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# Journal Of Research In International Business And Management

**C Cleary**



## **Journal Of Research In International Business And Management:**

*Rethinking the Case Study in International Business and Management Research* Rebecca Marschan-Piekkari, Catherine Welch, 2011-01-01 This important and original book places the case study in international business research in its historical context critically evaluates current case study practices in the field and proposes a more pluralistic future for case research within international business and international management research While the case study is the most popular qualitative research strategy in the field only a narrow selection of possible approaches is currently used IB and IM researchers typically rely on a case study approach that could be characterized as qualitative positivism The editors and contributors look beyond this disciplinary convention and encourage greater pluralism in IB and IM case research Their key argument is that increased awareness of prevailing disciplinary conventions and their limitations increases the potential for methodological innovation and versatility in case research The contributions provide critical novel and innovative perspectives on the case study in IB and IM research The book offers inspiration to case authors and an authoritative methodological reference for those publishing and reviewing case research It will also be highly regarded by postgraduate and doctoral students in IB and IM as well as both qualitative and quantitative researchers in the field [Research Handbook on Innovation in International Business](#) Dikova, Desislava, Ipsmiller, Edith, 2022-06-10

Expansive and engaging the Research Handbook on Innovation in International Business takes a deep dive into technological organisational firm and industry level innovation Contributions from leading experts in international business cover large multinational firms to SMEs and emerging markets providing industry specific insights into innovative solutions from across the globe **Proceedings of the 9th Terengganu**

**International Business and Economics Conference 2025 (TiBEC IX 2025)** Nur Azwani Mohamad Azmin, Nurmuslimah Kamilah Abdullah, Siti Fatimah Mardiah Hamzah, Suzila Mat Salleh, Rabiatal Adawiyah Ma'arof, Norhaya Hanum Mohamad, Yunita Awang, Sri Puvanesvari Gannasin, Arina Rus Zahira Rusli, 2025-08-31 This is an open access book Welcome to the 9th Terengganu International Business and Economics Conference 2025 TiBEC IX an influential platform addressing today's most pressing challenges at the intersection of business economics and sustainable growth Set against a backdrop of rapid technological advancements and global economic shifts TiBEC IX gathers scholars industry experts policymakers and students from around the world to share insights and explore innovations that will shape the future of economic development and sustainable business practices In an era characterized by digital transformation evolving global markets and the need for responsible growth TiBEC IX is a hub for exploring emerging trends and discussing practical strategies for resilience and inclusivity Conference themes reflect today's complex landscape exploring the impact of digital finance advances in the supply chain artificial intelligence in decision making and the importance of environmental responsibility and ethical corporate governance By focusing on these topics TiBEC IX emphasizes sustainable inclusive and data driven approaches to economic policy and business management in an interconnected world This year TiBEC IX offers a unique opportunity for

collaboration and innovation in the areas of digital transformation sustainable business practices global trade financial technology and strategic use of data Together we will explore ways to empower small businesses improve human capital and utilize technology to promote inclusive and sustainable growth Join us in Terengganu Malaysia as we forge solutions for a resilient digital and ethically sound future in business and society

*Who's who in International Business Education and Research* William F. Shepherd,Iyanatul Islam,Sankaran Raghunathan,1999-01-01 This work is recommended for corporate libraries whose companies are involved in international business and for academic libraries affiliated with colleges of business Kay M Stebbins Choice This project is distinctive in that it really is a Who s Who rather than a directory of all scholars engaged in international business education and research

**The Palgrave Handbook of Global Migration in International Business** Audra I. Mockaitis,2023-11-02 This handbook focuses on the dynamic nature of global migration and its implications for international business Migration shapes the societal and organizational contexts of international business yet studies on migration have only recently become more prominent For example the existence of multinational enterprises MNEs depends to no small extent on the mobility of people MNEs source develop deploy and utilize global talent This talent pool includes but is not limited to skilled expatriates or corporate migrants as well as culturally and ethnically diverse workforces comprised of first and second generation migrants highly skilled refugees that help organizations enhance their legitimacy in host countries and returnee immigrants encouraged by changing home country conditions Additionally global events such as the COVID 19 pandemic and Brexit have introduced new and far reaching challenges for international firms in managing their international workforces and international mobility Meanwhile at the individual level these issues are compounded for migrants having to cope with multiple work and non work demands Chapters in this handbook offer both firm and migrant perspectives covering topics such as diaspora networks in international alliances migrant careers and migrant re entry issues among others Arranged in five sections this handbook covers the whole spectrum of issues thus furthering our understanding of this increasingly important topic

Handbook of Research in International Marketing Subhash C. Jain,2003 Presenting the challenges and opportunities ahead the contributors to this volume critically examine the current status and future direction of research in international marketing The result of a sustained and lively dialogue among contributors from a variety of cultures this volume gathers their perspectives and many insights on the revitalization of the field The authors address the way international marketing actually functions as well as theoretical explorations of how it should function Some of the papers break through the bounds of traditional disciplines and methodologies to borrow whatever tools and concepts are needed for a particular inquiry Others are less concerned with testing existing theory than with generating new insights Still others provide results that are significant for managers Many of the contributors are drawn to problems broad in scope and offer insights that are of considerable value for advancing the state of the art Part I offers a review of the state of the art in international marketing and examines market orientation and

withdrawal Parts II through IV cover foreign market entry modes strategy and cross cultural issues Parts V and VI discuss global electronic commerce as well as diffusion models country equity and global scorecards A timely and innovative volume Handbook of Research in International Marketing is a must read for anyone interested in marketing research or international business

Dynamic Strategic Thinking for Improved Competitiveness and Performance Andraz, Georgette, Carrasqueira, Helder, Pereira, Rosaria, Baleiro, Rita, 2020-06-19 Competition in today's global economy has become more complex due to the adoption of digitization and advanced methods of performance Firms are compelled to adapt to new challenges that are altering the economic scope while maintaining a competitive edge Empirical research is needed that highlights innovative and dynamic strategies that will allow corporations to maintain a level of sustainability and remain competitive in the global market Dynamic Strategic Thinking for Improved Competitiveness and Performance provides emerging research exploring the innovative methods organizations have implemented in order to improve their overall effectiveness This book analyzes novel strategies companies are using to adjust and respond to modern challenges including globalization and digitization Featuring coverage on a broad range of topics such as digital business social media and human capital this book is ideally designed for researchers policymakers managers practitioners executives government officials students and academicians seeking research on modern strategic performance methods for improving corporate sustainability and competitiveness

The Changing Global Power Balance Rob van Tulder, Nuno Fernandes Crespo, Vítor Corado Simões, Cátia Fernandes Crespo, 2025-06-06 This volume covers three key vectors The changing global power balance in the world economy how to deal with rapid changes in technology and innovation and how to understand and assess the resulting challenges for Europe

*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 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](http://www.jibs.net)

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,2006 Apr issues for 1940 42 include Papers and proceedings of the semi annual Dec meeting of the American Marketing Association 1939 41      *International Journal of Market Research* ,2008      **Corporate Governance and International Business** Roger Strange,Gregory Jackson,2008-02-27 Bringing together a number of leading scholars and pioneering research this volume explores the links between corporate governance and international business and demonstrates how corporate governance influences the attractiveness of host countries to inward investors as well as the internationalization strategies of MNEs themselves

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