Emerging Issues In Business Management 1st Edition | 297c5da06ab63d97b7bcdd2f969ed7f7


This proceedings volume provides current research on emerging issues in business, economics, and finance in the global economy with particular emphasis on Eastern Europe. Featuring selected papers from the 2017 International Economics Conference in Sibiu (IECS) organized by the Lucian Blaga University of Sibiu, Romania, the contributing chapters consider new business models, theories, practices, and instruments from advanced and emerging economies in the context of recent global trends. After over 20 years of increasing openness and liberation of the world economy, recent events in regions such as Europe, USA, and Asia have created challenges to the idea of globalization and integration. There is a delay between the real-world economic changes and the reflection of such changes in the economic research literature. The 2017 IECS conference and the enclosed papers aim to fill this gap in the study of globalization, covering diverse topics such as business administration, sustainability, corporate social responsibility, finance, accounting, tourism, and business informatics. This book contains the refereed proceedings of the 2nd Advances in Business Research International Conference (ABRIC2016). Chapters in the book address the theme of Advancing Knowledge, Connecting the World, reflecting on the emerging issues in various business management fields and the interconnections of multiple disciplines for creating knowledge advancement. Papers were carefully reviewed and selected and grouped into four main themes: economic and finance, marketing and communications, management, and information technology in business. The book serves as a helpful resource for students and researchers of business management, especially in understanding issues and cases of business in emerging economies and markets.

This book is a compendium of papers presented in the International Conference on Emerging Global Economic Situation: Impact on Trade and Agribusiness in India. The book is structured in four parts with thirty-four papers. The first part discusses the aspects related to Crop Production and Agriculture Growth, while the second part highlights the issues related to Agriculture Marketing and Prices in India. The third part of the book presents the important issues related to Credit, Income Insurance in India and last part presents innovation and Factors Influencing Sector. This book will be very useful for all those who are interested in issues related to growth of agriculture and allied sectors in our country. The issues confronting business today and tomorrow will be different. The author shares 10 likely trends in legal, social, political, and business environment and shares his insights on business leadership for the budding managers. The author has identified 10 most important challenges for the humanity and suggests the entrepreneurs to prepare for the challenging tomorrow. This book is a compendium of papers presented in the International Conference on Emerging Global Economic Situation: Impact on Trade and Agribusiness in India. The book covers thirty-four papers covering the emerging trends in global management and information technology. This book will be very useful for all those interested in issues related to global management and information technology. Contributors in international business, multinational management, and marketing examine current research in international business from an issue-oriented approach rather than a functional approach. Themes are the macro-environment, interactions between business and institutions, and competition and strategy. Some topics discussed include regional integration, cultural and financial globalization, intellectual property protection, and multilateral agencies. Business groups, international acquisitions and alliances, and the impact of the Internet on international business are also examined. Material originated at the April 2000 International Business Research Forum. An annotated copyright by Book News, Inc., Portland, OR. This book offers a deep look into the latest research, tools, implementations, frameworks, architectures, and case studies within the field of Business Intelligence Management—Provided by publisher. This book presents selected papers on Business Management and Technology, focusing on recent research in Business, Optimization, Technology, and Global Issues. Organized in four broad tracks, papers examine Management Challenges in Today's Industry, especially concerning changes in customer demands; Optimization Challenges in Today's Business, looking at efficiency and effectiveness in providing goods and services at affordable prices; Innovation in Hospitality and Tourism; and Technological Challenges in the Era of Globalization. The book covers both production systems and service systems, including the growing area of Information Technology, and also looks at the quality of work life in various sectors of business. It presents a balanced blend of theoretical and practical papers. This book examines emerging theories, frameworks, and applications of global marketing for the 21st century. It highlights how global marketing is changing in a globalized and digital economy that is fast increasing in complexity and uncertainty. The traditional approach to global marketing is no longer sufficient to address the emerging issues in global markets. Global companies need to challenge traditional assumptions in global marketing in an era of shifting political, cultural, economic, and technological changes. They need to take a fresh look at the contemporary threats and
opportunities in markets, institutions, and technology and how they affect entry and expansion strategies through careful re-calibration of the marketing-mix. This book offers new insights for global marketing that addresses these issues. This book should be an ideal resource to both academic scholars and reflective practitioners globally such as CEOs and chief marketing officers as well as government officials and policy makers interested in formulating strategies/policies for global marketing activities in the face of a globalized and digitized economy. This well-crafted research volume is an excellent addition to the growing literature on new trends in international marketing. The authors present the latest insight on the impact of phenomena such as cross-border e-commerce and digital markets, and they discuss new tools for political risk assessment, international branding and more broadly the reconfiguring of marketing-mix strategies - A powerful reminder that the new global market remains a rugged landscape.

Emerging trends in institutions, markets, and societies, along with new technological advances, are redefining the scope and strategy in global marketing. Professors Aravind Manogopaul and Wu have assembled a remarkable collection of cutting-edge topics and issues that capture the shifting paradigm and contemporary developments in the global marketing field. This is an informative and timely resource that makes a valuable contribution, useful for both scholars and business practitioners of global marketing. - Constantine S. Katsikeas, A mold Ziff Endowed Research Chair in Marketing & International Management, Editor-in-Chief Journal of International Marketing, University of Leeds, UK. This book presents new and cutting-edge thinking at a time when the traditional views of international marketing need to be scrapped. Convergence forces are creating new opportunities as well as threats on a daily basis, and marketing practitioners as well as scholars must be forewarned as well as forearmed on how to deal with these changes. The real growth is coming from the emerging nations, and the theories that provided sufficient insights ten years ago have been completely outmoded by the ever-accelerating rate of innovation and technological change as well as the pressures to address the needs of all of the firm’s relevant stakeholders. The strategic insights provided here are absolutely invaluable. Don’t miss an opportunity to read this book!! - John B. Ford, Professor of Marketing & International Business, Eminent Scholar & Haaslip-Rohrer Fellow, Editor-in-Chief, Journal of Advertising Research, Old Dominion University, USA. The computer games industry is one of the most vibrant industries today whose potential for growth seems inexhaustible. This book adopts a multi-disciplinary approach and captures emerging trends as well as the issues and challenges faced by businesses, their managers and their workforce in the games industry. Once only associated with North America and Europe, formal athletic events are now becoming more prevalent in Asia as well. With the expansion of this industry, there is a need for efficient and strategic advertising to promote competitions, events, and teams. Emerging Trends and Innovation in Sports Marketing and Management in Asia brings together research and case studies to evaluate and discuss the effectiveness of current methodological and theoretical perspectives. The chapters in this book focus on recent developments in the field of innovation and technology management. Carefully selected on the basis of relevance, rigour and research, the chapters in the book take the readers through various emerging topics and trends in the field. Written in a simple and accessible manner, the chapters in this book will be of interest to academics, practitioners and general public interested in knowing about emerging trends in innovation and technology management. This book comprises seven business and management cases that demonstrate different company issues and managerial problems in ASEAN countries. The book is useful for college and university lecturers, practitioners and students at undergraduate and postgraduate levels. As a comprehensive understanding of the business environment is essential, college and university lecturers may use this book as class materials in guiding the students to learn the practical issues in the industry. Case questions are developed to provide a preliminary understanding of the issues being discussed. On the other hand, practitioners may benefit from understanding the problems and challenges faced by different types of companies. It is hoped that this book will provide practical knowledge to its readers. With a focus on five major regions globally (UK, US, Europe, Canada, and Australia) identifying and managing Risk at Work outlines key regional factors affecting risk and its management. This volume looks at the social production and social construction of risk as well as taking a labour-process approach and socio-political perspective to investigate the nature and causes of work-related risk. In addition, there are several issues included that contribute to identifying risk at work such as climate change, the “gig” economy and the “M e Too” movement. Readers will gain a picture of some of the major current issues that are affecting risk globalisation. Drawing on these key aspects of risk, students, academics, practitioners, and policy-makers will gain a better understanding of how risk is conceptualised and identified, and of the roles of managers and employees in dealing with risk. This book will be of interest to researchers and practitioners to help gain an understanding of risk for a number of regions, and how several current issues in globalisation can be seen in their risk context. The growth of global corporations has led to the development of new business strategies whose complexity and configuration rest on corporate networks; corporate cross-culture and intangible corporate and product assets. In global markets, corporations compete in a competitive market space dimension, in other words, competitive boundaries in which space is not a stable element of the decision-making process, but a competitive factor whose complexity depends on markets increasingly characterized by time-based competition and over-supply. In view of today’s fierce competition from US and Southeast Asian corporations, this book highlights global business development policies based on innovation, sustainability and intangible assets. The book assesses competitive business management from a global perspective, examining business development policies linked to the profitability of global firms. It forces readers to actively think through the most fundamental policies developed by global firms in the current competitive landscape and provides answers to questions such as: What are the new drivers of global capitalism?; How do global businesses deal with new local nationalism?; Which governance systems and behavioural norms qualify global businesses?; What are the main business policies that characterize competitive business management in a global competition perspective? Competitive Business Management neatly explains the global business management domain and helps readers gain an understanding of global development business policies. The 21st century has witnessed important changes in retail logistics. Supply chain managers are presented with key challenges as retailers have recognised the strategic role that supply chains play in cost reduction and customer service. The 4th edition of Logistics and Retail Management has been substantially updated to take account of these recent developments in retail logistics. Logistics and Retail Management provides the most up-to-date thinking in retail supply chain management, reflecting the changing needs of the global marketplace and the challenges faced by retailers in the 21st century. With contributions from acclaimed academics and practitioners, it covers global logistics, fashion logistics, e-logistics and green supply chains. The 4th edition features brand new chapters on supply chain management in international fashion and corporate social
responsibility in the textile supply chain. This book supplies the industry leaders, practicing managers, researchers, experts, and educators with the most current issues on undertaking the operation of the latest information technology reforms, developments, and changes. It presents the issues facing modern organizations and provides the most recent strategies in overcoming the obstacles of the ever-evolving information management and utilization industry.”—Provided by publisher.

School of Commerce and Business Studies, Jiwaji University organized a two days National Seminar on “Changing Scenario of Global Business Management and Information Technology” and I take great pleasure in presenting the edited book of papers submitted and presented in the National Seminar which is essential in this new and changing Global Business Management and Information Technology which requires new approaches to Business Management and Information Technology. There is a need to analyze key management, global economy and information technology theories from a human perspective and measure their impact. The seminar was an endeavor to provide platform to all the academicians and practicing managers to interact together and discuss the course of action that businesses and technology needs to take to combat the fast changing global business scenario. This volume presents a comprehensive analysis of the business, financial and economic aspects of emerging markets. Using case studies from India, Turkey, Bangladesh and Africa, it discusses themes such as megaprojects, infrastructure and sustainability; cross-border mergers and acquisitions; a new paradigm for educational markets; exports competitiveness; work engagement in service sector; mobile banking and crowdfunding; and venture capital flow into emerging economies, to focus on the trade, foreign investment, financial, and social progress of these economies. The chapters review the current state, learnings, changing scenarios, business practices, and financial and economic perspectives across emerging markets while examining progression, challenges and the way forward.

With its rigorous approach and topical content, this book will be useful to scholars and researchers of management studies, business management, financial management, business economics, international business, finance and marketing, development studies and economics. It will also interest policymakers and practitioners in the field.

This sixth volume in the Academy of International Business Series presents leading-edge research on contemporary themes in international business. Part one explores several of the major issues that currently face multinational enterprises: government policy, the Asia crisis, knowledge and technology management, corporate-subsidiary relations, strategies for small firms and the impact of the technological revolution. Part two of the volume examines the impact of foreign direct investment, FDI. Written by a range of international contributors, a key focus of these papers is the particular issues relating to foreign investment in the emerging markets of Central and Eastern Europe and South-East Asia. Edited Conference Proceedings Volume IIn the wake of Asia’s 1997 financial crisis a number of books appeared, purporting to explain why Asia failed. Now it seems that the tide has turned and Asia offers scope not just for renewed economic activity, but also for research on its recent vicissitudes. In this intriguing analysis of the fluctuations of the contemporary economic system, the authors offer a critical perspective which interprets business realities on the ground in terms of social and historical contexts.

Healthcare practices have been enhanced through the use of information technologies and analytical methods. A cross between computer science, healthcare, and information science is needed for the optimization of data resources and information systems within the healthcare industry. Healthcare Informatics and Analytics: Emerging Issues and Trends introduces the latest research concerning the innovative implementation of information technology and data analysis in the healthcare field.

Highlighting current concerns and recent advances in patient care and healthcare delivery, this book is a comprehensive reference source for academics, researchers, medical students, and healthcare practitioners interested in the application of information science within the health sector. “This book offers readers a one-stop resource for contemporary issues, developments, and influences in e-commerce.”—Provided by publisher. There has been significant interest in role of entrepreneurs and entrepreneurial activities in driving global economic growth and also in responding to changing social and environmental conditions that are affecting societies globally.

The identification and capture of international opportunities itself represent an act of entrepreneurship by disrupting and making markets in foreign countries. Historically, international entrepreneurship literature has focused on the rapid and early internationalization of new ventures and start-ups. Yet, an increasing number of multinational enterprises (MNEs) are encouraging and developing corporate intrapreneurship, where managers promote innovation in products and processes. Moreover, we have witnessed entrepreneurs and their start-ups’ activities solving social, cultural, and environmental challenges in foreign markets. This dedicated volume discusses these contemporary and emerging issues of entrepreneurship in International Business and is an essential read for entrepreneurs and researchers.

Despite its economic impact, understanding what shaped emerging economies’ success seems to be a mystery. These complexities are compounded by fast-moving technologies, such as the increased usage of artificial intelligence (AI) and the internet of things (IoT). These new technologies have a social impact, but it is how these impacts are developed and managed by people and companies that is significant. Similarly, it is important to investigate how the uncertainties and intangible factors are dealt with and how businesses can utilize innovative approaches to become adaptive in emerging market economies. Research is needed to determine how actors or businesses interact to shape and define either new institutions, new industries, or new innovation to meet the need of potential customers in emerging economies. Innovation Management and Growth in Emerging Economies explores how innovation from emerging economies is being developed through strategic choices and presents the benefits and the drawbacks, the processes, and the characteristics and management practices of both private and/or public organizations. The chapters identify the trends and approaches to innovation development as well as the strategies of adapting and converting threats and challenges into opportunities. The target audience of this book is composed of practitioners, policy influencers, course instructors, professionals, academicians, students, and researchers in the fields of business, administrative sciences, management, and economics.

This research handbook provides a comprehensive, integrative, and authoritative resource on the main strategic management issues for companies within the e-business context. It covers an extensive set of topics, dealing with the major issues which articulate the e-business framework from a business perspective. The handbook is divided into the following e-business related parts: background; evolved strategic framework for the management of companies; key business processes, areas and activities; and, finally, emerging issues, trends and opportunities, with special attention to diverse Social Web-related implications. The articles are varied, timely and present high-quality research; many of these unique contributions will be especially valued and influential for business scholars and professionals interested in e-business. Many of the contributors are outstanding business scholars who are or have been editors-in-chief of top-ranked management and business journals or have made significant contributions to the development of their respective fields. With the increasing globalization and fast-paced technological advances in business today, service organizations must respond to the changing business dynamic between employers and employees. The service industry has metamorphosed into a revolution not only in United States but in developed and developing countries also. Highly industrialized countries have become ‘service economies’, at least when measured in terms of share of the workforce employed in service industries. This new book, Employees and Employers in...
Service Organizations: Emerging Challenges and Opportunities, the first volume in the 21st Century Business Management book series, provides an in-depth exploration of recent concepts and trends in business management in the service industries. It looks at the changing expectations and loyalties of young workers and others and the challenges and opportunities presented for service employers.

The book considers theory and research findings, providing a plethora of practical implications and applications for these new workplace behavior dynamics. Exploring the different perspectives and concepts from the book’s researchers and authors, Employees and Employers in Service Organizations: Emerging Challenges and Opportunities cover themes such as: work-life balance, spirituality in the workplace, emerging positive psychology concepts, such as psychological capital, knowledge management, and mindfulness, expectations, motivation, and behavior of different generations, such as Generation Y.

This informative volume will be valuable for faculty teaching courses in management and self-improvement for leaders and executives as well as for those in service industries.

This book is a compendium of papers presented in the International Conference on Emerging Global Economic Situation: Impact on Trade and Agribusiness in India jointly organised by Agro-Economic Research Centre (AERC) of Sardar Patel University, Vallabh Vidyanagar, A nand (Gujarat) and Bhikhabhai Jivabhai Vanijya Mahavidyalaya (BJVM), Vallabh Vidyanagar during September 28-29, 2018 with the support of Ministry of Agriculture and Farmers Welfare, Government of India and National Bank for Agriculture and Rural Development (NABARD), Ahmedabad. This book will be very useful for all those interested in issues related to international business and commerce.

This book comprises seven business and management cases that demonstrate different company issues and managerial problems in ASEAN countries. The book is useful for college and university lecturers, practitioners and students at undergraduate and postgraduate levels. A comprehensive understanding of the business environment is essential, college and university lecturers may use this book as class materials in guiding the students to learn the practical issues in the industry. Case questions are developed to provide a preliminary understanding of the issues being discussed. On the other hand, practitioners may benefit from understanding the problems and challenges faced by different types of companies. It is hoped that this book will provide practical knowledge to its readers.

As organizations continue to move towards digital enterprise, the need for digital transformation continues to grow especially due to the COVID-19 pandemic. These impacts will last far into the future, as newer digital technologies continue to be accepted, used, and developed. These digital tools will forever change the face of business and management. However, on the road to digital enterprise transformation there are many successes, difficulties, challenges, and failures. Finding solutions for these issues through strategic thinking and identification of the core issues facing the enterprise is of primary concern. This means modernizing management and strategies around the digital workforce and understanding digital business at various levels. These key areas of digitalization and global challenges, such as those during or derived from the pandemic, are new and unique; They require new knowledge gained from a deep understanding of complex issues that have been examined and the solutions being discovered.

Emerging Challenges, Solutions, and Best Practices for Digital Enterprise Transformation explores the key challenges being faced as businesses undergo digital transformation. It provides both solutions and best practices for not only handling and solving these key issues, but for becoming successful in digital enterprise. This includes topics such as security and privacy in technologies, data management, information and communication technologies, and digital marketing, branding, and commerce. This book is ideal for managers, business professionals, government, researchers, students, practitioners, stakeholders, academicians, and anyone else looking to learn about new developments in digital enterprise transformation of business systems from a global perspective.

Copyright code: 297c5da06ab63d97b7bcfd2f969ed7f7