

Journal for

Global Business Advancement



Journal For Global Business Advancement

Dana-Nicoleta Lascu



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Special Issue: Global Business Advancement and Competitive Advantage Ibrahim Akoum,2011 **Special Issue: Advances in Global Business Practice** ,2014 *Cultural and Technological Influences on Global Business* Christiansen, Bryan,Turkina, Ekaterina,Williams, Nigel,2013-04-30 Technology is a key driver behind the effects of contemporary globalization on business and 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 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 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 practitioners who wish to broaden their understanding of the direct relationship between culture and technology in the international business realm

Global Business Advancement and Competitive Advantage Ibrahim F. Akoum,2011 Global Business Management Abel Adekola,Bruno S. Sergi,2016-04-22 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 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 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 cross cultural expertise essential to succeed in a world of rapid and profound economic political and cultural changes

International Business Alan Sitkin,Nick Bowen,2013-02-14 Offering a refreshingly critical perspective this text presents a balanced concise account of the challenges opportunities of international business Extensive use of international case examples demonstrating both good bad practice provides students with a realistic depiction of international business

Marketing Dana-Nicoleta Lascu,2024-03-23 Essentials is a shorter more concise treatment than most competitors and is known for its easy read and memorable examples The eighth edition updates every topic to reflect the transformative shifts in marketing in an era of rapid technological change and economic and political uncertainty This edition presents the latest innovations and strategies in digital marketing including social media marketing mobile marketing and online marketing The eighth edition also offers fresh insights into the impact of environmental developments and explores new areas related to customer relationship management customer valuation marketing analytics brand communities dynamic pricing and sustainability

Diversity, AI, and Sustainability for Financial Growth Margaretha van der Poll, Huibrecht,Andrew van der Poll, John,Ngwakwe, Collins Chigaamecha,2025-01-31 In today s business landscape the intersection of diversity artificial intelligence AI and sustainability is reshaping the path to financial growth Companies that embrace diversity in their

workforce and leadership realize the competitive advantage of various perspectives which drive innovation and foster better decision making When combined with the potential of AI these organizations streamline operations enhance customer experiences and make informed data driven decisions A commitment to sustainability aligns with global trends toward environmental responsibility while opening up new markets and investment opportunities Further exploration of the combination of diversity AI and sustainability will enable businesses to thrive in today s technology driven economy Diversity AI and Sustainability for Financial Growth provides solutions for business to remain resilient and value driven amidst contemporary developments that challenge business stability It explores the growing changes and turbulence in the current economic and business landscape and examines solutions for environmental sustainability technological expansion and diversity This book covers topics such as cybersecurity information technology and sustainable development and is a useful resource for business owners economists computer engineers data scientists security professionals academicians and researchers

ICICKM2015-12th International Conference on Intellectual Capital Knowledge Management & Organisational Learning Vincent Ribi  re and Lugkana Worasinchai,2015-10-20

Sustainable Tourism Practices in the Mediterranean Ipek T  z  n,Mehmet Erg  l,Colin Johnson,2019-07-19 Sustainable Tourism Practices in the Mediterranean showcases and examines the current and future trends in sustainable tourism in this popular region where tourism is one of the leading determinants of economic development This volume examines the effects of specific recent events including terrorism financial crises and various political changes in the Mediterranean region Looking at a range of destinations island and mainland urban and rural summer and winter and emergent and declining zones it provides a comprehensive overview of this area It also draws on a number of wide ranging themes such as gastronomy corporate social responsibility entrepreneurship ethical issues service quality health and the slow city offering an insightful study of the challenges the Mediterranean region faces and the sustainable practices that can be implemented in order to overcome them Written by leading academics in the field this book will be of great interest to upper level students researchers and academics in Tourism Development Studies and Geography

Brand Loyalty in Bangladesh Dr. Md. Uzir Hossain Uzir,Profession Dr. Abu Bakar Abdul Hamid,Dr. Ts. Dr. Ahmad Shaharudin Abdul Latiff,Israaq Jerin,2021-05-06 A brand is a valuable asset and loyalty to a particular brand is the source of revenue and profitability of the business Brand loyalty is significant for the business growth and expansion of companies in the electronics sector A populated country Bangladesh has a substantial expenditure on electronic appliances and the demand for these household items increases over the period however customers are not always loyal to a particular brand Marketing literature shows that customer satisfaction and brand confidence directly affect brand loyalty and brand trust mediates their relationship Due to the technological advance of social media technology has an essential role in the customer s decision to buy household appliances The existing literature has not focused on this massive demand for electronic appliances customer satisfaction loyalty trust and social media s significant role in consumer buying

behavior The book shoed the investigation of the effect of customer satisfaction and brand trust of electronic home appliances on brand loyalty and the mediating role of brand trust in customer satisfaction and trust relationship The study also examined the extent to which customers believe social media information influences them The study gathered data from 523 Bangladeshi respondents from Dhaka by conducting a survey The data were analyzed with SPSS and CB SEM AMOS for the hypothesis test The findings revealed that customer satisfaction and brand trust significantly impact brand loyalty and social media moderates those significant relationships The result of the study contributed to the expectancy disconfirmation theory trust commitment theory brand loyalty theory and theory of reasoned action by presenting empirically based insight into customer satisfaction brand trust and brand loyalty constructs in electronic home appliances in Bangladesh In addition the results provided a practical insight into marketing and brand management They suggested the practicing managers in developing product quality with customer preference building trust through maintaining brand image and creating awareness among the customers and considering the significance of social media and its usage The research used probabilistic sampling techniques both rural and urban customers only a single home appliance and PLS SEM statistical tool for analysis Future researchers could focus and include other variables such as price or advertising consider loyalty separately and use both urban and rural customers to have better predictions

Special Issue: Advancements in Global Business Research Across Emerging Countries Najiba Benabess,2018 **Special Issue On: Harnessing the Power of Contemporary Global Business Research on the Global Stage** Hamdan Sulaiman Al-Fazari,2021

Entrepreneurship, Collaboration, and Innovation in the Modern Business Era Khosrow-Pour, D.B.A., Mehdi,2018-04-06 As businesses seek to compete on a global stage they must be constantly aware of pressures from all levels regional local and worldwide The organizations that can best build advantages in diverse environments achieve the greatest success Entrepreneurship Collaboration and Innovation in the Modern Business Era provides emerging research on business practices and business advancement in the current technological environment While highlighting topics such as enterprise social systems idea generation and online recruitment this publication reveals the various techniques and methods to modernize and revolutionize business organizations This book is an important resource for business leaders economists entrepreneurs practitioners researchers and students seeking current research on the research and discoveries in the field of business expansion **African Journal of Business and Economic Research** ,2007 **Gadjah Mada International Journal of Business** ,2011 Serials in the British Library ,2007 *Leadership and Organizational Sustainability* Elia Socorro Díaz Nieto,David Israel Contreras Medina,Roberto Tuda Rivas,2023-06-27 The book presents a new type of leadership focused on sustainable human development and organizational sustainability which is based on the self realization of the person of the leader which means the satisfaction of their needs according to the scale of Abraham Maslow through integral human development in all aspects of life Because the term leader appears to refer to anyone with the authority to

confer a position with subordinates the reality within organizations has shown that a leader must go further and demonstrate commitment awareness and concern for the common good Which person has these characteristics People who have had more opportunity to develop in different areas of their being resulting in them being conceived as more educated The qualities in a person are the basis of leadership Education and practice are much more important than all hereditary and genetic codes This volume explores the various ways of making explicit the dimensions of social economic and environmental sustainability through knowledge management that addresses the identification collection processing circulation use exchange and preservation of knowledge within operating systems and the context of organizations considering issues that contribute to sustainability human and organizational where the leader is the main actor and the means is knowledge management

Gale Directory of Publications and Broadcast Media, 2006 Identifies specific print and broadcast sources of news and advertising for trade business labor and professionals Arrangement is geographic with a thumbnail description of each local market Indexes are classified by format and subject matter and alphabetical by name and keyword **Directory of Publications and Broadcast Media 141** Thomson Gale, 2006 This premier media directory contains thousands of listings for radio and television stations and cable companies Print media entries provide address phone fax numbers and e mail addresses key personnel including feature editors and much more Broadcast media entries provide address phone fax and e mail addresses key personnel owner information hours of operation networks carried and more

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