

The Role of Agile Marketing in Achieving Sustainable Marketing Analytical Descriptive Study in Ur State Company, Iraq

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Abstract:

This study examined the impact of agile marketing (AM) on sustainable marketing (SM) in Ur State Company, for this investigation, a survey research strategy was selected. The questionnaire as a study method of data collection. The managers and head and section managers of departments employed by Ur State Company in the southern region of Iraq make up the study's population. A total of 54 questionnaires were used in the analysis process, which employed the Simple Regression Technique. The hypothesis was tested at the 5% level of significance using SPSS 26. The results showed that AM and SM are related ($r = .695$), and the coefficient of determination (R^2) shows that variations in SM explain for 47% of the variation in AM ($R^2 = .483$; $F = 48.498$, p -value < 0.05). This study is limited by scope as only in Ur state company in the south of Iraq, the study will help the company under study to realize the importance of environmental sustainability and practicing the best methods and means in their marketing and production operations in order to promote sustainable marketing.

Keywords: Agile Marketing, Sustainable Marketing

Introduction

Within the framework of sustainable marketing, agile marketing contributes to improving companies' strategies by adopting more flexible and innovative strategies that are in line with environmental and social goals. Rather than focusing on short-term goals, lean marketing focuses on achieving positive, sustainable impacts in the long term, helping companies reduce their environmental impact and enhance their social responsibility. By adopting lean marketing principles, companies can improve their marketing strategies to be more sustainable in several key ways, including: enhancing resource efficiency, reducing waste, and responding quickly to changing customer needs. This method also contributes to enhancing innovation by allowing new ideas to be tested

and modified based on live data, which supports the achievement of environmental and social goals in a more integrated manner. The importance of lean marketing in achieving sustainable marketing is evident in its ability to balance economic, environmental, and social goals. By facilitating rapid adaptation and continuous innovation, companies can enhance their sustainability and achieve positive results in line with global trends towards environmental protection and enhancing social responsibility. In this research, we will review how lean marketing can play a pivotal role in achieving sustainable marketing goals, focusing on specific strategies and techniques that support this trend and contribute to achieving tangible results in this vital field.

First part: Research Methods

First: Problem statement

The challenges facing the current organizations due to the rapid changes in the business environment and the urging of organizations to reach marketing brilliance, so it is clear that in the light of the continuous endeavor of organizations to develop their marketing strategies in order to remain and continue and remain in continuity and became a real competition for them, and imposed on them a new reality and perception that must be dealt with and adapt With him, to be able to overcome its risks, maintain its survival and growth in the market, and enhance its competitiveness to achieve the required goals. In order for this to be achieved permanently and continuously, the philosophy of sustainability must be applied, which the lean marketing methodology seeks to achieve sustainable marketing performance by promoting the principles of sustainability (economic, social, environmental) because achieving performance does not only mean providing high quality products at competitive prices, but participation Responsible in the organization to promote sustainable development, the main problem can be formulated. To search through the question: (Does agile marketing have a role in achieving sustainable marketing?) in Ur state company under study, and the contents of the research problem are better highlighted in light of raising the following sub -questions:

1. What is the level of impact of Agile marketing on achieving sustainable marketing?
2. Is there a significant relationship between agile marketing and sustainable marketing?

Second: Study Significance

1. The theoretical importance of the research lies in the fact that it is one of the very few studies, as far as the researcher is aware, that dealt with two important topics that attracted the attention of the researchers. Sustainable marketing depends on achieving the objectives of the organization, and then its success or failure.

2. The research gains its field importance in arousing the interest of the leaders of the surveyed banks in the dimensions expressing agile marketing, as well as increasing their awareness, perceptions, and understanding of it, which leads them to adopt it, leading to the implementation of sustainable marketing.

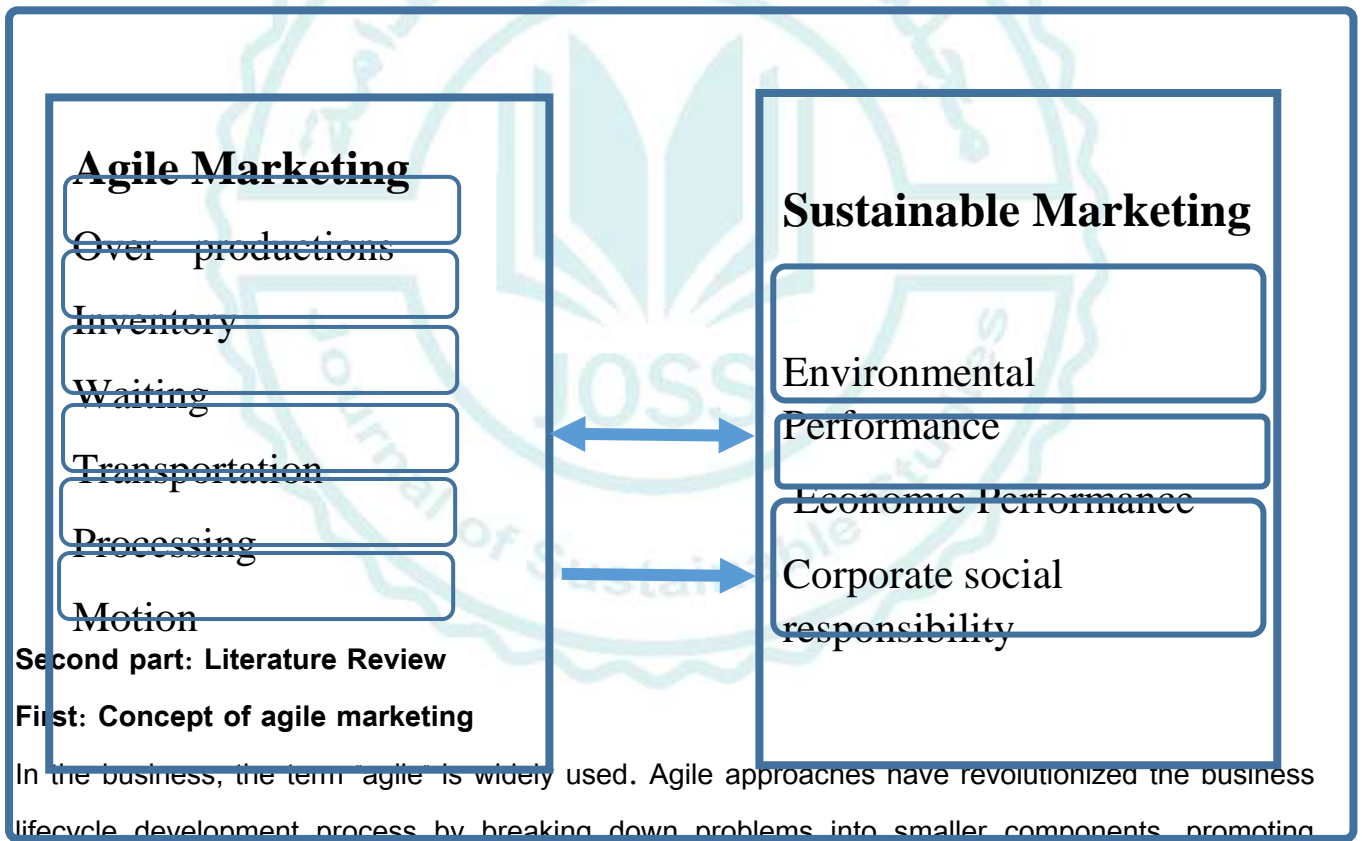
Third: Study objectives

1. Estimate the relationship between agile marketing and sustainable marketing.
2. Estimate the effect of agile marketing on sustainable marketing.

Fourth: Study Hypothesis

1. There is a statistically significant relationship between agile marketing and sustainable marketing.
2. There is a statistically significant effect agile marketing in sustainable marketing

Conceptual concept.



In the business, the term "agile" is widely used. Agile approaches have revolutionized the business lifecycle development process by breaking down problems into smaller components, promoting

constant iteration, and continuously collecting and acting upon input and feedback. Product management and development teams can become more inventive and agile with the aid of this method. The Covid -19 pandemic has impacted business and industry dynamics, compelling company executives to embrace agile methods across business functions, Agile marketing is a method of approaching the marketing process that drives innovation and change by continuously

informing marketing strategy and planning with data, insights, and metrics (Singer, 2021). It incorporates agile best practices into the marketing process, facilitating frequent collaboration and campaign iteration with ongoing feedback from cross-functional teams. It also means that groups are functioning autonomously and self-organizing, making sure that their output is in line with the company's objectives and the larger strategic vision. (Katare, S.2022). agility, in the marketing field, is recognized as "the degree to which a firm can sense and respond quickly to customer – based opportunities for innovation and competitive action (Moi, 2021). Agile marketing is a marketing technique that incorporates the tenets and methodologies of agile methodologies. This entails cross-functional, self-organizing teams that work in regular iterations and get ongoing feedback. Strategic vision and short-, medium-, and long-term marketing planning are necessary. (Edelman, 2021). Point out that (Gera, 2019) agile marketing an optional process that utilize short iteration cycles and strongly encourage users to initiate, prioritize, and review requirements against the team's tacit knowledge when they deviate from the documentation. agile marketing (Yusoff, 2019) includes moving at the speed of the customer, real –time marketing, delivery of digital experiences, personalized solutions, Information rapid acceleration, technology-enabled tactics that give value to customers across digital ecosystems, and integrated systems. It is understood that agility and reactivity are necessary in light of these characteristics. Furthermore, agile marketing is a cross-functional endeavor in which members of several departments collaborate to seize marketing opportunities and adapt marketing strategies to the ever-changing environment. It is a procedure that concentrates on locating, evaluating, and implementing certain focused marketing-related tasks for a firm (Mishra, 2019).

Second: Principles of agile Marketing

agile marketing principles and tools are easily adaptable to agile marketing principles. Additionally, by successfully implementing agile marketing processes, these procedures will help firms develop quick and practical business processes: (TARAKÇI, 2023)

1. Customer Satisfaction: agile marketing practices include those that communicate marketing offerings to clients and handle their problems fast and efficiently. The satisfaction of the client is the major objective here (Ginting, 2023)

2. Focus on Marketing Fundamentals: It should be a well –designed process with attention to the fundamentals and activities of marketing focused on designing, pricing, promoting, and distributing goods and services that can satisfy the needs of present and prospective buyers (Patwary, 2022)

3. Collaboration: Agile marketing requires harmony in the process to developing high –performing teams with an agile mindset and managers, teams, and team members should work in harmony and be able to communicate transparently and sustainably (TARAKÇI, 2023)

4. Motivation: Build marketing initiatives around driven people. Trust them to complete the task and provide them with the environment and assistance they require. However, since adopting Agile marketing needs team members to make a commitment to the methodology, the shift is not always simple (Tehci, 2023)

5. Keep it simple: Understanding the intended result requires simplicity, and using the simplest approach to a task will make a person work smarter (Handayani, 2022)

Third: Dimensions of agile marketing

The seven–type model that Payaro proposed for agile marketing and which Toyota employed may be applied to the field of agile marketing to make clear the different kinds of waste and waste in agile marketing (Payaro, 2016):

1. Over – productions

Overproduction occurs when an organization produces more than the market actually requires in terms of documents, information, materials, or functions. A feature that was introduced to electronic equipment but is either unnecessary or not in use is considered waste because it required additional funding for research and development, required a team of technical specialists to design and install, and resulted in additional expenses. If there is no need for a function, document, or piece of content that comes with a device, it will never become a prominent feature that influences customers' decisions (Payaro, 2016).

2. Inventory

in case production exceeds actual market demand, inventory is the result. Producing and predicting sales is never easy, particularly in extremely dynamic and shifting marketplaces. If the stocks are improperly handled, it can accumulate unsold goods, adding to the organization's costs, minimization of costs and reducing unnecessary inventory are the main objectives of the organizations agility (Becerra, 2021).

3. Waiting

Waiting is the amount of time that goes by before customers receive the desired benefit. If waiting isn't planned, it's usually considered a waste of time. The customer never finds this time to be fun. Waiting lists and waiting rooms usually conjure negative thoughts or feelings. Furthermore, because time is now considered a limited resource, waiting is now considered a "waste of time". The

perception of time is one of the most crucial factors in offering a service or closing a deal to a customer, imposing challenges on logistics service providers to improve customer satisfaction which is one of the indicators for the sustainability of urban logistics. in addition to how much time actually passes (Tian, 2021).

4. Transportation

transit is essential for getting commodities to clients, even if there is no value created during material transit because the item is not processed in any way. Continuous monitoring and analysis of material flows from the point of raw material extraction to the point of consumption might help reduce this kind of waste, especially in a global economy. The extent of this shown by the costs related to logistics, a cost that impacts not only transportation companies but all businesses who need to move items from one place to another. in addition to the fact that platforms and markets are becoming increasingly important as a vital component of the global economy (Chen, 2020).

5. Processing

This is observed when complex solutions are chosen over less complex ones. In actuality, it indicates that resources are being used more than they should. This kind of trash is difficult to find and dispose of. The marketing planning process will use the right resources in an effective manner if lean concepts are applied. For example, conducting extensive market research can lead to the creation of solutions that are significantly different from those that are necessary because it is done without a true understanding of the clients and their objectives. Before being supplied to the client or customer, a product passes through a number of value-added and non-value-added processes. Value stream, value flow, or workflow refers to all of these cycles that bring together value-added and non-value-added activities (Prasad, M, 2020)

6. Motion

It is vital to restructure jobs that require a lot of movement since the effort associated with the work environment is not needed. This kind of waste happens when workers execute physical actions, including bending and walking, that are not necessary to complete the task at hand. Searching for tools or documents is one of the physical actions that employees conduct when their workstations are cluttered and untidy. This kind of loss and waste often delays the launch of a business and disrupts its operations (Hameed, 2022).

Fourth: Concept of sustainable marketing

The creation and expansion of the market for sustainable goods and services is the first objective of sustainable marketing. Finding and stimulating the demand for sustainable products is a crucial

step in achieving this goal. The market's acceptance of the company's sustainable initiatives will determine whether and to what extent sustainable goals are achieved. To achieve and maintain sustainability, the company must support the demand for its sustainable products if it intends to continue manufacturing and marketing them. The development of a market for sustainable supply is the first effective strategy for boosting sustainable demand. Direct consumer market pull is required for the company (Hanaysha, 2022), also sustainability marketing one of the most environmentally friendly marketing concepts, sustainable marketing is a basic attempt to move environmental concerns from a social to a marketing challenge. It does this by integrating internal organizational processes with the management of resources that produce value and, ideally, stakeholders (Al-Bakri, 2022), so Building and maintaining sustainable relationships with clients, the social environment, and the natural environment can be summed up as the sustainability marketing concept. The focus on the long term is a prevalent trait of sustainability marketing. The idea emphasizes long-term relationships (Licina, A, 2018).

Fifth: Importance of sustainable marketing

Businesses used to be able to satisfy a lot of customers by only offering high-quality products at reasonable prices. But people's willingness to assist organizations that share their ideas has expanded along with their concern for the environment and other social issues. Many investors desire to support companies that adopt sustainable business practices because they demonstrate endurance throughout economic downturns and frequently offer great market returns. These companies also have a higher likelihood of adhering to social and environmental regulations. (Bocken, 2020)

1. enhancing brand loyalty for companies that truly utilize sustainable marketing. (Haudi, 2022).
2. Reduce costs and contributing to environmental protection by using raw materials more effectively sustainability practices frequently involve an upfront investment (Chou, 2022).
3. Raise satisfaction among employees regularly Employees want to feel that their work makes a positive difference, just as consumers want to do business with organizations that reflect their principles. (Gunawan, 2022)
4. Supports regulatory compliance and a lots of business leaders should consider how their companies affect society and the environment before beginning sustainable marketing campaigns. (Wu, 2022)

Sixth: Dimensions of sustainable marketing

The model suggested by (Richardson, 2018) for sustainable marketing are:

1. environmental Performance: In order to achieve high market value, an organization's management must concentrate on all facets of the organization's influences. These influences, in turn, offer a comprehensive vision for the organization, and these behaviors include the organization's environmental behavior in terms of its sense of environmental responsibility. Utilize contemporary technology to minimize resource requirements. Environmental management systems (EMS) like ISO 14001, EMAS revision plans, and other optional instruments contribute to a secure enhancement of the organization's environmental state (Chung, 2020).

2. Economic Performance: It's important to remember that consumers significantly influence economic profits. Businesses make money because consumers are prepared to pay a specific amount for goods or services. Indicators of sustainable economic performance also include innovations that arise through partnerships with suppliers, total sales, number of shareholders, encouraging new investments, creating new job opportunities, total taxes paid, and competitiveness with the use of business sub-criteria to evaluate sustainable economic performance (Prasanna, 2019).

3. Corporate social responsibility: whereby businesses take social responsibility seriously by owning up to how their actions affect communities, shareholders, workers, suppliers, consumers, and the environment in every facet of their business. Organizations are voluntarily adopting additional actions to enhance the quality of life for their employees and their families, as well as for the local community and society at large, as part of this commitment, which is perceived to go beyond the legal requirement to comply with legislation (Zaman, 2022).

Third part:

First: Research Design, and Sampling Procedure

In descriptive research, information is gathered to evaluate hypotheses or provide answers to queries about the study's subject's present state. Descriptive studies typically focus on evaluating conditions, methods, demographic data, attitudes, and views. Survey research was used as the study's research design. It gathers information on a certain population or group in order to respond to a variety of what, when, and how queries. A survey is an effort to get information from people in a population in order to ascertain how that population is doing right now in relation to one or more variables. When used properly, the survey research approach can yield a wealth of useful information. Each phase of the research process must be carefully arranged and executed. The researcher devised a survey tool to gather information regarding agile and sustainable marketing. The study's population consists of department managers, including head and section managers in

Ur state company in south of Iraq. Senior managers working in the company in the research represent the current research population. The researcher distributed (66) questionnaires to senior managers, of which (54) were returned valid for statistical analysis and an 81.8% response rate. The analysis results related to the demographic and functional variables showed that most of the senior managers were males (74.07%) compared to females (25.93%). Also, most of the people in the sample had worked in the category for more than 20 years (37.04%).

Second: Measures

To collect the data, a well-structured questionnaire with items from earlier studies was created. Agile marketing was put into practice by (5) dimensions (Over – productions, Inventory, Waiting, Transportation, and Processing) which were identified based on a relevant literature review (Payaro, 2016). Five-point Likert-type scale was used to measure the agile marketing dimensions which were measured by (15) items, sustainable marketing was through three dimensions (Environmental Performance, Economic Performance, Corporate social responsibility), which were identified based on a relevant literature review (Richardson, 2018). five points A Likert-type scale was used to measure the organizational resilience dimensions which were measured by (12) items.

Third: Data Analysis and Result

The descriptive analytical approach is used in this study, as the data was gathered from managers of the company, data gather depends on some of the methods to collect data and information such as Questionnaires and interviews, and use the five Likert Scale due to the most widely used in the administrative and social sciences, and use some of the Methods for analyzing as known and used in any study be used such as Mean, Standard deviation, and Coefficient of Correlation.

Fourth: Demographic Profile of the Respondents

Table 1 displays the demographic information of the sample (n = 54), including gender, marital status, degree of education, work experience, and job position. According to the gender breakdown, female make up 25.93% of the respondents, while male make up the majority (74.07%). Given that over 20.37 percent of respondents have worked for the organization for more than ten years, the majority of respondents are knowledgeable about its operations. Approximately 37.04 percent of the participants have positions as heads of departments inside the organization, which include general managers, deputy vice-chancellors, and head departments. This suggests that the respondents are knowledgeable about the company's agile marketing.

Table 1: Demographic Profile of the Respondents.

N= 54

Responses	Frequency	Percentage (100)
Gender		
Male	40	74.07
Female	14	25.93
Educational		
Diploma	16	29.63
Bachelor's	30	55.56
Postgraduate	8	14.81
Age		
25- 30 Years	10	18.52
31- 40 Years	12	22.22
41- 50 Years	20	37.04
51 ≥ Years	12	22.22
Job position		
General Manager	1	1.85
Vice President	3	5.56
Head Department	20	37.04
section Manager	30	55.56
Exper		
5 ≤ Years	2	3.70
5-10 Years	6	11.11
11-15 Years	11	20.37
16-20 Years	15	27.78
20 ≥ Years	20	37.04

Fifth: Test of hypothesis

Table 2: summery of model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.695 ^a	.483	.473	5.55872

a. Predictors: (Constant), Agile Marketing

The model summary for the regression analysis that was done is displayed in Table 2. The correlation coefficient, or r , is .695 according to the table, while the coefficient of determination, or R^2 , is .483. This demonstrates that going by the r , agile marketing and sustainable marketing have a statistically significant positive link. The R^2 indicates that variations in agile marketing account for 47% of the variation in sustainable marketing, indicating that the premise that there is a statistically significant relationship between agile and sustainable marketing is accepted.

Table 3: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1498.568	1	1498.568	48.498	.000 ^b
	Residual	1606.766	52	30.899		
	Total	3105.333	53			

a. Dependent Variable: Sustainable Marketing

b. Predictors: (Constant), Agile Marketing.

The hypothesis test results are displayed in Tables 3, 4. The results are provided as an ANOVA and Coefficients Regression; the F-Statistic is 48.498, T-Statistic is 4.885, and Beta is .695, respectively, and the p-value, denoted by sig in the table, is .000. As a result, the hypothesis that there is a statistically significant effect of agile marketing on sustainable marketing is accepted because the p-value is less than the level of significance utilized ($p\text{-value} < 0.05$).

Table 4: Coefficients regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.586	3.805		4.885	.000
	Agile Marketing	.437	.063	.695	6.964	.000

a. Dependent Variable: Sustainable Marketing

Fourth:

First: Discussion of Findings

The results of the hypothesis test show that agile marketing has a statistically significant relationship with sustainable marketing. This finding implies that a change in agile marketing impacts on sustainable marketing, and the study focuses on the company efforts in agile marketing,

adopting modern methods, and seeking methods to improve performance. The company aims to reduce excessive production but struggles in distribution and marketing. To enhance marketing capabilities, the company adopts a handling system, optimizes processing paths, and time and movement studies. It also adopts a partnership policy with suppliers and beneficiaries to reduce waiting time. However, the company lacks a marketing information system to improve communication with related parties. The study's findings highlight the company's need for improvement in these areas.

Second: Recommendations

The study recommends adopting an agile marketing methodology to achieve sustainable marketing by strengthening the company's orientation toward implementing agile marketing practices. This can be achieved through courses implemented by management and the marketing department, as well as by developing employees' capabilities through training courses related to the marketing agility methodology. Senior management should work in the field to transform production and marketing into environmentally friendly green activities, involving collaboration between departments, especially production factories. The company should also adopt a green strategy as a belief in its mission, vision, and culture, holding training courses for employees and managers to understand this philosophy.

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