



Airasia Service Marketing Mix

NARAYAN CHANDER



Airasia Service Marketing Mix:

Marketing Cases from Emerging Multinational Enterprises (eMNEs) Zafar U. Ahmed,Omer F. Genc,2024-12-23

Globalization has changed the world economic picture and emerging markets have developed very fast Several multinational companies from emerging markets came to world arena and compete with big multinationals from developed countries This book explores the ways in which emerging multinational enterprises eMNEs work to become competitive global brands It explores eMNEs from industries such as airlines banking food distribution automotive and information technology These cases are useful to researchers scholars students and practitioners interested in eMNEs branding and emerging markets

Services Marketing: People, Technology, Strategy (Eighth Edition) Jochen Wirtz,Christopher Lovelock,2016-03-29

Services Marketing People Technology Strategy is the eighth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock extensively updated to feature the latest academic research industry trends and technology social media and case examples This textbook takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research Featuring cases and examples from all over the world Services Marketing People Technology Strategy is suitable for students who want to gain a wider managerial view of Services Marketing

Strategic Human Resource Management in the Hospitality Industry: A Digitalized Economic Paradigm Kankaew, Kannapat,2023-03-13 Human resources are critical within organizations particularly in the modern world where technology can be acquired to produce the same quality of products Today in the context of the digitalized economy hospitality organizations must ensure their human resources are evolving with the times to remain competitive Strategic Human Resource Management in the Hospitality Industry A Digitalized Economic Paradigm discusses strategic human resource management in the hospitality industry and sheds light on every aspect of human resource management in the hospitality industry globally such as from selection recruitment training and development performance management compensation and benefit and employee retention Covering key topics such as technology integration leadership and tourism this reference work is ideal for industry professionals managers business owners administrators policymakers researchers academicians scholars instructors and students

EXPLORING QUANTITATIVE AND QUALITATIVE APPROACHES IN HOSPITALITY AND TOURISM RESEARCH Prof. (Dr.) Rajiv Mishra,Dr. Ankita Sakhuja Sharma,Prof. (Dr.) Vikas Singh,Ms Megha Bagde, The fields of hospitality and tourism have witnessed remarkable growth fueled by increasing global connectivity economic development and cultural exchange To navigate and contribute to this dynamic industry understanding both quantitative and qualitative approaches in research has become essential Quantitative methods which involve the systematic collection and analysis of numerical data enable researchers to assess trends measure consumer behavior and predict future patterns based on statistical inference These techniques offer a degree of objectivity allowing for the testing of hypotheses and generalization of results across larger populations They are often used to evaluate

the economic impact of tourism customer satisfaction levels or occupancy rates in hotels providing stakeholders with data driven insights to inform decision making Common tools include surveys structured interviews and various econometric models which enable the efficient processing of large datasets to identify relationships between key variables On the other hand qualitative research plays an equally vital role in understanding the nuanced complex human dimensions of hospitality and tourism This approach delves into the motivations experiences and perceptions of individuals offering a deeper more subjective understanding of traveler behavior host guest interactions and service quality Through techniques such as in depth interviews focus groups and participant observations qualitative methods provide rich contextual insights that can uncover new perspectives or challenges that may not be evident through quantitative data alone They are particularly effective in exploring themes like cultural heritage tourism guest experience design or destination branding where emotional and experiential factors are critical to the overall understanding of tourism dynamics The narratives and stories generated through qualitative research offer a profound appreciation of how tourists and local communities interact within the complex social and cultural ecosystems of the hospitality industry The integration of both quantitative and qualitative approaches offers a more comprehensive understanding of the hospitality and tourism sector By combining statistical rigor with rich contextual detail mixed methods research enables scholars and practitioners to gain a holistic view of industry trends and challenges

International Marketing: An Asia-Pacific Perspective Richard Fletcher, Heather Crawford, 2013-08-28
International Marketing 6e is written from a wholly Australasian perspective and covers issues unique to local marketers and managers looking towards the Asia Pacific region the European Union and beyond It presents a wide range of contemporary issues faced by subsidiaries of multinational enterprises MNEs as well as small and medium scale enterprises SMEs mainly exporters which make up the vast bulk of firms involved in international business in the Australasian region International Marketing 6e clearly demonstrates the links between the different stages of international marketing connecting analysis with planning planning with strategy and strategy with implementation Key concepts are brought to life with comprehensively updated statistics recent illustrations and a variety of real world examples and case studies

Services Marketing in Asia Christopher H. Lovelock, 2005
Asian Competitors: Marketing For Competitiveness In The Age Of Digital Consumers Philip Kotler, Hermanwan Kartajaya, Den Huan Hooi, 2019-03-15 Today's dynamic and uncertain environment has contributed to the changing nature of markets In order for companies to keep up they will need to embark on new wave marketing to ride the wave of opportunities provided by the changes in the environment such as the digital revolution This is critical all over the world but none more so than in Asia Asia is not only the world's biggest market but also the fastest growing It is therefore essential for marketers to understand the dynamics of Asian companies and what they have to offer to the wider world This book analyzes competitive companies from 18 Asian countries that have successfully practiced new wave marketing and in so doing provide invaluable lessons that others may find useful Comprehensive case studies are used not only to describe how

some of Asia's best companies compete but also to analyze the concepts of new wave marketing their actions are based on This book is unique in its depth and breadth of cases from companies in the ASEAN region to North east Asia including Mongolia and SAARC The authors of this book Professor Philip Kotler arguably the Father of Modern Marketing Hermawan Kartajaya from Indonesia and Hooi Den Huan from Singapore are all experts in their field and have previously produced other bestsellers This book with its focus on real life examples of competitive Asian companies in the age of digitalization complements the principles and theoretical frameworks of new wave marketing that are detailed in its sister book Together these books provide a comprehensive picture of the changing Asian marketing landscape

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Services Marketing: People, Technology, Strategy (Ninth Edition) Jochen Wirtz, Christopher Lovelock, 2021-10-15

Services Marketing People Technology Strategy is the ninth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock extensively updated to feature the latest academic research industry trends and technology social media and case examples This book takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research It features cases and examples from all over the world and is suitable for students who want to gain a wider managerial view

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