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avenues to improve the quality and impact of future research. J. Klaus Meyer, University of Bath, UK The book achieves its goal to connect strategic management research within online courses persist and invite further inquiry for determining factors that encourage effective teaching and learning in online environments. Handbook of Research on International Strategic Management: Process, Interactions, and Participation in Online Courses explores models of course development and delivery techniques to improve instruction, learning, and student satisfaction in online courses. Covering topics such as roles of participation, student engagement and retention, and development of online courses serves as a valuable reference for online educators, researchers, and practitioners as well as for course designers and developers of online courses and researchers whose agendas include examining interaction, presence, and participation in online courses.

Handbook of Research on Strategic Management in Small and Medium Enterprises - Todorcevic, Kiril - 2014-04-30 As the global economy continues to develop and new entrepreneurs take advantage of emerging markets, the small business sector plays a greater role of economic development in the international arena. The Handbook of Research on Strategic Management in Small and Medium Enterprises contributes new research to the current arena of business, including its impact on multinational enterprises. By exploring how to deal with the strategic challenges associated with contemporary market turbulence and the increasingly unpredictable business conditions. By exploring existing theories in tandem with fresh viewpoints, this book will serve as a valuable reference for students, lecturers, researchers, entrepreneurs, and policy makers investigating the use of strategic management in various scenarios and situations.

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The Regional Multinationals - Alan M. Rugman - 2005-01-06 Although there are many books that focus on the role of MNCs in a global context, this book is unique in that it covers existing theory and new practical applications. The Regional Multinationals: Alan Rugman examines first-hand data from multinationals and finds that most multinationals have regional headquarters, with growing importance in the US or Asia. Only a tiny proportion of the world’s top 500 companies actually sell the same product and deliver the same services around the world. Rugman exposes the facts behind the popular myths of doing business globally, explaining why a firm’s best strategy is to have a regional headquarters. This book offers an authoritative agenda for future business strategy. The Regional Multinationals is the essential resource for all academics and students in International Business, Organization and Strategic Management. The book will serve as an interesting read to anyone with an interest in finding out how multinationals really work in practice and how future strategy must respond.

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Research Methods for Strategic Management - Giovanni Battista Dagnino - 2015-10-16

The field of strategic management has developed significantly since its birth from "business policy" and "business planning" in the 1960s, and as strategic and operational frameworks and other forms of strategy have been developed in day-to-day case studies. The evolution of strategic management into a respected field of academic study resulted from the advances of research methods previously employed in economics. Today, research in strategic management is likely to employ a mixture of methods borrowed from related and unrelated disciplines, such as political sciences, psychology, neuroscience, and behavioral economics, which can be confusing to researchers new to the field. This book provides the reader with a broad introduction to the array of qualitative and quantitative research methods required to investigate strategic management. Throughout the book, strong emphasis is placed on practical applications that transcend the mere analysis of the theoretical roots of single research methods. The underlying result is a book that encourages and aids readers to "learn by doing" - in applying the implications of each chapter to their own research. This text is vital reading for postgraduate students and researchers focused on business strategy.

Multinational Location Strategy - Alan N. Rugman - 1998-06-12

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Handbook of Research on the Strategic Management of Family Businesses - Palma-Ruiz, Jesus Manuel - 2020-01-10

The literature on family business has developed significantly over the last two years. However, efforts remain to summarize and systematize the main aspects that affect the behavior of this type of company. In this regard, the topic of family business management is an important one to recognize how the family decisively influences the behavior of the company and also to identify how the existence of the company affects family dynamics. Those who manage family businesses, whether family or not, must reconcile both perspectives (business and family) in the definition of strategic objectives, allowing sustainability and continuity in this type of organization. The Handbook of Research on the Strategic Management of Family Businesses provides emerging research that covers how strategic management in the family business has been developed and identifies the objectives that sustain this strategic behavior, the main areas of analysis (family and business), the definition of strategic objectives, and the challenges and limitations of this type of organization. The Handbook of Research on the Strategic Management of Family Businesses provides insights into family firms and propose strategies to tackle the challenges and seize the possibilities to grow in a competitive and dynamic environment. Featuring coverage on a broad range of topics such as human capital, organizational leadership, and knowledge creation, this book is ideally designed for family firms, managers, advisors, consultants, policymakers, business professionals, executives, entrepreneurs, researchers, academicians, and students.

Strategic Management of Research Organizations - William Barletta - 2015-08-28

This entry-level text describes a tested top-down enterprise-wide approach to managing organizations with a predominant portion of their product being scientific or technological research. It focuses on executive performance and strategic issues that operational managers often miss, including goal-setting, communications and marketing, and operations management to realize strategic objectives. This book will be of interest to entrepreneurs, established scientists and engineers and to those studying toward an MBA with specialization in research institutions and major research universities, preparing them to move from research or academia into their first managerial position. It also provides valuable advice and guidance for established midile and senior management in research institutions. Furthermore, this book serves as an excellent introduction to strategic management and operations management. It explores best practices for communication, marketing, and risk management. It discusses workforce management as well. It also shows what strategic goals and plans. Strategic Management of Research Organizations - William Barletta - 2015-08-28

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