Anshu Saxena Arora Sabine Bacouel-Jentjens Jennifer J. Edmonds Editors

Global Business Value Innovations

Building Innovation Capabilities for Business Strategies



Contents

1	Global Value Chains and International Business Research: Perspectives from Switzerland Sarbani Bublu Thakur-Weigold	1
2	Social Commerce Optimization: An Integrated Framework for Consumer Behavior in Social Media Saidat A. Sanni, Brian Leemoon, Anshu Saxena Arora and Jennifer J. Edmonds	17
3	Social Media Driven Student-Centered Learning Through Social Commerce in Higher Education Casey Galloway, Mariah Curtis and Anshu Saxena Arora	35
4	Online Advertising: Creating a Relationship Between Businesses and Consumers Herbert Kresh, Ashley Laible, Mei Lam and Mahesh Raisinghani	47
5	Ballin' the Pinball Way: Conceptualizing the WALLIN Framework for Transitioning from Linear to Collaborative Social Media Advertising Christine Walsh, Jordan Lindley, Anshu Saxena Arora and Jennifer J. Edmonds	63

6	Music as a Source of Inspiration for Future Managers—A French Learning-By-Doing Teaching Experiment Pascale Debuire	75
7	The Soft Power of the Music Industry—Where Does It Start and Where Does It End? Insights from the United States and Japan Mathilde Cerqueira	87
8	International Determinants of Cultural Consumption from a Well-Being Perspective Claire R. Owen	101
9	Holding on to Family Values or Adapting to a Changing World—The Case of Barilla Fabian Bernhard	117
10	Terrorism vs. Tourism: How Terrorism Affects the Tourism Industry Allison Naumann, Jennifer J. Edmonds and Dean Frear	129
Ind	ex	141