

Journal Of Transnational Management

Accounting research in emerging economies has grown over the last two decades. This is partly due to the increasing realisation that accounting has a central role to play in the development of these economies. Accounting can contribute to enterprise development, governance improvements and promote foreign direct investment. In addition, the increasing integration of the world economy has led to a significant interest in understanding accounting systems in emerging economies. The articles in the volume contribute immensely to our understanding of how accounting functions in emerging economies. The papers have examined various issues including the adoption of International Financial Reporting Standards (IFRS), internet financial reporting, the impacts of ownership concentration and board characteristics on firm performance, governance practices of firms, corporate social responsibility and environmental accounting, related party transactions, budgetary practices, activity-based costing, and females and the accounting profession. The papers have provided wide ranging empirical and theoretical issues that will have policy implications and also generate future academic debates. Overall, the volume advances debate on the role of accounting in different forms of organisations in emerging economies. We believe the audience will find the papers interesting and insightful in terms of theoretical development, practices, policy implications and future research directions. A volume that concentrates on the substantive gaps in the IB/IM field and addresses whether these gaps are resolvable with the theoretical and methodological toolkit.

Transnational management issues are increasingly important in the media industry. This project examines research on the management strategies that media corporations employ as they move into overseas markets and the management issues they face once they get there. The study concludes that research on transnational media management has been sparse and fragmented. In addition, it identifies questions that should be addressed in the future if scholars are to better understand the behavior of global media corporations.

This exploration of marketing and consumer behaviour comprises original articles, both theoretical and empirical, and serves as a sourcebook for those interested in consumption and managerial consequences. Issues discussed include: elements of the marketing mix; advertising and promotion; relationship management; managerial intervention and stakeholder response; organization behaviour; economic development; class-and-gender-linked consumer behaviour; and the production of consumption. They are examined using anthropological perspectives and methods ranging from materialistic to semiotic.

**The Palgrave Handbook of Knowledge Management
International Entrepreneurship in Emerging Markets
A comparison between planning executives emphases
Proceedings of IAC 2017 in Vienna
Fundamentals of Public Communication Campaigns**

Understand the economic, cultural, and enterprise issues facing the Arab countries of the Middle East! Jordan is playing a vital role in the economic and political transformation of the Middle East, but little research has been done on its business climate. Management and International Business Issues in Jordan fills that gap. This groundbreaking volume spans the social, cultural, economic, and enterprise issues facing Jordan, as seen by Arab managers, academics, finance professionals, and business leaders. Many experts believe that Jordan has the potential to become another Singapore. Management and International Business Issues in Jordan suggests ways your company can be among the first to establish profitable business enterprises in this strategically placed nation. It analyzes corporate culture and the best tactics for consolidating your firm's economic position. Management and International Business Issues in Jordan provides empirical research and pragmatic advice on how to make your business in Jordan a success, including: reducing high transaction costs working with, not against, the prevailing corporate culture understanding why multinational corporations should choose a joint venture strategy as the most effective way to establish a presence encouraging the growth of business and the involvement of entrepreneurs improving the local infrastructure to attract international investment responding positively to the challenges of reform and internationalization understanding the complex historical factors that still influence Jordan's economy recognizing the sources of job satisfaction in traditional Arab corporate culture Whether your business is based in Jordan or you are planning to expand to that market, Management and International Business Issues in Jordan provides the information you need to make your venture a success.

Globalization, sustainable development, and technological applications all affect the current state of the business sector in Asia. This complex industry plays a vital part in the overall economic, social, and political aspects of this region, as well as on a larger international scale.

Managerial Strategies and Solutions for Business Success in Asia is an authoritative reference source for the latest collection of research perspectives on the development and optimization of various business sectors across the Asian region and examines their role in the globalized economy. Highlighting

pertinent topics across an interdisciplinary scale, such as e-commerce, small and medium enterprises, and tourism management, this book is ideally designed for academics, professionals, graduate students, policy makers, and practitioners interested in emerging business and management practices in Asia.

Keep up with management issues in the rapidly changing Islamic business world! *Islam and Business: Cross-Cultural and Cross-National Perspectives* reviews important changes, cross-cultural differences, and management issues in the turbulent Islamic business environment. With the shift from government ownership of companies and commodities toward more open markets and the product/service diversification that this change brings, the need to understand how business is done in these countries is more vital than ever before. The research in this book will help you understand the impact of Westernization upon business practices in Islamic nations. With contributions from experts on four Islamic business environments (Turkey, Jordan, Egypt, and Lebanon), this book: provides a framework to guide corporations in policy and strategic planning examines the impact of Western reforms on selected Islamic business sectors discusses the training, leadership, and management development needs of companies doing business in or with Islamic nations

Section 1: Business in Turkey presents: a framework for corporate policy making and for strategic planning activities an assessment of what can cause strategic alliances to succeed or to fail--illustrated by a case study of the relationship between Turkish Airlines and the Qualiflyer Group--this study considers the question in terms of goals, partner selection, alliance management, and areas of cooperation an examination of value-at-risk (VaR) models that can be used to compute market risk for financial institutions--with a study of crisis scenarios as applied to the four largest Turkish banks

Section 2: Business in Jordan presents: a study of the impact Westernization has had on the efficiency of Jordanian commercial banks an examination of current practices and procedures for management training and development (MTD) needs in public and private organizations in Jordan--and suggestions for future improvements an exploratory study of how national and regional socio-cultural values affect organizational culture--considering such factors as Power Distance (PD), Uncertainty Avoidance (UA), the Individualism-Collectivism (IDV) dimension, and the Masculinity-Femininity (MAS) dimension, as well as power culture, role orientation, achievement culture, and the support-oriented organization

Section 3: Business in Egypt and Lebanon presents: a comprehensive model of relationships between transactional and transformational leadership trust in terms of organizations, organizational justice, intention to leave, and organizational citizenship behavior--using data supplied by 179 middle and direct level managers in 17 private Egyptian organizations an analysis of the factors affecting the advancement of the Lebanese tourism industry, which has suffered tremendously in the wake of civil war and political unrest

The information in *Islam and Business* will be helpful to anyone practicing management or studying how management works in the Islamic world. Make it a part of your professional/teaching collection today!

Katharina Kretschmer contributes to the role typology research stream in international business. The book is highly relevant for management practice. Deep insights into the implications of subsidiary roles are displayed, and it is shown that role-specific subsidiary management is possible if not necessary. In the future, MNC managers could benefit even more when, instead of treating all their subsidiaries alike, approaching them differently – especially when evaluating their performance.

Performance Evaluation of Foreign Subsidiaries

Changes and Developments

Tax Management Portfolios

International Business in Latin America

Cross-cultural and Cross-national Perspectives

The aim of this volume is to explore entrepreneurship and business from the perspective of Islamic principles, which are usually based on collaboration, teamwork, generosity and altruism. The contributions deal with the confluence of Islamic Principles with entrepreneurial and business ownership characteristics; resource use by entrepreneurs; means of entrepreneurial success, and ethics and social responsibility.

Human resource departments have been a crucial part of business practices for decades and particularly in modern times as professionals deal with multigenerational workers, diversity initiatives, and global health and economic crises. There is a necessity for human resource departments to change as well to adapt to new societal perspectives, technology, and business practices. It is important for human resource managers to keep up to date with all emerging human resource practices in order to support successful and productive organizations. The Research Anthology on Human Resource Practices for the Modern Workforce presents a dynamic and diverse collection of global practices for human resource departments. This anthology discusses the emerging practices as well as modern technologies and initiatives that affect the way human resources must be conducted. Covering topics such as machine learning, organizational culture, and social entrepreneurship, this book is an excellent resource for human resource employees, managers, CEOs, employees, business students and professors, researchers, and academicians.

International Academic Conference on Teaching, Learning and E-learning and International Academic Conference on Management, Economics and Marketing Vienna, Austria 2017 (IAC-MEM 2017 + IAC-TLEI 2017), August 18 - 19, 2017

In this timely new contribution, Koehn and Rosenau develop their transnational-competence framework and demonstrate the promise of its application across six critical professions: teacher education, engineering, business management, social work, sustainable-development (encompassing agricultural sciences, public administration, and natural-resources management), and medicine/health. Transnational Competence offers higher-education leaders around the world useful ideas for enhancing and transforming professional programs so that graduating practitioners will be prepared with the skills needed to manage horizon-rising challenges that connect populations, ecosystems, and fields of study. Aimed principally at higher-education leaders and graduating professionals throughout the world, Transnational Competence focuses on the skills that tomorrow's practitioners will need to deal with what the authors term horizon-rising transboundary

challenges.

The Management of Transnational Higher Education

Research Handbook on Brand Co-Creation

Strategy and Management

Contemporary Marketing and Consumer Behavior

Transnational Marketing and Transnational Consumers

There are 60 million health care workers globally and most of this workforce consists of nurses, as they are key providers of primary health care. Historically, the global nurse occupation has been predominately female and segregated along gendered, racialised and classed hierarchies. In the last decade, new actors have emerged in the management of health care human resources, specifically from the corporate sector, which has created new interactions, networks, and organisational practices. This book urgently calls for the reconceptualisation in the theoretical framing of the globalised nurse occupation from International Human Resource Management (IHRM) to Transnational Human Resource Management (THRM). Specifically, the book draws on critical human resource management literature and transnational feminist theories to frame the strategies and practices used to manage nurses across geographical sites of knowledge production and power, which centralise on how and by whom nurses are managed. In its current managerial form, the author argues that the nurses are constructed and produced as resources to be packaged for clients in public and private organisations. This international Handbook provides a comprehensive overview of key topics, debates and issues within the now well-established field of Knowledge Management (KM). With contributions from a range of highly-skilled authors, diverse and multi-disciplinary approaches towards KM are explored in this fantastic new reference work. Topics covered include performance, ethics, sustainability and cross-cultural management, making this an equally important read to academics and practitioners working in areas such as technology, education and engineering. By analysing how the field of KM has developed over the years, as well as presenting new methods to be implemented in the workplace, this Handbook outlines a research agenda for the future of organisational learning and innovation.

This volume in the Academy of International Business Latin America Chapter (AIB-LAT) series presents research findings and theoretical developments in international business, with special emphasis on innovation, geography and internationalization in Latin America. Contributions are based on the best papers from the fourth annual AIB-LAT conference.

Culture and international business has been co-published simultaneously as Journal of transnational management development, volume 4, numbers 3/4 1999.

Functional Responsibilities in the MNE's Value Network

Marketing Issues in Western Europe

Transnational Management

An Anthropological Sourcebook

Accounting in Emerging Economies

In this new edition of a successful textbook the authors assess the turbulent environment in which international businesses operate and the approaches to strategy formulation and implementation which can be adopted. They also examine the functional and operational management of companies and fuse together the theoretical and empirical aspects of international management. New material includes coverage of leadership in transnational companies, cultural issues in international management, entrepreneurship and SMEs in global business, the impact of e-commerce, and the anti-globalization movement.

The most comprehensive and up-to-date textbook on public communication campaigns currently available Fundamentals of Public Communication Campaigns provides students and practitioners with the theoretical and practical knowledge needed to create and implement effective messaging campaigns for an array of real-world scenarios. Assuming no prior expertise in the subject, this easily accessible textbook clearly describes more than 700 essential concepts of public communication campaigns. Numerous case studies illustrate real-world media campaigns, such as those promoting COVID-19 vaccinations and social distancing, campaigns raising awareness of LGBTQ+ issues, entertainment and Hollywood celebrity campaigns, and social activist initiatives including the #MeToo movement and Black Lives Matter (BLM). Opening with a thorough introduction to the fundamentals of public communication campaigns, the text examines a wide array of different health communication campaigns, social justice and social change campaigns, and counter-radicalization campaigns. Readers learn about the theoretical foundations of public communication campaigns, the roles of persuasion and provocation, how people's attitudes can be changed through fear appeals, the use of ethnographic research in designing campaigns, the ethical principles of public communication campaigns, the potential negative effects of public messaging, and much more. Describes each of the 10 steps of public communication campaigns, from defining the topic and setting objectives to developing optimal message content and updating the campaign with timely and relevant information Covers public communication campaigns from the United States as well as 25 other countries, including Australia, Brazil, Canada, China, Egypt, India, Israel, Singapore, South Korea, and the United Kingdom Offers a template for creating or adapting messages for advertising, public relations, health, safety, entertainment, social justice, animal rights, and many other scenarios Incorporates key theories such as the Diffusion of Innovations (DoI) theory, social judgment theory (SJT), the Health Belief Model (HBM), social cognitive theory (SCT), and self-determination theory (SDT) Includes in-depth case

studies of communication campaigns of Islamophobia, antisemitism, white supremacism, and violent extremism. Fundamentals of Public Communication Campaigns is the perfect textbook for undergraduate students across the social sciences and the humanities, and a valuable resource for general readers with interest in the subject.

Provides the research insights from the international business field on entrepreneurship in the global firm. This collection offers a comprehensive perspective on the wide variety of conceptual and managerial issues that arise as a result of entrepreneurial action in firms operating in the global economy.

The Oxford Handbook of Contextual Approaches to Human Resource Management provides both conceptual and empirical analyses using a range of different lenses in order to provide a detailed examination of how context affects the design and implementation of HRM activities.

Management and International Business Issues in Jordan

Nature, Drivers, Barriers and Determinants

Nurses Beyond Human Resources

Entrepreneurship in the Global Firm

Islam and Business

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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

Decision support systems (DSS) are widely touted for their effectiveness in aiding decision making, particularly across a wide and diverse range of industries including healthcare, business, and engineering applications. The concepts, principles, and theories of enhanced decision making are essential points of research as well as the exact methods, tools, and technologies being implemented in these industries. From both a standpoint of DSS interfaces, namely the design and development of these technologies, along with the implementations, including experiences and utilization of these tools, one can get a better sense of how exactly DSS has changed the face of decision making and management in multi-industry applications. Furthermore, the evaluation of the impact of these technologies is essential in moving forward in the future. The Research Anthology on Decision Support Systems and Decision Management in Healthcare, Business, and Engineering explores how decision support systems have been developed and implemented across diverse industries through perspectives on the technology, the utilizations of these tools, and from a decision management standpoint. The chapters will cover not only the interfaces, implementations, and functionality of these tools, but also the overall impacts they have had on the specific industries mentioned. This book also evaluates the effectiveness along with benefits and challenges of using DSS as well as the outlook for the future. This book is ideal for decision makers, IT consultants and specialists, software developers, design professionals, academicians, policymakers, researchers, professionals, and students interested in how DSS is being used in different industries.

The last two decades have seen an explosive increase in the ethnic diversity of the workforce, growth in international business, and the emergence of many more multinational companies. The potential for problems as companies operate across borders and managers manage in countries which have different values, norms and cultural behaviors is great. By looking at organizational psychology in a cross-cultural context, we can gain an understanding of the challenges facing organizations and business today. This text breaks new ground in introducing organizational psychology from a cross cultural perspective. It provides a foundational overview of the current major theories in organizational psychology, and illuminates the impact of cultural differences on organizational dynamics. It also makes available specific research concerning our current understandings of how these dynamics play out in particular regions and countries, such as autocratic versus democratic leadership styles in Africa and Europe or conflict management in Asia. The volume offers a welcome introduction to the topic to those in industrial/organizational psychology, international relations and management, and international business/MBA programs focusing on international issues.

Transnational Competence

Research Anthology on Human Resource Practices for the Modern Workforce

the Czech, Slovak republics versus the United States : strokovna recenzija članka za revijo Journal of Transnational Management Development

Transnational Management and Globalised Workers

Transnational Media Management

Transnational Management offers a uniquely global focus on strategic development, organizational capabilities and management challenges. Expatriation is a big topic, and is getting bigger. Over 200 million people worldwide now live and work in a country other than their country of origin. Tens of billions of dollars are spent annually by organizations that move expatriates around the world. Yet, despite the substantial costs involved, expatriation frequently results in an unsatisfactory return on investment (ROI), with little or no knowledge as to how to improve it. Why is this so? Drawing on more than a decade of expertise, research, and publications in top journals, the authors provide you real solutions to achieve more than a satisfactory ROI from expatriates—with rule number one being: Understand expatriates

themselves. This book provides a practical “insider’s” guide that reveals why expatriates seek and accept international assignments; how they feel impacted by new forms of remuneration and other working conditions; how international assignments fit in with their longer-term career aspirations; and what complications arise in terms of their families. Whether you’re a manager or consultant, inside you’ll learn what modern-day global mobility is like (based on the authors’ decade-long study with nearly four hundred expatriates and their managers, as well as over a hundred who were interviewed personally), how it is changing, and why now, more than ever, a hard-nosed ROI approach is necessary. Technology is continuously advancing and changing the way aspects of business are performed. The implementation of mobile business transactions to acquire various types of goods has changed the landscape of consumerism. Apps Management and E-Commerce Transactions in Real-Time is a timely research publication that features the latest scholarly trends, issues, and implications of the use of a new technological forum in electronic buying and selling. Including extensive coverage on a number of topics and perspectives such as social networks, customer satisfaction, and cloud computing, this book is ideally designed for researchers, academicians, and students seeking current research on mobile solutions in business deals.

Successes and Challenges of Emerging Economy Multinationals investigates a broad variety of cases presenting clear evidence of fast successful internationalization of emerging economy multinationals. This in-depth analysis leads to the indication of numerous novel directions for further theoretical expansion and new empirical research.

Practising CSR in the Middle East

The Past, Present and Future of International Business and Management

Innovation, Geography and Internationalization

Managing Expatriates

The Role of the Subsidiary in International Business

Be prepared for the differences in marketing across European borders! Europe is not a uniform market. Each country is comprised of differing marketing systems of varying importance. Marketing Issues in Western Europe: Changes and Developments clears the fog from marketing practices and strategic issues for this crucial area of the business world. This detailed examination of Western European industries and marketing practices not only clearly explores the shifting trends within the countries described, but can also be seen as a bellwether for neighboring regions on the continent. Respected international experts provide an up-to-date inside look at what the pressing concerns are and what unique strategies work for business in various sectors. The European Union’s birth can be traced back to 1951 when six countries of Western Europe banded together to form what was then known as the European Coal and Steel Community. Since then, Western Europe has played a significant role as the nucleus for the important marketing trends and industry changes for the entire EU. Marketing Issues in Western Europe: Changes and Developments provides conceptual frameworks, illustrative case studies, deep analytical insights into marketing issues, detailed empirical data, and thoughtful propositions for future testing. International business researchers, business and marketing consultants, developmental agencies, and companies prospectively interested in investment will find this book to be crucial for making decisions involving marketing in the countries of the EU or the rest of the continent. Chapters are richly referenced, and several include tables and charts to clearly illustrate data. Marketing Issues in Western Europe: Changes and Developments includes: a thought-provoking look at the multidimensional state of marketing in Western Europe a probing appraisal of Pan-European marketing with a proposed conceptual framework a review of the marketing consequences of internal market unification an exploratory study of marketing practice and market orientation a penetrating look at the role of domestic animosity in consumer choice detailed research describing price strategy in the EU an exploration of the impact of fear appeal in a cross-cultural context and more! Marketing Issues in Western Europe: Changes and Developments is a probing examination of the dynamic marketing developments in Western European countries to give you the insight needed to effectively prepare for the future.

Reflecting on the evolving organisation of multinational enterprises (MNEs) and their growing presence in international business, this book focuses on value creation by subsidiaries in transition economies, and uses Poland as an example. Drawing on internalisation and business network theory, the author analyses the role of the subsidiary with the aim of explaining the mechanisms of subsidiary functional specialisation and its operationalisation. The book presents an innovative model illustrating the determinants of the functional responsibilities of subsidiaries, whilst providing an empirical analysis of foreign subsidiaries in Poland. Addressing a vital topic in international business and management studies, this Palgrave Pivot will be useful for researchers, students and practitioners.

TRANSNATIONAL MANAGEMENT focuses on the management challenges associated with developing strategies and managing the operations of companies whose activities stretch across national boundaries. The purpose of this book is to provide a conceptual framework of the interplay between the

multinational corporation, the countries in which it does business, and the competitive environment in which it operates. Through text narrative, cases, and readings, the authors skillfully examine the development of strategy, organizational capabilities, and management challenges for operating in the global economy.

Understand the economic, cultural, and enterprise issues facing the Arab countries of the Middle East! Jordan is playing a vital role in the economic and political transformation of the Middle East, but little research has been done on its business climate. Management and International Business Issues in Jordan fills that gap. This groundbreaking volume spans the social, cultural, economic, and enterprise issues facing Jordan, as seen by Arab managers, academics, finance professionals, and business leaders. Many experts believe that Jordan has the potential to become another Singapore. Management and International Business Issues in Jordan suggests ways your company can be among the first to establish profitable business enterprises in this strategically placed nation. It analyzes corporate culture and the best tactics for consolidating your firm's economic position. Management and International Business Issues in Jordan provides empirical research and pragmatic advice on how to make your business in Jordan a success, including: reducing high transaction costs working with, not against, the prevailing corporate culture understanding why multinational corporations should choose a joint venture strategy as the most effective way to establish a presence encouraging the growth of business and the involvement of entrepreneurs improving the local infrastructure to attract international investment responding positively to the challenges of reform and internationalization understanding the complex historical factors that still influence Jordan's economy recognizing the sources of job satisfaction in traditional Arab corporate culture Whether your business is based in Jordan or you are planning to expand to that market, Management and International Business Issues in Jordan provides the information you need to make your venture a success.

Culture and International Business

A Return on Investment Approach

Managerial Strategies and Solutions for Business Success in Asia

Global and Transnational Business

Transnational Management: Text, Cases & Readings in Cross-Border Management

Bringing together different theoretical perspectives on brand co-creation and discussing their practical applicability and ethical implications, this Research Handbook explores emerging notions of brand construction which view brands as co-created through collaborative efforts between multiple stakeholders.

Transnational Marketing and Transnational Consumers are becoming increasingly common in today's globalizing and fast moving world of business. This book presents a fresh perspective focusing on the transnational character of organizations and firms while underlining the importance of the transnationality of marketing strategies for success. At the same time, it introduces the novel concepts of Transnational Consumers and Transnational Mobile Consumers which take into account the increasing human mobility and its implications for marketing success. This book gives flesh to the ever popular shorthand "glocal" referring to strategies thinking globally but acting locally. This is the reality of current business environment where the norm is fast mobility of goods, services, finance, and consumers.

Transnational Mobility of Consumers is of increasing importance for understanding transnational marketing. Prof. Ibrahim Sirkeci's new book, Transnational Marketing and Transnational Consumers, deals with this important issue in an excellent way. The book is highly recommendable for both academics and practitioners in International Marketing. Svend Hollensen University of Southern Denmark Author of 'Global Marketing' (Pearson)

Edited by two renowned specialists in CSR in the Middle East, this book features contributions from leading CSR scholars in the region. Each chapter provides a comprehensive and up-to-date discussion of the most pertinent issues within the subject area, and also includes a number of real life case studies addressing emerging and timely CSR topics facing organizations in the Middle East. The book is intended for researchers and students of CSR, providing a state-of-the-art overview of the key themes, best practices and current debates focused upon the Middle East.

**Apps Management and E-Commerce Transactions in Real-Time
Theory, Practice and Ethical Implications**

Journal of Transnational Law & Policy

Successes and Challenges of Emerging Economy Multinationals

Research Anthology on Decision Support Systems and Decision Management in Healthcare, Business, and Engineering