

Global Journal Of International Business Research

This book describes how a deeper knowledge and understanding of cultural differences represents a meaningful and useful tool for management of companies, and in particular SMEs, in the People's Republic of China. After introductory chapters on the internationalization of SMEs and the role played by management in this process, the authors explore the implications of academic discourses on culture and its dimensions for company management. The influence of Chinese cultural roots and the country's current cultural environment on management is then examined, with provision of guidance on response to the identified challenges. A key feature of the book is the presentation of important recent fieldwork in the main economic regions of China. This research further clarifies how business culture and cultural differences impact on company activities in China and casts light on various aspects of the adaptive capability of SMEs within the country, highlighting the value of cultural awareness and intelligence. The book will be of interest to academics and practitioners alike.

Discover what it takes to create a sustainable competitive advantage in management and business today with this straightforward, powerful strategic

management resource. COMPETING FOR ADVANTAGE, 3E focuses specifically on the issues most important to today's current or future practitioner. The book details the processes and tools you need to better understand and effectively contribute to your organization's strategic management process. Applied examples illustrate the latest thinking, practices, and research in strategic management today with in-depth discussions that examine critical topics such as innovation, professional service and crisis management. Access to relevant cases, a focus on the emerging issues such as ethics, and an emphasis on technology throughout prepare you for success in the fast-paced, ever-changing global economy in which today's firms compete. Take your students to a new level of understanding strategic management concepts and practices with COMPETING FOR ADVANTAGE, 3E. Straightforward, focused, and concise, this edition presents the latest strategic management research and practices, now with more in-depth discussions of the most current strategic topics in business today. Detailed real-life examples and instant access to relevant cases keep the book focused on issues most important to current or future practitioners. Crafted to meet the special needs to MBA and executive MBA students, the book details the processes and tools used in strategic analysis to create a sustainable competitive advantage. Full chapters on strategic

leadership, corporate governance, and a new chapter on real options examine issues most critical in today's business environment. Comprehensive new instructor support with electric solutions help you effectively prepare a powerful course that addressed traditional and relevant emerging topics that are shaping strategic management today. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The book investigates the entrepreneurial marketing (EM) concept within the broader discipline of international entrepreneurship. The analysis of this concept, and designing a model of EM antecedents, elements, and outcomes that was tested on the basis of empirical studies covering companies from three European countries, explores and develops the field of international marketing and entrepreneurship. The book examines the role of entrepreneurial marketing in the internationalization processes of new ventures and adopts both qualitative and quantitative methods for analyzing the antecedents and characteristics of entrepreneurial marketing, as well as their relationships with internationalization activities and firms' performances. It goes on to show how the application of entrepreneurial marketing may lead to an accelerated internationalization of companies originating from a

transition market, as well as the Western-European markets. It addresses these topics with regards to entrepreneurial marketing and management and will be of interest to researchers, academics, managers, entrepreneurs, and students in the fields of international business, international marketing, and entrepreneurship.

Verbeke provides a new perspective on international business strategy by combining analytical rigour and true managerial insight on the functioning of large multinational enterprises (MNEs). With unique commentary on 48 seminal articles published in the Harvard Business Review, the Sloan Management Review and the California Management Review over the past three decades, Verbeke shows how these can be applied to real businesses engaged in international expansion programmes, especially as they venture into high-distance markets. The second edition has been thoroughly updated and features greater coverage of emerging markets with a new chapter and seven new cases. Suited for advanced undergraduates and graduate courses, students will benefit from updated case studies and improved learning features, including 'management takeaways', key lessons that can be applied to MNEs and a wide range of online resources.

Entrepreneurial Marketing and International New Ventures

Antecedents, Elements and Outcomes

Regional and Global Multinationals

The Pursuit of Opportunities across National Borders

Distance in International Business

Handbook of Research on Institutional, Economic, and Social Impacts of Globalization and Liberalization

The growth of the multinational enterprise (MNE) has led to an increasing interest in international business strategy from scholars, professionals, and policy makers alike. MNEs must contend with challenges in both their home and host international markets and increasingly uncertain conditions in the international business environment demand superior firm-level capabilities for multinational firms to achieve and maintain competitive advantages in the long-run. This Handbook explores the progress made in international business strategy theory and practice in the last few decades. Written by an international team of leading experts, it captures the differences in motivations and decision-making processes between smaller and larger firms, private, family, and state owned firms, and emerging or developed market multinationals. It elaborates on the link between international strategy and the social responsibilities of the firm in its various market contexts, including the deployment of effective and ethical human resource practices in international markets. Most importantly, it lays out how the classic principles of international competitive strategy are transformed in today's markets, in great part

to digitalization, and provides suggestions on how MNEs can develop international business strategies to respond to these transformations. The implications of these discussions for strategy and practice are becoming ever more profound. This Handbook will prove a valuable resource for both international business scholars and practitioners. 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. 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 in international business practice. Through its discussion and analysis, the book guides students to a greater understanding of contemporary business issues and helps them 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. The ACADEMY OF INTERNATIONAL BUSINESS (UK and Ireland Chapter) Published in association with the UK and Ireland Chapter of the Academy of International Business. In line with the 45th AIB-UKI conference, this edited collection brings together fresh perspectives on international business strategy, with a focus on the challenges faced

multinational enterprises (MNEs) in today's changing commercial and political landscape. With a diverse range of contributors from varying international backgrounds, this book discusses the different strategies employed by MNEs, and analyses how they cope with the current global business environment. An extremely useful read for those studying globalisation and MNEs, this book provides an interdisciplinary and timely approach to international business strategy.

This book tells you everything you need to know about international construction: the companies, their markets, the types of projects they build, how they compete and operate, and how it affects us all. It paints a comprehensive portrait of an overlooked global business that generates a major portion of the GDP in every developed nation. As with any mature sector, countries make efforts to export their expertise, but the competition in construction is fierce, and the risks are many. Only the leanest and meanest survive. What then, does it take to win? Most writing on construction focuses at the project-management level or even more narrowly at the level of technical performance. This book presents the big picture; it tells you what successful international construction companies do to stay in the game and thrive. The book examines international construction through three lenses. The first is theory. The body of existing knowledge on construction is here brought together, condensed and explained. The second are the actors. The companies that lead the way in global construction are showcased, and the features that make countries desirable hosts are appraised. Finally, what is it that firms actually do? This last part delves into

various strategic approaches taken by 60 construction firms in carving out and defending an overseas market niche. The insights provide guidance on how global construction companies develop competitive advantage and stay resilient in the face of a mercurial global economy. These lessons will be of interest to the student and manager alike.

Impact of Culture on Management of Foreign SMEs in China

Handbook of Research on Reinventing Economies and Organizations Following a Global Health Crisis

CSR and Management Accounting Challenges in a Time of Global Crises

Sustainable International Business Models in a Digitally Transforming World

The Changing Role of States and Firms

Entrepreneurial Orientation and Opportunities for Global Economic Growth

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. The forces of volatility, uncertainty, complexity and ambiguity (VUCA) in today's world are shaping businesses and calling into question the wisdom of existing business models. VUCA challenges businesses to digitalize and transform in ways they had not contemplated before. This book looks at how successful businesses have revitalized and innovated their business models. It illustrates through cases how these businesses have adapted to new forms of globalization through the lens of Business Model Innovation (BMI) theories in a digital world. This book's chapters are divided into three sections. The first section examines the existing literature, the second section focuses on business processes and behaviour, and lastly the third section presents four case studies of sustainable international businesses from sectors such the fashion and digital services industry. Paying attention to business decisions and outcomes, the contributors critically examine which theories and practices would be most applicable for a digitally transforming world. This book provides insights that will interest researchers and academics in the fields of sustainable business, organizational change, and digital transformation, amongst others. Its observations into sustainable digital transformation may also interest business leaders and consultants.

Developments in the global economy have drastically transformed traditional businesses and trading systems. New communications and computing technology have not only opened global trade but have also provided customers with more choices and transparent supply alternatives. As such, modern firms are forced to adapt effective strategies that allow them to stay competitive in a global economy. Entrepreneurial Orientation and Opportunities for Global Economic Growth provides innovative insights into the present-day trends and applications of entrepreneurship and innovation in relation to different countries economic and social development. The content within this publication encompasses topics including female entrepreneurship, internationalization, and social development. It is a vital reference source for policymakers, economists, academicians, researchers, entrepreneurs, business students, managers, and stakeholders seeking coverage on topics centered on adopting and implementing entrepreneurship in a modern setting.

Globalization is a multi-dimensional concept reflecting the increased economic, social, cultural, and political integration of countries. There has been no pinpointed consensus on the history of globalization; however, the globalization process has gained significant speed as of the 1980s in combination with liberalization. Many countries have removed or loosened

barriers over the international flows of goods, services, and production factors. In this context, both liberalization and globalization have led to considerable institutional, economic, social, cultural, and political changes in the world. The liberalization and globalization processes have affected economic units, institutions, cultures, social lives, and national and international politics. The Handbook of Research on Institutional, Economic, and Social Impacts of Globalization and Liberalization provides a comprehensive evaluation of the institutional, economic, and social impacts of globalization and liberalization processes across the world. While highlighting topics like economics, finance, business, and public administration, this book is ideally intended for government officials, policymakers, practitioners, stakeholders, researchers, and academicians interested in the international impacts of globalization and liberalization across a variety of different domains.

Volume I: Made in China for the World

The Oxford Handbook of International Business Strategy

Management and Business Research

The Changing Strategies of International Business

Exploring Strategy

Huawei Goes Global

Diversity in Action: Managing Diverse Talent in a Global Economy highlights the latest development in relation to strategies and practices on diversity management, providing specific examples of how different talent diverse groups should be involved in organizational business processes and effectively managed.

Modern companies are subject to increasing pressures to conduct their business in an environmentally responsible manner due to social and environmental problems. Management of sustainable performance is one of the phenomena faced by the current business environment and, in particular, management corporations. The focus of management on profitability remains the main objective of any company, but it must also take into account the sustainability of social, economic, and environmental aspects. Under these circumstances, managerial decisions need to be adjusted and strongly substantiated, considering the information required by internal and external stakeholders, including financial reporting. The information requirements of customers and other stakeholders are steadily increasing, and some companies face certain problems in implementing the concept of sustainability and environmental reporting. *CSR and Management Accounting Challenges in a Time of Global Crises* is a comprehensive reference source that explores various theoretical and practical approaches of management accounting and its impact in the 21st

century and investigates new accounting and financial approaches where economic and social aspects become mutually supportive to enhance their impact on community development. Covering topics such as CSR reporting, sustainability, and greenwashing, this book is an essential resource for academicians, specialty organizations, chief financial officers (CFOs), financial controllers, business analysts, financial planning and analysis (FP&A) analysts, budgeting managers, students, researchers, and business environment managers and specialists.

Based on their ability to facilitate interdependencies across the borders of national and regional markets, multinationals enterprises (MNEs) act as the key drivers of world trade and investment activities. While recent global challenges additionally highlight the need to explain and assess the status and progress of internationality/-regionality, previous research renders the concept of firm-level globalization as a special but not the general case. Christoph Czychon dedicates specific attention to the research on regional and global MNEs based on an extensive and rigorous review of the existing academic literature as well as the analysis of 2005-2015 empirical data from the European context with a focus on CAC40- and DAX30-listed firms. In doing so, the author offers insights and results that stand in contrast to the original narrative of the

debate and presents a comprehensive and updated perspective on regional and global MNEs.

With over one million copies sold worldwide, Exploring Strategy has long been the essential strategy text for managers of today and tomorrow. From entrepreneurial start-ups to multinationals, charities to government agencies, this book raises the big questions about organisations- how they grow, how they innovate and how they change.

*Research Handbook on Knowledge Transfer and International Business
International Construction Management*

Diversity in Action

Impact on Business and Society

Georgetown Journal of International Affairs, Winter/Spring 2015

The Routledge Companion to the Makers of Global Business

Due to the global health crisis, economies had to adapt to combat pandemic situations. In the present pandemic crisis, new legislation, methods, labor approaches, values, and social behaviors have emerged with a huge impact in all organizations. However, countries have applied different solutions, procedures, and rules to deal with crises. Therefore, the impact has been different per country. Organizations need

to understand their customers and businesses not only to increase operational efficiency but also to increase stakeholder's satisfaction and their competitiveness in a sustainable way. Customers are becoming more exigent and markets more complex, calling for the need for higher differentiation. This was enhanced in this pandemic situation, and to survive, organizations needed to change and adapt to the new normal. The Handbook of Research on Reinventing Economies and Organizations Following a Global Health Crisis deals with management and economic issues, particularly with the reinvention of businesses and economies due to the pandemic situation and the relevance of entrepreneurship, innovation, and intensive knowledge used to deal with these changes. This book emphasizes the challenges, difficulties, and opportunities for the success of businesses and economies in periods of crisis and provides information for dealing with entrepreneurship and innovation, networks, and complementarities to recover businesses. The chapters also point out possible opportunities, challenges, and risks in the

process of recovery highlighting innovation, internationalization, technology, and intensive knowledge in promoting economies and companies' competitiveness. This book is ideal for entrepreneurs, managers, economists, directors, shareholders, researchers, academicians, and students interested in how businesses reinvent and recover following a global health crisis.

Tracing the treatment of language in international business as represented in the Journal of International Business Studies, this seminal collection critically explores the conceptualizations of language that have been adopted or ignored by international business scholars over the years and showcases nine articles that have played an important role in establishing and advancing the field. In today's increasingly globalized context of business, significantly richer theories from interdisciplinary perspectives are needed to explain the complexity of the interplay between multiple facets of language and how they affect day-to-day operations. With insights from linguistics, psychology and organizational theory, Language in

International Business provides an assessment of scholarly efforts to uncover the profound impact that language has on global business today and proposes some important ways in which this nascent field of language in international business may be further advanced. Chapter 9 is licensed under a Creative Commons Attribution NonCommercial-NoDerivs 3.0 Unported License. The Journal of International Business Studies (JIBS) is an official publication of the Academy of International Business and is the top-ranked journal in the field of international business. The goal of JIBS is to publish insightful, innovative and impactful research on international business. JIBS is multidisciplinary in scope and interdisciplinary in content and methodology. For more information, visit www.jibs.net. The Academy of International Business (AIB) is the leading association of scholars and specialists in the field of international business. A global community of scholars and researchers for the creation and dissemination of knowledge about international business and policy issues, the AIB transcends the boundaries of single

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

The Routledge Companion to the Makers of Global Business draws together a wide array of state-of-the-art research on multinational enterprises. The volume aims to deepen our historical understanding of how firms and entrepreneurs contributed to transformative processes of globalization. This book explores how global business facilitated the mechanisms of cross-border interactions that affected individuals, organizations, industries, national economies and international relations. The 37 chapters span the Middle Ages to the present day, analyzing the emergence of institutions and actors alongside key contextual factors for global business development. Contributors examine business as a central actor in globalization, covering myriad entrepreneurs, organizational forms and key industrial sectors. Taking a historical view, the chapters highlight the intertwined and evolving nature of economic, political, social, technological and environmental

patterns and relationships. They explore dynamic change as well as lasting continuities, both of which often only become visible - and can only be fully understood - when analyzed in the long run. With dedicated chapters on challenges such as political risk, sustainability and economic growth, this prestigious collection provides a one-stop shop for a key business discipline.

Acting in a socially-responsible manner has become a crucial success factor for many international firms due to the highly complex, competitive, and volatile global environment in which they operate. This book will contribute new ideas, contemporary knowledge, and original research to the area of socially-responsible international business, and offers challenging directions for future research. Topic covered range from global environmental influences on acting in a socially-responsible way; foreign buyer reactions to responsible business and international market targeting to development of socially-responsible international business strategies.

International Entrepreneurship

International Journal of Applied Management Sciences and Engineering (IJAMSE).

Critical Issues and the Way Forward

How MNEs Manage in a Changing Commercial and Political Landscape

Competing for Advantage

Concept, Cost and Value

Exploring Strategy, 12th Edition, by Whittington, Angwin, Regner, Johnson and Scholes has long been the essential introduction to strategy for the managers of today and tomorrow and has sold over one million copies worldwide. From entrepreneurial start-ups to multinationals, charities to government agencies, this book raises the big questions ab.

Now in its Fifth Edition, this much-loved text offers theoretical and philosophical depth as well as insights into practice. The text covers the entire research process in an accessible way and provides critical, thoughtful treatment of important issues like ethics and politics, making it an invaluable companion for any business and management student New to the Fifth Edition: Expanded to include examples from across business and management including Marketing, International Business and Psychology Up-to-date, international examples and cases from a range of countries Introductory chapter looks at writing proposals in detail Chapter on the literature review now includes how to critically review Move towards new technologies and social media

including discussion of wikis and cloud sourcing Improved structure and flow, with three chapters on qualitative methods and three on quantitative methods Additional practical exercises which are linked to key research tasks throughout The companion website (<https://edge.sagepub.com/easterbysmith>) offers a wealth of resources for both lecturers and students including, for lecturers, an instructor?s manual and PowerPoint slides and, for students, author podcasts, journal articles, web links, MCQs, datasets and a glossary.

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.

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.

International Journal of Business Analytics (IJBAN).

Exploring Strategy, Text and Cases, 12th Edition

Managing Diverse Talent in a Global Economy

An International Journal

Socially Responsible International Business

Cross-cultural Management

The Georgetown Journal of International Affairs is the official publication of the Edmund A. Walsh School of Foreign Service at Georgetown University. Each issue of the journal provides readers with a diverse array of timely, peer-reviewed content penned by top policymakers, business leaders, and academic luminaries. The Journal takes a holistic approach to international affairs and features a 'Forum' that offers focused analysis on a specific key issue with each new edition of the publication, as well as nine regular sections: Books, Business & Economics, Conflict & Security, Culture & Society, Law & Ethics, A Look Back, Politics & Diplomacy, Science & Technology, and View from the Ground.

This comprehensive and engaging Research Handbook provides a full examination of the modes and mechanisms of international knowledge transfer. Furthermore, it also provides in-depth insights into international knowledge transfer related challenges faced by multinational enterprises (MNEs).

There has been significant interest in role of entrepreneurs and entrepreneurial activities in driving global economic growth and also in responding to changing social and environmental conditions that are affecting societies globally. The identification and capture of international opportunities itself represent an act of entrepreneurship by disrupting and making markets in foreign countries.

Historically, international entrepreneurship literature has focused on the rapid and early internationalization of new ventures and start-ups. Yet, an increasing number of multinational enterprises (MNEs) are encouraging and developing

corporate intrapreneurship, where managers promote innovation in products and processes. Moreover, we have witnessed entrepreneurs and their start-ups' activities solving social, cultural, and environmental challenges in foreign markets. This dedicated volume discusses these contemporary and emerging issues of entrepreneurship in International Business and is an essential read for entrepreneurs and researchers.

The Journal of Global Business and Management Research (GBMR) strives to comply with highest research standards and scientific/research/practice journals' qualities. Being international and inter-disciplinary 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.

Global Business and Management Research

Text and Cases

Developing a Field

An Examination of Theory and Empirical Evidence from European MNEs

International Business in a VUCA World

International Journal of Customer Relationship Marketing and Management

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.

This book provides a broad understanding of what it means to internationalise entrepreneurially. The collection of prominent articles provides insights into how entrepreneurs are entering foreign markets in order to fuel growth. Authors highlight the factors enabling internationalisation under the resource constraints of newness or smallness: human capital, capabilities, networks, processes and practices and environmental conditions. Attention is also paid to the institutional arrangements that impact the practice of entrepreneurship internationally. Inclusive of an introductory chapter that presents a comprehensive discussion of past research themes and identifies new areas of research, this book is essential reading for scholars, policy-makers and practitioners who want to understand how individuals and firms pursue opportunities across national borders.

Transcultural management ; Management styles ; Intercultural communication.

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.

The Global Factory

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

How the Global Industry Reshapes the World

International Business

Contemporary Entrepreneurship Issues In International Business

Networked Multinational Enterprises in the Modern Global Economy

This open access book explores the global challenges and experiences related to digital entrepreneurial activities, using carefully selected examples from leading companies and ecosystems that shape world business today and tomorrow. Digital entrepreneurship and the companies it has created have an enormous global impact; they promise to transform the business world and change the way we communicate with each other. These companies use digitalization and artificial intelligence to enhance the quality of decisions and augment their business and customer operations. This book demonstrates how cloud services are continuing to evolve; how cryptocurrencies are traded

banking industry; how platforms are created to commercialize business, and how, taken together, these developments provide new opportunities in the digitalized era. Further, it discusses a range of digital factors changing the way businesses operate, including artificial intelligence, chatbots, search, augmented and virtual reality, as well as cyber threats and data privacy management. "Digitalization mirrors the Industrial Revolution's impact. This book provides a complement of perspectives on the opportunities emanating from such a deep seated change in our economic landscape. A comprehensive collection of thought leadership mapped into a very useful framework. Scholars, digital entrepreneurs and practitioners will benefit from this timely work." Gina O'Connor, Professor of Innovation Management at Babson College, USA "This book defines and delineates the requirements for companies to enable their businesses to succeed in a post-COVID19 world. The book deftly examines how to accomplish and achieve digital entrepreneurship by leveraging cloud computing, AI, IoT and other critical technologies. This is truly a unique "must-read" book because it goes beyond theory and provides practical examples." Charlie Isaacs, CTO of Customer Connect at Salesforce.com, USA "This book provides digital entrepreneurs useful guidance identifying, validating and building their venture. The international authors developed new perspectives on digital entrepreneurship that can support to create impact ventures." Felix Staeritz, CEO Founders Club, Member of the World Economic Forum Digital Leaders Board and bestselling author of Fight for Germany

Huawei Goes Global provides a much-needed, comprehensive, and scholarly examination of the current business environment and the striving global operations of China's technology giant. With a mix of theoretical research, case studies, data analysis, and empirical studies, this two-volume work tells a fascinating story of internationalization in an emerging economy. As one of the most powerful

Chinese companies in the global economy, the largest global telecommunications-equipment producer and a leading consumer-electronics manufacturer, Huawei is a great example of the globalization of the Chinese enterprises in the twenty-first century. In Volume I, scholars critically examine the rise of Huawei as a Chinese global enterprise from the political economy and policy perspectives, as well as Huawei's development strategies, innovations, and talent management. In Volume II, multiple authors carefully study the growth of Huawei from regional and geopolitical perspectives, and its corporate communication and crisis management. Within the framework of trade conflicts between China and the US, controversies over economic sanctions, intellectual property disputes, and espionage and cyber security concerns, this groundbreaking work makes an important contribution to both academic literature and the ongoing public discourse on Huawei. Volume II is available here: <https://www.palgrave.com/gp/book/9783030475789>

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

Management Digital Press

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Global Value Chains, Flexibility and Sustainability

International Business Strategy

International Journal of Sustainable Economies Management (IJSEM).

Digital Entrepreneurship