



Marketing Communications of Developing Community-Based Tourism Towards Sustainable Green Tourism Destination Concept: A Case Study of Bang Yai District Nonthaburi Province

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Abstract

The purpose of study is 1. To delve into the potential and resources available for marketing communication in the Bang Yai District, Nonthaburi Province. 2. To Study the Factors in Selecting Media and Marketing Communication Planning Process 3. To propose comprehensive marketing communication guidelines tailored to the specific needs and goals of the Bang Yai District, Nonthaburi Province. This study employs the utilizing qualitative survey research methodology. Each tourism resources were assessed the potential by 3 assessors according to the concept of Utilization-Focused Evaluation: UFA. In-depth interviews were conducted with a purposive sample. The data was analyzed through descriptive writing methods and content analysis, and conclusions were drawn based on consistency and causality.

The results showed that there were 47 tourism resources in Bang Yai District, Nonthaburi Province, of which 15 are natural tourism resources and 32 cultural resources. 44.68% of tourism resources in Bang Yai District had the moderate level of tourism potential. Followed by 27.66% had a relatively low level of tourism potential, 19.15% had a relatively high level of tourism potential, and 8.51% had a low level of tourism potential. and the individuals are gravitating towards online communication methods, particularly social media platforms leading to a decline in offline marketing efforts. Marketers and media planners are also adapting to this shift in media usage, recognizing the importance of both online and offline marketing communications. The Bang Yai District has embraced the sustainable green community concept in marketing communication, focusing on creating a circular economy through community markets and income sources. This approach is crucial for the development of community and improvement of the quality of life. To ensure the success of the marketing strategy, the first step is to embrace the marketing challenge. This involves conducting a market analysis to align with the goals of marketing communications. Then, a team meeting should be held to establish objectives, media usage strategies, marketing campaigns, and a budget to guide the planning process in a cohesive manner. The media planning and marketing communication process should clearly define the goals and style of marketing communications, including the selection of media, design and production, dissemination, and evaluation of effectiveness. The target audience is a key consideration in media selection, taking into account factors such as the product or service and audience receptiveness to different media.

Keywords: *Marketing Communications, Sustainable Green Tourism Destination, Bang Yai District*

1. Introduction

Sustainable tourism is of paramount importance in Thailand, a country known globally for its picturesque landscapes, rich cultural heritage, and vibrant cities. Thailand's tourism industry has witnessed remarkable growth over the years, making it one of the leading travel destinations in Southeast Asia. However, with this growth comes the need for responsible and sustainable tourism practices to preserve the natural environment, protect cultural heritage, and ensure the well-being of local communities.

One of the primary reasons sustainable tourism is vital in Thailand is the preservation of its diverse ecosystems. Thailand boasts lush rainforests, pristine beaches, and breathtaking mountains. These natural assets are not only integral to the nation's identity but also attract millions of tourists each year. Sustainable tourism initiatives focus on minimizing the environmental impact of visitors by promoting conservation efforts, reducing waste, and implementing eco-friendly practices (Chai & Lawton, 2013).

Gartner (1996) Tourism has long been recognized as a powerful tool for economic development and community empowerment, with the potential to bring about positive changes in both urban and rural areas. In recent years, there has been a growing global awareness of the need for sustainable tourism practices that respect the environment, culture, and social fabric of host communities. This paradigm shift has led to the

emergence of the concept of sustainable green tourism destinations, which emphasizes responsible and eco-friendly tourism development.

Thanont (2020) The dimension of communication is also something interesting to study, as it can provide insights into perspectives, ways of thinking, design of materials, and strategies for using media in various policies that are creatively crafted to look attractive and appealing. Marketing communications play a pivotal role in shaping the image and promoting the values of community tourism towards the realization of sustainable green tourism destinations. The case study of Bang Yai District, Nonthaburi Province provides a valuable opportunity to investigate the dynamics of marketing communications within the context of community-based sustainable tourism development.

The study is to delve into the potential and resources available for marketing communication in the Bang Yai District, Nonthaburi Province. Understanding the unique cultural, natural, and historical assets of this community is essential to crafting effective marketing strategies that resonate with tourists seeking authentic and sustainable experiences. This objective aims to identify the strengths and opportunities that can be leveraged for community tourism development towards the concept of a sustainable green tourism destination.

Effective marketing communication in the context of sustainable green tourism destinations requires a well-structured planning process. Objective two focuses on studying the factors that influence the selection of media channels and the development of marketing communication plans. This includes analyzing the preferences and behavior of potential tourists, as well as the integration of digital and traditional marketing methods to reach a wider and more diverse audience. By examining these factors, this research aims to provide insights into the strategic decision-making process behind marketing communication in community tourism development (Ritchie, & Crouch, 2003; Sharpley & Telfer, 2002).

The objective of this research is to propose comprehensive marketing communication guidelines tailored to the specific needs and goals of the Bang Yai District, Nonthaburi Province. These guidelines will be based on a thorough understanding of the community's potential and resources and the factors influencing media selection and planning. The ultimate aim is to provide actionable recommendations that can support the community in effectively promoting sustainable green tourism and enhancing its economic and social well-being (Hall, 2008; Wongwilai et al., 2022).

In conclusion, this research sets out to explore the vital role of marketing communications in advancing community tourism towards the concept of sustainable green tourism destinations, using the Bang Yai District, Nonthaburi Province as a case study. By achieving the objectives outlined above, this study seeks to contribute to the body of knowledge in sustainable tourism development and provide practical guidance for other communities aspiring to embrace responsible and eco-friendly tourism practices. sustainable tourism in Thailand is essential for preserving its natural beauty, cultural heritage, and the well-being of its communities. It aligns with global sustainability goals, boosts local economies, and ensures that future generations can continue to enjoy the country's unique offerings. Thailand's efforts to promote sustainable tourism serve as an example for other destinations seeking to balance economic growth with environmental and cultural preservation (Ilyas et al., 2020, United Nations World Tourism Organization, 2017).

This study emphasizes the factors driving marketing communications of developing community-based tourism towards sustainable green tourism destination concept: a case study of Bang Yai district, Nonthaburi province. Therefore, the following concept framework was created.

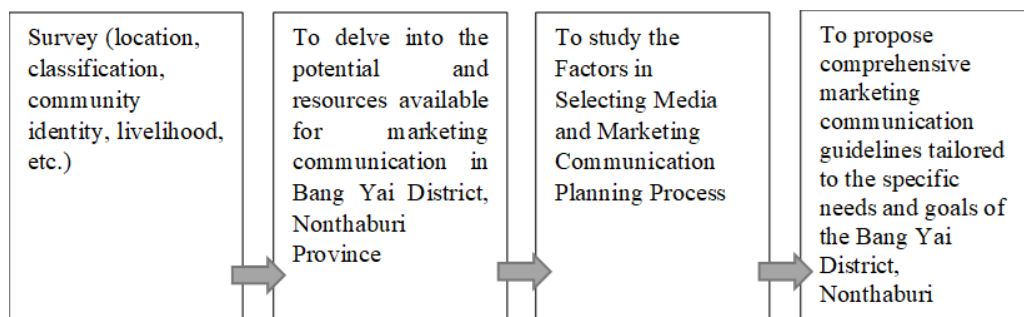


Figure 1 Concept framework



2. Objectives

- 1) To delve into the potential and resources available for marketing communication in the Bang Yai District, Nonthaburi Province.
- 2) To Study the Factors in Selecting Media and Marketing Communication Planning Process
- 3) To propose comprehensive marketing communication guidelines tailored to the specific needs and goals of the Bang Yai District, Nonthaburi Province.

3. Materials and Methods

This research employs a qualitative survey research methodology, utilizing in-depth interviews through purposive sampling. For data analysis, qualitative data analysis techniques, including narrative analysis and content analysis derived from interviews and observations, are used for categorization, analysis, and results summarization. The research is exploratory in nature and aims to assess the potential of natural and cultural tourism resources.

The study population consists of four groups of individuals residing in Bang Yai District, Nonthaburi Province, including: Public sector officials in Bang Yai District, Nonthaburi Province, such as the mayor, deputy mayor, mayoral advisors, municipal secretary, chairpersons of volunteer health promotion clubs in villages, and municipal council members, Community leaders, including village heads, community chairpersons, and community committee members in Bang Yai District, Nonthaburi Province, entrepreneurs, academics in Bang Yai District, Nonthaburi Province.

A sample of participants from each group was selected as follows: Public sector officials in Bang Yai District, Nonthaburi Province of 7 samples, Community leaders of 11 samples, entrepreneurs, and academics of 19 samples. Additionally, an assessment questionnaire for natural and cultural tourism resources in Bang Yai District, Nonthaburi Province, was developed based on concepts and research work from various sources (Department of Tourism Ministry of Tourism and Sports, 2015; Sawangkong, 2016; Tourism Authority of Thailand, 2023; Boonyapak, 2007). The evaluation criteria in the assessment questionnaire cover the following dimensions: Accessibility to Tourist Attractions, Facilities and Amenities at Tourist Attractions, Tourism Attractiveness and Appeal, Environmental Conditions at Tourist Attractions, Tourism Management and Governance, Community Involvement in Local Tourism.

Data collection involved the following steps:

Development of the assessment questionnaire for natural and cultural tourism resources. Utilization of focused evaluation (UFE) approach was applied, meaning that potential users of tourism resources in Bang Yai District, Nonthaburi Province, participated as evaluators alongside researchers. Interested members of the public who had an interest in tourism in Bang Yai District, Nonthaburi Province, were invited to participate as co-evaluators with the researchers. Each person could choose their convenient day and program to accompany the researchers.

Data collection involved the evaluation of tourism resources at every location. This process was carried out by researchers and experts, totaling three individuals. Quantitative data from the assessments were statistically analyzed to calculate the average score. The tourism resource potential in each category was ranked, and results were interpreted as follows:

- 0 - 1.50: Indicates low potential
- 1.51 - 2.50: Indicates relatively low potential
- 2.51 - 3.50: Indicates moderate potential
- 3.51 - 4.50: Indicates relatively high potential
- 4.51 - 5.00: Indicates high potential

4. Results and Discussion

•Potential and resources available for marketing communication in the Bang Yai District, Nonthaburi Province



Figure 2 Map showing the distribution of tourism resources or tourist attractions in Bang Yai District, Nonthaburi Province
Resource: Ekwananang, and Sawangkong (2022)

From in-depth interviews, all 3 samples included government agencies in Bang Muang Subdistrict Municipality, and 7 samples of municipal council members, community leaders including the village headman, community president, and community committee members in Bang Muang Subdistrict Municipality totaling 11 samples and villagers in the community Academics and tourism operators in Bang Muang Subdistrict Municipality totaling 19 samples regarding the current communication situation in the community things have changed with the internet. have greatly increased influence in the community In particular, Social Media is another form of online communication that is most popular, such as Facebook, Tiktok, Line, and Youtube.

“After the COVID-19 outbreak, it was even more of an impetus for people to turn to social media. It only takes a few minutes for people to receive information quickly. Because it is unique, it is an interesting medium for marketing communications in today's communities. The green community looks at using natural material packaging from raw materials in the community and marketing it to create awareness and create circulating income in the community” (Information provider group 1, villagers in the community, interview on 2 June 2022).

"The traditional media has decreased in popularity, such as flyers and newspapers. Social media marketing platforms have become an interesting alternative for marketing, aiding in brand recognition and immediate customer interaction. The green aspect of the community that we want to communicate is a simple way of life, using leftover materials to create the maximum benefit and develop into a tourist destination. Travelers then come to see and remember the community's unique identity." (Information provider group 2, business owners in the sub-district of Bang Muang, food and beverage business, and information provider

group 3, academics and business owners in the sub-district of Bang Muang, marketing communication business, interview on June 8, 2023).

From studying the potential of tourism resources in Bang Yai District, Nonthaburi Province, it was found that there are a total of 47 tourist resources. Wat Pikul Ngern received the highest tourism potential score in Bang Yai District, Nonthaburi Province, closely followed by Wat Suan Kaew, which scored slightly lower. However, the overall tourism potential of Bang Yai District was rated as only "relatively high," with nine out of the 47 resources falling into this category, accounting for 19.15%.

The majority of tourism resources in Bang Yai District, totaling 44.68% or 21 resources, were considered to have moderate potential, while 27.66%, or 13 resources, were rated as relatively low. The remaining 8.51%, or four resources, were found to have the lowest potential. The resource with the lowest potential was the Old Wooden Bridge of Unity.

When categorizing tourism resources in Bang Yai District, Nonthaburi Province, by sub-district, it was found that Saowathong Hin Sub-district had the highest tourism potential, rated as relatively high. However, four sub-districts, namely Bang Mueang, Bang Len, Bang Mae Nang, and Ban Mai, were considered to have moderate tourism potential. Only Bang Yai Sub-district had tourism resources rated as relatively low.

Considering the types of tourism resources, both natural and cultural, it was found that the natural tourism resources in Bang Yai District, Nonthaburi Province, had an average tourism potential, with 20.00% of them rated as relatively high. These resources included the Garden Center Boonyong, Tree Market, and Pa Jeep Farm. Meanwhile, 40.00% were considered to have relatively low or low potential.

Cultural tourism resources were also rated as moderate on average, with 18.75% having relatively high potential, including Wat Pikul Ngern, Wat Suan Kaew Tewalai Phraknek, Wat Ratsadon Prakong Tham, Wat Khong Kha, and Wat Prang Luang. 34.38% had relatively low or low potential.

These findings coincide with the shift towards online communication among the local population, especially through social media platforms such as Facebook, TikTok, Line, and YouTube. As a result, offline marketing communication has noticeably declined. Therefore, marketers and communication planners need to adapt by increasing their use of online media. Offline marketing communication is still considered a valuable tool for raising awareness and accessing products and services effectively. Additionally, community-based revenue sources, such as markets, can contribute to the establishment of a Circular Economy within the community, fostering sustainable green community concepts. These markets are seen as central hubs for generating income and promoting awareness of the green community, contributing significantly to community development and improving the quality of life.

•Factors in Selecting Media, Marketing Communication Planning Process and marketing communication guidelines tailored to the specific needs and goals of the Bang Yai District, Nonthaburi Province.

The marketing communication planning process begins with understanding the marketing communication challenge. In the initial stages, this involves accepting the marketing communication brief to understand the objectives of the client's marketing communication. It entails grasping the requirements for marketing communication and reinforcing the image to create memorability.

An analysis of the perceptions towards sustainable green community concepts in the Bang Yai District, Nonthaburi Province, was conducted. This served as an indicator of the importance given to relationships according to perception levels. The research found that the sample group had a strong consensus, particularly in supporting policies for reducing, reusing, and recycling plastic bags.

The sample group identified components within the community that should be considered when evaluating the success of the sustainable green community concept in the Bang Yai District, Nonthaburi Province. The first component was community-based tourism, including attractions such as the Sam Sai Nam Market and historical tourism destinations like Wat Pikul Ngeon, Wat Sao Thong Hin, Wat Ratsadon Prakong Tham, Pho Pao Kun Taw Kung Shrine, and local cultural heritage.

Subsequently, the market situation was analyzed to align with the marketing communication objectives while considering the target groups, lifestyles, and customer behaviors. The study found that technological advancements played a significant role in transforming community communication processes. Computers, tablets, smartphones, and the internet were indispensable factors that people in the area used for convenience in their daily lives. Therefore, online communication should complement offline communication. It was recommended that a central event should be organized to facilitate community engagement in sustainable green community communication. Increasing online channels through social media could enhance awareness and broaden the reach.

"Technology plays a significant role in the transformation of community communication processes. Computers, tablets, smartphones, and the internet are indispensable factors for people in the area, enhancing daily life convenience. Therefore, online marketing communication is essential. As for the municipal community, there is continuous support for using natural materials for packaging within the community. Currently, green community enterprises are being established, focusing on environmental preservation, such as making packaging from natural materials and producing dishwashing and laundry detergents from fruit peels." (Information provider group 4, community leaders, interview on June 8, 2023)

"The older generation mostly returns to develop the community, while the younger generation either moves to the city or becomes wage earners. This has caused some friction within the community. If we want to organize marketing communication events, we should create markets, as they are central to buying and selling. People come and go, raising the living standards in the area, and tourists visit, bringing income back to the community." (Information provider group 1, community members, interview on June 2, 2023).

"Every morning, you must open at least one social media app. Therefore, if there are markets, it will make green community marketing communication more accessible, both online and offline." (Information provider group 2, business owners in the sub-district of Bang Muang, food and beverage business, interview on June 8, 2023).

"Marketing communication should be both online and offline. It is considered appropriate that if there is a central place like an event location, people can access the green community marketing communication more easily. It also helps to increase awareness and gain more followers through social media." (Information provider group 3, academics and business owners in the sub-district of Bang Muang, marketing communication business, interview on June 8, 2023).

"At the same time, the group of people who will participate in developing the community are mostly from the older generation who are not tech-savvy. This makes development challenging. If there are younger individuals or experts who come to teach, knowledge can be developed more rapidly. As for the municipal area, there is a community dome, activity area, and parking spaces that can be used to support green community marketing communication activities." (Information provider group 5, government agencies in the sub-district of Bang Muang, including the municipality mayor, vice mayor, municipal mayor's advisor, municipal secretary, chairman of the volunteer health public society, and municipal council members, interview on June 15, 2023).

Moreover, the study found that the sample group highly valued quality of life aspects related to tourism, relaxation, and enjoyment within green areas, the landscape, environmental preservation, and cultural identity. The sample group strongly supported policies concerning natural materials and packaging within the area, as well as waste reduction and recycling.

The study recommended that the components within the community that should be included in the evaluation of the success of the sustainable green community concept in the Bang Yai District, Nonthaburi Province, be considered. These components encompassed community-based tourism, market situations, and factors affecting the selection of media for marketing communication.

The planning of the media and marketing communication involves setting objectives and formats for marketing communication. It is essential to determine the parties responsible for various communication tasks, such as whether the organization itself or an external agency will carry out the work. Additionally, the plan should be presented for further consideration before designing and procuring media, disseminating media, and monitoring and evaluating the media's effectiveness.

In choosing media, various factors related to the target market, products or services, and media acceptance should be analyzed. This selection should align with Daorot Bunyamalik's (2006) view that media choices should consider several factors to ensure cost-effective and highly effective purchasing. These factors include the target market, products or services, and media acceptance. Consequently, the study found that different target markets have diverse information reception methods, including purchasing behavior. Therefore, media selection should match the recipient's characteristics to effectively communicate marketing messages. For this purpose, platforms like Facebook, TikTok, Line, and YouTube were selected to tailor marketing communication to the target audience.

Regarding products or services, the study stressed the importance of aligning them with green community concepts in both the products and marketing communication. This involved considering the value that customers receive and implementing green market policies. Furthermore, fostering an understanding of the natural world serves as the cornerstone for the Sustainable Green Tourism Destination Concept, influencing both the experiences and products offered. These opportunities can enhance travelers'

appreciation and respect for the destination's natural environment, consequently mitigating undesirable behaviors and adverse impacts (Cheung and Fok, 2014; Sangpikul, 2020; Weaver, 2001).

5. Conclusion

Tourism resources in Bang Yai District Nonthaburi Province in 2022. There are 47 places which do not correspond to the tourist attraction information of the Tourism Authority of Thailand (2023: online) which states that Bang Yai District has 14 tourist attractions. This is because the emergence of tourism resources in Bang Yai District has increased over time. In addition, various tourist attractions in Bang Yai District have been publicized through online media, causing more people to be interested in traveling to exotic tourist destinations until they become more popular and well known as well. Meanwhile, the Tourism Authority of Thailand itself has probably not updated tourist attraction information in its own online database, causing the database to be out of date with the current situation.

Assessment of potential and analysis of tourist attractions in Nonthaburi Province and the results of the research were that Most tourist attractions in Nonthaburi Province have a high level of potential, but the results of Chatkharin's study are the results of the study of all tourist attractions in Nonthaburi Province. It is not specific to Bang Yai District. It is a study that lasted more than 10 years and used different methods to assess potential. Therefore, the results can be different, while the tourism resources of Bang Yai District with low potential are the tourism resources that have been proposed by the researcher as tourism resources because they see that It is interesting in terms of history and is interesting in terms of conservation of natural resources and connection with tourism with Phutthamonthon District. Nakhon Pathom Province, but both of these places need to be developed for many tourism facilities and tourism services. This is consistent with the research of Khamtrong (2021) who studied the matter. Guidelines for creating cultural tourism routes in Bang Kruai District

Nonthaburi Province It was found that tourist attractions in Bang Kruai District have weaknesses in terms of travel, access to tourist attractions and connections to each tourist attraction that are still inconvenient. Some tourist attractions lack maintenance to be in good condition and lack personnel to provide regular tourism information.

Later, a meeting was held with the relevant parties to analyze. set objectives and strategies for using media Including marketing activities Setting a budget as a framework for planning the work process in the same direction.

Media planning and marketing communications processes It is the determination of objectives and formats of marketing communications, media planning. There must also be designation of those responsible for various media, such as actions taken by the agency itself. or hire an outside agency, etc., as well as present the plan for consideration again Before designing, producing and purchasing media, distributing media and following up and evaluating media effectiveness.

The factors in selecting media are considered from the target market. Product or service In terms of media acceptance, which is consistent with Bunyamalik (2006), the selection of media requires analysis of various factors in order to be able to select and purchase with maximum efficiency and effectiveness as follows.

As for the target market, we always consider that different target markets have different ways of receiving information and purchasing behavior. The media is selected to match the audience. To be able to communicate marketing in a way that meets your needs by choosing to use Facebook, Tiktok, Line, and Youtube to communicate to your target audience.

In terms of products or services, emphasis is placed on green communities. in every product and communication of ideas through the market. By considering the value that customers receive. By specifying policy measures to become a green market.

This study will be beneficial to community networks that can utilize it as a guideline for creating job opportunities, with the aim of reducing income disparities resulting from urban and rural tourism. Additionally, it provides recommendations as guidelines for preparedness and the development of personnel involved in the tourism and community service industry to align with labor market demands and professional standards. This will enable local residents to have sufficient income to sustain a normal and happy life without the need for forced labor migration, thereby helping to reduce unemployment and societal problems.

Furthermore, it is important to recognize that studying the tourism management standards set by Thai tourism authorities is just one facet of community development aimed at preparing areas to meet these standards as tourism destinations. In reality, the transformation of an area into a tourist destination relies on the discretion of decision-makers or policymakers at the local, provincial, or national levels. These factors



are intertwined in the development process and are closely linked to the proactive promotion of learning and fostering an understanding of the natural world, which is a fundamental cornerstone of the sustainable green tourism destination concept.

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