

## Journal For Global Business Advancement

*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 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 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 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 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 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.*

*Special Issue: Change and Growth*

*Special Issue: Research Insights from Emerging Markets*

*Entrepreneurship 4.0 in India*

*The Routledge Companion to the Makers of Global Business*

*International Branding and Marketing Communications*

**Special Issue: Global Business Advancement and Competitive Advantage**

**Special Issue: Advances in Global Business Practice**

**Special Issue: Advancements in Global Business Research Across Emerging**

**Countries**

**Special Issue: Change and Growth**

**Global Business Advancement and Competitive Advantage**

**Special Issue: Global Issues in Accounting**

**Special Issue: Managing Business Challenges and Opportunities Through**

**Innovation and Entrepreneurship**

**Special Issue on Redefining Frontiers of Business Research on the Global**

**Stage**

**Special Issue: Facets of Global Competitiveness**

**Special Issue: Practical Business Solutions in**

**Developing Countries**

**Special Issue On: Defining the Frontiers of Business Research Across India**

**Special Issue: Research Insights from Emerging Markets**

**Global Issues in Accounting**

**Defining the Frontiers of**

**Contemporary Business Research Across the Middle East**

**Special Issue: Managing the Dynamic Business and**

**Entrepreneurship Development in Emerging Southeast Asian Markets**

**Practical Business Solutions in**

**Developing Countries**

**Special Issue: International Branding and Marketing Communications**

**Special Issue: Contemporary Indian Scholars Redefining Frontiers of Global Business Research**

**Special Issue: as the**

**World Turns: International Business Strategies from Cross-cultural Perspective**

**Special Issue:**

**Interdependent Global Practices and Learning Opportunities**

**Special Issue: Strategic Issues and**

**Organisational Performance**

**Special Issue: Competing in Global Economy - Challenges and Solutions**

**Special Issue On: Frontiers of Business Research Across Bangladesh**

**Special Issue on Redefining the Frontiers of**

**Business Research Across Globalised India**

**Special Issue: Understanding the Advancing of Developing**

**Economies**

**Special Issue: Business Strategies to Improve Competitiveness in Malaysian**

**Organisations**

**Cultural and Technological Influences on Global Business**

**IGI Global**

**Global Business Management**

**Insights from Emerging Markets**

**Global Issues in Accounting**

**Special Issue: Advances in Global Business Practice**

**Special Issue: Understanding the Advancing of Developing Economies**

**Technology is a key driver behind the effects of contemporary globalization on business and other organizations**

**worldwide. Understanding this phenomena in connection with the impact of cultural variations can help improve**

**business and product life cycles in an era in which corporate capital and liquidity buffers must be increased for**

**unexpected developments in global markets. Cultural and Technological Influences on Global Business is a**

**leading publication in its field emphasizing the importance of deeply exploring the effects of cultures and**

**technologies on the global business sector. This reference source is beneficial for professionals, researchers, and**

**practitioners who wish to broaden their understanding of the direct relationship between culture and technology**

**Special Issue: Business Strategies to Improve Competitiveness in Malaysian Organisations**

**Special Issue On: Self-directed Voluntary Actions and Sustainable Business**

**Special Issue: Interdependent Global Practices and Learning Opportunities**

**A Multi-dimensional Perspective**

**Special Issue On: Frontiers of Business Research Across Bangladesh**

*This book interweaves the concepts of the guidance on globalization, international management, and the intricacies of international business that many books on the market treat independently. It clarifies and explains culture, cultural misunderstandings, and cross-cultural interactions. Adekola and Sergi's text is unique in that it offers both the management perspective and the cultural perspective. It is for managers seeking to thrive in the global economy. This book focuses on managing global organizations, providing a basis for understanding the influence of culture on international management, and the key roles that international managers play. It clearly shows how to develop the cross-cultural expertise essential to succeed in a world of rapid and profound economic, political and cultural changes.*

*Special Issue: as the World Turns: International Business Strategies from Cross-cultural Perspective*

*Cultural and Technological Influences on Global Business*

*Special Issue: Competing in Global Economy - Challenges and Solutions*

*Special Issue On: Connected and Sustainable African Development*

*Practical Business Solutions in Developing Countries*