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NOOLIC - RAMOS FITZGERALD

In 2020, COVID-19 starkly demonstrated the global interconnect- edness of business, as it disrupted supply chains and manufactur- ing operations, broadly shuttered retail stores, and led to restric- tions on movement and travel around the world. Other events in 2019 also showcased the undeniable globalization of business, be it from the (un)expected ramifications of Brexit to the impacts of data breaches across various industries. Riots in Hong Kong over an extradition bill also sparked huge debate and controversy, and the U.S.-China trade war also caused concern. All of these events may have largely and immediately impacted one region, yet effects reverberate across larger swathes of the globe—ultimate- ly affecting vast areas, industries, and sectors across the interna- tional landscape. Issues in Global Business explores all of these and more, across a wide range of topics, including the on-de- mand economy, global manufacturing, Bitcoin, data security, and many more. Coupled with a comprehensive overview of the busi-

ness landscape around the world by Dr. Mamoun Benmamoun, an assistant professor at the Boeing Institute of International Busi- ness at Saint Louis University, this book provides students with the essential information they need to assess business practices through an international lens.

This volume includes the full proceedings from the 2010 Cultural Perspectives in Marketing Conference held in Lille, France with the theme Cultural Perspectives in a Global Marketplace. This vol- ume presents papers on various topics including marketing man- agement, marketing strategy, and consumer behavior. Founded in 1971, the Academy of Marketing Science is an international or- ganization dedicated to promoting timely explorations of phenom- ena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolu-

tion of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

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 power-

ful reminder that the new global market remains a rugged landscape. - Alain Verbeke, McCaig Research Chair in Management and Editor-in-Chief Journal of International Business Studies, University of Calgary, Canada. Emerging trends in institutions, markets, and societies, along with new technological advances, are redefining the scope and strategy in global marketing. Professors Agarwal 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, Arnold 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 & Haislip-Rohrer Fellow, Editor-in-Chief, Journal of Advertising Research, Old Dominion University, USA.

The Academy of International Business (UK and Ireland Chapter) Published in association with the UK and Ireland Chapter of the Academy of International Business. This book presents the main trends in International Business, with special emphasis on how these trends can shape and help propel the field forward. Covering a variety of timely topics, from AI to the belt and road initiative, the book enhances our understanding of how and why technology, funding, policies, managerial decisions, cultural differences, and changes in subsidiaries can affect businesses that operate in foreign markets. A valuable resource for scholars and students in international business, this book provides fresh perspectives into the changing global business environment.

This book probes into the workings of business strategies in former socialist countries in East Asia, Central and Eastern Europe and the newly independent states of the former Soviet Union, which are collectively called 'transition economies'. It provides a rich and in-depth understanding of fundamental, strategic issues confronted by domestic and foreign firms competing in these newly developed markets.

This practical guide leads you through all the issues you will face in developing new marketing opportunities in foreign markets. From initiating a project, to sampling and analyzing data, to taking advantage of your knowledge by approaching the market; this book is your guide to understanding and overcoming the most pressing issues that international marketers face.

A nation's economic success depends on the capacity of its companies and trading organizations to develop business relationships, trade and do business in the international arena. Doing

business across borders subtly changes the processes and skills the successful manager needs. Cultural, social, geographic and legal factors serve to complicate the picture. The mantra for managers today is think global, act local. In this handbook the authors concentrate on the big developments that currently are happening at an international level. They consider how managers operating in the global business landscape must change what they do to create advantages and remain competitive. The Global Business Handbook is based on the structure of the very successful IÉSEG International School of Management's programme on international management. It includes a global focus, backed by the latest research on different aspects of international business carried out in different parts of the world.

"Communication in Global Business Negotiations: A Geocentric Approach presents college-level business and communications majors with a new approach for studying communication and negotiation in international business, using a geocentric cross-disciplinary framework. Chapters cover intercultural communication, provide students with a view of the world and how to negotiate with others from different cultures, and uses practitioners' perspectives to inject real-world case studies and scenarios into the picture. College-level business collections will find this an essential acquisition." —THE MIDWEST BOOK REVIEW "Authors Jill E. Rudd and Diana R. Lawson uniquely integrate communication and international business perspectives to help readers develop a strong understanding of the elements for negotiating an international setting, as well as the skills needed to adapt to the changing environment." —BUSINESS INDIA Presenting a new method for the study of communication and negotiation in international busi-

ness, this text provides students with the knowledge to conduct negotiations from a geocentric framework. Authors Jill E. Rudd and Diana R. Lawson integrate communication and international business perspectives to help readers develop a strong understanding of the elements necessary for negotiating in a global setting, as well as the skills needed to adapt to the changing environment. This geocentric orientation is an evolution of global learning resulting in effective worldwide negotiation. Key Features: Offers a cross-disciplinary approach: The fields of communication and business are integrated to provide a macro-orientation to global business negotiation. Devotes a chapter to intercultural communication competency: Scales are included to help students assess their potential to become a successful global business negotiators. Provides students with a view of the world in negotiating with others from different cultures: Up-to-date information about current international business contexts gives insight into the challenges experienced by global business negotiators. Discusses alternative dispute resolution: Because of differences in culture and in political structure from one country to another, a chapter is devoted to this growing area of global business negotiation. Presents practitioners' perspectives: These perspectives illustrate the "real world" of global business negotiation and reinforce the importance of understanding cultural differences. Intended Audience: This is an ideal core text for advanced undergraduate and graduate courses such as Negotiation & Conflict Resolution and International Business & Management in the departments of Communication and Business & Management.

This handbook integrates the best leadership and followership

theories and practices between the Global North-West (countries of Western individualistic cultures in Europe, North America, Australia and Oceania) and the Global South-East (countries of Eastern collectivistic cultures in Asia, Africa, South America, and South-East Asian and Oceania). There is a need to bring the Global North-West and the Global South-East together to address global challenges such as the climate change, global hunger and poverty, domestic and international terrorism, social justice, gender inequality, and domestic and global abuse of human and natural resources. This innovative volume proposes that the democratic leadership of the Global North-West and the human-centered followership of the Global South-East can transform the world if leadership and followership values, education, and practices are integrated. It utilizes findings from positive psychology, social psychology, organizational behavior, and world religions and contemplative wisdom traditions to highlight the case for global leadership and followership.

This book makes use of ethical dilemmas confronting today's college students to build the skills they need to confront professional ethical dilemmas in a business environment. It presents "College Situations" that prompt questioning and critical thinking, and then asks students to apply what they have learned to "Business Scenarios".

SMEs are significant job creators and drivers of innovation and competition in most economic sectors. Furthermore, the traditional constraints of small and medium enterprises, such as geographic operations, are now being dissolved by technological developments. This means that there are new opportunities for SMEs, and their fundamental principles are being redefined: the aims,

competencies, strategy, management, practice, and scope of these businesses are changing, with wide-ranging implications. This is the first part of a two volume work that incorporates scientific chapters on SME business theory and practice. Authors provide a balanced perspective of the present and future of SMEs across all business disciplines, including management, strategy, marketing, economics, and finance. While Volume II explores external issues such as contextual forces, the effects of the financial crisis, and macro-economic effects, this first volume focuses on the individual SME and internal issues such as innovation, quality, and digitization.

During the first decade of the 21st century, the world has witnessed a plethora of corporate scandals, global economic crises, and rising environmental concerns. As a result of these developments, pressure has been mounting on businesses to pay more attention to the environmental and resource consequences of the products they produce and services they deliver. The Handbook of Research on Creating Sustainable Value in the Global Economy contains a collection of pioneering research on the integration of issues of sustainability within the traditional areas of management. While highlighting topics including green marketing, circular economy, and sustainable business, this book is ideally designed for managers, executives, environmentalists, economists, business professionals, researchers, academicians, and students in disciplines including marketing, economics, finance, operations management, communication science, and information technology.

Corporate Responsibility offers a concise and comprehensive in-

roduction to the functional area of corporate responsibility. Readers will learn how corporate responsibility is good for business and how leaders balance their organization's needs with responsibilities to key constituencies in society. Author Paul A. Argenti engages students with new and compelling cases by focusing on the social, reputational, or environmental consequences of corporate activities. Students will learn how to make difficult choices, promote responsible behavior within their organizations, and understand the role personal values play in developing effective leadership skills.

As technology continues to evolve, existing business models become limited with respect to complexity and speed. Accordingly, significant transformation has shaped the economy and business environments in recent decades. Implementing New Business Models in For-Profit and Non-Profit Organizations: Technologies and Applications provides relevant theoretical frameworks and the latest empirical research findings on a new platform of business models and then explores the relationship between the new Business 2.0 alliance and Web 2.0.

Managing information technology (IT) on a global scale presents a number of opportunities and challenges. IT can drive the change in global business strategies and improve international coordination. At the same time, IT can be an impediment to achieving globalization. IT as an enabler of and inhibitor to globalization raises interesting questions. Global Perspective of Information Technology Management provides a collection of research works that address relevant IT management issues from a global perspective. As the world economy becomes more interdependent and competition for business continues to be more globally orient-

ed, it has, likewise, become necessary to address the issues of IT management from a broader global focus.

In modern business environments, ethical behavior plays a crucial role in success. Managers and business leaders must pay close attention to the ethics of their policies and behaviors to avoid a reputation-crushing scandal. *Business Law and Ethics: Concepts, Methodologies, Tools, and Applications* explores best practices business leaders need to navigate the complex landscape of legal and ethical issues on a day-to-day basis. Utilizing both current research and established conventions, this multi-volume reference is a valuable tool for business leaders, managers, students, and professionals in a globalized marketplace.

The global business environment is rapidly changing due to shifts in geopolitical alliances, active support of international institutions in promoting market-oriented economic reforms, and advances in the development and use of information technology. *INTRODUCTION TO GLOBAL BUSINESS, 2e* addresses these challenges by providing a comprehensive analysis of the global business environment and lays the foundation for the functional tools used to better prepare students for a global business landscape. The text flows smoothly and clearly from concept to application, asking your students to apply their learning to real-world personal and professional applications. The specialized author team introduces globalization through unparalleled scholarship and a world-view presentation of the fundamental pillars of the global business environment -- culture, ethics, economics, and information technology. Ensure that your students understand the procedures and concepts they need to know with MindTap for INTRO-

DUCTION TO GLOBAL BUSINESS. MindTap™, an online course management and learning system, combines the best of current technology to save time in planning and managing your course and assignments.

This proceedings volume contains selected papers presented at the 2014 International Conference on Education Management and Management Science (ICEMMS 2014), held August 7-8, 2014, in Tianjin, China. The objective of ICEMMS2014 is to provide a platform for researchers, engineers, academicians as well as industrial professionals from all over the world.

Global Business Transcendence focuses on both empirical studies with practical application and examinations of theoretical and methodological developments in the field of business studies. By drawing on important research and case study material from contributors all over the world, this collection offers genuinely international perspectives on the key issues and concerns preoccupying policy and decision makers, bringing together chapters that examine international business strategies across emerged and emerging economies. The collection argues that country's borders are becoming less important from a trade perspective. We are thus quickly approaching a single global economy.

Leaders, innovators, and managers face tough challenges in an increasingly globalized world. It is growing harder to accomplish personal and organizational objectives. One of the sources of difficulty in accomplishing these objectives is the disregard of researchers, educators, and practitioners toward global leadership. Problems in the Middle East, Africa, and other parts of the world demand great leaders, and few people are answering the call. Written by an accomplished professor, this textbook provides a

framework for leadership success throughout the world. Drawing upon examples from Africa and elsewhere, author Michael Ba Banutu-Gomez demonstrates how to deal with organizational cultures, teams, and change in a global setting; be more profitable in an increasingly globalized world; define your organizational culture and inspire others; manage your business in Africa and other developing nations. Intended for students, leaders, managers, and professionals, this inspiring guide provides you with the vision you need to approach your mission from a global perspective. If you want to be more profitable and make a difference, you must focus on Global Leadership, Change, Organizations, and Development.

INTERNATIONAL MARKETING is an innovative, up-to-date text ideal for anyone seeking success in this fast-paced field. You will discover topics ranging from beginning start-up operations to confronting giant global marketers. This in-depth text will prepare you to conquer the international business world! Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Reading these various non-technical articles is undeniably valuable for any person (teachers, executives, students) who is concerned about the behaviour of major companies managers in the context of globalisation and economy liberalisation. Gestion 2000 A profoundly important book for scholars and leaders alike that makes a vital timely contribution to the behavioral perspectives on leadership and governance. Doh and Stumpf, along with their world-renowned contributors, apply solidly anchored academic wisdom to offer fresh ideas on restoring faith in the integrity of

American enterprise. Jeffrey Sonnenfeld, Yale School of Management, President and CEO, Chief Executive Leadership Institute and author of Leadership and Governance From The Inside Out Ethics, social responsibility, leadership, governance. These terms are heard in the classroom, in the boardroom, and viewed on the front page of newspapers and magazines. Yet serious attention to the relationships among these concepts is lacking. Although commitments to leadership, ethics, and social responsibility are evident, individuals and companies are falling short in combining these duties into policies and cultures that guide behavior and decisions. The missing element is a broad-based and integrated approach to responsible leadership and governance. This volume provides the leading thinking on these issues and includes a discussion of emerging areas that require future attention. The contributors leading scholars in the fields of leadership, governance and social responsibility summarize the state of the literature, identify complementary insights and perspectives, discuss areas of conflict and disagreement, and include a provocative and stimulating agenda for further investigation. They point up practical consequences of these perspectives in light of developments that have exposed the shortcomings in practice. Several contributors focus specifically on the challenges faced by global companies in developing and maintaining leadership and governance practices that are responsive to different national institutional and cultural settings. Thorough coverage and insightful discussion make this an essential reference for scholars and students of leadership, corporate responsibility and professional ethics, as well as for all those directly responsible for establishing the ethical codes and practices of their organizations.

Introduce students to success in global business today with strategic approach and unique coverage found in GLOBAL BUSINESS, 2E, International Edition. Written by renowned international instructor, author, and consultant Mike Peng, GLOBAL BUSINESS, International Edition is the first truly global global business book to answer the big question, "What determines the success and failure of firms around the globe?" This edition blends both an institutional-based view and resource-based view throughout every chapter for an unparalleled continuity in the learning process. The book combines an inviting, conversational style with the latest research and examples throughout every chapter, including the impact of the 2008-2009 global economic crisis. A comprehensive set of cases from Mike Peng and other respected international experts examine how companies throughout the world, including Brazil's Embraer, China's Huawei, and India's Tata Motors, have expanded globally. All-new video cases, world maps, and unique global debate sections that draw students into cutting-edge discussions help readers view business challenges from a truly global perspective. GLOBAL BUSINESS, 2E, International Edition's comprehensive package, including the CengageNOW course management system, helps you teach students to become savvy, effective managers within today's global business landscape.

A textbook with innovative real-world macroeconomic analyses of timely policy issues, with case studies and examples from more than fifty countries. This timely and refreshingly real-world focused textbook examines some of the world's most critical policy issues through a macroeconomics lens. After presenting analytical foundations, modeling tools, and theoretical perspectives, Economics of Global Business goes a step further than most other

texts, with a practical look at the local and multinational tradeoffs facing economic policymakers in more than fifty countries. Topics range from income equality and the financial crisis to GDP, inflation and unemployment, and, notably, one of the first macroeconomic examinations of climate change. Written by a globetrotting economist who teaches and consults on three continents, Economics of Global Business aims not for definitive answers but rather to provide a better understanding of the context-dependent rationales, constraints, and consequences of economic policy decisions. The book covers long-run and short-run growth (with examples from the United States, China, the European Union, South Korea, Japan, Latin America, Africa, Australia, and Vietnam); financial crises and central banks; monetary and fiscal policies; government budgets; currency regimes; climate change and macroeconomics; income inequality; and globalization. All chapters rely on recent and historical examples of economic policy in action. The book is particularly suitable for use as an introduction to macroeconomics for business students.

The Journal of Global Business and Management Research (GBMR) strives to comply with highest research standards and scientific/research/practice journals' qualities. Being international and inter-disciplinary in scope, GBMR seeks to provide a platform for debate among diverse academic and practitioner communities who address a broad area of business and management issues across the globe.

International trade is vital in today's world; international trade can be affected by a number of issues such as terrorism, economic crises, and pandemics such as COVID-19. It is crucial to unders-

tand the impact these global issues have on international trade and what happens to trade when global issues arise. A comprehensive guide of these issues is needed to provide background and understanding about international trade and its relationship with global issues. Global issues occasionally dominate a continuing theme of the international globalized world: global crises, war, security issues, global pandemics such as COVID-19, and trade wars. Global cooperation is required to solve such problems. Economically intellectual thinking will enable the development of guiding policies in solving these global problems. In this book, the effects of global issues on international trade will be evaluated, and policy recommendations will be made for the solution of the global issues. Impact of Global Issues on International Trade is a critical reference source that uses analytic research to analyze the effects of global economic and financial crises as well as global health crises and their impact on international trade. Pandemics such as the COVID-19 pandemic, the global economic crisis, and trade wars are discussed, and political suggestions are made to mitigate negative impacts. Covering a wide range of topics such as financial fragility and trade fairs, it is ideal for trade specialists, policymakers, government officials, managers, executives, economists, academicians, researchers, students, and industry professionals.

This book contains 11 carefully revised and selected papers from the 5th Workshop on Global Sourcing, held in Courchevel, France, March 14-17, 2011. They have been gleaned from a vast empirical base brought together by leading researchers in information systems, strategic management, and operations. This volume is intended for use by students, academics, and practitioners inter-

ested in the outsourcing and offshoring of information technology and business processes. It offers a review of the key topics in outsourcing and offshoring, populated with practical frameworks that serve as a tool kit for students and managers. The topics discussed combine theoretical and practical insights, and they are extensively illustrated by case studies from client and vendor organizations. Last but not least, the book examines current and future trends in outsourcing and offshoring, paying particular attention to how innovation can be realized in global or outsourced software development environments.

"This multi-volume reference examines critical issues and emerging trends in global business, with topics ranging from managing new information technology in global business operations to ethics and communication strategies"--Provided by publisher.

The Journal of Global Business and Management Research (GBMR) strives to comply with highest research standards and scientific/research/practice journals' qualities. Being international and inter-disciplinary in scope, GBMR seeks to provide a platform for debate among diverse academic and practitioner communities who address a broad area of business and management issues across the globe. This peer-reviewed journal is currently indexed in EBSCO and Gale.

Aimed at business students preparing to enter the workforce, Leadership and Mindful Behavior provides readers with guidelines for effective and perceptive leadership. Some of the aspects to be reviewed will be the importance of both soft and hard skills; the concepts of sleepwalking and wakefulness; mental models, respect, change, and compassion.

Transcultural management ; Management styles ; Intercultural communication.

The global business environment is rapidly changing because of shifts in geopolitical alliances, active roles of global institutions, and advances in information technology. Gaspar et al. INTRODUCTION TO GLOBAL BUSINESS, 1e introduces the comprehensive foundational and functional tools to better prepare students for a global business landscape. As part of the functional approach, the text flows smoothly and clearly from concept to application, asking students to implement their learning into real-world personal and professional applications. The specialized author team introduces globalization through unparalleled scholarship and a world-view presentation of the fundamental pillars of the global landscape - culture, ethics, economic, and information technology. The purpose of this book is to introduce students to these principles in an engaging, current, and relevant way in the hope that they may develop the knowledge for successful careers in a globalized business landscape. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This book bridges the research and practice of global talent management. It opens important theoretical and practical avenues to understand the concept internationally while focusing on developing and emerging countries. Chapters derive from various geographic regions and embrace cross-national, comparative, and interdisciplinary perspectives. An open and inclusive approach is used in assessing the challenges of global talent management,

strategies to overcome these challenges, and in charting opportunities for future talent management. These three dimensions are crucial to academic researchers and business practitioners for envisioning a positive future role of talent management in businesses and societies.

THE COMPLETE GUIDE TO USING ANALYTICS TO MANAGE RISK AND UNCERTAINTY IN COMPLEX GLOBAL BUSINESS ENVIRONMENTS Practical techniques for developing reliable, actionable intelligence—and using it to craft strategy Analytical opportunities to solve key managerial problems in global enterprises Written for working managers: packed with realistic, useful examples This guide helps global managers use modern analytics to gain reliable, actionable, and timely business intelligence—and use it to manage risk, build winning strategies, and solve urgent problems. Dr. Hokey Min offers a practical, easy-to-understand overview of business analytics in a global context, focusing especially on managerial and strategic implications. After demystifying today’s core quantitative tools, he demonstrates them at work in a wide spectrum of global applications. You’ll build models to help segment global markets, forecast demand, assess risk, plan financing, optimize supply chains, and more. Along the way, you’ll find practical guidance for developing analytic thinking, operationalizing Big Data in global environments, and preparing for future analytical innovations. Whether you’re a global executive, strategist, analyst, marketer, supply chain professional, student or researcher, this book will help you drive real value from analytics—in smarter decisions, improved strategy, and better management. In today’s global business environments characterized by growing complexity, volatility, and uncertainty, business analytics

has become an indispensable tool for managing these challenges. Specifically, global managers need analytics expertise to solve problems, identify opportunities, shape strategy, mitigate risk, and improve their day-to-day operational efficiency. Now, for the first time, there's an analytics guide designed specifically for decision-makers in global organizations. Leveraging his experience teaching a number of students and training hundreds of managers and executives, Dr. Hokey Min demystifies the principles and tools of modern business analytics, and demonstrates their real-world use in global business. First, Dr. Min identifies key success factors and mindsets, helping you establish the preconditions for effective analysis. Next, he walks you through the practicalities of collecting, organizing, and analyzing Big Data, and developing models to transform them into actionable insight. Building on these foundations, he illustrates core analytical applications in finance, healthcare, and global supply chains. He concludes by previewing emerging trends in analytics, including the newest tools for automated decision-making. Compare today's key quantitative tools Stats, data mining, OR, and simulation: how they work, when to use them Get the right data... ..and get the data right Predict the future... ..and sense its arrival sooner than others can Implement high-value analytics applications... ..in finance, supply chains, healthcare, and beyond

Covers the institutional and regional context of the evolution of international business as an academic discipline, international business as an interdisciplinary field of inquiry, current issues and controversies, and future directions in education and research in the field. The 13 essays were commissioned from specialists in the field from Europe, North America, and Australia. Annotation copy-

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This edited collection is a uniquely positioned contribution of inter-related research papers about global business value transformations in both offline and online (digital) worlds. With chapters spanning multiple business disciplines such as strategy, organizational behavior and e-commerce, this book explores the impact of cross-cultural issues, characteristics and challenges with regard to global value innovations. The authors analyze the effects of institutional and regulatory change on international marketing and management from both traditional and digital perspectives, providing concepts and cases for students and academics.

Innovation and novel leadership strategies have aided the successful growth of the fashion industry around the globe. However, as the dynamics of the industry are constantly changing, a deficit can emerge in the overall comprehension of industry strategies and practices. The Handbook of Research on Global Fashion Management and Merchandising explores the various facets of effective management procedures within the fashion industry. Featuring research on entrepreneurship, operations management, marketing, business modeling, and fashion technology, this publication is an extensive reference source for practitioners, academics, researchers, and students interested in the dynamics of the fashion industry.

Globalization, an inevitable phenomenon in human history, has been bringing the world closer through exchange of goods and services, advancements in information communication technologies (ICTs), global diffusion of technologies, and cultural awareness. Recent developments and trends within the global business

arena present managers with challenging situations. Competing in the twenty-first century and beyond requires firms to invest in the increasingly refined managerial skills needed to perform effectively in a multicultural business environment. Global companies are faced with varied and dynamic environments in which they must accurately assess the political, legal, technological, ethical, and cultural factors that shape their strategies and operations. The success of a company's global operation often depends significantly on the manager's cultural skills, as well as the ability to carry out the company's strategy within the context of the host country's business practices. While globalization is a vehicle for, and a consequence of human progress, it is also a confused process that requires change. The change process presents the manager with challenging strategic options. *Globalization of Business: Theories and Strategies for Tomorrow's Managers* addresses the above challenges. It offers managers and business students strategies on how to become globally competitive in a complex international management environment. Contributors to the vol-

ume offer their insights into the issues every global manager needs to understand such as the nature of the global business environment, entry mode choice, global strategic positioning, global human resource management, human rights and ethical issues. The book covers general as well as specific topics, including assumptions, theories, and practices of globalization. It is expected that the book will enable business students, managers and corporate leaders to avoid common drawbacks in their quest to build a successful global firm that will benefit all.

Dr. Okpara is an associate professor of management at the College of Business at Bloomsburg University, Pennsylvania, USA where he teaches courses at both the graduate and undergraduate levels in strategic management and international business. A widely published scholar, his contributions have appeared in many of the leading management journals and proceedings of major national and international conferences. He is also the editor of *International Journal of Social Entrepreneurship (IJSE)*.