NAVIGATING CHANGE
INNOVATIONS IN MANAGEMENT & MARKETING

Volume 2

Co-creative communication; Artificial Intelligence (AI) and experiential marketing; innovation and finance impact on renewable energy; and drones and sustainable supply chains are some of the topics that are discussed in this book. Volume 2 of Navigating Change: Innovations in Management and Marketing, looks at areas that are worthy of further deliberation given the challenging business environment confronting both scholars and practitioners today. Taking from papers that were presented in the International Conference on Management and Marketing (ICMaM) 2024, this book has transformed conceptualized ideas and research findings shared into chapters that are concise and coherent, useful for those in academia keen on scholarly pursuit as well as those in the industry looking for possible solutions to practical problems. With innovation as the guiding principle in confronting changes, the theme of this book promotes creative thinking. It warrants scholars and industry players to think more receptively and structure their business landscapes constructively to meet the ever demanding global environment. The tone that this book presents is one that pushes on creative thinking that would allow for more robust and well-grounded business decisions. The book aims to stimulate discussion, argue on novel propositions and inject new ideas on established concepts in order to further extend the body of knowledge in management and marketing. On this note, this book hopes to inspire and promote innovative thinking that will allow scholarly discourses to be extended further into practical and viable business solutions.

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