



**GLOBAL
STRATEGIC
MANAGEMENT
IN THE
SERVICE
INDUSTRY**

A Perspective of the New Era

EDITED BY

Saloomeh Tabari • Wei Chen

Global Strategic Management in the Service Industry: A Perspective of the New Era

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INVESTOR IN PEOPLE

*This book is dedicated with love to my incredible parents Sarah Pishgah and Mohsen Tabari and to my best friend and love of my life Dr Daniel Prokop.
I am thankful for your continued support and believing in me.*

Salomeh Tabari

For my wonderful kids Ben, Joseph, Isabel and my soul mate Jinping.

Wei Chen

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Foreword

Strategic management research has a long and rich history in marketing and service management studies. Ultimately, understanding the nature and beauty of the strategy approaches to the organisations comes mainly with practice. This volume presents an inspiring combination of studies and insights into ongoing changes around global strategic management developments and consumption behaviour by making the research accessible to a wide range of participants. This pioneering selection of chapters aims at opening the space for more research into new era and its development in the new directions and implications for the service industry. As such, this book provides an overview to strategic management issues in the service industry in the new era and especially after Covid-19 pandemic. As a result of the vivid changes to the service industry and consumption behaviour, the managers and business owners had to re-evaluate their long-term strategies and make visionary managerial decisions regarding the nature of their businesses. The need to revisit the existing strategies and marketing plans has been felt more than ever in order to speed up the recovery of the service industry and respond to the markets with increasing complexity and technological sophistication. As such, this collection will be of interest to established, early career researchers, university students and practitioners, who would like to understand the new research, findings and discussions on strategic and marketing management for the new era in the service industry.

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Preface

This book is designed with service industry researchers, including PhD and research students of doctorate in marketing and business management who would like to understand the global strategic management in the service industry. This book is structured to discuss not only the changes on consumption behaviour but also broader considerations and flexible approaches for the new era and current issue of Covid-19 pandemic within service industry, strategic and marketing management. All chapters are based on robust and holistic literature reviews and are prepared by active researchers in the field.

This book contributes 10 chapters covering a range of sectors within service industry. Bhavini Desai, Sylvie Studente and Filia Garivaldis introduce the impact of the Covid-19 on consumer purchasing behaviour in the retail store in Chapter 1. In Chapter 2, Li Ding discusses employees' STARA awareness and innovative work behavioural intentions in US casual dining restaurants. In Chapter 3, Michail Papaioannou explains the strategic decision to Internationalisation within soft services in the context of hotels. In Chapter 4, Maria Alebaki, Maria Psimouli and Stella Kladou discuss the social media for wine tourism in the era of Covid-19. In Chapter 5, Saloomeh Tabari and Wei Chen explain the challenges and motivations ethnic female entrepreneurs facing in the service sector. In Chapter 6, Yi Wang, Jia Xu and Yangyang Jiang explore the leadership, innovation and service strategy during post-pandemic in Chinese B&B. In Chapter 7, Karl Bolton discusses the impact of Covid-19 on group tour operators and the implications for overtourism. In Chapter 8, Helen Egan, Ian Elsmore and David Egan explore the third-place concept and impact of café on society. In Chapter 9, Phitcha Patchuthorn and Saloomeh Tabari discuss the impact of menu labelling and consumer decision-making by focussing on calorie information on the menu of the quick-service restaurant. This book ends with Holly Barry, Pio Fenton and Rose Leahy exploring the role of experiences in driving strategy in the twenty-first century in Chapter 10.

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Wei