

International Business Economics Research Journal

Economic growth is directly impacted by a multitude of different industries; in recent years, the service industry has emerged as a significant contributor to the global economy. As such, the effective management of this sector has become a widely studied topic. The Handbook of Research on Promotional Strategies and Consumer Influence in the Service Sector is an authoritative reference source for the latest research on emerging methods for innovative service design and delivery, examining how growing customer expectations and global competition has influenced this industry. Featuring quality factors, marketing tools, and the effects of consumer behavior, this publication is ideally suited for researchers, professionals, and academicians actively involved in the service industry.

In a highly competitive global market, companies need to equip themselves with best practices and strategies to survive. Strategic management, innovative managerial thinking, and a clear decision-making process must be utilized to boost company performance and ultimately drive the company's success. The Handbook of Research on Managerial Thinking in Global Business Economics identifies the importance of strategic decision making in competitive environments and analyzes the impacts

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of managerial thinking on global financial economics. The content within this publication examines globalization, consumer behavior, and risk management. It is designed for researchers, academicians, policymakers, government officials, and managers, and covers topics centered on innovation and development within organizations. There has been an increase in women entrepreneurs participating in the growth of local, regional, national, and global economies. While these women showcase crucial skills for strategic leadership and strategy that can advance companies, they face cultural, educational, social, and political barriers that impede their development and participation within the global economy. *Women Entrepreneurs and Strategic Decision Making in the Global Economy* is a pivotal reference source that provides vital research on understanding the value of women entrepreneurs and the strategies they can use on the economy and examines gender impact on strategic management and entrepreneurship. While highlighting topics such as emotional intelligence, global economy, and strategic leadership, this book is ideally designed for managers, entrepreneurs, policymakers, academicians, and students.

In recent years an extensive range of new research has been revisiting the topic of the location of international business activities, from a variety of

different perspectives and background interests. This work has been inspired in part by two apparently quite different but actually related contemporary trends: on the one hand, an emergence or revitalization of clusters of activities co-located in or around selected global city regions or fast growing metropolitan areas; and on the other hand, an increased global dispersion of activities conducted within the value chains managed or coordinated by many large multinational enterprises and their business partners. The former trend has given rise to discussions of how the elite of the cultural-cognitive economy of the 21st century (in Allen Scott's terminology) or the creative class (Richard Florida's term) are now being drawn or brought back to major urban centers; while the latter trend is associated with debates over outsourcing, and the economic and social consequences of shifts in the ownership and location of distinct nodes of value chains once production systems become more fragmented and the component parts of such systems become more geographically dispersed. An increased interest in the subject of international business location has been shown by scholars in Strategic Management, in Economic Geography, and in Regional Science, as well as in our own interdisciplinary field of International Business Studies. However, as is often the case in academic research communities, these bodies of scholarship have tended to develop at

something of a distance from one another, each conversing internally more than they have with one another. Location of International Business Activities aims to promote a greater conversation between those interested in the topic of Location from various different backgrounds or starting points. The articles are taken from a special issue on the theme of the Multinational in Geographic Space which was published by The Journal of International Business Studies in 2013.

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

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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. Against the background of continuing crises in the world's economy, the question of what future awaits it in the third decade of the 21st century has become urgent. According to the paradigm model of long waves, the next global economic crisis is expected to transpire somewhere around 2030. This book defines the basic conditions for the development of the modern global economy, analyzing future scenarios for its long-term development, and providing applied recommendations for the practical

implementation of the optimal scenario. The book first explores the conceptual vision of the future and the priorities for the strategic development of the global economic system until 2030. It then formulates the requirements for entrepreneurship to achieve the priorities of the strategic development of the global economic system including long-term industry solutions for entrepreneurship and markets. Third, it outlines the guidelines for state regulation of the global economic system in the interest of achieving the priorities of its strategic development in the period up to 2030.

Artificial intelligence (AI) describes machines/computers that mimic cognitive functions that humans associate with other human minds, such as learning and problem solving. As businesses have evolved to include more automation of processes, it has become more vital to understand AI and its various applications.

Additionally, it is important for workers in the marketing industry to understand how to coincide with and utilize these techniques to enhance and make their work more efficient. The Handbook of Research on Applied AI for International Business and Marketing Applications is a critical scholarly publication that provides comprehensive research on artificial intelligence applications within the context of international business. Highlighting a wide range of topics such as diversification, risk management, and

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artificial intelligence, this book is ideal for marketers, business professionals, academicians, practitioners, researchers, and students.

Issues in Finance, Business, and Economics Research: 2012 Edition is a ScholarlyBrief™ that delivers timely, authoritative, comprehensive, and specialized information about Financial Economics in a concise format. The editors have built Issues in Finance, Business, and Economics Research: 2012 Edition on the vast information databases of ScholarlyNews.™ You can expect the information about Financial Economics in this eBook to be deeper than what you can access anywhere else, as well as consistently reliable, authoritative, informed, and relevant. The content of Issues in Finance, Business, and Economics Research: 2012 Edition has been produced by the world's leading scientists, engineers, analysts, research institutions, and companies. All of the content is from peer-reviewed sources, and all of it is written, assembled, and edited by the editors at ScholarlyEditions™ and available exclusively from us. You now have a source you can cite with authority, confidence, and credibility. More information is available at <http://www.ScholarlyEditions.com/>.

This edited volume brings together original scientific studies on current economic and developmental issues in the Balkan region, and is composed of papers by 25 authors from seven different countries. The Balkan region has gained significant

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interest in recent years due to its location and strategic position, representing a doorway to Europe, and the region's stability and progress have direct consequences on various European countries. Because of this strategic position, there is currently much debate regarding a potential partnership of the Balkan states with the European Union. This book offers insights into the current economic and developmental status of the countries in this region, offering a series of chapters that analyse the area from a variety of perspectives. It begins with a discussion on the recent history of the region, especially with reference to the former Yugoslavia and its break-up after the turbulence experienced in 1990s. Other sections are complementary to each other in that they offer comparisons of the Balkan states in their economic progress at the micro and macro levels. Topics such as European integration policies and effects, economic transition, regional trade, tax incentive policy, regional capital markets, regional development agencies and systems, remittances and foreign aid contributions, import-export policies, fiscal policies, analysis of regional microfinance, and the tourism sectors are explored in detail throughout the book.

Showcasing methodological rigour and state-of-the-art methods as hallmarks of modern international business (IB) research, this book offers a collection of the most relevant and highly cited research methods articles from the Journal of International Business Studies (JIBS). Each piece is accompanied by a new Commentary written by experts in the field; some also include Further Reflections by the original authors. Encompassing both qualitative and quantitative approaches, this comprehensive volume explores research design, testing and reporting, as well as specific methodological issues such as endogeneity, common method variance, and theorising from case studies. With recommendations for best practices relating to interaction

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effects, hypothesis testing, and replicability, this book is a unique and up-to-date reference source on the latest research methods and practices in international business. The book will also be essential reading for those studying any sub-discipline of IB research, including international economics, entrepreneurship, finance, management and marketing.

This volume fills a gap in the international business literature, offering the perspectives of researchers who are deeply embedded in one key emerging market, India. With the global economy changing dramatically, firms from emerging markets are playing increasingly important roles in both outward and inward internationalisation. International Business Strategy offers profound insights into international business activities in this rapidly-evolving environment, in which multinational corporations from emerging markets are now influential players. Reflecting the complex nature of India itself, the chapters employ a variety of theoretical lenses to shed light on a wide range of issues encountered by Indian businesses, from some of the world's largest corporations to small, entrepreneurial firms.

Explores the contemporary state of globalization, competition and growth in China. This book focuses on issues, such as foreign direct investment, international trade, reforms in the financial sector, the development of rural township and village enterprises, the investment strategies of multinational corporations, and economic growth.

With the rise of information and communication technologies in today's world, many regions have begun to adapt into more resource-efficient communities. Integrating technology into a region's use of resources, also known as smart territories, is becoming a trending topic of research.

Understanding the relationship between these innovative techniques and how they impact social innovation is vital

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when analyzing the sustainable growth of highly populated regions. The Handbook of Research on Smart Territories and Entrepreneurial Ecosystems for Social Innovation and Sustainable Growth is a pivotal reference source that provides vital research on the global practices and initiatives of smart territories as well as their impact on sustainable development in different communities. While highlighting topics such as waste management, social innovation, and digital optimization, this publication is ideally designed for civil engineers, urban planners, policymakers, economists, administrators, social scientists, business executives, researchers, educators, and students seeking current research on the development of smart territories and entrepreneurship in various environments.

This volume argues the need for a radical break with the methodological individualism that dominates economics, management and finance, asking 'How should we (re)define the concept of value?' and serving as a stepping stone for the rethinking of academic finance.

This volume explores major issues and concepts in the field of international business and management and asks the question 'What is it that we know?' It examines key topics such as multinational enterprise and strategic management theory, post-merger integration, internalizing firms and the strategy-performance relationship.

Statistical Analysis of Management Data provides a comprehensive approach to multivariate statistical analyses that are important for researchers in all fields of management, including finance, production, accounting, marketing, strategy, technology, and human resources. This book is especially designed to provide doctoral students with a theoretical knowledge of the concepts underlying the most important multivariate techniques and an overview of actual applications. It offers a clear, succinct exposition of each

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technique with emphasis on when each technique is appropriate and how to use it. This third edition, fully revised, updated, and expanded, reflects the most current evolution in the methods for data analysis in management and the social sciences. In particular, this edition includes:

- A new chapter on the analysis of mediation and moderation effects
- Examples using STATA for most of the statistical methods
- Example of XLSTAT applications

Featuring numerous examples, the book may serve as an advanced text or as a resource for applied researchers in industry who want to understand the foundations of the methods particularly relevant and typically used in management research, and to learn how they can be applied using widely available statistical software.

Thoroughly updated, the 9th edition of this bestselling textbook incorporates global trends and data, supported by an exemplary case selection based on firms from around the world. The internationally cited author team of Czinkota, Ronkainen, and Gupta balance conceptual understanding of business theory with the day-to-day realities of business practice, preparing students to become successful participants in the global business place. This edition brings greater focus on Asia and emerging markets, as well as Brexit, the impact of COVID-19 on business and the importance of technology and the digital space to international business practice. Through its discussion and analysis, the book guides students to a greater understanding of contemporary business issues and helps them to develop new tools of analysis. Covering all key aspects of international business, the authors emphasize a few key dimensions: international context, role of government in international business, small- and medium-sized firms, and social responsibility.

Sustainability: Essentials for Business by Scott T. Young and

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Kathy Dhanda gives students a thorough understanding of the complex interaction between the needs of society versus the ecological limits on natural resources. The first survey text of its kind to provide a comprehensive treatment of the relationship between business and sustainability, this book is a must-read focusing on the three "Ps": planet, people, and profit.

Issues in Finance, Business, and Economics Research: 2011 Edition is a ScholarlyEditions™ eBook that delivers timely, authoritative, and comprehensive information about Finance, Business, and Economics Research. The editors have built Issues in Finance, Business, and Economics Research: 2011 Edition on the vast information databases of ScholarlyNews.™ You can expect the information about Finance, Business, and Economics Research in this eBook to be deeper than what you can access anywhere else, as well as consistently reliable, authoritative, informed, and relevant. The content of Issues in Finance, Business, and Economics Research: 2011 Edition has been produced by the world's leading scientists, engineers, analysts, research institutions, and companies. All of the content is from peer-reviewed sources, and all of it is written, assembled, and edited by the editors at ScholarlyEditions™ and available exclusively from us. You now have a source you can cite with authority, confidence, and credibility. More information is available at <http://www.ScholarlyEditions.com/>.

THE ACADEMY OF INTERNATIONAL BUSINESS (UK and Ireland Chapter) published in association with the UK and Ireland Chapter of the Academy of International Business International Business: New Challenges, New Forms, New perspectives. This book provides in-depth and new knowledge about some of the most recent challenges for international businesses such as corporate social responsibility, the phenomenon of outward foreign direct

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investment from China, and the international growth of smaller firms, including international new ventures. This volume also reflects on new perspectives in international business by presenting the experience of successful business experts in the field in managing large international projects, the issues they face and the strategies they use to tackle them.

Contemporary Studies in Economic and Financial Analysis (CSEF 104) dedicates 16 chapters in articles and studies on Contemporary Issues of Business Economics and Finance. Authors contributed from the International Applied Social Science Congress, held in Turkey.

The International Business & Economics Research Conference Finance Reconsidered New Perspectives for a Responsible and Sustainable Finance Emerald Group Publishing

Drawing on the best contributions from the 2015 and 2016 Academy of International Business Latin America Chapter (AIB-LAT) conferences, this collection provides analysis and research into the intertwined managerial environments from this vast and complex region. By systematically highlighting environmental, firm and individual-level influences on international business activities, the authors aim to divide the complex nature of this phenomenon into manageable pieces while simultaneously providing an understandable overview of important international business factors in the region. The book invites readers to think critically about how factors at any particular level can only provide one piece of the overall internationalization puzzle in the region.

Providing cutting-edge material from a range of perspectives on entrepreneurial internationalization, this insightful book develops contemporary business concepts and business models to engage with a rapidly changing and diversifying world economy. Chapters build a conceptual and theoretical

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illustration of the field, providing key frameworks for the analysis of entrepreneurial internationalization, including insights into strategy and organization, as well as fundraising strategies for early internationalizing startups.É

This book presents selected papers from the 32nd Eurasia Business and Economics Society (EBES) Conference - Istanbul. Due to the COVID-19 restrictions, the conference presentation mode has been switched to “online/virtual presentation only”. The theoretical and empirical papers gathered here cover diverse areas of business, economics and finance in various geographic regions, including not only topics from HR, management, finance, marketing but also contributions on public economics, political economy and regional studies.

The book focuses on smart computing for crowdfunding usage, looking at the crowdfunding landscape, e.g., reward-, donation-, equity-, P2P-based and the crowdfunding ecosystem, e.g., regulator, asker, backer, investor, and operator. The increased complexity of fund raising scenario, driven by the broad economic environment as well as the need for using alternative funding sources, has sparked research in smart computing techniques. Covering a wide range of detailed topics, the authors of this book offer an outstanding overview of the current state of the art; providing deep insights into smart computing methods, tools, and their applications in crowdfunding; exploring the importance of smart analysis, prediction, and decision-making within the fintech industry. This book is intended to be an authoritative and valuable resource for professional practitioners and researchers alike, as well as finance engineering, and computer science students who are interested in crowdfunding and other emerging fintech topics.

As globalization explodes, so has international business scholarship. This second edition of the Oxford Handbook of

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International Business synthesises all the relevant literature of the last 40 years in 28 original chapters by the world's most distinguished scholars. Reflecting the changes and development in the field since the first edition this new edition has a changed structure, all the chapters have been updated to take account of the latest scholarship, and five new chapters freshly written. The Handbook is divided into six major sections, providing comprehensive coverage of the following areas: · History and Theory of the Multinational Enterprise · The Political and Regulatory Environment · Strategy and International Management · Managing the MNE · Area Studies · Methodological Issues These state of the art literature reviews will be invaluable references for students in business schools, social sciences, law, and area studies. Innovation contributes to corporate competitiveness, economic performance and environmental sustainability. In the Internet era, innovation intelligence is transferred across borders and languages at an unprecedented rate, yet the ability to benefit from it seems to become more divergent among different corporations and countries. How much an organization can benefit from innovation largely depends on how well innovation is managed in it. Thus, there is a discernible increase in interest in the study of innovation management. This handbook provides a comprehensive guide to this subject. The handbook introduces the basic framework of innovation and innovation management. It also presents innovation management from the perspectives of strategy, organization and resource, as well as institution and culture. The book's comprehensive coverage on all areas of innovation management makes this a very useful reference for anyone interested in the subject.

"This book provides examinations of the adoption and impact of e-government"--Provided by publisher.

Experts discuss improving job quality in low-wage industries

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including retail, residential construction, hospitals and long-term healthcare, restaurants, manufacturing, and long-haul trucking. Americans work harder and longer than our counterparts in other industrialized nations. Yet prosperity remains elusive to many. Workers in such low-wage industries as retail, restaurants, and home construction live from paycheck to paycheck, juggling multiple jobs with variable schedules, few benefits, and limited prospects for advancement. These bad outcomes are produced by a range of industry-specific factors, including intense competition, outsourcing and subcontracting, failure to enforce employment standards, overt discrimination, outmoded production and management systems, and inadequate worker voice. In this volume, experts look for ways to improve job quality in the low-wage sector. They offer in-depth examinations of specific industries—long-term healthcare, hospitals and outpatient care, retail, residential construction, restaurants, manufacturing, and long-haul trucking—that together account for more than half of all low-wage jobs. The book's sector view allows the contributors to address industry-specific variations that shape operational choices about work. Drawing on deep industry knowledge, they consider important distinctions within and between these industries; the financial, institutional, and structural incentives that shape the choices employers make; and what it would take to make more jobs better jobs. Contributors Eileen Appelbaum, Rosemary Batt, Dale Belman, Julie Brockman, Françoise Carré, Susan Helper, Matt Hinkel, Tashlin Lakhani, JaeEun Lee, Raphael Martins, Russell Ormiston, Paul Osterman, Can Ouyang, Chris Tilly, Steve Viscelli

In the digital age, consumers have morphed from passive receivers of marketing messages to active suppliers of information about product through various digital media, creating a need for businesses to effectively manage a more

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diverse and creative range of consumers. *Managing Diversity, Innovation, and Infrastructure in Digital Business* is a collection of innovative research on new avenues in overall digital infrastructures, digital modern business infrastructures, business automation, and financial aspects of modern businesses. Featuring research on topics such as electronic word-of-mouth strategies, social media marketing, and digital communication, this book is ideally designed for business professionals, managers, and undergraduate and postgraduate business students seeking current research on business in the digital environment.

In the modern globalized economy, it is important for businesses of all sizes to take advantage of the opportunity to enter diverse markets around the world. Through an international presence, organizations can remain competitive. *The Handbook of Research on Global Business Opportunities* combines comprehensive viewpoints and research on various business enterprises from around the world in companies of all sizes and models, discussing different aspects and concerns in the global business environment such as corruption, taxation, supply chain management, and economic impacts. This handbook is an essential reference source for business executives from both large and small firms, business scholars, researchers, academics, students, and professionals.

The human aspect plays an important role in the social sciences. The behavior of people has become a vital area of focus in the social sciences as well. *Interdisciplinary Behavior and Social Sciences* contains papers that were originally presented at the 3rd International Congress on Interdisciplinary Behavior and Social Science 2014 (ICIBSoS 2014),

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Successfully combining cross-cultural management and business research methods, this team of international authors provide much needed coverage of the implications that should be considered when undertaking research across different cultures. 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 negative and positive ones, on the conduct of international business.

Economic growth is one of the primary goals for all countries. There are many factors that contribute to a healthy and stable economy, and studying these emerging methods and techniques can aid in creating sustainable economic growth. Business Infrastructure for Sustainability in Developing Economies is a comprehensive reference source filled with informative discussions on the socio-economic expansion of developing nations.

Featuring dynamic topics such as supply chain management, foreign trade deficits, service quality, and sustainable energy solutions, this book is an ideal resource for business managers, practitioners, professionals, and researchers who are interested in discovering the most recent trends and solutions in sustainable economic growth.

The growth of global commerce depends on many different factors and strategies in order for

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multinational corporations to efficiently compete and thrive in the international marketplace. In addition to business strategies, corporations must also be aware of political affairs that may impact their global economic status. The Handbook of Research on Impacts of International Business and Political Affairs on the Global Economy features dual perspectives on the business and political viewpoints for nations striving to maintain their economic standing in the era of globalization. Providing insight into various economic factors impacting global businesses and international affairs, this publication is a critical reference source for students, policymakers, international diplomats, researchers, scholars, and practitioners interested in financial challenges in the era of globalization.

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