

European Journal Of Business Management Vol 2 Issue 1 2015

This volume presents insights from Brazil, China, India, Pakistan, Sri Lanka and Turkey to enlighten scholars by unearthing the nature, drivers, barriers and determinants of entrepreneurship in emerging markets

This book is a compilation of papers published in International Journal of Innovation and Technology Management. The chapters in the book focus on recent developments in the field of innovation and technology management. Carefully selected on the basis of relevance, rigor 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.

Marketing Research 4th Asia-Pacific edition continues to equip students with the knowledge and skills required to successfully undertake marketing research. Combining a solid theoretical foundation with a practical, step-by-step approach, the marketing research process is explored through a learning model that is constantly reinforced throughout the text. Using a raft of contemporary local and international examples, data sets and case studies to explain traditional marketing research methods, Marketing Research also examines new theories and techniques. To reflect emerging industry practices, each stage of research reporting is detailed, as well as a range of presentation methodologies. This edition of Marketing Research continues to integrate Qualtrics, a robust and easy-to-use online survey tool that provides students with a platform for designing, distributing and evaluating survey results, to strengthen its 'learning by doing' approach. For analysing data, the text covers both SPSS and EXCEL outputs. This text is indispensable for students studying marketing research in any business or marketing course.

'If you encounter a research student for whom the very word LISREL induces feelings of fear, quietly recommend that they read this book. They will thank you for it. With increasingly user-friendly versions of LISREL being released and guide books such as this published, LISREL really should be accessible to all' - European Journal of Marketing Emphasizing substantive issues rather than intricate statistical details, this book provides a comprehensive introduction to LISREL for structural equation modeling (SEM) using a non-technical, user-oriented approach that. The emphasis is on:- exposing the reader to the major steps associated with the formulation and testing of a model under the LISREL framework- describing the key decisions associated with each step- highlighting potential problems and limitations associated with LISREL modeling- assisting the interpretation of LISREL input and output files. The overall aim is to provide a critical understanding of what is really involved in LISREL modeling and sensitize the reader against 'mechanically' fitting or modifying models. The entire range of decisions associated with the practical application of the LISREL program is covered in a user-friendly fashion. Concrete examples are used throughout to illustrate issues relating to model conceptualization, specification, identification, estimation, evaluation, modification, and cross-validation and illustrated with actual program output. The program is made much more accessible by adopting the more user-friendly SIMPLIS command language for preparing input files. Although primarily aimed at beginning users, readers are directed to further reading together with a comprehensive bibliography for the more advanced user.

Global Marketing

Higher Education and the Evolution of Management, Applied Sciences, and Engineering Curricula

RECENT ADVANCES IN COMMERCE & MANAGEMENT, VOLUME-4

ECRM2014-Proceedings of the 13th European Conference on Research Methodology for Business and Management Studies

The SAGE Handbook of Marketing Ethics

Education Management and Management Science

The majority of SMEs are operating in a networked business environment, and these networks extend beyond national and cultural boundaries. Within these networks, growth takes various routes and forms. Instead of linear, positive growth, international growth is often more cyclical, including periods of stagnation and withdrawal, even exits. International Growth of Small and Medium Enterprises focuses on international growth, such as how companies expand their operations across national borders through opportunity exploration and exploitation, and identification and development of innovations, i.e. on international entrepreneurship. The book provides a comprehensive overview of international growth of small and medium-sized enterprises from diverse points of view. It verifies that SMEs in all parts of the globe share similar characteristics, but also differ significantly. New explanations emerge, such as ownership, steering of the company, or the negative consequences of international growth. It discusses how the changing external environment of SMEs pushes them to create innovative solutions in order to survive and succeed. This collection of new and international perspectives sheds much-needed light on how founders and management teams of SMEs can succeed in fostering the growth process, and what specific characteristics are instrumental in initiating and maintaining international growth.

The application of sustainability practices at the system level begins with the supply chain. In the business realm, incorporating such practices allows organizations to redesign their operations more effectively. Emerging Applications in Supply Chains for Sustainable Business Development is a pivotal reference source that provides vital research on the models, strategies, and analyses that are essential for developing and managing a sustainable supply chain. While highlighting topics such as agile manufacturing and the world food crisis, this publication is ideally designed for business managers, academicians, business practitioners, researchers, academicians, and students seeking current research on sustainable supply chain management.

What goes on in a small firm that lives or dies by its capacity to innovate? How are decisions made on new product development, and how does that feed into the ecological, social and financial sustainability of the firm? This book answers the questions through an in-depth look at a small business that manufactures high-end carpet yarn. Using advanced analytical techniques to interrogate rich qualitative data, the book draws together established theories of decision-making and new product development, coupled with thinking about business sustainability to improve our understanding of this important area of business practice. The book further reinforces the importance and role of organizational learning in organizational decision-making, based on novel analysis of empirically developed qualitative data.

Black money and financial crime are emerging global phenomena. During the last few decades, corrupt financial practices were increasingly being monitored in many countries around the globe. Among a large number of problems is a lack of general awareness about all these issues among various stakeholders including researchers and practitioners. The Handbook of Research on Theory and Practice of Financial Crimes is a critical scholarly research publication that provides comprehensive research on all aspects of black money and financial crime in individual, organizational, and societal experiences. The book further examines the implications of white-collar crime and practices to enhance forensic audits on financial fraud and the effects on tax enforcement. Featuring a wide range of topics such as ethical leadership, cybercrime, and blockchain, this book is ideal for policymakers, academicians, business professionals, managers, IT specialists, researchers, and students.

Family Businesses in the Arab World

Business-to-Business Marketing

Evidence from Global Entrepreneurship Monitor Data

Challenges for European Management in a Global Context

The Art and Science

Emerging Issues And Trends In Innovation And Technology Management

Exploring the practices developed by remote teams to maintain trust across cultures, this book offers both theoretical and practical resources to enable better working in challenging contexts of project work. This book emphasizes building trust between team members from a practice perspective, meaning patterns of collective, shared activities that are produced and reproduced within the virtual team with the purpose of developing team trust. The author explores the trust practices that members of remote project teams use to describe their relationships and interactions. Team trust practices are powerful organizational tools for members of remote cross-cultural teams, influencing team decision-making and facilitating team effectiveness. This book offers extensive descriptions of team practices that build and maintain trust in virtual teams in two different cultures: Germany and Singapore. This is a unique contribution as it offers case studies from project teams that were observed and interviewed during their work and provides readers an in-depth, contextual analysis of the trust practices that virtual project teams develop, which previous research has overlooked. This book will appeal to researchers and graduate students in MBA programs studying project management, human resource management, and strategic leadership. This book is also of direct interest to many practitioners, particularly management consultants and project managers of virtual, cross-cultural, and interdisciplinary project teams.

This book is based on the work of the YEES Research Centre, an international network of scientists from partner universities in Germany, Mozambique, Namibia and South Africa. It presents inter- and transdisciplinary research that explores different ways of understanding resilience, an essential characteristic for systems, organizations and people – providing them with strength in the face of attacks and challenges, and both enabling and fostering constant adaptation and improvement. Building resilience to face today's ever-changing societal and environmental realities requires unbiased research activities that transcend the borders of countries and academic disciplines alike. The research addressed in this book, thus, is multidisciplinary and includes contributions to areas such as sustainable agriculture, entrepreneurial ecosystems, and smart communities, as well as groundbreaking work on skills development and ICT education. Highlighting the variety of research activities and their outcomes, this book offers a valuable resource for researchers and practitioners in the fields of sustainable resilience development.

Global Marketing, 3rd edition, provides students with a truly international treatment of the key principles that every marketing manager should grasp. International markets present different challenges that require a marketer to think strategically and apply tools and techniques creatively in order to respond decisively within a fiercely competitive environment. Alon et al. provide students with everything they need to rise to the challenge: Coverage of small and medium enterprises, as well as multinational corporations, where much of the growth in international trade and global marketing has occurred; A shift toward greater consideration of services marketing as more companies move away from manufacturing; A shift from developed markets to emerging markets with more dynamic environments A focus on emerging markets to equip students with the skills necessary to take advantage of the opportunities that these rapidly growing regions present; Chapters on social media, innovation, and technology teaching students how to incorporate these new tools into their marketing strategy; New material on sustainability, ethics, and corporate social responsibility; key values for any modern business; Short and long cases and examples throughout the text show students how these principles and techniques are applied in the real world; Covering key topics not found in competing books, Global Marketing will equip today's students with the knowledge and confidence they need to become leading marketing managers. A companion website features an instructor's manual with test questions, as well as additional exercises and examples for in-class use.

This book provides an overview of the brand construction process of manufacturing enterprises in Zhejiang province, China. There are now a number of industry-leading enterprises that are trying to build their own brands and manufacture products of higher quality in Zhejiang. The first chapter focuses on the place branding strategy employed by the Zhejiang Provincial Government in launching the "ZhejiangMade" brand to improve the perception of products made by Zhejiang manufacturing firms and promote them in the domestic and international markets. In the following nine chapters, the editors bring together case studies from nine leading enterprises in Zhejiang, including Baoxiniao, Shuanghuan, Feida, ROBAM, Xinhai, Yinlun, Weixing, Deli and Fotile, providing an analysis of their branding process.

Interactive Services Marketing

Cases from Zhejiang

Nature, Drivers, Barriers and Determinants

Designing Research Questionnaires for Business and Management Students

International Entrepreneurship in Emerging Markets

Aspects of Euro-Mediterranean Business Cooperation

In an increasingly complex, competitive, and global world, organizations require highly skilled professionals who have the capacity to proactively answer challenges. Thus, educational institutions must update the curricula of their courses to better contribute to the training and development of professionals in order to ensure that they are prepared to face increasing levels of organizational competitiveness. Higher Education and the Evolution of Management, Applied Sciences, and Engineering Curricula is a collection of innovative research that fosters discussion on the evolution of higher-education in management, applied sciences, and engineering with an emphasis on curriculum development, pedagogy, didactic aspects, and sustainable education. This publication presents models, theories, and tools that allow individuals to take a more strategic role in their organizations. It is ideally designed for managers, engineers, human resource officials, academicians, researchers, administrators, and lecturers.

This book brings together research on cooperative management from the agriculture and food sector. By examining issues from food-policy, trade and environmental perspectives and presenting both methodological and empirical work, it allows readers to develop a deeper understanding of collective management processes and cooperative initiatives, and provides a theoretical background for promoting research in the various sectors in which market communities operate. On a more global level the offers insights into how to building powerful tools for decision making, particularly at a time when agriculture and the economy alike are affected by a volatile political, social and economical environment and are forced to undergo major structural changes.

The small business is an often underestimated asset of both the modern economy and the commercial workforce. Those employed by small businesses make up a large percentage of both the U.S. and Canadian populations, and with the internet and other technologies connecting us like never before, the opportunity is present for even the smallest company to reach a global scale. Strategic Utilization of Information Systems in Small Business explores the possibilities not just in expanding a business, but in assisting a business in meeting its full potential, no matter its size. Including a variety of perspectives on what it means to be a small business and how to bring that business to maturity, this book is an essential reference source for small business owners, managers, and employees, as well as students, researchers, and aspiring entrepreneurs. This publication features chapters on the different aspects of management processes, e-commerce, and e-businesses, including the characteristics of a smart entrepreneur, success vs. failure, longevity, technology adoption, the types of different information systems and how to implement them, data and decision making, theories for investigating small businesses, business strategy, and competitive advantage.

Competitive forces in business reduce products and services to commodities over time, creating adverse consequences. Businesses are driven to reduce margins and lower profits while engaging in price competition. This text demonstrates how companies can avoid commoditization by delivering superior customer value with product and service benefits.

Sustainable Agriculture and Food Security

Algerian Islamic Banks

Trust, Culture, and Remote Working

Introducing LISREL

Latest Research from Germany, South Africa, Mozambique and Namibia

Ethics, Social Responsibility and Sustainability in Marketing

There has been growing attention placed on the role of female run and managed business in the global economy due to the increasing emphasis on gender equity. Despite the importance of female entrepreneurship, there has only been recently increased research attention devoted to entrepreneurship in the context of female entrepreneurship dynamics. This edited book examines female entrepreneurship and internationalization from both a practical and policy perspective and looks at the role of female entrepreneurship in the global economy.

This book is an important contribution to the field of international entrepreneurship. . . it provides a comprehensive account of internationalization strategies adopted by SMEs in a wide range of European countries, and by drawing on a number of empirical studies, it enriches the theory of SME internationalization with a new theoretical framework that can be useful for understanding the complexity of SME internationalization processes in Europe. Julia Korosteleva, Thunderbird International Business Review From Andorra to Wales with stops in more than 35 other European countries along the way, this comprehensive collection of articles is required reading for scholars interested in international entrepreneurship. It provides information on how entrepreneurs and their firms go international from virtually every country in Europe. This unique volume permits researchers to compare how the process of entrepreneurial internationalization is affected by differences in culture, location, technology, and other influences within Europe. Furthermore, the various authors consider a range of theoretically important issues, such as cooperation and trust, venture capital, research and development, learning, networks, and government policy. This book serves as an essential departure point from which scholars can embark on their study of international entrepreneurship in Europe. Benjamin M. Oviatt, Georgia State University, US This is a timely and interesting book that brings together some of the most insightful contributions on the internationalization of new ventures, with an emphasis on the European experiences. Assembling some of the best scholars, the book offers a distinctively European perspective one that deserves recognition, analysis, and discussion. I applaud the editors for doing such a masterful job in bringing a great group of researchers and ideas together. I highly recommend this book for any serious researcher and scholar. Shaker A. Zahra, University of Minnesota, US This remarkable book provides valuable contributions on how the process of SMEs internationalization is operating in 37 different European countries. Researchers in international entrepreneurship will find new materials for theorization. Numerous facets of international business are carefully documented by a great many well-known scholars. Also, given the variety of situations typical of the European small business sector, the book may prove to be helpful to small-scale entrepreneurs wishing to take steps towards internationalization. Overall, this coordinate work makes you realize why Europe is so fascinating. Jean-Jacques Obrecht, University Robert Schuman, Strasbourg, France This unique comparative study of the internationalization of small firms is a milestone in international business research. It compares the internationalization strategies of fast-growing firms across nearly forty different European countries. It shows that the growth trajectories of firms reflect the investing country s geographical location, natural resource endowments, legal and financial institutions and local culture. There are many important new insights to be gained from a careful study of this important new research resource. Mark Casson, University of Reading, UK This unique Handbook illustrates how entrepreneurs across Europe tackle internationalization. This timely and important book identifies patterns and builds a theory of international entrepreneurship in Europe. The contributors discuss the performances of SMEs on the road to internationalization. Each chapter emphasizes how the process of internationalization of SMEs operates, the challenges and opportunities that arise due to each country s specific political and economic situation, and their subsequent internationalization performance. These processes, challenges and performances can be understood through theories of international business and entrepreneurship. Although at times these theories cannot fully

As governments across the world look to entrepreneurship as a way to increase the wealth and well-being of their countries, this volume brings together leading scholars to provide a comprehensive overview of entrepreneurial activity based on empirical data.

Due to the fierce competitive environment in the banking industry, several service providers implement marketing tactics to compete in order to achieve customer loyalty. Particularly, Islamic banks around the world are struggled to compete against conventional in terms of marketing activities development and gaining customer loyalty. Relationship marketing tactics such as price, service quality, communication, customization and reputation considered as the tools that marketers can use to enhance trust and commitment and subsequently customer loyalty. This study investigates the impact of relationship marketing tactics, trust and commitment on customer loyalty in Algerian Islamic banks. Data were collected through self-administered questionnaires delivered to 308 customers of two leading Islamic banks in Algeria. Data were analyzed using Structural Equation Modeling through Smart PLS. The results found that only communication and customization are related to trust, and reputation positively related to commitment. Communication and service quality significantly predicted customer loyalty. In addition, the results provided a substantial support that trust and commitment acts partially as the mediators on the relationship between relationship marketing tactics and customer loyalty. Findings also have contributed to new knowledge of evaluating a model of relationship marketing tactics with the role of trust and commitment on loyalty. Finally, it would be useful to examine more variables; future research can include different tactics such as reciprocity, tangible rewards, direct contact, value proposition, and customer satisfaction as well.

Partial Least Squares Structural Equation Modeling
Hybrid Governance, Organization and Society
Marketing Research: Asia-Pacific Edition
Proceedings of the International Conference on Education Management and Management Science (ICEMMS 2014), August 7-8, 2014, Tianjin, China
A Guide for the Uninitiated

Managerial Strategies for Business Sustainability During Turbulent Times

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

Intuitively, organisations can easily be categorised as 'public' or 'private'. However, this book questions such a black and white dichotomy between public and private, and seeks a deeper understanding of hybrid organisations. These organisations can be found at micro, meso and macro levels of societal activity, consisting of networks between companies, public agencies and other entities. The line between these two realms is increasingly blurred — giving rise to hybrid organisations. Governing Hybrid Organisations presents an engaging discussion around hybrid organisations, highlighting them as important and fascinating examples of modern institutional diversity. Chapters examine the changing landscape of service delivery and the nature and governance of hybrid organisations, using international examples and cases from different service contexts. The authors put forward a clear analytical framework for understanding hybrid governance, looking at strategy and performance management. This text will be valuable for students of public management, public administration, business management and organisational studies, and will also be illuminating for practising managers.

This book addresses the rising concept of 21st century societal marketing which entails that marketers should fulfill the needs of their target group in ways that enhance the well-being of a society as a whole. In the past, social responsibility and corporate ethics may not have been the key elements of corporate and business strategy. However, in the last decade the picture has changed dramatically. Consumers are more concerned about ethical issues and the effects of business activities on the environment and the society. The impact and importance of ethical consumerism is escalating. The consumers are more attentive and expect companies promote their ethical credentials in order to make them more accountable of their actions. This book also reveals how companies should realize that corporate social responsibility (CSR) is not an illustration of corporate altruism but a source of opportunity, and competitive advantage. Finding and following social initiatives as a part of the key business model is proved to be one of the competitive strengths in many instances. This book covers different issues related to ethics, social responsibility and sustainability in marketing and presents different cases and applications from different countries. Together with the best practices, each case and research is expected to shed light on how to improve the role of marketing in helping to the development and well-being of the society.

The SAGE Handbook of Marketing Ethics draws together an exhaustive overview of research into marketing's many ethical conundrums, while also promoting more optimistic perspectives on the ways in which ethics underpins organizational practices. Marketing ethics has emerged in recent years as the key and collective concern within the ever-divergent fields of marketing and consumer research. This handbook brings together a rich and diverse body of scholarly research, with chapters on all major topics relevant to the field of marketing ethics, whilst also outlining future research directions. PART 1: Foundations of Marketing Ethics PART 2: Theoretical and Research Approaches to Marketing Ethics PART 3: Marketing Ethics and Social Issues PART 4: Issues in Consumer Ethics PART 5: Ethical Issues in Specific Sectors PART 6: Ethical Issues in the Marketing Mix PART 7: Concluding Comments and Reflections

Handbook of Research on Entrepreneurial Success and its Impact on Regional Development

Theory, Research and Practice

Decision-making for New Product Development in Small Businesses

Governance, Strategy, and Financing

Strategic Utilization of Information Systems in Small Business

Exploring Diversity of Institutional Life

The second edition of European Business and Marketing will be published in 2000 in time for the millennium and has been fully revised to incorporate much modern thinking in Europe. It includes material on the Euro and the enlargement of the European Union and the development of global companies with a European base. The text has been researched and written especially for students on undergraduate and post graduate courses, who need to understand modern European marketing, the European Union and the distinct features that are emerging in the World's largest market place. The second edition of the successful European Business and Marketing text has been fully revised and includes new chapters on marketing strategy in Euro

This book offers a contemporary review of talent retention from the viewpoint of human resource management and industrial/organisational psychology. With a practical and relevant perspective it enriches critical knowledge and insight in the psychology of talent retention. It offers interpretation of difficult factors facing organisations such as the conceptualisation of talent, the forecasting of talent demand and supply, external and internal factors that influence talent attraction, development and retention, the alignment between talent management and business strategy. Also covered is the implementation of human resource practices and strategies in response to the needs of different organisational contexts and workforce characteristics. The chapter contributions will not only enrich knowledge and insight in the complex phenomenon of talent retention, but also advance new original ways of thinking and researching this critically important area of inquiry. The book is intended for graduate students and researchers as an overview of the topic of talent retention, practitioners will also find it informative.

As the economy fluctuates, so does the need for resilient business practices. If organizations can remain strong and steady during difficult times, they will be more fruitful during successful periods as well. Managerial Strategies for Business Sustainability During Turbulent Times is a crucial resource that discusses successful methods and techniques for building sturdy company practices. Featuring pertinent topics such as sustainable supply chains, knowledge management, information sharing, and performance evaluations, this is an ideal scholarly reference source for CEOs, managers, business students, and researchers that would like to discover more unique and engaging ways to build a strong business foundation.

This book provides cutting edge research and knowledge and an academic study of the impact of globalisation in different areas affecting management and how management is responding. It gives a comprehensive analysis of what is actually happening and likely future trends. It is not just a focus on 'convergence' arguments, but integrates a broader view of still remaining regional and national differences in management and organisation. The book draws on new theoretical approaches in the field of international business, highlighting areas such as Anglo-German subsidiaries of MNCs, HRM practices and change management processes or employment relations in US-based MNCs in Europe and many other aspects.

Emerging Applications in Supply Chains for Sustainable Business Development

The Aging Consumer

European Business and Marketing

European Business Review

The Dynamics of Entrepreneurship

Recent Advances in Banking and Finance

The Aging Consumer: Perspectives from Psychology and Marketing, 2nd edition takes stock of what is known around age and consumer behavior, identifies gaps and open questions within the research, and outlines an agenda for future research. There has been little systematic research done with respect to the most basic questions related to age and consumer behavior, such as whether older adults versus young and middle-age adults respond to marketing activities including pricing, promotions, product design, and distribution. Written by experts, The Aging Consumer compiles research on a broad range of topics on consumer marketing, from an individual to a societal level of analysis. This second edition provides new versions of chapters contained in the 2010 volume that have been updated to reflect the latest psychological and marketing research and thinking. Included also are ten new chapters which cover exciting new ground, such as changes in metacognition in older adults, motivated cognition of the aging consumer, and a global perspective on aging and the economy across cultures. This updated volume is beneficial for researchers and practitioners in marketing, consumer behavior, and advertising. Additionally, The Aging Consumer, 2nd edition will appeal to professionals in other fields such as psychology, decision sciences, gerontology and gerontological social work, and those who are concerned with normal human aging and its implications for the everyday behavior of older individuals. It will also be of interest to those in fields concerned with the societal implications of an aging population, such as economics, policy, and law.

The European Journal of Tourism Research is an interdisciplinary scientific journal in the field of tourism, published by Varna University of Management, Bulgaria. Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism. Publications from all fields, connected with tourism such as management, marketing, sociology, psychology, geography, political sciences, mathematics, statistics, anthropology, culture, information technologies and others are invited. The journal is open to all researchers. Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions. Regular Articles in the European Journal of Tourism Research should normally be between 4 000 and 20 000 words. Major research articles of between 10 000 and 20 000 are highly welcome. Longer or shorter papers will also be considered. The journal publishes also Research Notes of 1 500 – 2 000 words. Submitted papers must combine theoretical concepts with practical applications or empirical testing. The European Journal of Tourism Research includes also the following sections: Book Reviews, announcements for Conferences and Seminars, abstracts of successfully defended Doctoral Dissertations in Tourism, case studies of Tourism Best Practices. The European Journal of Tourism Research is published in three Volumes per year. The full text of the European Journal of Tourism Research is available in the following databases: EBSCO Hospitality and Tourism CompleteCABI Leisure, Recreation and TourismProQuest Research Library Individual articles can be rented via journal's page at DeepDyve. The journal is indexed in Scopus and Thomson Reuters' Emerging Sources Citation Index. The editorial team welcomes your submissions to the European Journal of Tourism Research.

Interactive Services Marketing covers the essentials of services marketing—with particular emphasis on the theater model and the impact of technology. The text features a dynamic approach to human interactions—both in face-to-face communication as well as connecting through technology. Concise coverage of content enables instructors to make greater use of the textbook web site, reinforcing the emphasis on technology and allowing students to interact with both the printed text and the online material. Pedagogical tools help students synthesize the material: each part opens with an overview, a new model illustrating the text's organization, brief chapter outlines, and a vignette highlighting real-world companies such as Noggintoppers (an online hat retailer). Each chapter also features a short paragraph revisiting the vignette, marginal notes defining key terms, a Summary and Conclusion section, practice exercises, and new Internet exercises.

In Designing Research Questionnaires, Yuksel Ekinçi guides you through origins, types of questionnaire, basic components, types of questions and properties of measurement scales, how to design a questionnaire, sequence of questions, layout decisions and pilot testing, examples and strengths and limitations. Ideal for Business and Management students reading for a Master's degree, each book in the series may also serve as reference books for doctoral students and faculty members interested in the method. Part of SAGE's Mastering Business Research Methods Series, conceived and edited by Bill Lee, Mark N. K. Saunders and Vadake K. Narayanan and designed to support researchers by providing in-depth and practical guidance on using a chosen method of data collection or analysis. Watch the editors introduce the Mastering Business Research Methods series.

European Journal of Tourism Research

Handbook of Research on European Business and Entrepreneurship

Perspectives From Psychology and Marketing

Experiences From Britain and Germany

ECRM 2014

Handbook of Research on Theory and Practice of Financial Crimes

The Second Edition of this bestselling B2B marketing textbook offers the same accessible clarity of insight, combined with updated and engaging examples. Each chapter contains a detailed case study to further engage the reader with the topics examined. - Featuring updated case studies and a range of new examples. - Incorporating additional coverage of B2B branding and the B2B strategic marketing process, and issues of sustainability. - Extended coverage of Key Account Management - Online lecturer support including PowerPoint slides and key web links Drawing on their substantial experience of business-to-business marketing as practitioners, researchers and educators, the authors make this exciting and challenging area accessible to advanced undergraduate and to postgraduate students of marketing, management and business studies. Praise for the Second Edition: 'I found that the first edition of Brennan, Canning and McDowell's text was excellent for raising students' awareness and understanding of the most important concepts and phenomena associated with B2B marketing. The second edition should prove even more successful by using several new case studies and short 'snapshots' to illustrate possible solutions to common B2B marketing dilemmas, such as the design and delivery of business products and services, the selection of promotional tools and alternative routes to market. The new edition also deals clearly with complex issues such as inter-firm relationships and networks, e-B2B, logistics, supply chain management and B2B branding' - Michael Saren, Professor of Marketing, University of Leicester 'This textbook makes a unique contribution to business-to-business teaching: not only does it provide up-to-date cases and issues for discussion that reach to the heart of business-to-business marketing; it also brings in the latest academic debates and makes them both relevant and accessible to the readers. A fantastic addition to any library or course' - Dr Judy Zolkiewski, Senior Lecturer in Business-to-Business Marketing, Manchester Business School 'The advantage of the approach taken by Brennan and his colleagues is that this book manages to convey both the typical North American view of B2B marketing as the optimisation of a set of marketing mix variables, and the more emergent European view of B2B Marketing as being focused on the management of relationships between companies. This updated second edition sees the addition of a number of 'snapshots' in each chapter that bring the subject alive through the description of current examples, as well as some more expansive end-of-chapter case studies. It is truly a most welcome addition to the bookshelves of those students and faculty interested in this facet of marketing' - Peter Naudé, Professor of Marketing, Manchester Business School 'The strength of this text lies in the interconnection of academic theory with real world examples. Special attention has been given to the role that relationships play within the Business-to business environment, linking these to key concepts such as segmentation, targeting and marketing communications, which importantly encompasses the role personal selling as relationshipcommunications building and not just order taking. With good coverage of international cultural differences this is a valuable resource for both students of marketing and sales' - Andrew Whalley, Lecturer in Business-to-Business Marketing, Royal Holloway University of London 'The text provides an authoritative, up-to-date review of organisational strategy development and 'firmographic' market segmentation. It provides a comprehensive literature review and empiric examples through a range of relevant case studies. The approach to strategy formulation, ethics and corporate social responsibility are especially strong' - Stuart Challinor, Lecturer in Marketing, Newcastle University 'This revised second edition offers an excellent contemporary view of Business-to-Business Marketing. Refreshingly, the text is packed with an eclectic mix of largely European case studies that make for extremely interesting reading. It is a 'must read' for any undergraduate or postgraduate Marketing student' - Dr Jonathan Wilson, Senior Lecturer, Ashcroft International Business School, Anglia Ruskin University, Cambridge

This book pulls together robust practices in Partial Least Squares Structural Equation Modeling (PLS-SEM) from other disciplines and shows how they can be used in the area of Banking and Finance. In terms of empirical analysis techniques, Banking and Finance is a conservative discipline. As such, this book will raise awareness of the potential of PLS-SEM for application in various contexts. PLS-SEM is a non-parametric approach designed to maximize explained variance in latent constructs. Latent constructs are directly unobservable phenomena such as customer service quality and managerial competence. Explained variance refers to the extent we can predict, say, customer service quality, by examining other theoretically related latent constructs such as conduct of staff and communication skills. Examples of latent constructs at the microeconomic level include customer service quality, managerial effectiveness, perception of market leadership, etc.; macroeconomic-level latent constructs would be found in contagion of systemic risk from one financial sector to another, herd behavior among fund managers, risk tolerance in financial markets, etc. Behavioral Finance is bound to provide a wealth of opportunities for applying PLS-SEM. The book is designed to expose robust processes in application of PLS-SEM, including use of various software packages and codes, including R. PLS-SEM is already a popular tool in marketing and management information systems used to explain latent constructs. Until now, PLS-SEM has not enjoyed a wide acceptance in Banking and Finance. Based on recent research developments, this book represents the first collection of PLS-SEM applications in Banking and Finance. This book will serve as a reference book for those researchers keen on adopting PLS-SEM to explain latent constructs in Banking and Finance.

This book focuses on topics such as the cultural specificity of Arab family businesses with regard to shaping their governance and management; the influence that specific values in the Arab world could exert on the management of family businesses; how spiritual and religious values influence business in Arab family firms; and the role of emotions in the management of family firms in the Arab World. Presenting a collection of contributions addressing management, finance, strategy and succession in Arab Family businesses, this book constitutes a novel and unique contribution to the research field of family businesses.

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The Role of Relationships Marketing Tactics and Customer Loyalty

China Branding

Crafting Customer Value

Women Entrepreneurship in Family Business

