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The ACADEMY OF INTERNATIONAL
BUSINESS (UK and Ireland Chapter)
Published in association with the UK

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and Ireland Chapter of the Academy of International Business. In line with the 45th AIB-UKI conference, this edited collection brings together fresh perspectives on international business strategy, with a focus on the challenges faced by multinational enterprises (MNEs) in today's

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changing commercial and political landscape. With a diverse range of contributors from varying international backgrounds, this book discusses the different strategies employed by MNEs, and analyses how they cope with the current global business environment. An extremely useful read

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for those studying globalisation and MNEs, this book provides an interdisciplinary and timely approach to international business strategy. Tracing the treatment of language in international business as represented in the Journal of International Business Studies, this seminal collection

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critically explores the conceptualizations of language that have been adopted or ignored by international business scholars over the years and showcases nine articles that have played an important role in establishing and advancing the field. In today's increasingly globalized context

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of business, significantly richer theories from interdisciplinary perspectives are needed to explain the complexity of the interplay between multiple facets of language and how they affect day-to-day operations. With insights from linguistics, psychology and organizational theory, Language

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in International Business provides an assessment of scholarly efforts to uncover the profound impact that language has on global business today and proposes some important ways in which this nascent field of language in international business may be further advanced. Chapter 9 is

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licensed under a Creative Commons Attribution NonCommercial-NoDerivs 3.0 Unported License. The Journal of International Business Studies (JIBS) is an official publication of the Academy of International Business and is the top-ranked journal in the field of international business. The

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goal of JIBS is to publish insightful, innovative and impactful research on international business. JIBS is multidisciplinary in scope and interdisciplinary in content and methodology. For more information, visit www.jibs.net. The Academy of International Business (AIB) is the

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leading association of scholars and specialists in the field of international business. A global community of scholars and researchers for the creation and dissemination of knowledge about international business and policy issues, the AIB transcends the boundaries of single

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academic disciplines and managerial functions to enhance business education and practice. For more information, visit aib.msu.edu

There has been significant interest in role of entrepreneurs and entrepreneurial activities in driving global economic growth and also in

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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,

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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

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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

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entrepreneurship in International Business and is an essential read for entrepreneurs and researchers. Acting in a socially-responsible manner has become a crucial success factor for many international firms due to the highly complex, competitive, and volatile global environment in which

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they operate. This book will contribute new ideas, contemporary knowledge, and original research to the area of socially-responsible international business, and offers challenging directions for future research. Topic covered range from global environmental influences on acting in

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a socially-responsible way; foreign
buyer reactions to responsible
business and international market
targeting to development of socially-
responsible international business
strategies.

Global Business and Management
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Exploring Strategy

An Examination of Theory and
Empirical Evidence from European
MNEs

The Routledge Companion to the
Makers of Global Business

International Journal of IT/Business
Alignment and Governance (IJITBAG).

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Contemporary Entrepreneurship
Issues In International Business
The Georgetown Journal of
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publication of the Edmund A. Walsh
School of Foreign Service at
Georgetown University. Each issue of

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the journal provides readers with a diverse array of timely, peer-reviewed content penned by top policymakers, business leaders, and academic luminaries. The Journal takes a holistic approach to international affairs and features a 'Forum' that

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offers focused analysis on a specific key issue with each new edition of the publication, as well as nine regular sections: Books, Business & Economics, Conflict & Security, Culture & Society, Law & Ethics, A Look Back, Politics & Diplomacy,

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Science & Technology, and View
from the Ground.

This book provides a conceptual
framework of global value chains,
flexibility and sustainability,
supported by research projects, case
applications and models in various

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related areas organized into three parts. In the first part of the book, various authors discuss how to improve the efficiency and effectiveness of global value chains through various types of analyses. While the focus is on cluster

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management, and mergers and joint ventures, the legal aspects of control and liability concerning the integration of value chains, is also examined in one of the contributions. The second part includes chapters concerning ‘ Strategy and

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Flexibility'. Strategies concern topics such as inventory management, talent management, strategic alignment, decision making, behavioural change and HR systems. The third and final part of the volume concerns the topic of

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‘ Sustainability ’ , wherein the contributions focus on various initiatives intended to promote sustainability across respective value chains bearing in mind the concept of flexibility. The book is a valuable resource for a varied audience,

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ranging from management students and researchers, to practicing business managers, as well as for professional institutions, consultants, and corporate organizations.

This book provides a broad understanding of what it means to

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internationalise entrepreneurially. The collection of prominent articles provides insights into how entrepreneurs are entering foreign markets in order to fuel growth. Authors highlight the factors enabling internationalisation under the

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resource constraints of newness or smallness: human capital, capabilities, networks, processes and practices and environmental conditions. Attention is also paid to the institutional arrangements that impact the practice of entrepreneurship internationally.

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Inclusive of an introductory chapter that presents a comprehensive discussion of past research themes and identifies new areas of research, this book is essential reading for scholars, policy-makers and practitioners who want to understand

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how individuals and firms pursue opportunities across national borders. The Routledge Companion to the Makers of Global Business draws together a wide array of state-of-the-art research on multinational enterprises. The volume aims to

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deepen our historical understanding of how firms and entrepreneurs contributed to transformative processes of globalization. This book explores how global business facilitated the mechanisms of cross-border interactions that affected

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individuals, organizations, industries, national economies and international relations. The 37 chapters span the Middle Ages to the present day, analyzing the emergence of institutions and actors alongside key contextual factors for global business

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development. Contributors examine business as a central actor in globalization, covering myriad entrepreneurs, organizational forms and key industrial sectors. Taking a historical view, the chapters highlight the intertwined and evolving nature of

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economic, political, social, technological and environmental patterns and relationships. They explore dynamic change as well as lasting continuities, both of which often only become visible – and can only be fully understood – when

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analyzed in the long run. With dedicated chapters on challenges such as political risk, sustainability and economic growth, this prestigious collection provides a one-stop shop for a key business discipline.

The Changing Strategies of

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International Business

Cross-cultural Management

The Pursuit of Opportunities across
National Borders

Diversity in Action

Managing Diverse Talent in a Global
Economy

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The Global Factory

The Journal of Global
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Research (GBMR) strives
to comply with highest
research standards and s
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Being international and
inter-disciplinary in
scope, GBMR seeks to
provide a platform for
debate among diverse
academic and

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practitioner communities
who address a broad area
of business and
management issues across
the globe.

Dedicated to Professor
Peter Buckley, OBE, this

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volume of Progress in International Business Research explores the new challenges for MNEs, SMEs (small and medium sized enterprises) and INVs (International New

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Ventures) emerging from this changing and increasingly unpredictable political, economic, social and technological VUCA world.

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The forces of
volatility, uncertainty,
complexity and ambiguity
(VUCA) in today's world
are shaping businesses
and calling into
question the wisdom of

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existing business models. VUCA challenges businesses to digitalize and transform in ways they had not contemplated before. This book looks at how

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successful businesses
have revitalized and
innovated their business
models. It illustrates
through cases how these
businesses have adapted
to new forms of

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globalization through
the lens of Business
Model Innovation (BMI)
theories in a digital
world. This book's
chapters are divided
into three sections. The

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first section examines
the existing literature,
the second section
focuses on business
processes and behaviour,
and lastly the third
section presents four

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case studies of
sustainable
international businesses
from sectors such the
fashion and digital
services industry.
Paying attention to

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business decisions and outcomes, the contributors critically examine which theories and practices would be most applicable for a digitally transforming

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world. This book provides insights that will interest researchers and academics in the fields of sustainable business, organizational change,

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and digital transformation, amongst others. Its observations into sustainable digital transformation may also interest business leaders and consultants.

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This key new book synthesises Peter Buckley's work on 'the global factory' – the modern networked multinational enterprise. The role of

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interfirm networks,
entrepreneurship and
cooperation in the
creation and management
of global factories
leads to a discussion of
their governance,

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internal knowledge
transfer strategies and
performance, including
their role in
potentially combating
societal failures.

Emerging country

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multinationals are
examined as a special
case of global factories
with a focus on Indian
and Chinese
multinationals, their
involvement in tax

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havens and offshore financial centres, the performance and processes of their acquisition strategies – all seen as key aspects of globalisation.

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Research Handbook on
Knowledge Transfer and
International Business
International Business
in a VUCA World
Impact of Culture on
Management of Foreign

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SMEs in China

International Journal of
Business Analytics
(IJBAN).

Socially Responsible
International Business
Networked Multinational

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Enterprises in the
Modern Global Economy
*Exploring Strategy, 12th Edition, by
Whittington, Angwin, Regner, Johnson
and Scholes has long been the essential
introduction to strategy for the managers
of today and tomorrow and has sold*

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over one million copies worldwide. From entrepreneurial start-ups to multinationals, charities to government agencies, this book raises the big questions ab.

Modern companies are subject to increasing pressures to conduct their

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business in an environmentally responsible manner due to social and environmental problems. Management of sustainable performance is one of the phenomena faced by the current business environment and, in particular, management corporations. The focus of

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management on profitability remains the main objective of any company, but it must also take into account the sustainability of social, economic, and environmental aspects. Under these circumstances, managerial decisions need to be adjusted and strongly

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substantiated, considering the information required by internal and external stakeholders, including financial reporting. The information requirements of customers and other stakeholders are steadily increasing, and some companies face certain problems in

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implementing the concept of sustainability and environmental reporting. CSR and Management Accounting Challenges in a Time of Global Crises is a comprehensive reference source that explores various theoretical and practical approaches of

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management accounting and its impact in the 21st century and investigates new accounting and financial approaches where economic and social aspects become mutually supportive to enhance their impact on community development. Covering topics such as CSR reporting,

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sustainability, and greenwashing, this book is an essential resource for academicians, specialty organizations, chief financial officers (CFOs), financial controllers, business analysts, financial planning and analysis (FP&A) analysts, budgeting managers, students,

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*researchers, and business environment
managers and specialists.*

*Developments in the global economy
have drastically transformed traditional
businesses and trading systems. New
communications and computing
technology have not only opened global*

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trade but have also provided customers with more choices and transparent supply alternatives. As such, modern firms are forced to adapt effective strategies that allow them to stay competitive in a global economy. Entrepreneurial Orientation and

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Opportunities for Global Economic Growth provides innovative insights into the present-day trends and applications of entrepreneurship and innovation in relation to different countries[?] economic and social development. The content within this publication encompasses

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topics including female entrepreneurship, internationalization, and social development. It is a vital reference source for policymakers, economists, academicians, researchers, entrepreneurs, business students, managers, and stakeholders seeking

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coverage on topics centered on adopting and implementing entrepreneurship in a modern setting.

Based on their ability to facilitate interdependencies across the borders of national and regional markets, multinationals enterprises (MNEs) act as

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the key drivers of world trade and investment activities. While recent global challenges additionally highlight the need to explain and assess the status and progress of internationality/-regionality, previous research renders the concept of firm-level globalization as a special but

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not the general case. Christoph Czychon dedicates specific attention to the research on regional and global MNEs based on an extensive and rigorous review of the existing academic literature as well as the analysis of 2005-2015 empirical data from the European

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context with a focus on CAC40- and DAX30-listed firms. In doing so, the author offers insights and results that stand in contrast to the original narrative of the debate and presents a comprehensive and updated perspective on regional and global MNEs.

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Sustainable International Business
Models in a Digitally Transforming
World*

*International Journal of Applied
Management Sciences and Engineering*

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Business Research
(IJAMSE).

*International Journal of Sustainable
Economies Management (IJSEM).*

The Changing Role of States and Firms

***This book tells you
everything you need to
know about international***

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***construction: the
companies, their
markets, the types of
projects they build, how
they compete and
operate and how it
affects us all. It paints a***

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***comprehensive portrait of
an overlooked global
business that generates a
major portion of the GDP
in every developed
nation. As with any
mature sector, countries***

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make efforts to export their expertise, but the competition in construction is fierce, and the risks are many. Only the leanest and meanest survive. What, then, does

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it take to win? Most writing on construction focuses at the project-management level or even more narrowly at the level of technical performance. This book

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***presents the big picture;
it tells you what
successful international
construction companies
do to stay in the game
and thrive. The book
examines international***

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***construction through
three lenses. The first is
theory. The body of
existing knowledge on
construction is here
brought together,
condensed and explained.***

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The second are the actors. The companies that lead the way in global construction are showcased, and the features that make countries desirable hosts

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***are appraised. Finally,
what is it that firms
actually do? This last part
delves into the various
strategic approaches
taken by 60 construction
firms in carving out and***

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***defending an overseas
market niche. The
insights provide guidance
on how global
construction companies
develop competitive
advantage and stay***

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***resilient in the face of a
mercurial global
economy. These lessons
will be of interest to the
student and manager
alike.***

Multinational enterprises

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***must contend with
increasingly challenging
conditions in the
international business
environment. This
Handbook explores how
classic principles of***

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***international competitive
strategy are transformed
in today's markets and
provides suggestions on
how firms can develop
effective strategies to
respond to these***

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***transformations.
The growth of the
multinational enterprise
(MNE) has led to an
increasing interest in
international business
strategy from scholars,***

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professionals, and policy makers alike. MNEs must contend with challenges in both their home and host international markets, and increasingly uncertain conditions in

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***the international
business environment
demand superior firm-
level capabilities for
multinational firms to
achieve and maintain
competitive advantages***

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in the long-run. This Handbook explores the progress made in international business strategy theory and practice in the last few decades. Written by an

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***international team of
leading experts, it
captures the differences
in motivations and
decision-making
processes between
smaller and larger firms,***

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***private, family, and state
owned firms, and
emerging or developed
market multinationals. It
elaborates on the links
between international
strategy and the social***

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***responsibilities of the
firm in its various host
market contexts,
including the deployment
of effective and ethical
human resource practices
in international markets.***

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Most importantly, it lays out how the classic principles of international competitive strategy are transformed in today's markets, in great part due to digitalization, and

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***provides suggestions on
how MNEs can develop
international business
strategies to respond to
these transformations.
The implications of these
discussions for strategy***

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***and practice are
becoming ever more
profound. This Handbook
will prove a valuable
resource for both
international business
scholars and***

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practitioners.

***Due to the global health
crisis, economies had to
adapt to combat
pandemic situations. In
the present pandemic
crisis, new legislation,***

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***methods, labor
approaches, values, and
social behaviors have
emerged with a huge
impact in all
organizations. However,
countries have applied***

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***different solutions,
procedures, and rules to
deal with crises.***

***Therefore, the impact has
been different per
country. Organizations
need to understand their***

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***customers and
businesses not only to
increase operational
efficiency but also to
increase stakeholder's
satisfaction and their
competitiveness in a***

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sustainable way.

***Customers are becoming
more exigent and
markets more complex,
calling for the need for
higher differentiation.***

This was enhanced in this

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***pandemic situation, and
to survive, organizations
needed to change and
adapt to the new normal.
The Handbook of
Research on Reinventing
Economies and***

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***Organizations Following a
Global Health Crisis deals
with management and
economic issues,
particularly with the
reinvention of businesses
and economies due to the***

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***pandemic situation and
the relevance of
entrepreneurship,
innovation, and intensive
knowledge used to deal
with these changes. This
book emphasizes the***

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***challenges, difficulties,
and opportunities for the
success of businesses
and economies in periods
of crisis and provides
information for dealing
with entrepreneurship***

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***and innovation,
networks, and
complementarities to
recover businesses. The
chapters also point out
possible opportunities,
challenges, and risks in***

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***the process of recovery
highlighting innovation,
internationalization,
technology, and intensive
knowledge in promoting
economies and
companies'***

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***competitiveness. This
book is ideal for
entrepreneurs,
managers, economists,
directors, shareholders,
researchers,
academicians, and***

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***students interested in
how businesses reinvent
and recover following a
global health crisis.***

***Language in International
Business***

The Oxford Handbook of

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***International Business
Strategy
CSR and Management
Accounting Challenges in
a Time of Global Crises
Concept, Cost and Value
How the Global Industry***

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***Reshapes the World
International Business***

Diversity in Action:
Managing Diverse Talent in a
Global Economy highlights
the latest development in
relation to strategies and

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practices on diversity management, providing specific examples of how different talent diverse groups should be involved in organizational business processes and effectively managed.

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This book describes how a deeper knowledge and understanding of cultural differences represents a meaningful and useful tool for management of companies, and in particular SMEs, in the People's Republic of

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China. After introductory chapters on the internationalization of SMEs and the role played by management in this process, the authors explore the implications of academic discourses on culture and

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its dimensions for company management. The influence of Chinese cultural roots and the country's current cultural environment on management is then examined, with provision of guidance on response to the

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identified challenges. A key feature of the book is the presentation of important recent fieldwork in the main economic regions of China. This research further clarifies how business culture and cultural

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differences impact on company activities in China and casts light on various aspects of the adaptive capability of SMEs within the country, highlighting the value of cultural awareness and intelligence.

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The book will be of interest to academics and practitioners alike.

Now in its Fifth Edition, this much-loved text offers theoretical and philosophical depth as well as insights into practice.

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The text covers the entire research process in an accessible way and provides critical, thoughtful treatment of important issues like ethics and politics, making it an invaluable companion for any

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business and management
student New to the Fifth
Edition: Expanded to include
examples from across
business and management
including Marketing,
International Business and
Psychology Up-to-date,

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international examples and cases from a range of countries Introductory chapter looks at writing proposals in detail Chapter on the literature review now includes how to critically review Move towards new

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technologies and social media including discussion of wikis and cloud sourcing Improved structure and flow, with three chapters on qualitative methods and three on quantitative methods Additional practical

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exercises which are linked to key research tasks throughout The companion website (<https://edge.sagepub.com/easterbysmith>) offers a wealth of resources for both lecturers and students including, for lecturers, an

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instructor's manual and
PowerPoint slides and, for
students, author podcasts,
journal articles, web links,
MCQs, datasets and a
glossary.

The book investigates the
entrepreneurial marketing

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(EM) concept within the broader discipline of international entrepreneurship. The analysis of this concept, and designing a model of EM antecedents, elements, and outcomes that was tested on

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the basis of empirical studies covering companies from three European countries, explores and develops the field of international marketing and entrepreneurship. The book examines the role of

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entrepreneurial marketing in the internationalization processes of new ventures and adopts both qualitative and quantitative methods for analyzing the antecedents and characteristics of entrepreneurial marketing,

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as well as their relationships with internationalization activities and firms' performances. It goes on to show how the application of entrepreneurial marketing may lead to an accelerated

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internationalization of companies originating from a transition market, as well as the Western-European markets. It addresses these topics with regards to entrepreneurial marketing and management and will be

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of interest to researchers,
academics, managers,
entrepreneurs, and students
in the fields of
international business,
international marketing, and
entrepreneurship.

Management and Business

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Entrepreneurial Orientation
and Opportunities for Global
Economic Growth

Volume I: Made in China for
the World

An International Journal
Impact on Business and

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How MNEs Manage in a
Changing Commercial and
Political Landscape

*Huawei Goes Global provides a
much-needed, comprehensive,
and scholarly examination of*

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the business environment and the striving global operations of China's technology giant. With theoretical research, case studies, data analysis, and empirical studies, this two-volume work tells a fascinating

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story of internationalization in an emerging economy. As one of the most powerful Chinese companies in the global economy, the largest global telecommunications-equipment producer and a

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leading consumer-electronics manufacturer, Huawei is a great example of the globalization of the Chinese enterprises in the twenty-first century. In Volume I, scholars critically examine the rise of

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Huawei as a Chinese global enterprise from the political economy and public policy perspectives, as well as Huawei's development strategies, innovations, and talent management. In Volume

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II, multiple authors carefully study the growth of Huawei from regional and geopolitical perspectives, and its corporate communication and crisis management. Within the framework of the trade

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conflicts between China and the US, controversies over economic sanctions, intellectual property disputes, and espionage and cyber security concerns, this groundbreaking work makes

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*an important contribution to
both academic literature and
the ongoing public discourse
on Huawei. Volume II is
available here: <https://www.palgrave.com/gp/book/9783030475789>*

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*The twelfth volume in the
Progress in International
Business Research series
presents extensive accounts of
the contemporary scientific
debate on how to assess the
impacts of distance, both*

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*negative and positive ones, on
the conduct of international
business.*

*International Journal of
Sustainable Economies
Management (IJSEM).Cross-
cultural ManagementDigital*

Where To Download Global Journal Of International Business Research *Press*

*This open access book
explores the global challenges
and experiences related to
digital entrepreneurial
activities, using carefully
selected examples from*

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leading companies and economies that shape world business today and tomorrow. Digital entrepreneurship and the companies steering it have an enormous global impact; they promise to transform the

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business world and change the way we communicate with each other. These companies use digitalization and artificial intelligence to enhance the quality of decisions and augment their business and

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customer operations. This book demonstrates how cloud services are continuing to evolve; how cryptocurrencies are traded in the banking industry; how platforms are created to commercialize

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business, and how, taken together, these developments provide new opportunities in the digitalized era. Further, it discusses a wide range of digital factors changing the way businesses operate,

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