptions of a counterpart's integrity, positive affect, and negative affect. The results demonstrated that expressions of dissenting opinions decreased participants' acceptance of the expresser's dissenting ideas because participants perceived the expresser as having low integrity. Positive affect and negative affect did not significantly mediate the associations between expressions of dissenting opinions and acceptance of dissenting ideas. The findings contribute to the research on conflict management and group processes in terms of how task conflict affects acceptance of dissenting ideas.

Keywords: dissenting opinions, acceptance of dissenting ideas, integrity, affect

Main Conference Thematic Tracks: General Management, Organizational Behavior

Evolution of the use of Financial Tools: A Case Study of MSMEs in the Metropolitan Area of Valle de México

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Abstract

In Mexico, MSMEs (Micro, Small and Medium-sized Enterprises) cover 99.80% of the economic units and employ 74% of the population. However, the percentage of gross production is 35.90%. This means that despite their strong presence within the indicators of economic units and jobs generated, their assets are limited. There are insufficient financial resources or inadequate financial management, which in turn influences the performance and strengthening of its operations.

The study was performed in the metropolitan area of Valle de Mexico, which covers the two federative entities with the highest number of economic units, population and gross domestic product with the highest national contribution.

The objective of this research was to carry out longitudinal case studies of MSMEs in the metropolitan area in order to apply financial tools and identify the effect on growth and its economic and financial situation. The research was qualitative; 6 case studies of different MSMEs were analyzed through three stages: diagnosis, proposal, and implementation of financial tools and evaluation. Data was obtained through in-depth interviews, 6 month-observations and analysis of financial information.

The findings of this research were that in the 6-month period of observations, each case study showed a different situation. Thus, the financial tools had to be applied according to their needs and characteristics. In most situations favorable results were obtained in the administrative control yet, the growth was still not observed in most of the MSMEs.

Keywords: Financial tools, Financial Management, MSMEs, Business growth.

Main Conference Thematic Tracks: General Business & Management, Entrepreneurship & Small Business, Financial Management.

Does Organizational Commitment Matter? Linking Socially Responsible Human Resource Management, Turnover Intentions and Organizational Citizenship Behaviour

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Abstract

Current research explores frameworks on the connection between Socially Responsible Human Resource Management (SR-HRM) - including the three areas that affect their roles, being legal application, employee-oriented and overall expedition; and staff turnover implications as well as corporate awareness. This research focuses on the hotel industry in Kyrenia, Northern Cyprus more specifically relating to the corporate commitments including but not limited to affective, protraction, established commitment. Structural Equation Modeling (SEM) was carried out on the data that had been collated from numerous staff members in a number of hotels that had been highlighted as appropriate for this research, with demographic variables serving as control variables for the study.

The results indicated that the application of SR-HRM methodologies that promote staff focused, legally compliant and overall CSR application play a substantial part in decreasing employee turnover plans, while demonstrating a significant relationship with corporate awareness conduct. Nevertheless, focusing on the staff as well as carrying out the overall facilitation, demonstrated an increased level of significance in the framework compared to the legal commitment. Both sets of variables within this study, demonstrated that organizational commitment also played a significant role.

Key Words: socially responsible HRM, organizational citizenship behavior, turnover intentions, organizational commitment.

Main Conference Thematic Tracks: Organizational Behavior, HRM, General Business and Management

Asymmetric Relationship between Crude Oil Prices, Global Uncertainty, Exchange Rates and Crude Palm Oil Prices

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Abstract

Malaysia is the second largest producer of crude palm oil in the world. The crude palm oil industry generates significant income to the Malaysian economy. Being one of the largest crude palm oil's exporter and producer, Malaysia is playing an essential role in fulfilling its increasing global needs especially in the industries of energy and consumer product. To the best of our knowledge, no current research explores the asymmetric impacts of crude oil prices, global uncertainty and exchange rates on crude palm oil prices. Therefore, this study contributes to the existing literature by examining the asymmetric relationship between crude oil prices, global uncertainty, exchange rates and the crude palm oil prices. This study employs the nonlinear Autoregressive Distributed Lags (NADRL) model to examine the asymmetric link between the variables. The bounds test for cointegration document that the underlying variables have significant long run relationship with the changes in crude palm oil prices. Further, the results show that the changes in crude oil prices and global uncertainty have asymmetric effect on the crude palm oil prices. However, the findings do not find evidence of nonlinear relationship between crude palm oil prices and exchange rate in short run and long run. Consequently, the findings of this study provide important implications for the policymaker to produce effective economic policies.

Keywords: palm oil prices, crude oil prices, global uncertainty, exchange rates, nonlinear autoregressive distributed lags (NARDL)

Main Conference Thematic Tracks: Economics

Relationships Among Strategy Content, Strategic Performance Measures, Strategic Decision-Making and Organizational Performance

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Abstract:

This study examines the role strategic performance measures play in strategic decision making as well as how this role affects the actual strategic performance of organizations. Using survey data from 400 respondents in the Northern Cyprus public sector, the study finds that effectiveness and efficiency are key strategic performance measures with a significant impact on the actual overall performance of organizations. However, the content of strategies and the quality of strategic decision making within public firms are key to influencing the observed effects of effectiveness and efficiency on the actual objective performance of firms.

Keywords: Strategy Content, Strategic Decision Making, Organizational Performance.

Main Conference Thematic Tracks: General Business and Management, Strategic Management

Managing Environmental Factors for Organizational Performance in the Current Era

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Abstract:

This paper intends to analyze the effect of environmental elements on the mental or psychological alertness (attributes) and performance of employees in a production unit (system) using structural equation modeling SEM. An understanding of these effects may help maximize production units especially regarding their employee's psychological alertness and performance from a macro-ergonomic viewpoint. On this basis, a new macro-ergonomic compatibility questionnaire would be developed and statistically validated. The economic and global environments often play roles in forcing one to make changes within one's organization which could be positive or otherwise. Such changes unveil opportunities which may have been overlooked in the past. They may lead to enhanced performances and higher employee morale. 120 respondents at four producing firms are considered. Environmental factors such as noise, lightning, temperature, humidity air quality would be considered as independent variables and psychological attributes and employee's performance as dependent variables. To propose and test the hypothetical causal model of significant relationships among variables, a data analysis would be employed, on this note, this study intends to proactively analyze basic parameters in making suitable policies for an effective and promising environment to enhance employee's performance psychologically and health-wise as this has a direct impact on the extent of productiveness of an organization.

Keywords: environmental factors, performance

Main Conference Thematic Tracks: General Business and Management

Time-varying Predictability of Equity Returns

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Abstract

The adaptive market hypothesis states that the level of market efficiency may fluctuate over time with changes in economic conditions. The Malaysian equity market has experienced financial crises and economic condition changes that may have effect on the degree of return predictability. Nevertheless, most of the earlier studies disregard possible time variation in return predictability. The objective of this study is to examine time varying return predictability in the Malaysian equity market over time. This study uses the wild bootstrap automatic variance ratio (WBAVR) test to explore whether equity prices follow a random walk. The findings for the whole sample period show that equity price changes deviate from a random walk and hence equity returns are predictable. Further, the results show that return predictability decreases with the size of firm and the frequency of trading. However, the WBAVR test results for overlapping moving subsamples show that equity return predictability is time varying. The degree of return predictability varies over time. The findings are consistent with the adaptive market hypothesis that market efficiency is time varying. The findings of this study contribute to the current literature on adaptive market hypothesis. The findings also have implications to the policymakers and market participants on the importance of changing market conditions in affecting their policy making and investment decision.

Keywords: return predictability, equity market, adaptive market hypothesis, emerging market

Main Conference Thematic Tracks: Economics, Financial Management

The Impact of Marketing Mix Elements on Forming Mental Images about Islamic Banks in Jordan: An Empirical Study

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Abstract

This study aims to investigate the impact of the marketing mix elements (MME) within the banking industry and how this leads to the forming of mental images (FMI) for Islamic Jordanian banks (IJB). To achieve the objectives of this study, a descriptive analytical approach had been used, through the design of a questionnaire which was distributed to a study sample which consisted of 500 members of the IJB. The study results indicated that there is a statistically significant effect of the total elements of the marketing mix in forming mental image for Islamic Jordanian banks. The study recommended that there is a need for Islamic Jordanian banks to take be vigilant regarding the pricing of Islamic banking services, and encourages the establishment of new branches.

Keywords: marketing mix elements; nature of banking service; pricing of banking service; Promotion of banking service; forming mental image.

Main Conference Thematic Tracks: Marketing Management, Finance

Does Stock Liquidity Explain the Relationship between Market-based Earnings Quality and Valuation of Indonesian Listed Firms?

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Abstract

Recent study by Hutagaol-Martowidjojo, Valentincic, and Warganegara's paper (2018) suggests that earnings quality is negatively related to the valuation of Indonesian listed firms. Furthermore, they argue that the uncommon finding is due to the efficient motive of earnings management that supports prior research (e.g., Siregar & Utama, 2008; Hutagaol-Martowidjojo & Valentincic, 2016). However, considering vast theoretical and empirical studies that have drawn the positive associations between (1) information quality and liquidity, and (2) liquidity and valuation, another explanation to Hutagaol-Martowidjojo et al's result (2018) can be offered. It is argued that the direct effect of better accounting earnings information quality on asset pricing might not be apparent. Instead, it might be explained through increasing liquidity. Therefore, the purpose of this study is to investigate the impact of market-based earnings quality on firm's valuation *via* stock liquidity in an emerging market, Indonesia.

The research sample is 73 non-financial firms listed in *Kompas100 Index* in 2010. The reason of the selected sample firms is to ensure the availability of continuous data, particularly, valuation data. The data used is to analyse the relationship between earnings quality, stock liquidity, and market valuation for year 2013 to 2016. Three market-based earnings quality attributes (conservatism, relevance, and timeliness) are used to construct an index of earnings quality (EQ) in a similar way to Gaio & Raposo (2011). Then, this study employs an OLS regression model to estimate the relationship between market-based EQ and stock liquidity. Further, a two-Stage Least Regression (2SLS) model is used to analyse the relationship between firm's predicted liquidity and its market valuation, measured by Tobin's Q.

This study finds that market-based (EQ) index of Indonesian listed firms is positively related to stock liquidity. Further, the paper provides significant evidence that the higher liquidity stocks tend to get higher valuation in the market. Hence, it could be concluded that a higher quality of earnings positively affects Indonesian firm's value through its ability to increase stock liquidity in the ways that positively influence investor's perception and operational performance.

Keywords: earnings quality, conservatism, relevance, timeliness, stock liquidity, Tobin's Q, IDX
Main Conference Thematic Tracks: Accounting, Valuation.

The Mediating Role of Cognition between Technology and Brand Selection: An Indian Retail Context

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Abstract

The aim of this study is to analyze the intervention impact of organismic variables on the relationship between technology and selection of brand in the Indian retail context. A mediation analysis was utilized to test the model for the reason of the study. The model included dimensions of technology namely innovativeness and optimism, cognition (perceived and service quality) and selection of brand (brand choice and preference). Research data were collected from the population of Kanpur region for the purpose of this study. The major finding of this study is that cognition variables which constitutes perceived quality and service quality, mediates the relationship between technology and brand selection.

Keywords: brand choice, brand preference, Indian retail, mediation effect, perceived quality, Service quality, technology.

Main Conference Thematic Tracks: Management Information Systems and E-Business

Determinants of Innovation Across Nigerian Enterprises: Do Size and Region Matter?

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Abstract

Will the ally of size and region (Location) serve a catalyzing ingredient for innovation across enterprises in Nigeria? Interestingly, many enterprises have since deemed it fit to make effort to advance in their operation because their level of innovativeness today might be identified as the least tomorrow given the level of general widespread competition recorded among other competitors. Hence, the study seeks to address the determinants of innovation across Nigerian enterprises given the interplay of firm-size and region (location). Using the Probit regression estimation method in examining the Nigeria Enterprise Survey Data for 2,676 enterprises in the year 2014. Evidence from the study reveals that a firm's region (location) and size significantly influence the firm's innovativeness in their deals of doing business at 0.05 (5%) significant level. Therefore, the study recommends the establishment of inter-link infrastructures that cut across regions of the economy in order to facilitate their ability to take up innovative challenges and also the promotion of credit facility scheme (in form of venture capital fund) to help promote the activities of infant firms and existing enterprises, limitations and the further research areas are discussed.

Keywords: innovation, small and medium enterprises (SMEs), probit regression, Nigeria Enterprise Survey.

Main Conference Thematic Tracks: Entrepreneurship & Small Business

Back to Its Core Business with a New Business Model

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Abstract

The notion of back to the core business often implies going back to the original business model. In this paper, a new business model resulting from back to the core business strategy is demonstrated. Empirically this research draw on a case study of change management process in a company. Three main phases of back to the core business transformation are identified, they are: Readiness, Alignment and Envisioning as well as the important of the core value of the company in each phase. These three phases of the business transformation are discussed as well as the interplay between strategic management, organizational initiatives and culture.

Keywords: business models, change management, strategic management
Main Conference Thematic Tracks: General Business & Management

Transpiring Journey of Innovative e-commerce

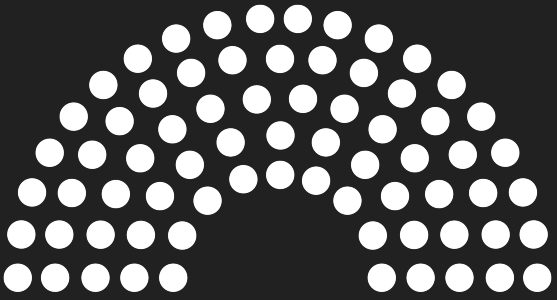
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Abstract

The paper aims to understand how innovative e-commerce has been explored in the last decade by providing a systematic review of the existing literature on innovative e-commerce. An extensive literature review was carried out on innovative e-commerce spread over various journals identified from the e- academic databases of EBSCOS, Scopus, Science Direct and Emerald. A total of 68 conceptual and empirical articles on innovative e-commerce research spanning from 2008 to 2018 were analysed based on the various classification schemes. Innovative e-commerce is becoming a key concept in the field of marketing. Research on customer engagement has gained a significant pace in the last 8 years (2010-2018) but most of the articles on innovative e-commerce have come from developed countries and the literature is comparatively silent in the developing nations. The developing nations need to foster an environment which can help in cultivating innovation especially in the case of e-commerce as innovation is its backbone. Also, the lacunae in the literature needs to be filled and lot of research is needed in the particular area. The current study unveils the favorable organizational outcomes can that can be achieved derive by constructing and managing an innovative e-commerce. The more an organization knows about the technological advancements and the customer's preferences, the better adept it will be to enact the innovations in e-commerce. Therefore, understanding innovative e-commerce is imperative in that context; this review will help the organizations to comprehend that in a better way. This study acknowledges limitations with respect to its exclusive search criteria, which might affect its generalizability. This study exhibits the favorable outcomes organizations can derive by building and managing innovation in e-commerce. This is the first identifiable systematic literature review of innovative e-commerce that offers a detailed understanding of the present state of innovative e-commerce research on a solo platform and delivers a comprehensive innovative e-commerce conceptualization.

Keywords: innovative e-commerce, literature review, e-commerce, innovation in e-commerce

Main Conference Thematic Tracks: Marketing Management, Management



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