Index

Access to finance (ACC) indicator, 39
Agha Khan Rural Support Programme (AKRSP), 38
Agile project skills, 143
Algorithms, 139–140
Amazon, 137, 141
Annual depreciation and amortization (APR), 107
Antibacterial sanitary ware, 154–156
Antislip pool tiles, 158–159
Biodiversity, 147
Business culture, 63
Business industry, 24
Business partnership, 23
Business survival, 24
Business sustainability strategies (BSS), 8
Capital structure, 99–112
Ceramics
nonslip pool, 160
phosphorescent, 160
structural, 153
sustainable innovations, 153–159
traditional, 153
Channels, 137
Cloud data, 137
Correlation matrix, 44
Cross-site analysis, 136
Cultural diversity, 55–57
Data collection process, 82, 83
Debt tax benefit, 104, 112
Demographics, 18
Dependent and independent variables, 105–107
Depreciation and amortization (DPA), 108
Digital pricing
agile project skills, 143
algorithms, 139–140
channels, 137
customer segments, 140
demand understanding, 140
empowerment, 143–144
enablement, 142–143
limits, 138
logics, 141–142
preference insight, 134–135
price discrimination, 140
pricing and revenue management (PRM), 133
process insight, 135–136
satisfaction insight, 136–137
tools, 137–138
usage insight, 136
willingness-to-pay (W2P) variables, 138–139
Domestic violence, 14
Dynamic packaging, 141
Easy-clean surfaces, 156–157
Eco-friendly practices, 149
Eco-innovation, 150
Employment, 19–21
Empowerment
black boxes, 143–144
ownership, 144
Enablement
access to talent, 142
capabilities, 142
control and influence, 143
legacy investments, 143
Entrepreneurial experience, 19–21
Entrepreneurial opportunities
definition, 3
economics, 1–5
Index

identification of, 4
sustainability, 1–5
Entrepreneurial performance
individual, 2
organization, 2
process, 2
Entrepreneurship
definition, 1
economics, 1–5
entrepreneurial performance, 2
innovations, 1
opportunities recognition, 2–4
practical implications, 4–5
research, 5
sustainability, 1–5
Environmental pollution, 155
Expedia, 141
Extra-debt tax benefits, 105

Facebook, 142
Female entrepreneurship
business industry, 24
business partnership, 23
business survival, 24
demographics, 18
entrepreneurial experience, 19–21
growth orientation, 22
institutional context, 11–12
methodology, 16
national culture, 18
networking, 22–23
previous employment, 19–21
question wording, 17
reliability analysis, 17
sampling, 16–17
sustainable innovation, 9–11
Turkey, 14–16
UK, 14–16
women’s status, 12–14
Formal institutions, 8
Franchisee recruitment, 61, 63
Franchise operations, 65
Franchise risk ecology
definition, 121–123

nature, 119–120
risk-adjusted cash flows, 123–124
risk analysis, 125
risk mitigation, 126
risk pricing, 126–127
risk sharing, 120–121
Franchising sector
cultural diversity, 55–57
descriptive survey data, 58–61
focus group findings, 61
management challenges, 62–63
managerial implications, 63–67
methodology, 57
migrant entrepreneurship, 54–55
motivations, migrant franchisees recruitment, 61–62
operational benefits, migrant franchisees recruitment, 62
qualitative phase, 57–58
quantitative phase, 57
recruitment challenges, 62–63

Generalized least squares technique (GLS), 45
Globalization, 148
Google, 136, 137, 142
Growth orientation, 22

Hausman test, 44–45, 108
Heat insulation, 156
Hospitality, 73–91, 136
Humidity controlling tiles, 153–154

Income tax (IRC) paid, 107
Indebtedness
age, 102–103
capital structure, 100
debt tax benefit, 104
dependent and independent variables, 105–107
descriptive statistics, 109
dimension, 102
extra-debt tax benefits, 105
growth, 103–104
headquarters district, 106
multiple linear regression, 109
pecking order, 100
pet model, 108
profitability, 104
restaurant sector, 100–101
restaurants’ size, 106
sample, 105
signaling, 100
tangibility, 103
trade-off, 100
Individualized consideration, 76
Industrialization, 148
Industrial pollution, 155
Inspirational motivation, 76
Institutional context, 11–12
Institutional theory, 8
Intellectual stimulation, 76
Job involvement, 77–81
Job satisfaction, 80–81
pay, 79
promotion, 79
supervision, 79
work itself, 79
Legacy investments, 143
“Lotus Effect,” 155
Marketplace, 3
Microfinance institutions (MFIs),
women’s economic empowerment
access to finance, 43
cultural challenges, 49
econometric model, 43–45
economic participation, 38–39
economic/political–organizational challenges, 49
empowerment indicator, 39–42
opportunities, Arab countries, 38–39
technology, 49–50
women’s economic empowerment, 45–48
Migrant entrepreneurship, 54–55
Migrant franchisees recruitment, 61–62, 62
Ministry of Business, Innovation and Employment (MBIE), 81
Moore’s Law, 137
Motivations, 61–62
Multiple linear regression, 109
National culture, 18
Net income (NI), 108
Networking, 22–23
Nezasa, 141
Nonslip pool ceramics, 160
Operational benefits, 62
Opportunities recognition, 2–4
Orbitz, 141
Organizations, 2
Pecking order theory, 100, 101
Phosphorescence ceramics, 158
Phosphorescent ceramics, 160
Photocatalysis, 155
Photovoltaic solar cells, 157
Price discrimination, 140
Pricing and revenue management (PRM), 133, 137, 139
Pricing logics, 141–142
Profitability, 104
Python, 137
Question wording, 17
Referrals, 64
Regret demand, 140
Relationship building, 74
Reliability analysis, 17
Restaurant firms, 99–112
Risks
analysis, 125
ecology, 117–131
mitigation, 126
pricing, 126–127
risk-adjusted cash flows, 123–124
sharing, 120–121

Self-cleaning facade systems, 154–156
Signaling theory, 100, 101
Small and medium-sized enterprises (SMEs), 101
Sociocultural institutional factors, 7–35
Structural ceramics, 153
Structural equation modelling (SEM), 86
Sustainability, 1–5
Sustainable hotels
antibacterial sanitary ware, 154–156
antislip pool tiles, 158–159
easy-clean surfaces, 156–157
heat insulation, 156
humidity controlling tiles, 153–154
phosphorescence ceramics, 158
photovoltaic solar cells, 157
self-cleaning facade systems, 154–156
thermochromic glass ceramics, 157–158
Sustainable innovation (SI) approach, 7, 9–11, 149–153

Thermochromic glass ceramics, 157–158
Total indebtedness, 108
Tourism industry, 73–91
Tourism Industry Aotearoa’s (TIA), 81
Trade-off theory, 99, 103, 104, 109
Traditional ceramics, 153
Transformational leadership analysis, 83
charisma, 76

concept, 75
data collection instrument, 82
data collection process, 83
hospitality, 77
idealized influence, 76
individualized consideration, 76
inspirational motivation, 76
intellectual stimulation, 76
job involvement, 75
and job involvement, 77–79
job satisfaction, 75
and job satisfaction, 79–80
measurement model, 84–86
relationship building, 74
structural model, 86
Traveltainment, 141
“Travel/Transport/Tourism,” 144
Turkish informal female entrepreneurs, 26

United Nations World Tourism Organization (UNWTO), 147

Willingness-to-pay (W2P), 138–139
Women’s economic empowerment, 37–52
Women’s economic participation correlation matrix, 44
data and methodology, 43–44
finance indicator, 43–45
generalized least squares technique (GLS), 45
Hausman test, 44–45
model, 44
Women’s status, 12–14
World Summit on Social Development, 2005, 7