Factors Affecting Firm Competitiveness and Performance in the Modern Business World

Part of the Advances in Business Strategy and Competitive Advantage Book Series

Aspasia Vlachvei (Technological Institute of Western Macedonia, Greece), Ourania Notta (Technological Education Institute of Thessaloniki, Greece), Kostas Karantininis (Swedish University of Agricultural Sciences, Sweden) and Nicholas Tsounis (Technological Insititution of Western Macedonia, Greece)

Description:

Economic and business growth is driven by the continuous re-evaluation and optimization of current policies and practices. By implementing more effective procedures, businesses can increase their levels of competitiveness.

Factors Affecting Firm Competitiveness and Performance in the Modern Business World is an authoritative reference source for the latest scholarly research on the most appropriate measures and initiatives for firms to become more competitive within various sectors. Incorporates interdisciplinary perspectives through theoretical foundations and real-world case studies.

Readers:

This book is ideally designed for professionals, practitioners, upper-level students, policy makers, and managers interested in the optimization of business performance.

ISBN: 9781522508434
Release Date: October, 2016
Copyright: 2017
Pages: 287

Topics Covered:

- Competitor Networks
- Franchise Management
- Joint Ventures
- Multiple-criteria Decision Analysis
- Not-for-Profit Economy
- Oligopolistic Firms
- Social Media Applications

Hardcover + Free E-Access: $195.00
E-Access + Free Hardcover: $195.00

Order Information
Phone: 717-533-8845 x100
Toll Free: 1-866-342-6657
Fax: 717-533-8661 or 717-533-7115
Online Bookstore: www.igi-global.com
Table of Contents

Chapter 1
Firm Competitiveness – Theories, evidence and measurement
Aspasia Vlachvei, Western Macedonia University of Applied Sciences, Greece
Ourania Notta, Alexander Technological Educational Institute of Thessaloniki, Greece

Chapter 2
An Investigation of Competitor Networks in Manufacturing Strategy and Implications for Performance
Eve D Rosenzweig, Emory University, USA
Elliot Bendoly, The Ohio State University, USA

Chapter 3
Competitiveness of Polish International New Ventures from Managerial Perspective
Ewa Baranowska-Prokop, Warsaw School of Economics, Poland
Tomasz Sikora, Warsaw School of Economics

Chapter 4
Firm Performance and Research and Development
Jacek Prokop, Warsaw School of Economics, Poland

Chapter 5
Performance Evaluation of Hotel Enterprises in Crete: A Multi-criteria Approach
Iraklis Karantonis, Mediterranean Agronomic Institute of Chania, Greece
George Baourakis, Mediterranean Agronomic Institute of Chania, Greece
Constantin Zouponoudis, Technical University of Crete, Greece

Chapter 6
Joint Venture efficiency through skills complementarity or by reducing transaction costs?: A case study of an apparel company in an emerging market
José G Vargas-Hernández, University of Guadalajara, Mexico
Ioannis I. Antoniadis, TIE of Western Macedonia, Greece
Luis Eduardo González-Amerenta, University of Guadalajara, Mexico

Chapter 7
Polish Firms’ Innovation Capability for Competitiveness via Information Technologies and Social Media Implementation
Androniki Kavoura, Technological Educational Institute of Athens, Greece
Leszek Kozioł, Malopolska School of Economics in Tarnów Poland

Chapter 8
Animal spirits or engaging spirits? The importance of the not-for-profit economy: Coopetitiveness and grant-making foundations
Angela Besana, IULM, Italy

Chapter 9
Franchise management and the Greek franchise industry
Alexandra Komati, Hellenic Capital Market Commission, Greece
Athanasios Mihotis, Hellenic Open University, Greece
Alexia Mary Tzortzaki, Technological Educational Institute of Crete, Greece

Chapter 10
Currency Parity and Competitiveness: The Case of Greece
Carlos Encinas-Ferrer, Universidad De La Salle Bajio, Mexico

Aspasia Vlachvei is Professor of Marketing, in Western Macedonia University of Applied Sciences since 2002. Prior to that she has been employed in various capacities at the University of Macedonia, Aristotle University of Thessaloniki, University of Thessaly and TIE of Thessaloniki, Greece. She has been Visiting Professor in Kiev National University of Taras Shevchenko, Ukraine. She holds a BA degree from the Aristotle University of Thessaloniki, MSc in “Rural Economics and Development” from Mediterranean Agronomic Institute of Chania, Greece and a Ph.D degree on Agricultural Economics from the Aristotle University of Thessaloniki, since 1997. She has received scholarship (1994-97) from National Scholarship foundation. Her research interests focus on international marketing strategies, competitiveness, wine tourism and wine marketing, e-marketing, social media. She is director of MSc “Public relations and marketing with new technologies” and co-director of MBA of Western Macedonia University of Applied Sciences. She is co-editor of the proceedings and member of scientific and organising committee of International Conference on Applied Economics - ICOAE (2008-16). She has been guest Editor in Journal of International Trade Law and Policy, International Journal of Computational Economics and Econometrics, International Journal of Financial Economics and Econometrics. She has supervised numerous MBA theses in the area of international business strategies. She has participated in several European funded projects concerning food marketing and industrial organisation. She has published in several professional journals such as Applied Economics, American Journal of Agricultural Economics, Agricultural Economics, British Food Journal, Journal of European Economy, Annals of Public and Cooperative Economics and New Medit.

Ourania Notta is Professor of Microeconomics at the Department of Agricultural Technology (Agricultural Economics Program), of the Alexander Technological Educational Institute of Thessaloniki in Greece. She received her Diploma in Agricultural Economics, her master in Economics and a Ph.D. in Agricultural Economics from the Department of Agricultural Economics of Aristotle University of Thessaloniki. She has teaching experience in Hellenic Open University and in MBA of Western Macedonia University of Applied Sciences. Her research interests focus on the economics of agribusiness; industrial economics; food firms' strategies and entrepreneurial behaviour. She has participated in ten European and national funded research projects concerning industrial economics and agribusiness. She has participated in 30 international conferences and she has published many articles in international conferences' proceedings published by well known publishers such as Elsevier and Springer. She has authored many peer review papers in scientific journals such as American Journal of Agricultural Economics, Review of Industrial Organization, British Food Journal, South European Society and Politics, New Medit, International Journal of Computational Economics and Econometrics etc. Her publications have been cited in more than 150 papers by other authors. She is member of the European Association of Agricultural Economists (EAAE), the Greek association of Agricultural Economists and the Hellenic Association for Information and Communication Technologies in Agriculture Food and Environment (HAICTA).

Nicholas Tsounis is a Professor of Economics at the Department of International Trade, Technological Institute of Western Macedonia and an adjunct faculty member at the Hellenic Open University-Greece. He has a PhD in International Trade Theory since 1992 from the Department of Economics, University of Manchester-UK. His research interests are on applied international economics, economic integration and applied microeconomics. He has published more than 40 articles in international scientific periodicals and conferences and 15 books. He is a referee/peer reviewer for several scientific periodicals and research calls of various countries, including the EU. He is the co-founder of the ICOAE conferences (with Aspasia Vlachvei) (www.icoae.com) and an academic advisor to the Hellenic NARIC.