

International Journal Of Management

*** Contents available at <http://ijm.cgpublisher.com/product/pub.28/prod.1309> ***The International Journal of Knowledge, Culture and Change Management examines the nature of the organization in all its forms and manifestations: businesses, from micro-enterprises to multinational corporations; institutions of formal learning, from pre-schools to universities; public sector agencies; and non-government and community sector organizations. Its concern also extends beyond the boundaries of organizations to consider the dynamics of supply chains, organizational alliances, networks, communities of practice and capacity building. Across all of these contexts, a pragmatic focus persists to examine the 'organization' and 'management' of groups of people collaborating to productive ends, and to analyze what makes for success and sustainability. The focus of the journal is on those intangible drivers which determine not only the livability of organizations for insiders, and their credibility and attraction to outsiders; but also their tangible results in the form of efficiency, effectiveness and productivity. The intangibles of knowledge, culture and change management do not appear on balance sheets, but ultimately do have an enormous impact on 'bottom lines'. The journal attempts to address dynamics of knowledge, culture and change as they manifest themselves in organizations. The perspectives range from big picture analyses to detailed case studies which speak to the tangible value of organizational intangibles. They traverse a broad terrain, from theory and analysis to practical strategies. The journal is relevant for academics in the fields of management, social sciences and education/training, research students, knowledge managers, trainers, industry consultants and knowledge management and change practitioners - anyone with an interest in, and concern for, cultural change in organizations. The International Journal of Knowledge, Culture and Change Management is peer-reviewed, supported by rigorous processes of criterion-referenced article ranking and qualitative commentary, ensuring that only intellectual work of the greatest substance and highest significance is published.

In the last decade, the use of data sciences in the digital marketing environment has increased. Digital marketing has transformed how companies communicate with their customers around the world. The increase in the use of social networks and how users communicate with companies on the internet has given rise to new business models based on the bidirectionality of communication between companies and internet users. Digital marketing, new business models, data-driven approaches, online advertising campaigns, and other digital strategies have gathered user opinions and comments through this new online channel. In this way, companies are beginning to see the digital ecosystem as not only the present but also the future. However, despite these advances, relevant evidence on the measures to improve the management of data sciences in digital marketing remains scarce. *Advanced Digital Marketing Strategies in a Data-Driven Era* contains high-quality research that presents a holistic overview of the main applications of data sciences to digital marketing and generates insights related to the creation of innovative data mining and knowledge discovery techniques applied to traditional and digital marketing strategies. The book analyzes how companies are adopting these new data-driven methods and how these strategies influence digital marketing. Discussing topics such as digital strategies, social media marketing, big data, marketing analytics, and data sciences, this book is essential for marketers, digital marketers, advertisers, brand managers, managers, executives, social media analysts, IT specialists, data scientists, students, researchers, and academicians in the field.

The International Journal of Information Systems for Crisis Response and Management (IJISCRAM) is an academically rigorous outlet for research into crisis response and management. It is focused on the design, development, implementation, use and evaluation of IS technologies and methodologies to support crisis response and management. It explores issues critical to the application of IS to crisis response and management. This journal covers all aspects of the crisis management information systems discipline, from organizational issues to technology support to decision support and knowledge representation. High quality submissions are encouraged using any qualitative or quantitative research methodology, focusing on the design, development, implementation, use, and evaluation of such systems.

Recent Advances in Banking and Finance

International Journal of Information and Management Sciences

International Journal of Business Analytics (IJBAN).

Vol.9, Nos.1-2

International Journal of Knowledge Management

Issue 2

Transcultural management ; Management styles ; Intercultural communication.

Sustainable Entrepreneurship stands for a business driven concept of sustainability which focusses on increasing both social as well as business value - so called Shared Value. This book shows why and how this unique concept has the potential to become the most recognised strategic management approach in our times. It aims to point out the opportunities that arise from putting sustainable entrepreneurship into practice. At the same time, this book is a wake-up call for all those companies and decision makers who underestimated Sustainable Entrepreneurship before or who are simply not aware of its greater dimension. Well structured chapters from different academic and business perspectives clearly outline how Sustainable Entrepreneurship contributes to solving the world's most challenging problems, such as Climate Change, Finance Crisis and Political Uncertainty, as well as to ensuring business success. The book provides a framework of orientation where the journey might go: What can a successful concept of SE look like? What are the key drivers for its realisation? What is the role of business in shaping the future of our society? The book also presents best practices and provides unique learnings as well as business insights from the international Sustainable Entrepreneurship Award (www.se-award.org). The Sustainable Entrepreneurship Award (short SEA) is an award for companies today who are thinking about tomorrow by making sustainable business practices an integral part of their corporate culture. Companies that receive the SEA are

being recognised for the vision they have shown in combining economic and sustainable responsibility.

PMBOK® Guide is the go-to resource for project management practitioners. The project management profession has significantly evolved due to emerging technology, new approaches and rapid market changes. Reflecting this evolution, The Standard for Project Management enumerates 12 principles of project management and the PMBOK® Guide – Seventh Edition is structured around eight project performance domains. This edition is designed to address practitioners' current and future needs and to help them be more proactive, innovative and nimble in enabling desired project outcomes. This edition of the PMBOK® Guide:

- Reflects the full range of development approaches (predictive, adaptive, hybrid, etc.);
- Provides an entire section devoted to tailoring the development approach and processes;
- Includes an expanded list of models, methods, and artifacts;
- Focuses on not just delivering project outputs but also enabling outcomes; and
- Integrates with PMI standards™ for information and standards application content based on project type, development approach, and industry sector.

International Journal of Management and Transformation: Vol.5, No.1

Sustainable Entrepreneurship

Global Business and Management Research

International Journal of Management and Transformation: Vol.5, No.2

Business Performance Measurement and Management

Constructing Organizational Life

Across the social sciences, scholars are increasingly showing how people 'work' to construct organizational life, including the rules and routines that shape and enable organizational activity, the identities of people who occupy organizations, and the societal norms and assumptions that provide the context for organizational action. The idea of work emphasizes the ways in which people and groups engage in purposeful, reflexive efforts rooted in an awareness of organizational life as constructed in human interaction and changeable through human effort. Studies of these efforts have identified new forms of work including emotion work, identity work, boundary work, strategy work, institutional work, and a host of others. Missing in these conversations, however, is a recognition that these forms of work are all part of a broader phenomenon driven by historical shifts that began with modernity and dramatically accelerated through the twentieth century. This book introduces the social-symbolic work perspective, which addresses this broader phenomenon. The social-symbolic work perspective integrates diverse streams of research to examine how people purposefully and reflexively work to construct organizational life, including the identities, technologies, boundaries, and strategies that constitute their organizations. In this book, the authors define social-symbolic work and introduce three forms – self work, organization work, and institutional work. Social-symbolic work highlights people's efforts to construct the social world, and focuses attention on the motivations, practices, resources, and effects of those efforts. This book explores eight distinct streams of social-symbolic work research, drawing on a broad range of examples from the worlds of business, politics, sports, social movements, and many others. It provides researchers, students, and practitioners with an integrative theoretical framework useful in understanding social-symbolic work, a survey of the main forms of social-symbolic work, a rich set of theoretical opportunities to inspire new studies, and practical methodological guidance for empirical research on social-symbolic work.

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.

“Sustainable strategic management” refers to strategic management policies and processes that seek competitive advantages consistent with a core value of environmental sustainability. This book has been specifically written as a text to augment traditional graduate and undergraduate management courses on strategic management. It fills the need for a strategy text that gives full attention to sustainability and environmental protection. The authors have structured the book to follow the usual order of topics in any standard management text. Sustainable Strategic Management also features an on-going, chapter-by-chapter case study (Eastman Chemical Company) that exemplifies many of the principles of environmentally sound management practices. From creating organizational visions, to formulating goals and strategies, to strategy implementation and evaluation, this book provides readers with new ways of thinking about their organization's role in the greater society and ecosystem. From the Authors' Preface: Ours is the first book to integrate sustainability into strategic management. It covers the full gamut of strategic management concepts and processes that would be expected in any quality strategic management book, and it does so in a way that thoroughly weaves sustainability into each and every one of them. Students using this book understand such things as: why reducing

materials and energy intensity is an effective functional level strategy, why socially differentiated products command premium prices, and why a business ecosystem pursuing a vision of social and ecological responsibility can dominate its market. Further, because the book is relatively short, reasonably priced, and very thorough in its coverage of strategic management concepts and ideas, it can be used either as a stand-alone text for graduate and undergraduate strategic management courses, as a supplement to another book, or as one of a group of short texts.

The International Journal of Knowledge, Culture and Change Management: Volume 11

Managing Operational Challenges for Sustained International Growth

Sustainable Strategic Management

Generative Emergence

How Social-Symbolic Work Shapes Selves, Organizations, and Institutions

Emerging Market Multinationals

'Generative Emergence' provides insight into the non-linear dynamics that lead to organizational emergence through the use of complexity sciences. The book explores how the model of generative emergence could be applied to enact emergence within and across organizations.

Introduces a realistic approach to leading, managing, and growing your Agile team or organization. Written for current managers and developers moving into management, Appelo shares insights that are grounded in modern complex systems theory, reflecting the intense complexity of modern software development. Recognizes that today's organizations are living, networked systems; that you can't simply let them run themselves; and that management is primarily about people and relationships. Deepens your understanding of how organizations and Agile teams work, and gives you tools to solve your own problems. Identifies the most valuable elements of Agile management, and helps you improve each of them.

This book pulls together robust practices in Partial Least Squares Structural Equation Modeling (PLS-SEM) from other disciplines and shows how they can be used in the area of Banking and Finance. In terms of empirical analysis techniques, Banking and Finance is a conservative discipline. As such, this book will raise awareness of the potential of PLS-SEM for application in various contexts. PLS-SEM is a non-parametric approach designed to maximize explained variance in latent constructs. Latent constructs are directly unobservable phenomena such as customer service quality and managerial competence. Explained variance refers to the extent we can predict, say, customer service quality, by examining other theoretically related latent constructs such as conduct of staff and communication skills. Examples of latent constructs at the microeconomic level include customer service quality, managerial effectiveness, perception of market leadership, etc.; macroeconomic-level latent constructs would be found in contagion of systemic risk from one financial sector to another, herd behavior among fund managers, risk tolerance in financial markets, etc. Behavioral Finance is bound to provide a wealth of opportunities for applying PLS-SEM. The book is designed to expose robust processes in application of PLS-SEM, including use of various software packages and codes, including R. PLS-SEM is already a popular tool in marketing and management information systems used to explain latent constructs. Until now, PLS-SEM has not enjoyed a wide acceptance in Banking and Finance. Based on recent research developments, this book represents the first collection of PLS-SEM applications in Banking and Finance. This book will serve as a reference book for those researchers keen on adopting PLS-SEM to explain latent constructs in Banking and Finance.

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June - May 2013

International Journal of Information Systems for Crisis Response and Management

Policy and Practice for the Global Enterprise

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

Management 3.0

*Festival and Events Management: an international perspective is a unique text looking at the central role of events management in the cultural, tourism and arts industries. With international contributions from industry and academia, the text looks at the following: * Events & cultural environments * Managing the arts & leisure experience * Marketing, policies and strategies of art and leisure management Chapters include exercises, and additional teaching materials and solutions to questions are provided as part of an accompanying online resource.*

The Academy of Management is proud to announce the inaugural volume of The Academy of Management Annals. This exciting new series follows one guiding principle: The advancement of knowledge is possible only by conducting a thorough examination of what is known and unknown in a given field. Such assessments can be accomplished through comprehensive, critical reviews of the literature—crafted by informed scholars who determine when a line of inquiry has gone astray, and how to steer the research back onto the proper path. The Academy of Management Annals provide just such essential reviews. Written by leading management scholars, the reviews are invaluable for ensuring the timeliness of advanced courses, for designing new investigative approaches, and for identifying faulty methodological or conceptual assumptions. The Annals strive each year to synthesize a vast array of primary research, recognizing past principal contributions while illuminating potential future avenues of inquiry. Volume 1 of the Annals explores a wide spectrum of research: corporate control; nonstandard employment; critical management; physical work environments; public administration team learning; emotions in organizations; leadership and health care; creativity at work; business and the environment; and bias in performance appraisals. Ultimately, academic scholars in management and allied fields (e.g., sociology of organizations and organizational psychology) will see The Academy of Management Annals as a valuable resource to turn to for comprehensive, up-to-date information—published in a single volume every year by the preeminent association for management research.

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 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. It is currently indexed in a number of prestigious databases including Gale, Cabells, Ebsco, and Google Scholars.

International Journal of Management and Transformation

Global Business and Management Research: An International Journal Vol.1, No.1

Cross-cultural Management

International Journal of Risk and Contingency Management (IJRCM).

International Journal of Management Education

Volume 10, Number 12

This book examines the challenges faced by emerging market multinationals as they develop their international operations and proposes actionable solutions.

This is an ideal foundation text for anyone studying or working in the International Human Resource Management (IHRM) arena. This text utilizes and incorporates most of what is currently known, researched or experienced in the field. It features data and examples from academic research, international businesses and consulting firms, as well as experiences of and interviews with HRM managers in multinational and global firms. This book offers both a theoretical and practical treatment of this important and constantly evolving area.

Thoroughly updated and revised, this second edition now includes key terms, learning objectives, discussion questions and an end-of-book integrative case. It has been designed to lead readers through all of the key topics in a highly engaging and approachable way. This book focuses on IHRM within multi-national enterprises (MNEs) and covers topics including: * MNE and country culture * organizational structure, strategy and design * international joint ventures and cross-border mergers and acquisitions * labour standards, ethics and codes of conduct * selection and management of international assignees * training and management development * compensation and benefits * health and safety and crisis management * IHRM departments and professionals

Uncovering precisely why IHRM is important for success in international business and how IHRM policies and practices function within the multinational enterprise, this outstanding textbook provides an essential foundation for an understanding of the theory and practice of IHRM. This book is essential reading for all students, lecturers and IHRM professionals.

CONTENTS 1.An Evaluation of the Marketing Strategy Employed by the NYCS in Omuthiya-gwiipundi Constituency, Oshikoto Region: Namibia by Selma Ndapewa Ipinge et al. 2.Measurement of Total Factor Productivity Growth of Indian Electronics Industry from 2004-05 to 2011-12 by Aditi Niyogi 3. The Relationship between Gross Domestic Savings and Economic Growth: Evidence from Ghana by Isaac Kwaku Acheampong et al. 4. Growing importance of Behavioral Finance: A Study by Rohit Garg

The International Journal of Knowledge, Culture and Change Management

An International Journal

Managing Projects and Programs

International Journal of Management and Transformation: Vol.6, No.1

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

A New Discipline of Organizational, Entrepreneurial, and Social Innovation

Measuring and managing the performance of a business is one of the most genuine desires of management. Balanced scorecard, the performance prism and activity-based management are the most popular frameworks in this setting. Based on the findings of R.G. Eccles' acclaimed "Performance Measurement Manifesto (1991)" this book introduces new contexts and themes of application and presents emerging research areas related to business performance measurement and management, e.g. SMEs and sustainability. As a result of the 1st International Summer School Piero Lunghi on "Perspectives of Business Performance Management" this book is written both for students and academics, as well as for practitioners looking for new, yet proven ways to measure and manage business performance.

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. This issue also contains a 27-page supplementary issue on energy management.

** Contents available at <http://ijm.cgpublisher.com/product/pub.28/prod.1323> **

The International Journal of Knowledge, Culture and Change Management examines the nature of the organization in all its forms and manifestations: businesses, from micro-enterprises to multinational corporations; institutions of formal learning, from pre-schools to universities; public sector agencies; and non-government and community sector organizations. Its concern also extends beyond the boundaries of organizations to consider the dynamics of supply chains, organizational alliances, networks, communities of practice and capacity building. Across all of these contexts, a pragmatic focus persists-to examine the 'organization' and 'management' of groups of people collaborating to productive ends, and to analyze what makes for success and sustainability. The focus of the journal is on those intangible drivers which determine not only the livability of organizations for insiders, and their credibility and attraction to outsiders; but also their tangible results in the form of efficiency, effectiveness and productivity. The intangibles of knowledge, culture and change management do not appear on balance sheets, but ultimately do have an enormous impact on 'bottom lines'. The journal attempts to address dynamics of knowledge, culture and change as they manifest themselves in organizations. The perspectives range from big picture analyses to detailed case studies which speak to the tangible value of organizational intangibles. They traverse a broad terrain, from theory and analysis to practical strategies. The journal is relevant for academics in the fields of management, social sciences and education/training, research students, knowledge managers, trainers, industry consultants and knowledge management and change practitioners - anyone with an interest in, and concern for, cultural change in organizations. The International Journal of Knowledge, Culture and Change Management is peer-reviewed, supported by rigorous processes of criterion-referenced article ranking and qualitative commentary, ensuring that only intellectual work of the greatest substance and highest significance is published.

International Journal of Prognostics and Health Management Volume 3 (color)
Business Success through Sustainability
Festival and Events Management
Vol.7, No.1
New Contexts, Themes and Challenges
International Journal of Sustainable Economies Management (IJSEM).