

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

- 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