

# **Mindful Marketing and Strategic Management**

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# **Mindful Marketing and Strategic Management: Paving A Sustainable Society Through Past, Present, and Future Perspectives**

EDITED BY

**TECK WENG JEE**

*Swinburne University of Technology Sarawak Campus, Malaysia*

**EVAN LAU**

*Universiti Malaysia Sarawak, Malaysia*

AND

**MARK KILGOUR**

*University of Waikato, New Zealand*



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INVESTOR IN PEOPLE

*This book is dedicated to the memory of Ernest Cyril de Run, whose dedication and guidance in academia, as well as his wisdom continue to inspire many individuals. Ernest received his PhD from the University of Otago, New Zealand, and served as a Professor at the Faculty of Economics and Business at Universiti Malaysia Sarawak (UNIMAS), Malaysia until 2017. This book is a testament to his enduring impact.*

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## About the Editors

**Teck Weng Jee** is a Senior Lecturer at the School of Business, Faculty of Business, Design, and Arts, Swinburne University of Technology, Sarawak Campus, Malaysia. Jee's area of expertise/specialisation includes advertising, branding, entrepreneurship, consumer behaviour, cross cultural studies, loyalty, and sales promotion.

**Evan Lau** is a Professor at the Faculty of Economics and Business at Universiti Malaysia Sarawak, Malaysia. Lau is an internationally recognised scholar, having held visiting positions at the University of Cambridge and various universities in Indonesia.

**Mark Kilgour** is a Creativity Researcher with a focus on advertising. Mark is internationally recognised as one of the leading advertising creativity scholars and is the third most published author in the *Web of Science* in the area of 'Advertising Creativity'.

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## About the Contributors

**Kartinah Ayupp** is an Associate Professor in the Faculty of Economics and Business at Universiti Malaysia Sarawak (UNIMAS) and a Senior Project Manager at UNIMAS Holdings. She publishes extensively in strategic management, human resource management, and knowledge management, and secures consultancy and research grants, contributing to the developments in her field.

**Cindy Chuah**, a PhD holder in Business from Sunway Business School, is a dedicated educator and marketing professional specialising in innovation and sustainable business practices. As a lecturer, she shapes future business leaders and has taught various marketing subjects at Sunway University. In her industry roles, she led marketing strategies and international expansions.

**Faizul Ayupp Dino** is an academic and business practitioner with expertise in marketing communication strategies. He has taught at i-CATS University College and Technology College Sarawak and co-founded several businesses, including *Tadika & Taska Cilik Cerdik*. He is recognised for his leadership and contributions to education and student activities.

**Mohd Suffian Mohamed Esa** is the Deputy Audit Manager at the Majlis Agama Islam Wilayah Persekutuan in Kuala Lumpur, Malaysia. He is currently pursuing a PhD, focussing on the influence of religiosity conditionality on conditional cash transfer programmes for poverty alleviation and human capital development in zakat institutions in Malaysia.

**Soo Yeong Ewe** is a Senior Lecturer in the Marketing Department at Monash University Malaysia. Her research interests include consumer psychology and behaviour in sustainable marketing and consumption, financial decision-making, personal selling strategies, marketing-finance interface, and technology adoption.

**Daw Tin Hla** is a Professor and Programme Leader for PhD and DBA programmes at Myanmar Imperial University, and Executive Director of SSMT Consultancy. With over 30 years of teaching and consultancy experience, she has also taught internationally, including at Swinburne University Sarawak and Universiti Malaysia Sarawak.

**Thu Hang Hoang** is a Full-Time Lecturer and Researcher at the School of International Business – Marketing, University of Economics Ho Chi Minh City, Vietnam. Her research interests include sustainable development, digitalisation, marketing, e-commerce, and supply chain management.

**Stephen T. Homer** is an accomplished academic and researcher specialising in business management, corporate social responsibility, and sustainable development. He is currently a Senior Lecturer and Director of the Yunus Social Business Centre at Sunway University, leading efforts in entrepreneurship and responsible management education.

**Huat Wei Huang** is a Master of Research student from Universiti Malaysia Sarawak. His area of expertise is in quantitative research within the marketing discipline.

**Shamim Ahmed Khan** is an Assistant Professor in the Department of Marketing and International Business at North South University. His research interests include areas such as sustainable consumption behaviour, mindfulness, electronic commerce, and different contemporary economic and social issues.

**Van Nguyen Tran Kieu** is a Doctoral candidate at the School of International Business – Marketing, University of Economics Ho Chi Minh City, Vietnam and the trainer at Center for Mindful Self-Compassion. Her research interests include social-emotional learning, mindfulness, self-compassion, and employee resilience in higher education and the working place.

**Duong Hoai Lan**, Media Dean at Swinburne Danang, FPT University, holds a Master's in Human Resources from Lancaster University, UK, and a Bachelor's in Business Management from the University of Queensland, Australia. With more than eight years in training and two years teaching, her research interests include media, consumer behaviour, and digital marketing.

**Siew Ling Liew** is a Master of Research student from Universiti Malaysia Sarawak. Her area of expertise is in quantitative research within the marketing discipline.

**Tze Yin Lim** is a Lecturer at Swinburne Sarawak. Her field of expertise is in sustainable and generational marketing research.

**May Chiun Lo** is a Full Professor at the Faculty of Economics and Business at Universiti Malaysia Sarawak, Malaysia, specializing in organizational behavior, strategic management, and financial management. She has authored over 170 journal articles covering organizational behavior, operations management, finance, strategic management, and business tourism.

**Karlina Maizida** is a Lecturer at the Tourism Study Programme, Faculty of Cultural Sciences, Universitas Gadjah Mada, Indonesia. Her research primarily focusses on the intersection of tourism and psychosocial studies exploring themes such as tourist's behaviour, tourism and well-being, children in tourism as well as inclusive tourism.

**Abdul Hayy Haziq Mohamad** is a Lecturer at School of Business and Management, University of Technology Sarawak. He been in education field for seven years. Currently, he is pursuing a PhD in International Economics at Universiti Malaysia Sarawak.

**Mai Dao Thi Ngoc** works as an Associate Lecturer at RMIT University, and a Trainer of Mindful Self-Compassion from the Centre of Mindful Self-Compassion. Her research interests include mindfulness and self-compassion in both the education and the business sectors.

**Kwang Sing Ngui**, Senior Lecturer at Swinburne University of Technology Sarawak Campus, specialises in human resource management, organisational learning, and leadership, with a focus on industry collaboration. He has led research on workforce development, service quality, and innovation while providing strategic consultancy for public and private sectors.

**Vu Thanh Tam Nguyen** serves as a Lecturer at University of Social Sciences and Humanities, Vietnam National University Ho Chi Minh City. He holds a PhD from the National Taiwan University of Science and Technology. His research interests include the integration of information and communication technology and social-emotional learning within the educational sphere.

**Vo Thi Kim Oanh**, Business Dean at Swinburne Danang, has more than 16 years of experience as a country manager, area manager, chief accountant, and entrepreneur across various sectors such as fast-moving consumer goods, hospitality, and education. With a strong finance, marketing, and project management background, she excels in leadership, strategy, and entrepreneurship.

**Mohd Waliuddin Mohd Razali**, an Accountancy Lecturer since 2010, holds a Master's and Bachelor's from UiTM. He teaches various accounting subjects and serves as a Facilitator for Standard Chartered Bank's mystery shopping programme. Currently, he is PPAU treasurer and has published research in corporate reporting, taxation, and governance.

**Rokhima Rostiani** is a Lecturer at the Department of Management, Faculty of Economics and Business, Universitas Gadjah Mada in Indonesia. Her research interest lies in the intersection between marketing, consumer behaviour, sustainability, religiosity, entrepreneurship, and society.

**Tran Minh Tung**, Director at FSB Danang – FPT University, holds a DBA from UITM, Poland, and an MSc from Heilbronn University, Germany. With more than 18 years of experience and recent EdD and PhD degrees from EIU-Paris, his expertise spans across the area of media, marketing, higher education, and innovation teaching.

**Mung Ling Voon**, Senior Lecturer at Swinburne University of Technology Sarawak Campus, specialises in human resource management, training and development, community engagement, leadership, women’s entrepreneurship, and sustainable tourism. An active researcher, she has published extensively in academic journals and contributed to multiple book chapters.

**Hairunnizam Wahid** is an Associate Professor at the Faculty of Economics and Management at the National University of Malaysia. He holds a PhD in Economics (Islamic Finance) from the University of Malaya and has published extensively on zakat management.

**Motoki Watabe** is the Head of the Management Department at Sunway Business School, Sunway University. His research spans multiple disciplines, with publications in psychology, economics, political science, sociology, and neuroscience.

**Salmy Edawati Yaacob** is an Associate Professor at the Faculty of Islamic Studies at the National University of Malaysia. She holds a PhD in Economics (Muamalat) from the National University of Malaysia and has published extensively on Islamic finance.

# Foreword

Marketing has long established its profound presence as a key component of business and management. Its scientific contribution stretches not only to assist businesses in establishing and expanding markets for their products and services but also to meet the needs of consumers. In doing so it has gone beyond the claims that consumers are sovereign in markets. Indeed, corporate social responsibility began as a field where businesses viewed it as essential to market products and services. It is especially since the 1990s that firms and corporations found the need to establish and expand markets by directly attaching their products and services to meeting societies' needs. Such developments have reached all corners of the world with its institutionalisation concretised following the launching of the 17 sustainable development goals by the United Nations in 2016.

This book does justice to scholarship by embracing the tenets of sustainability to make it essential reading for all stakeholders, as well as those, including the consumers, to realise its impact from time to time. Indeed, mindful marketing has become a pillar of strategic management to ensure that the focus of marketing continues to emphasise sustainability. In doing so it recognises the contributions of Professor Ernest de Run who worked tirelessly to build the image of marketing in particular and business in general to align with society's interests.

The editors of the book, Dr Teck Weng Jee, Professor Evan Lau, and Dr Mark Kilgour, must be congratulated for giving us a lucidly argued book that opens up our minds to creative marketing in the age of sustainability. The book should be essential reading for the students of marketing who are concerned about protecting planet earth.

Distinguished Professor Dato' Dr Rajah Rasiah, FASc, Universiti Malaya, Malaysia

This edited book offers a comprehensive exploration of mindfulness as a transformative force in business, providing valuable insights into its integration within marketing and strategic management. It highlights the potential of mindfulness to foster sustainable growth and resilience, serving as an essential resource for both practitioners and academics. This work promotes business approaches that prioritise societal well-being and long-term success.

Distinguished Professor Ts Dr Ooi Keng Boon, FASc, UCSI University, Malaysia

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# Preface

This book explores how mindfulness can be integrated into contemporary business methodologies, focussing on its applications in both marketing and strategic management practices. In this edited book, mindfulness is emphasised as a crucial component of generating sustainable outcomes aligned with the Sustainable Development Goals (SDGs). It examines mindfulness' evolving role in a world characterised by digitalisation and global interconnectedness in modern business. This edited book highlights new developments and insights in both the field of mindfulness in marketing and strategic management while demonstrating its transformative impact on the community and society.

## Mindful Marketing

This book explores the transformative role of mindfulness in customer engagement and marketing strategies, spanning a wide range of business activities. It highlights essential concepts such as sustainable consumption and customer interaction, aimed at fostering more meaningful relationships. Through four cases, the book illustrates these ideas: the first examines sustainable consumption across different generational cohorts; the second focusses on mindful tourism from a destination marketing perspective; and the third delves into the 'double dividend' of mindfulness in sustainable consumption. Together, these cases emphasise the importance of aligning marketing efforts with the UN's SDGs for a more sustainable future.

Chapter 1 looks at the role of mindfulness in customer engagement and marketing strategies. The chapter illustrates key organisational benefits of mindfulness, including improved employee satisfaction, enhanced customer service, and market share. In addition, the chapter highlights the strategic importance of mindful marketing, emphasising the need for a company-wide understanding. Given the potential paradox of commercial mindfulness, ethical considerations and practical constraints are considered. Finally, several fertile areas for future research are discussed including defining mindfulness in marketing, mindfulness interventions, and current trends. In sum, this chapter provides a detailed overview of how to implement mindfulness practices in marketing.

In Chapter 2, the authors explore sustainable consumption among generational cohorts, focussing on how country of origin image and consumer scepticism influences consumer behaviour. It finds significant differences between the two generational cohorts analysed in their attitudes towards made-in-China

products, as well as the level of scepticism. The study underscores the importance of understanding generational differences in the development of effective marketing strategies and promoting sustainable consumption.

Chapter 3 delves into the concept of mindful tourism from a destination marketing perspective, emphasising how tourists' awareness of their surroundings enhances their overall travel experiences. Additionally, it highlights the coping strategies employed by tourism providers, stressing the importance of industry-wide adaptive practices to promote sustainable and mindful travel behaviour. Finally, the chapter underscores the significance of mindfulness-driven tourism and the alignment of such practices with government policies that reflect global trends in the tourism sector.

Chapter 4 explores the fascinating concept of the double dividend of mindfulness within the context of sustainable consumption. It delves into the rapidly evolving digital era – where buying habits, constant connectivity, and information overload shape consumer behaviour. This chapter examines sustainable consumption through the dual benefits of mindfulness, highlighting how it enhances emotional intelligence and cognitive skills. It offers a theoretical perspective on how these improvements can further support sustainable consumption in the digital age.

### **Mindful Strategic Management**

On the strategic management front, this book explores and discusses how mindfulness practices can promote self-awareness, change, and cultivate resilience. This book examines the transformative role of mindfulness in strategic management across various industries and contexts. It emphasises key concepts such as leadership styles and the adoption of mindfulness. Through five cases, the book brings these ideas to life: the first case explores the integration of mindfulness in leadership, adaptation, and effective communication within organisations. The second case expands on mindful leadership styles, analysing their influence on commitment to change (CTC) with a focus on the higher education sector. The third case delves into the 'theory of change' and its alignment with achieving SDGs, particularly in poverty alleviation. The final chapter investigates business growth strategies aimed at enhancing firm performance within a developing country context. Collectively, these cases highlight the critical importance of aligning strategic initiatives with the UN's SDGs to foster a more sustainable future.

Chapter 5 discusses how mindfulness improves well-being, stress management, and organisational effectiveness, playing a critical role in resilience and sustainability, especially in the post-COVID-19 landscape. Mindfulness is emphasised in leadership, stress reduction, and workplace well-being, with leadership training improving decision-making, conflict resolution, and resilience. Stress and mindfulness are closely linked, encouraging companies to implement mindfulness-based stress reduction programmes. Strategic integration of mindfulness into company culture, performance evaluations, and decision-making processes is essential. The pandemic increased the awareness of mindfulness in management, with a growing focus on employee mental health, resilience, and organisational sustainability.

Chapter 6 delves into the application of mindfulness within leadership, mindful adaptation, and effective communication in an organisational setting. It provides an in-depth exploration of how the principles of gross national happiness (GNH) align with the SDGs, highlighting the role of mindfulness training in strengthening relationships with oneself, colleagues, and the environment. Additionally, the chapter emphasises the significance of incorporating GNH principles into corporate culture, offering valuable perspectives on fostering sustainable business practices.

Chapter 7, on the other hand, explores the concept of mindful leadership styles, specifically focussing on transformational, transactional, and laissez-faire approaches, and their influence on CTC within an industry setting, with a particular focus on the higher education sector. Additionally, the chapter investigates the moderating effect of leader–member exchange, highlighting the pivotal role that various leadership styles play in cultivating CTC.

Chapter 8 highlights the persistence of extreme poverty from a mindfulness perspective. The COVID-19 pandemic exacerbated global poverty, especially in low-income countries, including those in the Organisation of Islamic Cooperation (OIC), which requires tailored and sustainable strategies for poverty reduction. Approximately 700 million people earn less than 2.15 USD a day, particularly in Sub-Saharan Africa and conflict-affected regions. The literature underscores the challenges OIC nations face, such as slow development progress and financial constraints. Agriculture plays a key role in poverty alleviation, while Islamic financial tools like waqf, zakat, and qardhul hassan offer sustainable solutions. Integrating these tools into conditional cash transfer programmes, aligned with the theory of change and Islamic values, promotes education, health, and economic justice, fostering long-term socio-economic development and breaking the cycle of intergenerational poverty.

Chapter 9 analyses the impact of various business growth strategies on firm performance in a developing country (i.e., Malaysia) property sector, emphasising resource management for sustainable competitive advantages. It highlights mindfulness as essential for enhancing awareness and focus in strategy development. The findings confirm that optimising existing strategies leads to improved performance, particularly through connected growth strategies like customised offerings and geographical concentration. Mindfulness-based marketing enhances customer satisfaction, while related diversification adds value. For future implications, firms should adopt multifaceted growth strategies, including product development, new market expansion, robust risk management, and strategic alliances. Embracing vertical integration and diversification will create new opportunities, mitigate risks, and foster sustainable growth, ensuring a competitive edge in an evolving market landscape.

## **Conclusion**

This book emphasises the transformative role of mindfulness in customer engagement and marketing, as well as its ability to foster self-awareness, drive change, and cultivate sustainability – objectives that align with the SDGs discussed

throughout the book. The strategies and recommendations, supported by best practices from both organisational and industry perspectives, offer readers and practitioners practical guidance for incorporating mindfulness into their daily business operations. By integrating these mindfulness principles, businesses can enhance both their internal processes and external customer relations.

## Chapter 1

# The Impact of Mindfulness on Consumer Engagements and Marketing Strategies

*Tran Minh Tung, Duong Hoai Lan and Vo Thi Kim Oanh*

*FPT University – Swinburne Vietnam, Vietnam*

### Abstract

This chapter explores the growing significance of mindfulness in the context of customer engagement and marketing strategies. Acknowledging a dearth of research in this area, it argues that mindfulness, beyond its traditional applications in healthcare and organisational settings, holds potential for transforming business practices. The review delves into the definition and components of mindfulness, its intersection with consumer culture, and its contemporary trend of being incorporated into various aspects of our lives. The chapter highlights the benefits of mindfulness for customer engagement, including improved employee satisfaction, enhanced customer service, and increased market share. It discusses the strategic implementation of mindful marketing, emphasising the need for a shared understanding of mindfulness within organisations and its integration into marketing activities. Case studies demonstrate the practical applications of mindfulness in leadership, corporate governance, and decision-making. The chapter also examines challenges and limitations of mindfulness in marketing, including ethical considerations, practical constraints, and the need to address the paradox of commercialising mindfulness. Finally, it proposes future research directions, including the need for a more comprehensive definition of mindfulness in marketing, research on mindfulness interventions, and exploration of emerging trends in mindful luxury. This review aims to contribute to a deeper understanding of mindfulness in marketing, providing a framework

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for future research and practical guidance for organisations seeking to leverage this transformative concept for improved customer engagement and sustainable growth.

*Keywords:* Mindfulness; customer engagement; marketing strategies; mindful marketing; sustainable growth

## **Introduction**

A mindful mind understands and connects with customers, using data for customer-centric offerings. Mindfulness in customer engagement is a positive and significant phenomenon. The marketing industry can benefit and impact consumers in new ways (Shikalgar et al., 2024).

The rapid evolution of technology and increased data availability have greatly impacted customer demographics, shopping habits, and expectations. Customers shape their shopping experience through information, expectations, emotions, and value perceptions. Understanding and meeting customer needs is essential for effective customer engagement (Allison, 2024). In contemporary marketing, there is a growing recognition of the importance of mindfulness in formulating effective strategies. The current landscape requires leaders to adopt a mindfulness approach to both organisational interactions with stakeholders and the functional aspects of marketing strategy development. Leaders with high applied attention are better at connecting with customers and understanding their needs, which helps in creating a more integrated and mindful company culture. This deeper understanding facilitates the development of distinctive customer-based strategies, making strategic thinking a differentiating factor (Schiuma et al., 2022).

The rationale for focussing on the virtues of mindfulness in marketing strategies lies in the dynamic nature of the marketing ecosystem. Marketing is not just a science but also an attitude of mind. The needs, wants, desires, and limitations of stakeholders are constantly evolving, necessitating ongoing adjustments to marketing strategies to ensure they remain relevant to the needs of today's key stakeholders, particularly customers (Guerola-Navarro et al., 2022). The changing social and commercial context of digital media requires a customer engagement focus. Marketing mindfulness is a potential avenue for insight into customer engagement. It has gained importance in operational business practices, particularly within marketing processes and campaigns (Hollebeek et al., 2023).

Increasing marketing mindfulness can enhance customer engagement and improve job, customer, and firm performance. However, there is limited empirical research on this topic. Qualitative data from front-line staff, senior marketing executives, and members of marketing and human resource functions are used to explore the factors influencing marketing mindfulness and provide insights into improving or maintaining it across customer engagement processes (Mohammad et al., 2021).

### ***Significance of Mindfulness in a Sustainable Society***

Corporate social responsibility promotes mindfulness among leaders, leading to improved understanding of the brain's emotional limbic system and greater collaboration. This builds trust and respect within the corporate social sphere. Organisations must prioritise social and environmental sustainability alongside financial sustainability. When leaders recognise their company's role in the community, they invest in community initiatives, benefiting both parties. Deepak Chopra, in a lecture on conscious entrepreneurship, highlighted that a company's purpose is to positively impact the community, resulting in financial gain (Kelly, 2023).

Increased productivity and creativity among employees are achieved when individuals are composed and focussed. Personal and mental growth plays a pivotal role in expanding the mindset of the workforce, leading to innovative ideas. Encouraging leaders who are receptive to new concepts proposed by their team fosters heightened motivation and commitment. Ultimately, a work environment that nurtures such dynamics results in improved profitability as a natural outcome (Khan & Abbas, 2022).

The enduring financial success of the company is greatly influenced by the implementation of mindfulness practices among its employees. Such practices lead to a significant transformation within the individuals, consequently enhancing the overall quality of products and services offered by the company. This improvement ultimately results in increased customer satisfaction and loyalty over time. It is worth noting that mindfulness cultivates a high-performing workforce that remains invaluable and cannot be simply purchased with money (Khan & Abbas, 2022; Wang & Uysal, 2024).

## **Intersection of Mindfulness**

### ***Understanding Mindfulness in the Context of Customer Engagements***

Mindfulness involves being present and receptive in the moment. It is beneficial for individuals and organisations, reducing stress and burnout while promoting risk management, social responsibility, resilience, and self-control. Mobile corporatisation embraces present opportunities and enhances customer engagement through collaborative creation and sharing of new applications. This approach addresses the challenge of balancing short-term reputational risks with long-term stability and growth (Barros & Ramos, 2023).

Mindfulness is used in the corporate world to enhance employee processes. It has been studied in customer experiences. Understanding mindfulness in customer engagements helps managers develop marketing strategies and achieve goals (Mondal & Samaddar, 2023; Ye et al., 2024).

### ***Definition and Components of Mindfulness***

Implementing and practicing mindfulness will lead the individual to a non-judgmental acceptance of events, which will consequently improve psychological

flexibility and reduce stress and discomfort. Activities when engaging in mindfulness can strengthen the individual mindset, which will have a positive impact on their dealings. Furthermore, existing mindfulness practices have been argued to be behaviour drivers by impacting cognitive, emotional resonance, or motivational insights, and acknowledging body, spirit, and context states (Prudenzi et al., 2023).

To gain deeper insight into this practice, focus on attention straining, awareness, present-focus and clarity, and non-judgmental acceptance of events. Attention straining involves allocating mental processes to specific aspects while inhibiting others. It impacts attention management, commitment, and efficiency. Present-focus and clarity achieve personal attention and foster cognitive flexibility and self-regulation. Awareness involves consciousness of the environment and attention switching. These factors enhance self-awareness, perception, emotion regulation, and insight (Kalyar et al., 2021).

Mindfulness involves paying non-judgmental attention to the present moment. It cultivates awareness by focussing on the body, emotions, and current experience without interpretation or evaluation. This practice improves cognitive skills and overall well-being, reducing stress and enhancing mental, physical, and emotional health (Bockmann & Yu, 2022).

### ***The Role of Mindfulness***

Mistaking mindfulness as solely meditation and awareness exercises, market actors utilise selling strategies to brand efficient paths to enlightenment such as mindfulness training, activities, and products. The market demand explains the spread of these personal wellness techniques globally. Mindfulness is broader and pervasive in consumer culture, influencing taste preferences and decision-making. Academic disciplines should recognise this to inform corporate strategy (Manchanda et al., 2023).

Mindfulness is a focus on the present moment without judgement. Researchers are studying its effects on consumer culture. Surprisingly, scholars haven't explored the intersection of mindfulness, consumer culture, and the market process. Mindfulness is a market phenomenon seen in religions like Buddhism and Hinduism, as well as practices like yoga and meditation. These techniques are marketed to consumers who are discovering the power of mindfulness in personal and work lives (Gupta et al., 2023).

### ***Mindfulness Impact on Customer Engagement and Marketing for Business Growth in a Competitive Landscape***

Embracing mindful practices has become increasingly indispensable in today's fast-paced business world where customer interactions and marketing efforts play a paramount role in determining organisational triumph. By cultivating a mindful approach, executives can not only enhance customer engagement but also devise effective marketing strategies that seamlessly align with customers' needs and aspirations. Through this holistic approach, businesses can foster stronger

connections with their target audience, foster brand loyalty, and unlock unparalleled business opportunities. Mindfulness allows leaders to fully comprehend the complexities of their customers' desires and expectations, enabling them to craft and deliver personalised experiences that resonate on a profound level. It encourages leaders to actively listen, empathise, and build authentic relationships with customers, leading to enhanced trust, satisfaction, and advocacy. Simultaneously, adopting a mindfulness mindset empowers leaders to design marketing strategies that are not only data-driven but also emotionally resonant, catering to customers' genuine desires and concerns. By leveraging the power of mindfulness, leaders can tap into deeper insights and perceptions, enabling them to craft marketing campaigns that truly captivate their target market and propel organisational growth (Khan et al., 2024; Khan & Abbas, 2022).

Mindfulness also promotes a culture of innovation and adaptation, enabling businesses to continually refine their customer engagements and marketing strategies based on evolving customer needs and market trends. It encourages leaders and teams to embrace change, embrace diversity, and actively seek fresh perspectives, enabling businesses to stay ahead of the curve and nurture long-term success. In conclusion, mindfulness has the potential to revolutionise customer engagements and marketing strategies, creating a harmonious synergy that drives business growth, resilience, and sustainable success in today's dynamic and ever-evolving marketplace (Madi et al., 2023).

## **The Contemporary Trend of Mindfulness**

The contemporary trend of mindfulness emphasises the importance of individuals place on their time and inner peace, often reflected in how they spend their leisure. This trend is particularly relevant to the hospitality industry, where products and services are focussed on providing leisure experiences that align with the growing demand for mindfulness. This demand spans both goods and services that cater to the modern way of living (Wang & Uysal, 2024).

Mindfulness is increasingly being integrated into various sectors of the economy, from education systems to financial products aimed at reducing stress and improving quality of life. This trend also extends to recreational activities and therapeutic practices, influencing how companies position their brands and values. New brands are differentiating themselves by committing to mindfulness, reflecting a broader societal shift towards more mindful living (Wang & Uysal, 2024).

In today's fast-paced technological world, many people adopt mindfulness as a way to manage their lives more effectively. Mindfulness helps individuals develop capabilities to handle contemporary challenges while maintaining inner calm, making it a highly relevant issue (Galvani et al., 2020).

## ***Benefits of Mindfulness in Customer Engagements***

Mindfulness in employees is crucial for effective customer engagement, enhancing both the customer experience and personal and organisational development.

Mindful employees positively impact the consistency and professionalism of service delivery, leading to higher overall customer satisfaction. Leadership that fosters mindfulness not only increases employee satisfaction but also improves job satisfaction across generations, contributing to the sustainability and profitability of businesses (Glaveli et al., 2023).

The practice of mindfulness benefits customer engagement by enabling employees to be present and attentive, helping customers feel understood and valued. This empathy and presence improve the quality of service, ensuring customers receive the full attention of the organisation. Such an approach can significantly enhance customer satisfaction and potentially expand market reach (Wang, Berthon, et al., 2021).

### ***Emerging Trends and Opportunities***

The purpose of this chapter was to explore the interrelationship of mindfulness-related behaviours underlying customer engagement, as well as the resultant marketing implications for luxury brands in the web era. The potential yet unexplored impact of mindfulness among the environmentally and socially conscious new generation of luxury customers has been identified in this work. We present and discuss the construct of ‘mindful luxury’ as a new extension of mindfulness. We delineate several avenues for how luxury brands can leverage the business opportunity emerging from the mindfulness wave that is sweeping the planet (Gupta et al., 2023).

Emerging trends revolving around mindfulness and the millennial’s purchasing power, and our findings, form the basis of some implications for luxury brands. We are optimistic about the fact that the increasing awareness of the responsibility that firms have in providing environmentally and socially sustainable products will be the spark that reinvents luxury products. These brands, by becoming more humanised, will be able to change their approach and consequently lower the barriers that still exist about the luxury market and something that can convey peace and tranquillity (Khan et al., 2021).

### ***Ethical Considerations***

Critics argue that using mindfulness and compassion for commercial purposes raises ethical concerns. These concerns are often neglected, even in high-quality studies. We examine mindfulness in three sectors, including a not-for-profit organisation, to explore how it can benefit a consumerist society (Sajjad & Shahbaz, 2020).

In the previous section, we emphasised the importance of considering ethical issues in using mindfulness in for-profit work. We propose using the concept of a ‘mindful place’ within the organisation to address these issues. This chapter focusses on mindfulness in action, not just meditation. It explores how employees can practice mindfulness and connect with customers on a human level, despite the emphasis on performance and quantifiable measures. Scholars like Crossan and Villa also discuss the contradiction of mindfulness being seen

as a result of commercialism rather than encompassing broader humanist goals (Krishnan, 2021).

### ***Practical Constraints***

Organisations search for strategies to improve employee effectiveness and customer engagement. Integrating mindfulness teachings and practices can be helpful. We discuss various mindfulness teachings/practices used in profit and non-profit settings, including specific practices from a University of California San Francisco (UCSF) course on business innovation (Wang, Berthon, et al., 2021).

However, for those who are talking about mindfulness in a customer engagement/marketing strategy context, there are practical constraints involved. First, unlike an advertisement campaign or pricing strategy, we cannot have a mindfulness 'stand-alone' component. Rather, it is something that we need to bring into what we are doing. Being aware of something else, or being thoughtful, whatever that means, are not challenging to add. The word 'integration' is often used. How might that work? Let us consider a service example (Rodrigo et al., 2024).

### ***Future Directions and Recommendations***

Mindfulness's popularity grows, posing challenges for future marketing scholars. Adoption of mindfulness as a personal disposition variable is needed, along with defining mindfulness and studying its outcomes. Mindfulness researchers within agencies must be acknowledged. Resilience, flexibility, and proactive problem-solving relate to mindfulness (Gupta et al., 2023).

There are challenges for future marketing scholars in researching mindfulness. They should consider mindfulness as an individual and collective concept, and test its effectiveness in marketing interventions (Wang, Berthon, et al., 2021).

### ***Challenges and Limitations of Mindfulness in Marketing***

Earlier research in society and also in marketing has uncovered and documented some of the malaise, challenges and negative impacts inherent in the commodification of our lives which is precipitated to a large extent by some market forces. As a proposed antidote to these impacts, social, humanities, and applied research on mindfulness were formulated. Initial research focussed more on meditation with its deep roots in Buddhism, and later on, research started spreading more widely into other aspects of mindful engagements also. Initially, smaller numbers of people were involved especially those in health and wellness areas; however, over time consumer and producer interest seems to have developed rapidly and so there is a marketing preoccupation. Researchers have started to investigate the types of customers and producer benefits mindful engagements might provide. These are both business benefits such as improved mental job performance and more intimate consumer engagements seen inter alia through the exploitation of the human and sensory capital within our organisations in the 21st century, increased ethical business behaviours, and

increased market exchanges among others, but also consumer well-being benefits such as increased levels of happiness, even though these enrichment benefits might often or not be unintended, so therefore for all stakeholders' benefit (Daniel et al., 2024; Zhang et al., 2024).

Furthermore, peace research also investigates the interplay of social, cultural, and economic factors in the promotion of peace. It seeks to identify and address underlying systemic issues and structural inequalities that contribute to conflicts. By addressing these root causes, peace research endeavours to create inclusive societies that foster social justice, equality, and peace (Peters & Kelman, 2020).

Lastly, peace research plays a vital role in informing policy decisions and shaping the agendas of international organisations and governments. Through evidence-based research, it provides policymakers with insights and recommendations to develop effective strategies, laws, and policies that promote peace and prevent conflicts (Björkdahl & Buckley-Zistel, 2022).

In conclusion, the purpose of peace research cannot be overstated. Through its comprehensive exploration of conflicts, violence, and disharmony, peace research aims to contribute to the development of a more peaceful world. By uncovering the causes, consequences, and effective solutions to conflicts, it strives to foster peace, stability, and harmonious coexistence among communities, nations, and individuals (Patel & Kester, 2023).

## **Methodology**

To explore the growing significance of mindfulness in customer engagement and marketing strategies, this chapter adopts a comprehensive methodological approach, encompassing literature review, case studies, and thematic analysis. The methodology is designed to provide a holistic understanding of the role of mindfulness in marketing and its implications for customer engagement.

### ***Literature Review***

Recent academic databases such as Springer, Elsevier, IEEE Xplore, Wiley, Taylor & Francis, Emerald, and Sage were utilised to collect current literature up to 2024. Searches employed keywords such as 'mindfulness in marketing', 'customer engagement', 'mindful business practices', and 'mindfulness interventions'. Selection of articles focussed on relevance to topics including mindfulness, customer engagement, and marketing strategies, prioritising peer-reviewed journals, books, and respected conference papers. Studies lacking empirical data or not directly pertinent to mindfulness within business contexts were excluded.

The review process involved identifying and analysing articles, which were categorised based on their focus areas, including definitions and components of mindfulness, its applications in marketing, and its benefits and challenges. The information was then synthesised to create a cohesive narrative on the contemporary trend of mindfulness and its integration into various aspects of consumer culture and business practices.