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Research Article

Impact Of Integrating Marketing, HR, And Finance Strategies On Innovation And Profitability ""

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ABSTRACT

In today's dynamic business environment, the integration of marketing, human resources (HR), and finance strategies plays a pivotal role in driving innovation and enhancing profitability for garment showrooms. This abstract explores the multifaceted impact of such integration on the operations and performance of selected garment showrooms. Firstly, the integration of marketing strategies enables these showrooms to gain deeper insights into customer preferences, market trends, and competitor activities. By understanding the evolving needs of their target audience, showrooms can develop innovative products and services that resonate with customers, thus driving demand and fostering profitability. Secondly, the integration of HR strategies ensures that the showroom's workforce is aligned with its goals and values. A motivated and skilled workforce is crucial for fostering innovation, as they are better equipped to contribute creative ideas and solutions. Moreover, HR integration facilitates talent acquisition and retention, ensuring that the showroom attracts and retains top talent capable of driving innovation and enhancing productivity. Finally, the integration of finance strategies ensures effective resource allocation and budget management, which are essential for supporting innovative initiatives. By aligning financial goals with marketing and HR objectives, garment showrooms can invest in research and development, technology adoption, and employee training, all of which contribute to innovation and long-term profitability. Overall, the seamless integration of marketing, HR, and finance strategies empowers garment showrooms to adapt to market changes, capitalize on emerging opportunities, and deliver value to customers while maximizing profitability. This abstract provides a glimpse into the interconnected nature of these strategies and their collective impact on fostering innovation and driving sustainable growth in the garment retail industry

INTRODUCTION:

In the fiercely competitive landscape of the garment industry, the pursuit of innovation and profitability stands as the cornerstone of success for garment showrooms. With consumer preferences evolving rapidly and market dynamics shifting constantly, garment retailers face the imperative to adapt and thrive amidst uncertainty. In this context, the integration of marketing, human resources (HR), and finance strategies emerges as a strategic imperative to drive sustainable growth and competitive advantage.

This introduction sets the stage for exploring the transformative potential of integrating marketing, HR, and finance strategies in garment showrooms. It elucidates the interconnectedness of these functional areas and highlights their collective role in fostering innovation and profitability within the retail sector. The garment industry is characterized by its dynamic nature, where trends come and go with remarkable speed. To thrive in such an environment, garment showrooms must possess a keen understanding of consumer behavior, market trends, and competitive forces. Herein lies the significance of marketing integration. By aligning marketing strategies with market insights and consumer preferences, garment showrooms can position themselves strategically, anticipate shifting demands, and craft compelling value propositions that resonate with their target audience. However, the pursuit of innovation extends beyond product offerings to encompass organizational culture, processes, and talent development. This necessitates the integration of HR strategies within garment showrooms. A skilled, motivated, and engaged workforce serves as the bedrock of innovation, driving creative solutions, fostering collaboration, and enhancing productivity. Through HR integration, garment showrooms can nurture a culture of innovation, attract top talent, and empower employees to contribute their best efforts towards organizational goals. Furthermore, the pursuit of innovation requires not only creative ideas but also the requisite resources to bring them to fruition. Herein lies the role of finance integration. By aligning financial goals with strategic objectives, garment showrooms can allocate resources judiciously, invest in research and development, and leverage technology to drive innovation. Moreover, effective financial management ensures the sustainability of innovative initiatives, safeguarding against risks and uncertainties.

In essence, the integration of marketing, HR, and finance strategies represents a holistic approach to driving innovation and profitability in garment showrooms. By aligning functional areas, leveraging synergies, and fostering a culture of collaboration, garment retailers can navigate market complexities, capitalize on emerging opportunities, and achieve sustainable growth in an ever-evolving landscape. This paper aims to delve deeper into the interconnected nature of these strategies and their collective impact on the success of garment showrooms

LITERATURE REVIEW

Author: Kotler, P., Armstrong, G., Harris, L., & Piercy, N. (2017)
Description: Kotler et al. emphasize the importance of integrating marketing strategies for businesses to gain a competitive edge. They discuss the role of marketing in understanding customer needs, segmenting markets, and developing differentiated offerings. The authors highlight the significance of market research and analysis in guiding marketing decisions, stressing the need for alignment between marketing strategies and organizational goals.

Author: Armstrong, M. (2017)
Description: Armstrong focuses on the integration of HR strategies within organizations to enhance employee engagement and organizational performance. He discusses various HR practices, including recruitment, training, performance management, and compensation, emphasizing their role in fostering a positive workplace culture. The author underscores the importance of aligning HR strategies with overall business objectives to drive innovation and profitability.

Author: Brigham, E. F., & Ehrhardt, M. C. (2018)
Description: Brigham and Ehrhardt delve into the integration of finance strategies to optimize resource allocation and maximize shareholder value. They discuss financial management principles such as budgeting, capital budgeting, and financial analysis, highlighting their role in supporting strategic decision-making. The authors emphasize the importance of financial planning and control in driving innovation and sustaining long-term profitability.

Author: Porter, M. E. (1985)
Description: Porter's seminal work on competitive strategy provides insights into the importance of differentiation and cost leadership in achieving competitive advantage. He argues that businesses can outperform competitors by either offering unique products or services that command premium prices or by achieving lower costs than rivals. Porter's framework underscores the need for integration across functional areas to achieve strategic alignment and sustainable profitability.

Author: Barney, J. B. (1991)
Description: Barney explores the concept of sustainable competitive advantage, suggesting that firms can achieve superior performance by leveraging their unique resources and capabilities. He emphasizes the role of internal factors, such as organizational culture, human capital, and innovation processes, in driving sustained profitability. Barney's insights underscore the importance of integrating HR, marketing, and finance strategies to leverage firm-specific advantages and foster innovation.

Author: Prahalad, C. K., & Hamel, G. (1990)
Description: Prahalad and Hamel introduce the concept of core competencies, arguing that organizations should focus on developing and leveraging distinctive capabilities that provide a competitive advantage. They emphasize the role of innovation in shaping core competencies and driving value creation. The authors advocate for cross-functional integration to harness diverse perspectives and capabilities in pursuit of innovation and profitability.

Author: Barney, J. B. (1997)
Description: Barney expands on his earlier work on competitive advantage by introducing the resource-based view (RBV) of the firm. He argues that a firm's unique bundle of resources and capabilities, including tangible and intangible assets, drive its competitive advantage and long-term profitability. Barney emphasizes the role of internal factors, such as human capital, organizational culture, and innovation processes, in creating sustainable value.

Author: Lepak, D. P., & Snell, S. A. (1999)
Description: Lepak and Snell delve into the strategic role of human resource management (HRM) in fostering organizational performance. They introduce the concept of strategic human resource management (SHRM), which emphasizes the alignment of HR practices with business objectives. The authors discuss how SHRM practices, such as recruitment, training, and performance appraisal, contribute to organizational innovation and profitability.

Author: Aaker, D. A., & Joachimsthaler, E. (2000)
Description: Aaker and Joachimsthaler focus on brand management and its impact on firm performance. They argue that strong brands create sustainable competitive advantages by enhancing customer loyalty, enabling premium pricing, and supporting brand extensions. The authors discuss branding strategies, including brand positioning, brand architecture, and brand equity management, highlighting their role in driving innovation and profitability.

Author: Ross, S. A., Wester field, R. W., & Jordan, B. D. (2016)
Description: Ross, Wester field, and Jordan provide insights into corporate finance and its relevance to strategic decision-making. They discuss financial principles such as risk and return, capital structure, and dividend policy, emphasizing their implications for firm value creation. The authors highlight the role of financial management in supporting innovation initiatives, allocating resources efficiently, and maximizing shareholder wealth.

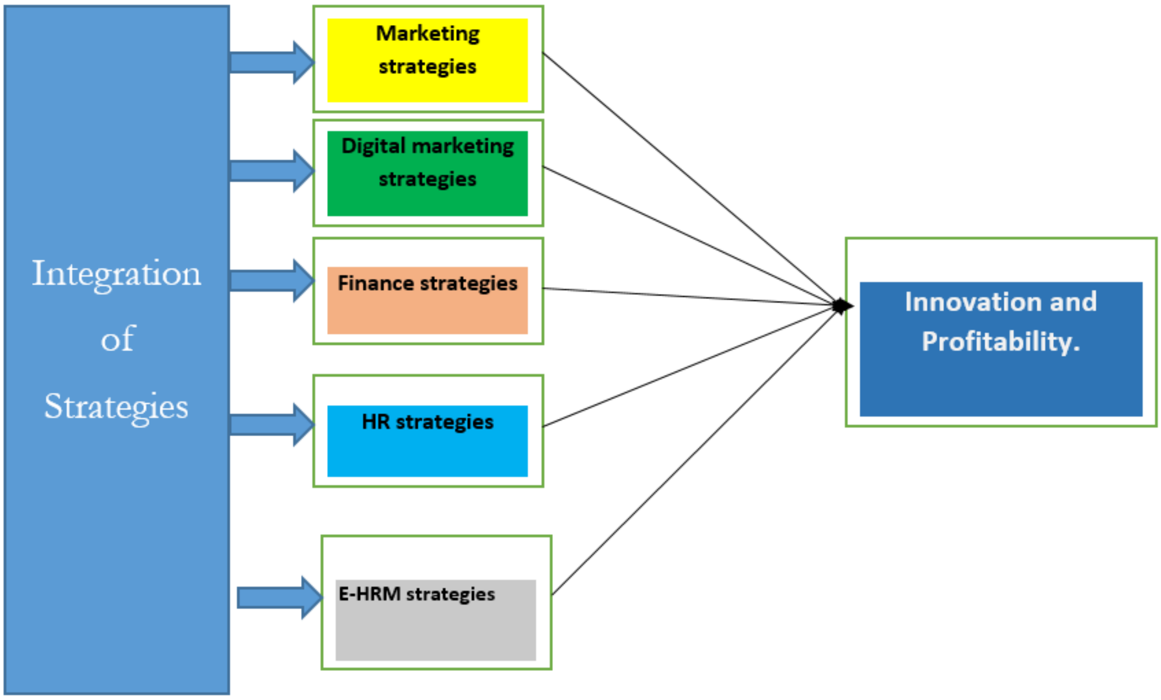
Author: Teece, D. J., Pisano, G., & Shuen, A. (1997)
Description: Teece, Pisano, and Shuen introduce the concept of dynamic capabilities and its significance for organizational innovation and adaptation. They argue that firms must possess the ability to sense, seize, and reconfigure resources in response to changing market conditions. The authors discuss how dynamic capabilities, including innovation processes, strategic alliances, and knowledge management, drive sustained competitive advantage and profitability.

Author: Grant, R. M. (1991)
Description: Grant explores the role of strategic management in shaping firm performance and competitive advantage. He discusses strategic analysis, formulation, and implementation, emphasizing the importance of strategic alignment across organizational functions. Grant highlights the role of internal factors, such as organizational culture, capabilities, and innovation processes, in driving strategic success and long-term profitability.

OBJECTIVES

- To examine the current practices of integrating marketing, HR, and finance strategies in selected garment showrooms.
- To assess the level of alignment between marketing, HR, and finance strategies within garment showrooms and their organizational goals.
- To analyze the impact of integrated marketing strategies on understanding customer preferences, market trends, and competitor activities in garment showrooms.
- To evaluate the role of integrated HR strategies in fostering employee engagement, talent acquisition, and organizational culture conducive to innovation in garment showrooms.
- To investigate the influence of integrated finance strategies on resource allocation, budget management, and investment decisions in supporting innovation initiatives in garment showrooms.

CONCEPTUAL FRAMEWORK



HYPOTHESIS

Marketing strategies:

- (H0): There is no significant relationship between Marketing strategies and Innovation and Profitability.
- (H1): There is a significant positive relationship between Marketing strategies and Innovation and Profitability.

Digital Marketing strategies:

- (H0): There is no significant relationship between Digital Marketing strategies opportunities and Innovation and Profitability.
- (H2): There is a significant positive relationship between Digital Marketing strategies opportunities and Innovation and Profitability.

HR strategies:

- (H0): There is no significant relationship between HR strategies offered and Innovation and Profitability.
- (H3): There is a significant positive relationship between HR strategies offered and Innovation and Profitability.

Electronic HR strategies:

- (H0): There is no significant relationship between Electronic HR strategies and Innovation and Profitability.
- (H4): There is a significant positive relationship between Electronic HR strategies and Innovation and Profitability.

Finance strategies

- (H0): There is no significant relationship between the presence of Finance strategies and Innovation and Profitability.
- (H5): There is a significant positive relationship between the presence of Finance strategies and Innovation and Profitability.

RESEARCH METHODOLOGY:

Research Design:

Quantitative Approach: Utilize quantitative methods to measure and analyze the relationship between compensation management practices and Innovation and Profitability.

Survey Method: Administer structured questionnaires to employees within selected garment showrooms to gather quantitative data on their perceptions of compensation practices, motivation levels, and engagement.

Sampling Strategy: Stratified sampling

Sample size:200,

Sampling design

Grade	Number of employees selected
Manager	**20**
Assistant manager	**25**
Administrative staff	**40**
Sales staff	**115**
Total	**200**

Sample category: Selected garment showrooms:

Data Collection:

Questionnaire Development: Design a comprehensive questionnaire containing items related to compensation management practices, engagement. Ensure that the questionnaire includes validated scales to measure these constructs.

Data Collection Process: Administer the finalized questionnaire to the selected sample of employees either through online surveys, paper-based surveys, or in-person interviews.

Data Analysis tools:

Cronbach's Alpha,Correlation, Regression Analysis, Collinearity Statistics, ANOVA

DATA ANALYSIS:

Reliability analysis

Reliability, as defined, reflects the consistency and dependability of a measurement instrument in assessing a particular construct. A high degree of reliability implies that repeated measurements using the same instrument would yield similar results under stable conditions (Bhattacherjee, 2012).

In this study, Cronbach's alpha, a widely used measure of internal consistency reliability introduced by Lee Cronbach in 1951, was employed. According to Sekaran (2003), reliability coefficients below 0.6 are considered poor, those ranging from 0.7 to 0.8 are deemed acceptable, and those exceeding 0.8 are considered good, with higher values indicating better reliability. The Cronbach's alpha coefficient for the pilot study was calculated as 0.91, while for the final survey, it was 0.871 overall. Specifically, the internal consistency reliabilities for the independent variables—Marketing strategies, Digital Marketing strategies, HR strategies, Electronic HR strategies, and Finance strategies—were 0.805, 0.629, 0.832, 0.721, and 0.695, respectively. For the dependent variable of Innovation and Profitability, the reliability coefficient was calculated as 0.815. These reliability coefficients indicate strong internal consistency for most constructs, suggesting that the measurement instruments used in the study are reliable and dependable for assessing the targeted variables.

Cronbach's Alpha Coefficient Summary among items of Questionnaire

Measurement items	Reliability	Results
Marketing strategies	0.805	Good
Digital Marketing strategies	0.629	Acceptable
HR strategies	0.832	Good
Electronic HR strategies	0.721	Acceptable
Finance strategies	0.695	Acceptable
Innovation and Profitability	0.815	Good
Overall Scale Reliability	0.871	Good

Inter Component Correlation

Table: Correlation among the Five Independent Variables

Pearson correlation	Marketing strategies	Digital Marketing strategies	HR strategies	Electronic HR strategies	Finance strategies
Marketing strategies	1	.295**	.356**	.471**	.398**
Digital Marketing strategies	.295**	1	.502**	.529**	.598**
HR strategies	.356**	.502**	1	.684**	.666**
Electronic HR strategies	.471**	.529**	.684**	1	.645**
Finance strategies	.399**	.596**	.666**	.645**	1
**. Correlation is significant at the 0.01 level (2-tailed).					

Additionally, the relationship among five independent variables—Marketing strategies, Digital Marketing strategies, HR strategies, Electronic HR strategies, and Finance strategies—was examined. The analysis revealed varying degrees of significance, ranging from small to large, and all independent variables exhibited positive correlations with each other at a significant level of 0.01, as illustrated in the table.

Regression Analysis

Regression analysis is a method used to estimate or predict a value on a dependent variable based on the values of one or more independent variables. While both regression and correlation analyze the relationship between variables, regression primarily focuses on prediction (Marczyk, DeMatteo, & Festinger, 2005).
In this study, multiple regression analysis was chosen because there are five independent variables—Marketing strategies, Digital Marketing strategies, HR strategies, Electronic HR strategies, and Finance strategies—to predict the dependent variable. Multiple regression is a statistical technique used to analyze the relationship between a dependent variable and a set of independent or predictor
However, before conducting the regression analysis, it is crucial to examine the assumptions of normality of distribution, independence of residuals, and multicollinearity of variables. Normality of distribution is assessed using skewness and kurtosis statistics. Skewness measures the asymmetry of a distribution, while kurtosis measures the extent to which observations cluster around a central point. The acceptable range for normality for both statistics is between -1.0 and +1.0. As shown in Table, with the exception of the kurtosis statistics for Marketing strategies (-1.337) and Digital Marketing strategies (1.031), all variables fall within the acceptable range for normality (-1.0 to +1.0). The skewness statistics for all variables also fall within the suggested range of normality (-1.0 to +1.0).

Table : Normality of Distribution Using Descriptive Statistics

Descriptive Statistics						
Variables	N	Mean	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Innovation and Profitability	200	3.4812	.513	.141	-.579	0.285
Marketing strategies	200	2.5934	.188	.141	-1.337	0.285
Digital Marketing strategies	200	3.1288	-.825	.141	1.031	0.285
HR strategies	200	3.0774	-.247	.141	-.547	0.285
Electronic HR strategies	200	3.1717	-.088	.141	-.684	0.285
Finance strategies	200	3.2525	.191	.141	-.423	0.285

Source: survey questionnaire

To ensure the suitability of the data for regression analysis, multicollinearity was examined. Multicollinearity arises when predictor variables are highly correlated, making it challenging to assess their unique contributions (Ho, 2006). Statisticians recommend addressing multicollinearity if correlation coefficients between variables exceed 0.75 (Negi, 2009). In this study, all five correlation coefficients, as displayed in Table, are below 0.75, indicating no significant multicollinearity issue.

Additionally, multicollinearity can be assessed using tolerance values and Variance Inflation Factor (VIF) for each independent variable. Multicollinearity is considered present if tolerance falls below 0.10 and the average VIF exceeds 2.5. In Table, the tolerance values for Marketing strategies, Digital Marketing strategies, HR strategies, Electronic HR strategies, and Finance strategies are .762, .604, .444, .422, and .428 respectively, while the average VIFs are 1.312, 1.654, 2.254, 2.371, and 2.338 respectively. These values indicate that multicollinearity is not problematic for the model.

Furthermore, multiple regression assumes that residuals are independent. Residuals represent the differences between actual scores and those predicted by the regression equation. The Durbin-Watson statistic tests for the independence of residuals by measuring their correlation across cases. A value around 2 indicates independence, with an acceptable range between 1.50 and 2.50. In this study, the Durbin-Watson statistic is 1.556, falling within the acceptable range, as shown in Table. Therefore, the assumption of independent residuals is met.

Table: Test for Independent of Residuals

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.790[a]	.624	.618	.34100	1.556
Predictors: (Constant), Finance strategies, Digital Marketing strategies, HR strategies,Marketing strategies , Electronic HR strategies					
b. Dependent Variable: Innovation and Profitability					

Source: survey questionnaire

After checking normality of distribution, independency of residuals and multicollinearity, multiple regressions was carried out.

Evaluating the Strength of Prediction

In regression analysis, apart from prediction, strength or magnitude of the relationship requires further attention. According to Ho (2006), a measure of the strength of the computed prediction. equation is R-square, sometimes called the coefficient of determination. In the regression model, R-square is the square of the correlation coefficient between the observed and predicted value of dependent variable. If R- square is 1, there exists a perfect linear relationship between the predictors and dependent variable. An R square of 0 indicates no linear relationship. In this research, since adjusted R square of all the five components is 0.618 from table 4.16, we can say that 61.8% of the variability in the level of Innovation and Profitability is accounted for by non- financial incentives. The results are justified. The strength of relationship between Marketing strategies , Digital Marketing strategies, HR strategies Electronic HR strategies and Finance strategies components as predictors and Innovation and Profitability as dependent variable is significant.

Model		**Unstandardized Coefficients**		**Standardized Coefficie Nts**	**t**	**Sig.**	**Collinearity Statistics**	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.879	.125		7.036	.000		
	Marketing strategies	.142	.033	.181	4.352	.000	.762	1.312
	Digital Marketing strategies	.096	.036	.124	2.655	. 008	.604	1.654
	HR strategies	.171	.044	.212	3.890	. 000	.444	2.254
	Electronic HR strategies	.126	.045	.155	2.781	. 006	.422	2.371
	Finance strategies	.319	.055	.320	5.774	. 000	.428	2.338

Testing for Model Fit

To assess the adequacy of the regression model in fitting the data, an analysis of variance (ANOVA) was conducted, yielding an F value of 97.570, as presented in Table. The significant F value of 97.570, observed at a p-value of 0.000, indicates a strong fit of the model to the data. According to convention, a significance level (p-value) below 0.05 indicates that all factors within the model are significant. In this case, the p-value of 0.000 suggests that all independent variables are indeed significant predictors of the dependent variable. Consequently, we reject the null hypothesis, which posits no relationship between the independent variables and the dependent variable.

Table Overall Model Fit

ANOVA[a]

Model		Sum ofSquares	Df	Mean Square	F	Sig.
1	Regression	58.888	5	11.778	97.570	.000[b]
	Residual	35.489	294	.121		
	Total	94.377	299			

a. Dependent Variable: Innovation and Profitability

b. Predictors: (Constant), Finance strategies, Digital Marketing strategies, HR strategies, Marketing strategies ,Electronic HR strategies

Source: survey questionnaire

Predicting the level of Employees' Performance from the Five Components namely Marketing strategies , HR strategies, Digital Marketing strategies, Electronic HR strategies and Finance strategies

In the regression coefficients table), standardized beta coefficients reveal the intensity with which the five independent variables (Marketing strategies, Digital Marketing strategies, HR strategies, Electronic HR strategies, and Finance strategies) predict the behavior of the dependent variable (Innovation and Profitability). These coefficients can be interpreted as follows: out of the total variance observed in Innovation and Profitability (dependent variable), 18.1% is attributed to Marketing strategies, 12.4% to Digital Marketing strategies, 21.4% to HR strategies, 15.5% to Electronic HR strategies, and the remaining 32.0% to Finance strategies variations. These proportions are accompanied by significance levels of .000, .008, .000, .006, and .000 respectively, all of which are below 0.05.

From these results, it can be inferred that Finance strategies emerge as the primary predictor of overall Innovation and Profitability, followed by HR strategies, Marketing strategies, Electronic HR strategies, and Digital Marketing strategies elements respectively

Relationship of the variables

The positive sign of the β coefficient (slope) in Table indicates a direct relationship between the independent variables and the dependent variable. For instance, a β coefficient of 0.145 for Marketing strategies suggests

that it has a positive impact on Innovation and Profitability. Similarly, the β coefficients of 0.098 for Digital Marketing strategies, 0.173 for HR strategies, 0.126 for Electronic HR strategies, and 0.321 for Finance strategies also signify direct relationships with Innovation and Profitability.
The Constant term (0.879) in SPSS corresponds to the intercept on the 'Y' axis, where the regression line intersects the axis. Based on this analysis, the equation for the Innovation and Profitability of the studied organization can be expressed as follows

$Y_{ep}= 0.879+0.145r+0.098pr+0.173t+0.126pf+0.321wc+e$

Where:
Y_{ep}=level of Innovation and Profitability
R=Marketing strategies , Pr=Digital Marketing strategies, T=HR strategies, Pf=Electronic HR strategies, WC=Finance strategies

Summary of Hypothesis Results

Table: Summary of Hypothesis Testing Results from Regression Analysis Coefficients.

No.	Hypothesis	Result	Reason
1	Marketing strategies has significant positive effect on Innovation and Profitability	Supported	Beta= 0.145 at 0.000 sig.
2	Digital Marketing strategies has significant positive effect on Innovation and Profitability	Supported	Beta= 0.098 at 0.008 sig.
3	HR strategies has significant positive effect on Innovation and Profitability	Supported	Beta= 0.173 at 0.000 sig.
4	Electronic HR strategies has significant positive effect on Innovation and Profitability	Supported	Beta= 0.126 at 0.006 sig.
5	Finance strategies has significant positive effect on employees performance.	Supported	Beta= 0.321 at 0.000 sig.

Conclusion

In conclusion, the hypotheses regarding the effects of various factors on Innovation and Profitability were largely supported by the analysis:
Marketing strategies: The hypothesis stating that Marketing strategies has a significant positive effect on Innovation and Profitability is supported, as evidenced by a β coefficient of 0.145 at a significance level of 0.000.
Digital Marketing strategies: Similarly, the hypothesis regarding Digital Marketing strategies's positive effect on Innovation and Profitability is supported, with a β coefficient of 0.098 at a significance level of 0.008.
HR strategies: The hypothesis regarding the positive impact of HR strategies on Innovation and Profitability is supported, as indicated by a β coefficient of 0.173 at a significance level of 0.000.
Electronic HR strategies: The hypothesis regarding the positive effect of Electronic HR strategies on Innovation and Profitability is also supported, with a β coefficient of 0.126 at a significance level of 0.006.
Finance strategies Lastly, the hypothesis regarding the positive effect of Employee Assistance Programs on Innovation and Profitability is strongly supported, with a β coefficient of 0.321 at a significance level of 0.000.
Overall, the analysis demonstrates that these factors play significant roles in influencing Innovation and Profitability within the organization.

FUTURE SCOPE OF THIS STUDY:

Certainly, here's the future scope of a study on the integration of marketing, HR, and finance strategies in garment showrooms and their impact on innovation and profitability without the side headings:
Conducting longitudinal studies to track the evolution of integrated strategies and their impact on innovation and profitability over time. This would provide insights into the sustainability and long-term effects of integration efforts.
Comparing the effectiveness of integrated strategies across different types of garment showrooms (e.g., small vs. large, local vs. global) to identify contextual factors that influence outcomes and best practices.
Expanding the scope of the study to encompass garment showrooms operating in different countries and regions, considering cultural, regulatory, and market differences that may affect the integration of strategies and their outcomes.
Investigating the role of technology in facilitating the integration of marketing, HR, and finance strategies, such as through the adoption of integrated software platforms or analytics tools for data-driven decision-making.
Exploring the impact of integrated strategies on enhancing the overall customer experience in garment showrooms, including factors such as product availability, personalized services, and omnichannel interactions.

Assessing the effects of integrated HR strategies on employee well-being, satisfaction, and productivity, considering factors such as work-life balance, training and development opportunities, and performance incentives.
Developing and implementing specific financial performance metrics tailored to measure the effectiveness of integrated strategies, such as return on investment (ROI) for marketing campaigns, employee productivity ratios, and profitability per customer segment.
Examining the integration of sustainability initiatives within marketing, HR, and finance strategies and their impact on brand reputation, consumer loyalty, and long-term viability of garment showrooms.
Facilitating collaboration and knowledge-sharing among garment showrooms, industry associations, and academic institutions to exchange insights, best practices, and innovative approaches to strategy integration and performance improvement.
Informing policy discussions and recommendations aimed at promoting the adoption of integrated strategies in garment showrooms to stimulate innovation, competitiveness, and economic growth within the retail sector.
By exploring these future avenues, researchers and practitioners can further advance our understanding of the integration of marketing, HR, and finance strategies in garment showrooms and its implications for innovation and profitability in the ever-evolving retail landscape**.**

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