

Activity summary of CIAS research fellow in Budapest

Grant category: junior senior non-resident senior



Name: Vahid Ghasemi

Home institute (name, position, country): Assistant Professor, Universidade Europeia, Lisbon, Portugal

Academic Year / Semester: 2022-2023

Duration: 5 months

Project title: Analysing the sustainability of sharing economy in tourism industry

Project description*: Sharing economy refers to the temporary access to products or services with the collaboration of other consumers and/or intermediaries. The sharing economy refers to 'forms of exchange facilitated through online platforms, encompassing a diversity of for-profit and non-profit activities that all broadly aim to open access to under-utilized resources through what is termed "sharing"' (Richardson, 2015 p.1). Such an access-based approach is supported by peer-to-peer (P2P) exchanges facilitated by societal, economic and technological factors. PwC (2015) predicts that 5 key sharing sectors (P2P finance, online staffing, P2P accommodation, car sharing and music/video streaming) have the potential to increase global revenues of collaborative consumption to 335 billion USD by 2025. This sharing economy is particularly relevant in the context of tourism with major players in accommodation (e.g., AirBnb, Couchsurfing). Although the emerging sharing economy is opening a new zone in consumer behaviour, the issues and paradoxes of the sharing economy have also been argued. The aim of this research is to consider this gap by attempting to respond to the problem through sustainable consumption pattern introduced as one of the Sustainable Development Goals (SDG) of United Nations (UN).

Achieved result(s)*:

In the first phase of the research, the following results were obtained:

This study aimed to integrate the four-dimensional Corporate Social Responsibility (Economic, Legal, Ethical, and Philanthropic Responsibility) with Environmental Responsibility. It also aims to measure how Service Quality and Corporate Image mediate the effect of the five CSR dimensions on Customer Retention. This research employs structural equation modelling to test the proposed conceptual model. 217 valid questionnaires were collected online from customers of restaurants. The results show that legal, ethical, philanthropic, and environmental dimensions positively and significantly impact corporate image and service quality. Moreover, corporate image and service quality mediate the effects of the five CSR dimensions on customer retention. This study contributes by extending Carroll's dimensions with environmental responsibility and showing that also the latter can increase service quality and corporate image. Managers may learn that by improving their environmental responsibility, they are also working on increasing service quality and corporate image, and in turn, on customer retention.

Connected publications*

1.

Title: Adding Environmental Dimension in Corporate Social Responsibility to Restaurants' Customer Retention

Date of submission/acceptance/publication: 10/ July/ 2023

Journal: European Journal of Management and Business Economics

Journal category (if applicable): Q1 Q2 Q3

Status: accepted/published in progress planned

2.

Title:

Date of submission/acceptance/publication:

Journal:

Journal category (if applicable): Q1 Q2 Q3

Status: accepted/published in progress planned

Professional collaborations, partnerships*

1.

Name:

Institution:

Field of research:

Future plans for joined research:

2.

Name:

Institution:
Field of research:
Future plans for joined research:

Additional activities* (public lectures, presentations, professional meetings, media connections etc.):

1. Acceptance and presenting of the paper "Adding environmental dimension in corporate social responsibility to restaurants' customer retention" in "the European Marketing Academy Annual Conference 2023 in Odense/Denmark (23 – 26 May 2023)"
2. Presentation of the project result in 7th CIAS International Workshop (11 May 2023)
3. Lectures for the subject titled "Contemporary Issues Related to Business and Management" in Corvinus University of Budapest (5-8 Sep 2022)

Future plans, planned return (if any):

- I plan to return to Hungary later
- I plan to maintain my professional contacts via e-mail
- Any other comment: I would be pleased to continue the second phase of the project with CIAS

*Please give us a properly detailed summary.

Date: 14 July 2023

Signature:

Uahid Chasemi