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Business
*Journal
For Global
Business
Advancemen
t*

With the
globalization
process, firms are
seeking to expand
their activities to

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international markets
but are also "feeling"
expanded
competition from
abroad. Small and
medium-sized
enterprises (SMEs),
though seeking to
expand abroad, have
particularities that
hinder their natural
international

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Advancement
expansion path due
to particular barriers
and challenges that
most multinational
firms have already
overcome. Cases on
Internationalization
Challenges for
SMEs provides a set
of case studies on
the
internationalization

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of SMEs in order to share the latest empirical research findings in the field of internationalization in the context of a globalized world, and which considers a highly competitive international business setting.

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This includes
examining the main
reasons for the
success or failure of
the process of
internationalization
of SMEs and their
inherent activities.
Covering topics that
include competitive
advantage, export
performance, and

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inward
internationalization,
this book targets
managers,
executives, and
entrepreneurs
concerned with how
to adapt their
companies to a fast-
changing
international
business

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Advancement
environment, how to
conduct

internationalization
strategies, how to
choose the most
adequate
international entry
modes, and how to
adapt their products
and strategies to
international
markets. It is also

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suited for
Advancement
academicians,

researchers, and
students in the field
of management.

International
Financial Reporting
Standards (IFRS) are
internationally-
recognized financial
reporting guidelines
regulated by the

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International
Accounting
Standards Board
(IASB) to ensure
that uniformity
exists in the global
financial system. In
addition to
regulating financial
reporting, the
adoption of IRFS
has been shown to

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impact the flow of
foreign capital and
trade. Economics
and Political
Implications of
International
Financial Reporting
Standards focuses on
the consequences
and determinants of
the adoption of the
International

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Business
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Financial Reporting
Standard (IFRS),
which has remained
a top issue in
International
Accounting. This
timely publication
brings to the
forefront issues
related to the
political and
economic influences

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and impacts of IFRS
in addition to
providing a platform
for further research
in this area. Policy
makers, academics,
researchers, graduate-
level students, and
professionals across
the fields of
management,
economics, finance,

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international
Advancement
relations, and

political science will
find this publication
pertinent to
furthering their
understanding of
financial reporting at
the global level.

Global Business
Advancement and
Competitive

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Advantage
Advancement
Breakthroughs in
Research and
Practice
Interdisciplinary
Research on Service
Quality and
Internationalisation
Special Issue:
Managing the
Dynamic Business
and

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Entrepreneurship
Advancement
Development in
Emerging Southeast
Asian Markets
Special Issue On:
Frontiers of Business
Research Across
Bangladesh

In the next few
years, it is
expected that
most businesses

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will have transitioned to the use of electronic commerce technologies, namely e-commerce. This acceleration in the acceptance of e-commerce not only changes the

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face of business
Advancement
and retail, but
also has
introduced new,
adaptive
business models.
The experience of
consumers in
online shopping
and the
popularity of the
digital

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marketplace have
changed the way
businesses must
meet the needs of
consumers. To
stay relevant,
businesses must
develop new
techniques and
strategies to
remain
competitive in a

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changing commercial atmosphere. The way in which e-commerce is being implemented, the business models that have been developed, and the applications including the

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Advancement

benefits and
challenges to e-
commerce must
be discussed to
understand
modern
business. The
Research
Anthology on E-
Commerce
Adoption,
Models, and

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Advancement

Applications for
Modern Business
discusses the
best practices,
latest strategies,
and newest
methods for
implementing
and using e-
commerce in
modern
businesses. This

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includes not only
a view of how
business models
have changed
and what
business models
have emerged,
but also provides
a focus on how
consumers have
changed in terms
of their needs,

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Advancement
their online
behavior, and
their use of e-
commerce
services. Topics
including e-
business, e-
services, mobile
commerce,
usability models,
website
development,

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brand
management and
marketing, and
online shopping
will be explored
in detail. This
book is ideally
intended for
business
managers, e-
commerce
managers,

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marketers,
advertisers,
brand managers,
executives, IT
consultants,
practitioners,
researchers,
academicians,
and students
interested in how
e-commerce is
impacting

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Advancement
modern business
models.

This book
analyzes the
changing
dynamics of
competition and
the emergence of
deglobalization
trends and
processes. The
authors begin by

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explaining the
role of
technology on
globalization and
its impact on
competitive
strategy. Then,
they present a
theoretical
framework that
outlines the
connection

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between
globalization and
modern society.

The book also
delves into the
shift toward
deglobalization
and addresses
how the onset of
the COVID-10
pandemic has
accelerated the

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process.

Concluding with a discussion of how the 4th Industrial Revolution has resulted in new paradigms for business, this book will fill a gap through its investigation of

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an emerging
concept for
scholars in
international
business.

International
Business
Globalization,
Deglobalization,
and New
Paradigms in
Business

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Special Issue:
Advancement
Global Issues in
Accounting

Special Issue:
Competing in
Global Economy -
Challenges and
Solutions

Special Issue on
Redefining the
Frontiers of
Business

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Advancement

Research Across
Globalised India

This book interweaves the concepts of the guidance on globalization, international management, and the intricacies of international business that many books on the market treat

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independently. It clarifies and explains culture, cultural misunderstandings, and cross-cultural interactions. Adekola and Sergi's text is unique in that it offers both the management perspective and the cultural perspective. It is for managers seeking to thrive in the

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*Advancement
global economy. This
book focuses on
managing global
organizations,
providing a basis for
understanding the
influence of culture on
international
management, and the
key roles that
international managers
play. It clearly shows
how to develop the*

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*cross-cultural expertise
essential to succeed in a
world of rapid and
profound economic,
political and cultural
changes.*

*To survive in today's
competitive and
globalized business
environment,
marketing
professionals must look
to develop innovative*

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Business

*methods of reaching
their customers and
stakeholders.*

*Examining the
relationship between
culture and marketing
can provide companies
with the data they need
to expand their reach
and increase their
profits. Global
Branding:*

Breakthroughs in

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*Research and Practice
Advancement
provides international
insights into marketing
strategies and
techniques employed to
create and sustain a
globally recognized
brand. Highlighting a
range of pertinent
topics such as brand
communication,
consumer engagement,
and product*

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*innovation, this
publication is an ideal
reference source for
business executives,
marketing
professionals, business
managers,
academicians, and
researchers actively
involved in the
marketing industry.
Special Issue: Advances
in Global Business*

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Business
Practice
Advancement
Special Issue:

*International Branding
and Marketing
Communications
Global Business
Management
Special Issue: Strategic
Issues and
Organisational
Performance*

Interdisciplinary
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*approaches are critical
to solve the interesting
problems of the day.*

*This volume seeks to
capture and synthesize
the knowledge in the
area of branding,
product design,
innovation, and
strategic thought in
international
marketing.*

*The Research
Handbook on Export*

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Marketing profiles the main theoretical frameworks used in export marketing, the contingency approach; the eclectic paradigm; industrial organization approach; resource-based view and relational exchange theory. Through Research Anthology on E-Commerce Adoption, Models, and

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*Applications for
Modern Business
Special Issue on
Redefining Frontiers of
Business Research on
the Global Stage
Practical Business
Solutions in Developing
Countries
Cultural and
Technological
Influences on Global
Business
Global Issues in*

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Accounting

*Advancement :
Special Issue :
Global Business
Advancement and
Competitive
Advantage Special
Issue: Advances
in Global
Business
Practice Global
Business
Advancement and
Competitive
Advantage Special*

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Issue:

**Advancements in
Global Business
Research Across
Emerging
Countries**

**Special
Issue: Change
and**

Growth
**Special
Issue: Global
Issues in Accoun
ting**

**Special
Issue: Managing
Business**

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*Challenges and
Opportunities
Through
Innovation and E
ntrepreneurshipS
pecial Issue on
Redefining
Frontiers of
Business
Research on the
Global
StageSpecial
Issue: Facets of
Global Competiti*

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*venessCultural
and*

*Technological
Influences on
Global*

*BusinessIGI
Global*

*Technology is a
key driver
behind the
effects of
contemporary
globalization on
business and*

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Business

*other
organizations
worldwide.*

*Understanding
this phenomena
in connection
with the impact
of cultural
variations can
help improve
business and
product life
cycles in an era
in which*

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*corporate
capital and
liquidity
buffers must be
increased for
unexpected
developments in
global markets.
Cultural and
Technological
Influences on
Global Business
is a leading
publication in*

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Business

*its field
emphasizing the
importance of
deeply exploring
the effects of
cultures and
technologies on
the global
business sector.
This reference
source is
beneficial for
professionals,
researchers, and*

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*practitioners
who wish to
broaden their
understanding of
the direct
relationship
between culture
and technology
in the
international
business realm.
Special Issue:
Facets of Global
Competitiveness*

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*Special Issue:
Contemporary
Indian Scholars
Redefining
Frontiers of
Global Business
Research*

*Special Issue:
Advancements in
Global Business
Research Across
Emerging
Countries*

Special Issue:

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Business
Advancement

*Interdependent
Global Practices
and Learning
Opportunities
Special Issue:
Research*

*Insights from
Emerging Markets*

Offering a
refreshingly critical
perspective, this
text presents a
balanced &

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Advancement
concise account of
the challenges &
opportunities of
international
business.

Extensive use of
international case
examples,
demonstrating
both good & bad
practice, provides
students with a

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realistic depiction
of international
business.

This second
decade of the
millennium finds
the world changing
at a once
unimaginable
pace. Businesses,
tangled in the
interwoven threads

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of galloping
globalization,
technological
advances, cultural
diversity, economic
recession and
deep-rooted
human social
evolution, struggle
to keep up with
incessant
changes;

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consequently and
inexorably
experiencing
severe difficulties
and disorientation.
Executives, much
bewildered,
habitually turn to
conventional, time-
honoured
strategies and
practices, which

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Advancement
increasingly fail to
offer the much-
sought answers
and means to
survival,
competitiveness
and growth. We
are currently
experiencing a
business era of
turbulence and
dynamic change –

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an era that
Advancement
inherently rejects
conventionality
and orthodox
business theory to
reward businesses
embracing agility,
reflex-style
adaptability,
innovation and
creativity. This
turbulence is,

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however, not a parenthesis or even a pattern, but the new reality in which each business must reinvent and redefine itself. This is a new reality of stakeholders that shift focus from the external to the

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internal, from the
tangible to the
intangible, and
from fact to
perception. This
book presents
research and
paradigms that
transcend classical
theory in order to
examine how
business practice

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is positively
affected by these
conditions. Across
a multitude of
sectors and
organisational
types, scholars of
different business
specialisations set
the theoretical
foundations of
contemporary

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thinking and
present their
practical
implementations.
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Defining the
Frontiers of
Business
Research Across
India
Economics and
Political

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Implications of
International

Financial

Reporting

Standards

Innovative

Business Practices

Research

Handbook on

Export Marketing

Special Issue:

Managing

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Advancement

Business
Challenges and
Opportunities
Through
Innovation and
Entrepreneurship
After more than 30
years of
reforms in
agriculture,
manufacturing and
trade and industry,

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China's economy
has grown to
become the
second largest in
the world. This
book examines the
contributions of
dynamic
entrepreneurs to
the economic
development of
mainland China

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and Hong Kong –
an analysis that is
largely lacking in
existing studies
China's economic
stronghold. This
book adopts
theories of
entrepreneurship
and market
processes as
major analytical

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Advancement
frameworks to
conclude that
entrepreneurship
is the true engine
of growth in
mainland China
and Hong Kong.
Chinese
Entrepreneurship
focuses on the
knowledge drivers
and systemic

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challenges of these businesses to examine how entrepreneurs under uncertainty identify and pursue profit opportunities, and how their efforts have enhanced China's economic dynamics. This

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Advancement
book offers vital
insight to students,
teachers and
researchers of
Chinese business
and economics,
along with Chinese
culture and
expanding
economies.
Defining the
Frontiers of

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Contemporary
Business
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Research Across
the Middle East
Prevailing a
Turbulent Era
A Cross-Cultural
Perspective
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the World Turns:
International
Business

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Strategies from
Cross-cultural
Perspective
Challenges and
Choices