

# Global Journal Of International Business Research

Philosophy of Science and Meta-Knowledge in International Business and Management  
Handbook of Global Supply Chain Management  
International Business  
Global Business and Management Research: An International Journal Vol.2 No.1  
International Business in a VUCA World  
Strategic Knowledge Management in Multinational Organizations  
Managing a Global Workforce  
Global Careers  
Handbook of Research on Information Management and the Global Landscape  
Emerging Economies and Firms in the Global Crisis  
The Oxford Handbook of International Business Strategy  
Global Business and Corporate Governance  
Outsourcing and Offshoring of Professional Services: Business Optimization in a Global Economy  
Theoretical and Applied Mathematics in International Business  
Global Value Chains, Flexibility and Sustainability  
Contemporary Leadership and Intercultural Competence  
Creating the Discipline of Knowledge Management  
Proliferation of the Internet Economy: E-Commerce for Global Adoption, Resistance, and Cultural Evolution  
Selected Readings on Global Information Technology: Contemporary Applications  
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International Business, Sustainability and Corporate Social Responsibility  
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Human Resource Strategies for Organizations in Transition  
Marketing Management in Asia  
Global Staffing  
Dynamics of Globalization

## Philosophy of Science and Meta-Knowledge in International Business and Management

Asia is no longer simply the continent to which the world turns for outsourcing and off shoring of production, leaving retailing to Western countries. Asia now contains many of the world's largest markets plus many emergent markets as well. North America is fast ceding ground to China as the world's largest economic power. Europe has been able to make productivity gains from trade, fiscal and monetary harmonization to remain globally competitive while Africa, whose nations practice free trade, is largely ignored both in terms of forgiving debt and providing further credit. Each chapter of this volume details the characteristics of an individual market in Asia and demonstrates the challenges that marketers are likely to face in these environments. Covering not just production or consumption but trade as it is practiced now, this book outlines the new norms, conventions and service performance levels that these markets demand.

## Handbook of Global Supply Chain Management

"This book offers articles focused on key issues concerning the development,

design, and analysis of global IT"--Provided by publisher.

## **International Business**

Explores the many issues surrounding living and working in a global environment. Relates how necessary it is for companies to conduct business while taking a global perspective to their operations.

## **Global Business and Management Research: An International Journal Vol.2 No.1**

Questions for Opening Scenario Analysis; Case 3.1. India Is Sending Jobs Abroad; Case 3.2. Europe: The New Destination for Latino Workers; Recommended Web Site Resources; Notes; 4. The Key Role of International HRM in Successful MNC Strategy; How Do MNCs Compete in Emerging Markets?; Introduction; Knowledge Transfer; Global Leadership Training and Development; Strategic Control Needs; Competitive Strategies of Multinational Corporations; Structuring for Optimal Global Performance; Linking Human Resource Management Practices to Competitive Strategy and Organizational Structure.

## **International Business in a VUCA World**

Provides an in-depth analysis of some of the most recent challenges for international businesses, such as corporate social responsibility and the phenomenon of outward foreign direct investment from China. Reflects on the new perspectives in international business by presenting the experience of successful business experts in the field.

## **Strategic Knowledge Management in Multinational Organizations**

This key new book synthesises Peter Buckley's work on 'the global factory' – the modern networked multinational enterprise. The role of interfirm networks, entrepreneurship and cooperation in the creation and management of global factories leads to a discussion of their governance, internal knowledge transfer strategies and performance, including their role in potentially combating societal failures. Emerging country multinationals are examined as a special case of global factories with a focus on Indian and Chinese multinationals, their involvement in tax havens and offshore financial centres, the performance and processes of their acquisition strategies – all seen as key aspects of globalisation.

## **Managing a Global Workforce**

The new and updated edition of this widely used text is equally useful for undergraduate and graduate students of international business. Its student-friendly format, detailed coverage of classic and timely topics, and extensive use of case studies make it widely adaptable for different level courses, as well as for educators who prefer either a case study or lecture approach. This edition features new coverage of the Asian financial crisis and the European Union. Its treatment of

such topics as foreign exchange, international trade policy, and economic development introduces students to techniques for analysing national economies that are not covered in many competing texts. Ethical and environmental issues are also covered in detail, and all case studies, tables, and figures have been thoroughly revised and updated. Each chapter includes a short case study, while longer, more complex case studies conclude the text. Each chapter also features learning objectives, discussion questions, and references. An online instructor's guide that includes PowerPoints with end-of-chapter answers and maps is available to instructors who adopt the text.

## **Global Careers**

Dedicated to Professor Peter Buckley, OBE, this volume of Progress in International Business Research explores the new challenges for MNEs, SMEs (small and medium sized enterprises) and INVs (International New Ventures) emerging from this changing and increasingly unpredictable political, economic, social and technological VUCA world.

## **Handbook of Research on Information Management and the Global Landscape**

In this book Dr. Michael Stankosky, founder of the first doctoral program in knowledge management, sets out to provide a rationale and solid research basis for establishing Knowledge Management (KM) as an academic discipline. While it is widely known that Knowledge is the driver of our knowledge economy, Knowledge Management does not yet have the legitimacy that only rigorous academic research can provide. This book lays out the argument for KM as a separate academic discipline, with its own body of knowledge (theoretical constructs), guiding principles, and professional society. In creating an academic discipline, there has to be a widely accepted theoretical construct, arrived at by undergoing scholarly scientific investigation and accompanying rigor. This construct becomes the basis for an academic curriculum, and proven methodologies for practice. Thus, the chapters in this book bridge theory and practice, providing guiding principles to those embarking on or evaluating the merits of a KM program. As a methodology itself for undertaking the development of a body of knowledge, a KM Research Map was developed to guide scholars, researchers, and practitioners. This book presents this map, and showcases cutting-edge scholarship already performed in this nascent field by including the dissertation results of eleven KM scholar/practitioners.

## **Emerging Economies and Firms in the Global Crisis**

## **The Oxford Handbook of International Business Strategy**

The limited number of global or international strategy textbooks almost exclusively focuses on how to manage larger, multinational enterprises (MNEs), which primarily come from and compete in developed economies. While MNEs are important, such a focus ignores the fact (1) that many smaller, entrepreneurial

firms have also aggressively internationalized recently and (2) that MNEs often have to compete in emerging economies, which increasingly nurture strong local competitors. Most mainstream strategic management textbooks, while seeming to address the hot theme of globalization, contain only one chapter on international strategy. Finally, most international business textbooks do have a section (containing several chapters) on international strategy. However, they always carry a wider coverage of major business functions such as marketing, operations, finance, and accounting, making them unwieldy. GLOBAL STRATEGY is written to offer a number of new perspectives. These include (1) a broadened definition of global strategy, (2) a comprehensive and innovative coverage, (3) an in-depth and consistent explanation of cutting-edge research, and (4) an interesting and accessible way to engage students. In this book, global strategy is defined not as MNE strategy only, but as strategy around the globe. Most global strategy and international business textbooks take the perspective of the foreign entrant, typically the MNE, often dealing with issues such as how to enter foreign markets. Important as these issues are, they only cover one side of international business, namely, the foreign side. The other side, naturally, is how domestic firms compete against each other and against foreign entrants. Failing to understand the other side, at best, captures only one side of the coin.

## **Global Business and Corporate Governance**

Global companies are facing a new, pressure to develop leaders with global mindsets. The war for managerial talent has never been so intense. Companies and business schools need not only to fine tune practices and models, but redesign current paradigms and create more effective and sustainable ways to invest in leadership development.

## **Outsourcing and Offshoring of Professional Services: Business Optimization in a Global Economy**

The major changes in strategy and structure in MNEs increasing levels of global integration, innovation by design, new network structures, outsourcing of major value-chain activities, E-commerce and the backlash against globalization. This special issue includes an overview of the integration-responsiveness framework.

## **Theoretical and Applied Mathematics in International Business**

Featuring contributions from some of the world's most renowned cross-cultural management theorists and commentators, this breakthrough text explores the cross-cultural dynamics within organizations. The book examines the evolving role of cultural diversity in the workplace, the application of cultural comprehension to organizations, and the measurement of various aspects of intercultural competence.

## **Global Value Chains, Flexibility and Sustainability**

The 7th Edition of Global Marketing Management prepares students to become effective managers overseeing global marketing activities in an increasingly

competitive environment. The text's guiding principle, as laid out concisely and methodically by authors Kotabe and Helsen, is that the realities of international marketing are more "multilateral." Suitable for all business majors, the text encourages students to learn how marketing managers work across business functions for effective corporate performance on a global basis and achievement of overall corporate goals. Global Marketing Management brings timely coverage in various economic and financial as well as marketing issues that arise from the acutely recessionary market environment.

## **Contemporary Leadership and Intercultural Competence**

This book provides a conceptual framework of global value chains, flexibility and sustainability, supported by research projects, case applications and models in various 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 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 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 '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, ranging from management students and researchers, to practicing business managers, as well as for professional institutions, consultants, and corporate organizations.

## **Creating the Discipline of Knowledge Management**

This book provides an overview of current approaches and research in the field of international organizations with a focus on implementation issues in a globalized context. Written by a team of recognized leaders in the field, associated with the growing and influential International Organizations Network (ION). Covers topical issues such as managing virtual teams and globalization. Makes a cohesive statement about the field of international organizations. Is written with a focus on implementation issues. Offers a solid contribution to the closing of the gap between researchers and practitioners.

## **Proliferation of the Internet Economy: E-Commerce for Global Adoption, Resistance, and Cultural Evolution**

Multinational enterprises must contend with increasingly challenging conditions in the international business environment. This Handbook explores how classic principles of international competitive strategy are transformed in today's markets and provides suggestions on how firms can develop effective strategies to respond to these transformations.

## **Selected Readings on Global Information Technology:**

## **Contemporary Applications**

Multinational Corporations are meeting new challenges by focusing on core activities, value chain disaggregation, relocation of activities to emerging markets, industry consolidation, technological change, and market volatility. In this volume we scrutinize different models to examine how MNCs can cope and orchestrate a global network organization.

## **Leadership Development in a Global World**

Cross-border flows of goods, services, capital, knowledge, and ideas have substantially increased. This book focuses on how the interface between firm-specific advantages, liability of foreignness, and location-specific advantages are spelled out in the more global world.

## **Japanese Subsidiaries in the New Global Economy**

This state-of-the-art Handbook provides a comprehensive understanding and assessment of the field of global supply chain management (GSCM). Editors John T. Mentzer, Matthew B. Myers, and Theodore P. Stank bring together a distinguished group of contributors to describe and critically examine the key perspectives guiding GSCM, taking stock of what we know (and do not know) about them.

## **The Blackwell Handbook of Global Management**

With interest in the global environment and the management of 'talent' increasing, understanding the issue of global careers is crucial for students and managers alike. This exciting book captures broad research extending to a large set of diverse motivations, experiences, and outcomes of international work in global 'for profit' and 'not for profit' organizations and delivers nuanced insights into the management of international employees for firms and governmental/non-governmental organizations. This text covers global career issues in-depth, working at the intersection of career and international human resource management and using a number of perspectives, such as organizational or individual ones. Chapters include: theories, frameworks and concepts supporting research/data where relevant managerial implications, summaries, learning points, figures and tables. Illustrated with up to the minute case studies from companies such as Pepsi, Imperial Tobacco, Cadbury Schweppes, PricewaterhouseCoopers, Philips, HSBC, Misys, Philip Morris International and Masterfoods, Global Careers is essential reading for all those studying or concerned with career management, human resource management and international business.

## **International Business, Sustainability and Corporate Social Responsibility**

"This book discusses the considerations and implications surrounding the outsourcing and offshoring of professional services, such as software development computer-aided design, and healthcare, from multiple global perspectives. This book, offers industry professionals, policymakers, students, and educators with a

balance between a broad overview and detailed analysis of offshore outsourcing, would make an invaluable addition to any reference library"--Provided by publisher.

## **International Business**

"This book presents a comprehensive set of investigations of a wide range of environmental factors, both internal and external, that contribute to the key challenge of complexity in KM. These factors include culture, technology, communications, infrastructure, and learning and leadership structures"--Provided by publisher.

## **Alliance Capitalism and Global Business**

Staffing is one of the biggest issues facing companies moving into the global market today. This book provides a multi-disciplinary, integrated and critical discussion-based analysis of current and emerging issues in global staffing. It critically examines best practice and leading approaches, drawing on research from a range of disciplines including international strategy, management, HRM and organizational theory. The key theme of localization is also examined along with the complex associated implementation issues in a number of different regions. This text takes a truly international approach, giving students of HRM and international business an in-depth understanding of the processes of global staffing.

## **International Business Strategy**

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.

## **International Journal of Business Analytics (IJBAN).**

Explores the role of expatriates in the mobilization, nurturing and sharing of knowledge between their original country and the MNCs' host countries. This title includes topics that are related to the management of knowledge and the tools, methods and practices that can be customized to facilitate the transfer of knowledge in MNC settings.

## **The Global Factory**

This volume is the proceedings of a symposium entitled "Human Resource Strategies for Organizations in Transition" which was held at Salve Regina College, Newport, Rhode Island on May 30 - June 2, 1989. The meeting was sponsored by the Research Committee of the Human Resource Planning Society (HRPS). In developing the agenda, the Research Committee built upon the format of the previous HRPS research symposia. The intent in these meetings is on the linkage of

the state-of-practice with the state-of-the-art. Particular attention was placed on research studies which were application oriented so that member organizations can see examples of ways to extend current practices with the knowledge presented by the applications. The meeting has sessions on: (1) Reshaping the Organization for the Twenty-first Century, (2) Coping with Major Organizational Change, (3) Organization Downsizing, (4) Evaluating the Human Resource Function and (5) The Impact of Corporate Culture on Future Human Resource Practices. Thirty papers were presented with discussion sessions at appropriate points in the meeting. This volume contains twenty one of these papers along with an introductory paper. A short summary is also provided at the beginning of each major subdivision into which the papers are arranged.

## **Global Business**

This is the first in a two volume study of Corporate Social Responsibility and corporate behaviour from around the world, taking in viewpoints from five continents and over ten countries. These case studies present a detailed analysis of best practice in the corporate world in the areas of social ethics and community engagement.

## **The Regional Multinationals**

Comprised of chapters that explore the impact of the global crisis on emerging economies and firms and their response to it. The ways in which the leading emerging economies of Brazil, Russia, India and China are dealing with the challenges of the crisis are complemented by the methods applied by countries and firms in Central and Eastern Europe.

## **Management and International Review**

The Journal of Global Business and Management Research (GBMR) is a quarterly peer-reviewed journal which strives to comply with highest research standards and scientific/research/practice journals' qualities. Being international and interdisciplinary in scope, GBMR seeks to provide a platform for debate among diverse academic and practitioner communities who address a broad area of business and management issues across the globe. It is currently indexed in a number of prestigious databases including Gale and Ebsco.

## **The Role of Expatriates in MNCs Knowledge Mobilization**

With stagnated demand in many home economies, the need to internationalize and exploit foreign market opportunities has never been more paramount for businesses to succeed at a global level. However, this process raises a number of questions, such as: can firms use their knowledge of one market in the next? Can firms pursue internationalization on several fronts at the same time? How should firms handle cultural and institutional differences between markets? This textbook provides students with the core research in international business and strategy, including organization, efficiency, external relationships and the challenges found in an increasingly multicultural world. Each part begins with a presentation of the

issues and controversies faced in that particular area, followed by a synthesis of the research which provides avenues for future research. To facilitate and encourage further debate and learning, each part also includes at least one original case study. Compiled by two of the World's leading scholars of international business, and supplemented with critical commentaries and a range of integrative case studies, this comprehensive textbook provides advanced students of international business and strategy with a resource that will be invaluable in their studies and beyond.

## **International Business**

This book presents a new era where the main force for social change, research, education, economic betterment, and even employee happiness is the global enterprise. So many businesses today are “global,” though often with conflicting priorities and potential civilization clashes. Companies may operate in a practically borderless world, seeking ideas and talents globally, but without proper knowledge and preparation, it is one endless struggle. Inside, you'll learn many global business-related issues ranging from historical matters to the realities of the 21st century—from local cultures to global organizations and from political, legal, and economic topics to accounting, finance, marketing, and management perspectives. This book directs your attention to critical business challenges in addition to the need of corporate governance at all levels. These issues include how it all relates to the environment and the structure of the corporation. Whether you're already out in the CEO world, or a student in upper-level undergraduate or graduate study, or executive education, this book gives you numerous combinations of how-to-do projects with philosophical perspectives of a new and challenging era.

## **Global Marketing Management**

Although many firms label themselves 'global', very few can back this up with truly global sales and operations. In *The Regional Multinationals* Alan Rugman examines first-hand data from multinationals and finds that most multinationals are strongly regional, with international operations in their home regions of North America, the US or Asia. Only a tiny proportion of the world's top 500 companies actually sell the same product and deliver the same services around the world. Rugman exposes the facts behind the popular myths of doing business globally, explores a variety of regional models and offers an authoritative agenda for future business strategy. *The Regional Multinationals* is the essential resource for all academics and students in International Business, Organization and Strategic Management, as well as those with an interest in finding out how multinationals really work in practice and how future strategy must respond.

## **Orchestration of the Global Network Organization**

Since the 1970s, there have been many changes in the ways in which Japanese firms have conducted business. This volume examines the strategies of Japanese subsidiaries in the new global economy and present a comprehensive picture of Japanese multinational enterprises.

## **Global Strategy**

John Dunning is the leading authority in the field of international business. His latest work analyses: \* future developments in global business \* a comparison of US and Japanese investment in Europe \* competitiveness, trade and integration \* spatial dimensions of globalization

## **Human Resource Strategies for Organizations in Transition**

In the past, practical applications motivated the development of mathematical theories, which then became the subject of study in pure mathematics where abstract concepts are studied for their own sake. The activity of applied mathematics is thus intimately connected with research in pure mathematics, which is also referred to as theoretical mathematics. Theoretical and Applied Mathematics in International Business is an essential research publication that explores the importance and implications of applied and theoretical mathematics within international business, including areas such as finance, general management, sales and marketing, and supply chain management. Highlighting topics such as data mining, global economics, and general management, this publication is ideal for scholars, specialists, managers, corporate professionals, researchers, and academicians.

## **Marketing Management in Asia**

Discover success in global business today with the most strategic approach to international business topics and unique coverage not found in other books. Written by renowned international instructor and author Mike Peng, GLOBAL BUSINESS is the first truly global business book to answer the big question, What determines the success and failure of firms around the globe? This edition blends both an institutional-based view and resource-based view throughout every chapter for an unparalleled continuity in the learning process. The book combines an inviting, conversational style with the latest research and examples throughout every chapter. A comprehensive set of cases from Mike Peng and other respected international experts examine how companies throughout the world have expanded globally. All-new video cases, world maps, and unique global debate sections help readers view business challenges from a truly global perspective. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

## **Global Staffing**

The new and updated edition of this widely-used text is equally useful for undergraduate and graduate students of international business. Its student-friendly format, detailed coverage of classic and timely topics, and extensive use of case studies make it widely adaptable for different level courses, as well as for educators who prefer either a case study or lecture approach. Online instructor materials are available to adopters.

## **Dynamics of Globalization**

"This book specifically develops theories to understand service quality and quality management practice of EC which is completely a new and innovative effort to formulate perceptions of global consumers"--Provided by publisher.

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