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Language in International Business Mary Yoko Brannen,Terry Mughan,2016-11-07 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

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Covid-19 and International Business Marin Marinov, Svetla Marinova, 2020-12-20 The Covid 19 pandemic has induced a crisis grasping the world abruptly simultaneously and swiftly As a critical juncture it ignited a change of era for international business This book illustrates how governments have dealt with the pandemic and the consequent impacts on international business It also explores the disrupted operations and responses of businesses as their worldwide interconnectivity has been

seriously threatened The book discourses multidirectional aspects of the effects of Covid 19 on international business ranging from the juxtaposing forces disrupting globalization and installing a change of era through decoupling of technological production and knowledge flows to its stimulating aspects to the strategic response on business industry and state level The book contains thirty chapters that offer a multidimensional interpretation of impacts of Covid 19 on international business theory and practice Employing the latest state of knowledge on the topic the book is aimed at international business audience scholars students and managers who need to understand better the nature scope and scale of the impacts of the pandemic on international business Multinational Enterprises and Emerging Economies Klaus E.Meyer,2020-03-28 Guided by the overarching question how and why does the emerging economy context matter for business this collection brings together key contributions of Klaus Meyer on multinational enterprises MNEs competing in and originating from emerging economies The book also explores how outward investment strategies contribute to building internationally competitive MNEs

International Human Resource Management Ibraiz Tarique,Dennis R. Briscoe,Randall S. Schuler,2015-08-11 Thoroughly updated and expanded the fifth edition of International Human Resource Management focuses on international human resource management IHRM within multinational enterprises MNEs The book has been designed to lead readers through all of the key topics of IHRM in a highly engaging and approachable way In addition to the key topics and rich pedagogy students have come to expect chapters have been updated including an expanded chapter on Comparative and National Culture Uncovering precisely why IHRM is important for success in international business and how IHRM policies and practices function within the multinational enterprise this comprehensive textbook provides an outstanding foundation for understanding the theory and practice of IHRM It is essential reading for all students instructors and IHRM professionals Instructor resources can be found at http://routledgegettextbooks.com/textbooks/_author/globalhrm **Journal of world**

business ScienceDirect (Service en ligne),2000 **Journal of Business Research** ,1988 **International Business** Michael R. Czinkota,Ilkka A. Ronkainen,Suraksha Gupta,2021-09-16 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 place 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 to international business practice Through its discussion and analysis the book guides students to a greater understanding of contemporary business issues and helps them to 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 *Journal of International Business and Cultural Studies - Volume 12* George Gresham,Martha Robinson,2021-02-16 The Journal of

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Business Henry Wai-Chung Yeung, 2007 The rise of Asia as an important region for global business has been widely recognized as one of the most significant economic phenomena in the new millennium This handbook brings together reviews of Asian business under a range of headings including business organization marketing and business policy Research Methods in Business Studies Pervez Ghauri, Kjell Grønhaug, Roger Strange, 2020-03-12 This accessible guide provides clear practical explanations of key research methods in business studies presenting a step by step approach to data collection analysis and problem solving Readers will learn how to formulate a research question choose an appropriate research method argue and motivate collect and analyse data and present findings in a logical and convincing manner The authors evaluate various qualitative and quantitative methods and their consequences guiding readers to the most appropriate research design for particular questions Furthermore the authors provide instructions on how to write reports and dissertations in a clearly structured and concise style Now in its fifth edition this popular textbook includes new and dedicated chapters on data collection for qualitative research qualitative data analysis data collection for quantitative research multiple regression and additional methods of quantitative analysis Cases and examples have been updated throughout increasing the applicability of these research methods across various situations

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