**Investment of spiritual marketing in support of sustainable development**

An applied study of opinions of a sample of employees at Technical Institute of Dewaniya

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**Abstract:** Based on the literature that focused on the importance of spiritual marketing and its relationship to sustainable development toward the educational sector, the current study aimed to invest spiritual marketing in support of sustainable development, In order to collect the data, the opinions of a sample of employees at the Diwaniyah Technical Institute were surveyed, and by (275) a form distributed to Employee, and (263) a questionnaire was recovered, and by (12) a damaged questionnaire, which means (246) a valid questionnaire for analysis, and used a set of statistical methods represented by (mean, standard deviation, natural distribution test). The persistence coefficient, correlation coefficient and interpretation coefficient), based on two statistical packages (SPSS&Amos.V.26), showed that spiritual marketing is a mechanism for making strategic marketing plans aimed at aligning with the spirituality of teachers in order to build and promote sustainable values and encourage their adoption.

**Keywords**: Spiritual Marketing (SM), Sustainable Development (SD), Employees, Technical Institute of Dewaniya.

**INTRODUCTION**

Most educational institutions are weak in addressing sustainable development goals of dealing with the Sustainable Development Goals, This led to an increase in institutional support for the mechanisms of implementing sustainable development, whether at the local or regional level, both at the local and regional level, which required this to market sustainable practices in order to build awareness and future direction to support sustainable development in the educational institution. This can become a priority for educational institutions as it enhances the spirituality of those working to invest SM to improve sustainable development (Syaifudin 2018:6-7).

Little effort in SM can significantly affect Employee’ intentions to implement sustainable development requirements. These meager efforts in SM can have negative effects on the image of the educational institution or its brand, if a marketer fails to communicate with the spirit of the worker, it can lead to serious causes affecting the sustainable development goals. Given the developments in the mechanisms for dealing with sustainable development, the way Employee think and interpret marketing messages through the use of their emotions, moods, perceptions, desires and demands is very different. Organizations must therefore accept that these differences in employee behavior have a significant impact on Employee’ intentions to achieve sustainable development and that SM must be invested to support this (Costa 2018:834).

However, the problem that educational institutions will face requires motivating Employee to invest in SM in support of sustainable development in the Diwaniya Technical Institute as a model, so they must invest SM of Employee to address this situation in order to ensure success in achieving the Sustainable Development Goals, This means that the importance of spiritual marketing and sustainable development lies in their ability to improve the efficiency of the organization in investing resources and achieving success in improving the performance of its internal and external operations.

Accordingly, in order for the research to achieve its objectives, its importance was demonstrated by highlighting the theoretical background and developing hypotheses, and then highlighting the study methodology by defining the study standards and the study sample, and then the research explained the results through testing the normal distribution, describing the study sample, and testing hypotheses, and finally the research concluded with a group of Results, recommendations and some future suggestions

**THEORETICAL BACKGROUND AND DEVELOPMENT OF HYPOTHESES**

**Spiritual Marketing:** Spirituality has grown in importance in service sector enterprises over the past decade as some studies, especially the Gallup (Gallup) study entitled "spiritual beliefs and the process of dying", have found that many individuals do not receive the spiritual care they desire as many wish (Idan et al., 2022) This requires the development and delivery of courses geared towards preparing future service providers to meet the spiritual needs of the individuals they will work with (Sandor et al. 2006:37). Spirituality is about consciousness, giving meaning, and expressing the inner self; it is the power to recognize the foundation of the inner organization, believing that spirituality is an exploration of meaning, solidarity, communication with nature, humanity, and the excellence of divinity (Singh & Khan 2019:85).

The concept of SM arose as a result of a business disruption that suffered from drought when the steps swinging were limited only to satisfying the world’s desires, seeking something tangible and setting aside what was immaterial. The concept of marketing is formed on an intellectual or rational level (Al-Janab & Jassim, 2022). In addition, the concept of SM was also born when many business experts realized that the concept of marketing on an emotional level, which was formed to serve as a counterweight to the almost uncontrollable pace of the era, was no longer able to respond to the anxiety of many individuals (Sundari 2020:21-22). Costa (2018:836-838) is a valuable marketing concept that focuses not only on the mind and heart of the consumer but also on the spirit of the consumer.

At the spiritual level, marketing should be treated as a whisper of conscience" and a "call". Here, "marketing practices returned to basic functions and worked with high ethics (Abbas et al., 2022). The principles of honesty, compassion, love and caring for others have even become prevalent. Therefore, planning of SM as a basic tool to achieve the company's goal of developing a sustainable competitive advantage through which to enter the market and the marketing programs that individual adheres to noble personality (morality) and recognizes the constantly changing market conditions (realism) and humanity (the Lord) adheres to the noble (moral) personality and understands the circumstances The ever-changing market (realism) and humanity (Ilham & Kodrat 2015:48).

**Spiritual marketing is characterized by a set of characteristics, the most important of which are: (**Syaifudin 2018:38-44**):**

1. Honesty: The legitimate marketer is honest and always bases his words, beliefs and actions on the teachings of religion.
2. Trustworthiness: The nature of trust in legitimate marketers is reflected in the position of responsibility in the implementation of each task and commitment. Trust is manifested in the form of openness, honesty, excellent service and charity (trying to produce the best) in everything. The nature of this trust is important for the insured, especially those who work to serve the community.
3. Professionalism: Professionalism is defined as professional behavior. Today’s financial institutions must be able to use computing and their accounts must also be of a standard that can be audited and indeed there is an audit.
4. Transparency: The nature of reporting means inviting other parties and providing an example to be followed at the same time to apply the provisions of the teachings in every movement of economic activity that takes place on a daily basis.
5. Consistency: Consistency, or people call fixed attitude, is the attitude that legitimate marketers in their marketing practices should always have integrity in applying spiritual rules.

**As a result of the above, SM can be measured by four basic dimensions (**Sundari 2020:22-23):

1. Faith: The spirit of the spiritual marketer believes that this monotheistic or divine spirituality is the most just, the most perfect, the most compatible with all forms of good, the most capable of preventing all forms of harm, the most capable of perceiving truth, eliminating falsehood, and spreading benefits.
2. Ethics: Because moral and ethical values are universal values taught by religion, SM places a strong emphasis on ethical issues (ethics) in all aspects of its activities..
3. Realism: The spiritual marketer is a as well as the depth and adaptability of the underlying spirituality. The term "spiritual marketer" refers to a professional marketer who prioritizes religious values, piety, ethical considerations, and honesty in all of their marketing activities. Spiritual marketers have a polished, elegant, and modest appearance regardless of the style of clothing they choose to wear.
4. Humanism: Another advantage of SM is its universal humanity, that is, the spirit is created for people. By guiding the spirit, people's standing can be enhanced, human nature can be preserved and preserved, and human characteristics can be restricted. The spirituality of humans is created according to their abilities, regardless of race, sex, color, nationality and status. This is what makes spirituality so common in nature that it is a universal human law.

**Given the argument presented in advance, SM can be seen** as a combination of mechanisms aimed at influencing the spirituality, emotions and feelings of individuals to guide them toward a goal or goal that serves society in general, and the institution in particular.

**Sustainable development** (SD): The content of SD stems from meeting today's basic needs without compromising the ability of future generations to meet their own needs (Mantaeva et al., 2021:2-3), Working to achieve a better quality of life for all populations requires that SD through planning processes seek to improve the quality of life in society at the economic and social level (Hussein, 2021:210). He argues (Uduporuwa, 2020:294) Sustainable development is a long-term solution that meets today's needs without compromising the capabilities of future generations, ensuring a balance between economic growth, the protection of the natural environment and social well-being.

SD is a mode of resource use that aims to meet human consumption while preserving the environment (Matiwaza & Bodhoo, 2020:274), as development that meets the needs of the present, without compromising the ability of future generations to meet their needs (shyle et al., 2021:261; Raissa et al.,2021:1 ; Ogan et al.,2020:64 ; Kobyak et al., 2020:20).

Development exercises an important role in balancing environmental, economic and social objectives (Singla et al., 2017:27; Tregidga et al., 2018:307), by improving the efficiency of the organization in investing resources and achieving success in improving the performance of its internal and external operations (Garbie, 2015:65)

SD works to link the environment to development, because (global) environmental problems are the result of poverty. Interwoven with the principle of "sustainability" in the natural sciences -- which can be described as "viability" -- and the social sciences concept of "development" -- which should be understood as "progress of human systems" , SD simply means the path of human progress that continues indefinitely, respecting ecological boundaries and paying attention to social equity. SD also includes a set of standards that include community and community development. SD requires the integration of economic, environmental and social goals (Van Zeijl-Rozema et al., 2008:415).

According to "Al-Haddad (2014), SD can be measured in three dimensions: The economic dimension represents investors expecting an appropriate return on risk capital. Creditors expect the Organization to repay its debts. Consumers also expect safe products and services at affordable prices and quality (Rothaermel, 2017:20-21), while the social dimension is one of the ways in which the competitive advantage of the organization can be enhanced, competitors and society are more interested in customer behaviors, by determining the interest of customers in the environment (činčalová&Prokop, 2019:1). The environmental dimension explains the sum of physical, chemical, biological and social elements that can have immediate, potential, direct or indirect effects on human activities and on living organisms" (haşıloğlu et al., 2011:1053).

**Building on what has been presented, sustainable development can be seen as** a synthesis of the Foundation’s ability to invest its economic, social and environmental capabilities as a means to achieve the Sustainable Development Goals and improve the spirituality of the environment in which it works.

In order to understand the nature of the relationship between spiritual marketing in support of sustainable development, investing in spiritual marketing in support of sustainable development can be seen as an effective means of promoting harmony and resilience in society. By emphasizing the importance of spiritual values and principles, such as self-awareness, awareness and vigilance, organizations can create an environment that promotes sustainability and well-being. Spiritual marketing aims to use spiritual concepts and practices to promote a product or service. This type of marketing is based on the idea that spiritual understanding and respect for Earth's resources are essential for human sustainability and well-being. As such, spiritual marketing can promote sustainability values, including the conservation and responsible use of resources. It can therefore also emphasize the importance of awareness and its impact on the environment, as well as the need to take action to protect it. In addition, spiritual marketing can be used to create a positive energy and environment of mutual respect and understanding.

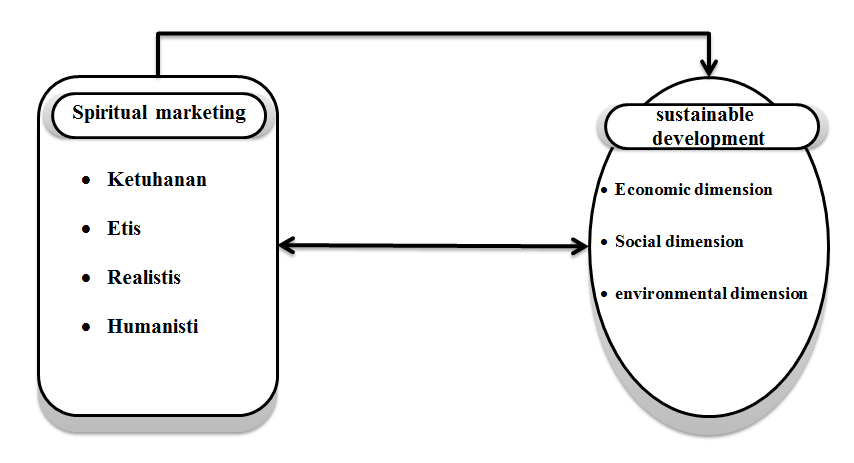


Figure (1) the hypothetical scheme of the study

The following assumptions can be made:

**H1**: Increasing the interest of employees in the investment of SM contributes to the strength of the relationship with SD

**H2**: The increased interest of Employee in the investment of SM positively affects SD and form (1) illustrates the hypothetical scheme of study.

**METHODOLOGY OF STUDY**

1. **Measures of study**

The study's methodology relied on a questionnaire to gauge the availability of its study variables among the staff of the Diwaniya Technical Institute, where spiritual marketing (SM) was measured by (9) paragraphs spread (Table (1) over four dimensions (faith, ethics, realism, and humanity), through the adoption of a scale (Syaifudin, 2018), while scale (Al-Haddad, 2014). To measure sustainable development (SD) and by (15) paragraphs divided into three dimensions (economic, social and environmental).

1. **Sample study**

One group made up the study's sample of employees in the Diwaniyah Technical Institute (faculty members, administrators, technicians, heads of departments, administrative units and divisions), In order to determine the sample size, the following formula was used (Hair et al., 2010:11):

Sample size = number of paragraphs \* 5 + (number of paragraphs \* 5 \* margin of safety 10%)

Sample size = 24 \* 5 + 24 \* 5 \* 10% = 120 + (120 \* 10%) = 132 Employee

Accordingly, it is noted from the equation that the minimum sample size must be (132) Employee, Hence the distribution (275) form among employees, According to the five-point Likert gradient, and (263) a questionnaire was recovered, and (12) a damaged questionnaire, which means (246) a valid questionnaire for analysis, This is equivalent to a response rate of (89.46%) and at a moral level below (0.05), a confidence rate (95%), and the Kronbach Alpha stability rate of the measurement tool exceeded (70%) its amount (SM = 0.837, SD = 0.819), which shows that the questionnaire tool is consistent, consistent, and compatible with the opinions and needs of the studied sample. As in table (1).

Table (1) axes and stability of measuring instrument

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **variants** | **dimensions** | **Cod** | **NO.** | **Cronbach Alpha** | | **Source** |
| **Spiritual Marketing** | Ketuhanan | SMK | 2 | 0.897 | 0.837 | Syaifudin, 2018 |
| Etis | SME | 2 | 0.810 |
| Realistis | SMR | 3 | 0.822 |
| Humanistis | SMH | 2 | 0.809 |
| **Sustainable Development** | Economic dimension | SDE | 5 | 0.799 | 0.819 | Al-Haddad, 2014 |
| Social dimension | SDS | 5 | 0.859 |
| environmental dimension | SDN | 5 | 0.877 |

1. **RESULTS**
   1. **Normal Distribution Test**

It is noted from the results of Table (2) that the answers of the study sample follow the normal distribution and are at a significant level higher than (0.05), which means that the results of the study can be generalized to the researched community.

Table (2) Statistical description of study variables

|  |  |  |
| --- | --- | --- |
| **variants** | **Kol-Smi** | **Sig.** |
| Ketuhanan | 0.219 | 0.200\* |
| Etis | 0.188 | 0.200\* |
| Realistis | 0.192 | 0.200\* |
| Humanistis | 0.236 | 0.200\* |
| **Spiritual Marketing** | **0.159** | **0.200\*** |
| Economic dimension | 0.197 | 0.200\* |
| Social dimension | 0.204 | 0.200\* |
| environmental dimension | 0.161 | 0.200\* |
| **Sustainable Development** | **0.178** | **0.200\*** |

* 1. **Description of study sample**

Notes from results of table (3) that general average of arithmetic media of spiritual marketing variable was (3.97) and a standard deviation of its value (0.64) to indicate harmony and consensus of teachers in Technical Institute toward attention to requirements of spiritual marketing, This was demonstrated by confidence dimension (**SME**) with a high arithmetic mean of LG (4.03) and a standard deviation of (0.73) so that employees of Technical Institute in Diwaniya can support possibilities for its employees in a way that contributes to motivating them to maintain sustainable structures of spiritual marketing.

The results also showed that general average of calculation circles of SD variable was (3.96) and a standard deviation of (0.66), which was in line with variable requirements of SD at Technical Institute in Diwaniya to achieve an improvement in social dimension by achieving a mathematical average of (3.99) and a standard deviation of (0.76) to indicate compatibility and harmony opinions of employees of Technical Institute in Diwaniya toward providing necessary means and possibilities to achieve goals of SD.

Table (3) Statistical description of study variables

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **NO.** | **Mean** | **S.D** | **NO.** | **Mean** | **S.D** | **No.** | **NO.** | **S.D** |
| Smk1 | 3.98 | 0.77 | SMH2 | 4.01 | 0.81 | SDS3 | 4.07 | 0.92 |
| Smk2 | 3.92 | 0.75 | **SMH** | **4.02** | **0.75** | SDS4 | 3.87 | 0.82 |
| **SMK** | **3.95** | **0.66** | **SM** | **3.97** | **0.64** | SDS5 | 3.98 | 0.87 |
| SME1 | 4.11 | 0.87 | SDE1 | 3.88 | 0.79 | **SDS** | **3.99** | **0.76** |
| SME2 | 3.94 | 0.75 | SDE2 | 3.99 | 0.71 | SDN1 | 3.80 | 0.64 |
| **SME** | **4.03** | **0.73** | SDE3 | 4.03 | 0.85 | SDN2 | 3.87 | 0.73 |
| SMR1 | 3.97 | 0.78 | SDE4 | 3.93 | 0.78 | SDN3 | 3.94 | 0.80 |
| SMR2 | 3.76 | 0.80 | SDE5 | 3.99 | 0.80 | SDN4 | 4.00 | 0.88 |
| SMR3 | 3.87 | 0.74 | **SDE** | **3.96** | **0.64** | SDN5 | 4.04 | 0.85 |
| **SMR** | **3.87** | **0.68** | SDS1 | 4.08 | 0.85 | **SDN** | **3.93** | **0.66** |
| SMH1 | 4.03 | 0.87 | SDS2 | 3.96 | 0.83 | **SD** | **3.96** | **0.66** |

* 1. **Testing assumptions**

The results of table (4) show that increased interest of Employee in investment of spiritual marketing contributes to strength of relationship with SD, which achieved a strength of association (0.940), which means that Employee recognize importance of improving relationship between spiritual marketing to invest capabilities of Institute in achieving and supporting SD.

Table (4) correlation matrix

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| SMK (1) | 1 | .753\*\* | .799\*\* | .747\*\* | .901\*\* | .834\*\* | .800\*\* | .804\*\* | .840\*\* |
| SME (2) | .753\*\* | 1 | .758\*\* | .811\*\* | .916\*\* | .851\*\* | .813\*\* | .843\*\* | .864\*\* |
| SMR (3) | .799\*\* | .758\*\* | 1 | .754\*\* | .907\*\* | .848\*\* | .787\*\* | .809\*\* | .842\*\* |
| SMH (4) | .747\*\* | .811\*\* | .754\*\* | 1 | .915\*\* | .854\*\* | .853\*\* | .814\*\* | .870\*\* |
| SM (5) | .901\*\* | .916\*\* | .907\*\* | .915\*\* | 1 | .931\*\* | .895\*\* | .899\*\* | .940\*\* |
| SDE (6) | .834\*\* | .851\*\* | .848\*\* | .854\*\* | .931\*\* | 1 | .902\*\* | .893\*\* | .962\*\* |
| SDS (7) | .800\*\* | .813\*\* | .787\*\* | .853\*\* | .895\*\* | .902\*\* | 1 | .900\*\* | .971\*\* |
| SDN (8) | .804\*\* | .843\*\* | .809\*\* | .814\*\* | .899\*\* | .893\*\* | .900\*\* | 1 | .963\*\* |
| SD (9) | .840\*\* | .864\*\* | .842\*\* | .870\*\* | .940\*\* | .962\*\* | .971\*\* | .963\*\* | 1 |

As Figure (2), standard model of study follows criteria (CMIN/DF=3.766, GFI=0.944, AGFI=0.900, CFI=0.983, RMSEA=0.077), which indicates that model of study is consistent with opinions of employees of Diwaniya Technical Institute.

The results of table (5) indicate that investment of employees of Diwaniya Technical Institute to invest spiritual marketing achieved level of impact of ability (0.971) in encouraging Employee to support SD with a S.E. equal to (0.023) and a C.V. of (42.217). To indicate interest of employees in supporting achievement of SD Goals spiritually and knowledge to achieve a safe and sound environment and workplace.

Table (5) normative results of spiritual marketing impact on SD

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **path** | | | **Estimate** | **S.E.** | **C.R.** | **R2** | **And p.** |
| **SM** | ---> | **SD** | 0.971 | 0.023 | 42.217 | 0.882 | 0.001 |

Spiritual marketing also contributes to explanation of amount (0.882) of SD.

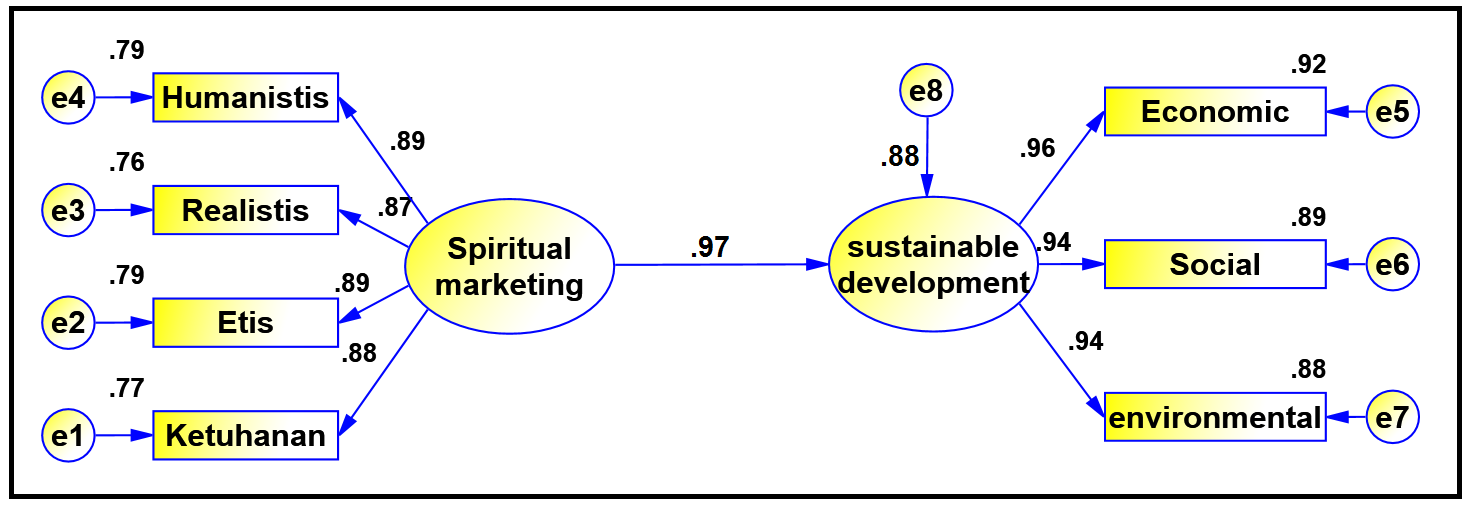


Figure (2) Standard Model of spiritual Marketing’s impact on SD

1. **CONCLUSIONS AND RECOMMENDATIONS**

The results of study show a set of fundamental points that can benefit those working toward achievement of SD Goals and address negative reactions that discourage this, which explains existence of a positive relationship between investment of spiritual marketing and SD. This calls for investment of spiritual marketing among Employee in order to improve their intention to support SD Goals. The results also showed contribution of spiritual marketing to development of capacity of Technical Institute in Diwaniya to address factors that discourage mechanisms for achieving SD.

The study recommends that necessary efforts, resources and policies should be invested in order to encourage employees to invest in spiritual marketing by developing their capabilities through spiritual marketing mechanisms and practices in order to achieve SD Goals. It is worth mentioning that spiritual marketing for employees is a useful marketing tool to achieve some kind of balance between goals and vision of employees to achieve goals and principles of SD in long term.

1. **FUTURE STUDIES**

The present research focuses on the investment of spiritual marketing in order to achieve a balance between the capabilities of the educational institution and the achievement of the SD Goals, so future studies can use samples of another type and a larger size, allowing the study of culture, values, and organizational behaviors in order to drive the educational orientation to pay attention to sustainable practices. Therefore, more comprehensive models of service enrichment, service friendship, and service recovery for SD can be used in future studies.

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