Cultural and Technological Influences on Global Business

Bryan Christiansen (PryMarke, LLC, USA), Ekaterina Turkina (HEC Montreal, Canada) and Nigel Williams (Bournemouth University, UK)

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.

Topics Covered:

- Advertising Polysemy
- Business Intelligence
- Case Studies (Australia, Oman, Vietnam)
- Communicative Strategies in Transnational Research Teams
- Culture and Market Expansion
- ERP Systems
- Human Resource Management
- Industrial / Organizational Psychology
- Innovation
- International Diversity Management
- Knowledge Management
- Leading Virtual Teams
- National Culture on International Business Development
- Performance Measurement in Manufacturing Firms
- Qualitative Research Methods
- Strategic Planning with Artificial Intelligence
- Websites Interaction

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.

Bryan Christiansen has been the Chairman of PryMarke, LLC since 2004, a Business Analytics and Management Consultancy in Michigan, USA. He has also been an Adjunct Business Professor since 2003 at Capella University and Ellis University (formerly Ellis College of New York Institute of Technology) in the USA and Gumushane University in Turkey. Born in Washington, DC and raised in Asia, Bryan is fluent in Chinese, Japanese, Spanish, and Turkish and has traveled to 38 countries during his 27-year business career with Global 500 firms and smaller. Bryan is an avid writer on business and education subjects and is currently based in Istanbul, Turkey where he is doing research for future books on these topics. Bryan holds a Bachelor's degree in Marketing from the University of the State of New York and an MBA degree from Capella University. He will complete his Doctor of Business Administration (DBA) degree in International Business at Walden University in 2013.
Chapter 1
Globalization and Human Resources Management:
Bal Yasemin (Yildiz Technical University, Turkey)
Bozkurt Serdar (Yildiz Technical University, Turkey)

Chapter 2
International Diversity Management:
Vassilopoulou Joana (University of Sussex, UK)
Da Rocha Jose Pascal (Columbia University, South Africa)
Seierstad Cathrine (Brunel University, UK)
April Kurt (University of Cape Town, South Africa)
Ozbilgin Mustafa (Brunel University, UK)

Chapter 3
Business Intelligence Solutions for Decision-Making in Global Organizations
Yasemin BAL (Yildiz Technical University, Turkey)
Mert BAL (Yildiz Technical University, Turkey)

Chapter 4
Foreign Market Entry Made Choices:
Wong Ho Yin (Deakin University, Australia)

Chapter 5
Measuring the Effects of Advertising Polysemy on Branding
Brown Ulysses J. (Savannah State University, USA)
Arora Anshu Saxena (Savannah State University, USA)
Arora Amit (Georgia Southern University, USA)

Chapter 6
Exploring the Use of Performance Measurements in Arab Manufacturing Firms
Abdel-Maksoud Ahmed B. (United Arab Emirates University, UAE)

Chapter 7
Making Agile Development and Offshoring Practice Successful on Global Software Development Project
Chen Edward T. (University of Massachusetts Lowell, USA)

Chapter 8
A Synthesis of Globalization, Business Culture and E-Business Adoption in Vietnam
Koo Fung K. (University of Sydney, Australia)
Connerley Mary L. (University of Northern Iowa, USA)

Chapter 9
Optimizing International Joint Venture (IJV) Ownership Structures
Tran Ben (Alliant International University, USA)

Chapter 10
Cultural Influence on Global Assessment of Higher Education Service Quality
Ahuja Vandana (Jaypee Institute of Information Technology, India)

Chapter 11
Cultural Influence on Global Assessment of Higher Education Service Quality
Nacar Ramazan (Istanbul Technical University, Turkey & Yalova University, Turkey)

Chapter 12
Networking Through Cultures:
Karnaukhova Oxana (Southern Federal University, Russia)

Chapter 13
The Role of Market Orientation in Internationalization of SMEs
Nahsan Suomela Rosmeri (Vaasa University of Applied Sciences, Finland)

Chapter 14
The Role of Culture in Developing Disruptive Innovation in Domestic Firms
Cowden Birron J. (Saint Louis University, USA)
Kalliny Morris (Saint Louis University, USA)

Chapter 15
Knowledge Management and Its Challenges in Global Business
Chandni Harish C. (Argosy University, USA)

Chapter 16
Cultural and Commercial Interaction:
Natan Slav-Valek (J-Shou University, Taiwan)
Axelsson Eva Podovšovnik (University of Primorska, Slovenia)

Chapter 17
Entry Strategies and Distribution Channels of Italian SMEs in the Chinese Market
de Luca Pavia (University of Trieste, Italy)
Vianelli Donata (University of Trieste, Italy)
Marzano Fabio Claudio (University of Trieste, Italy)

Chapter 18
A Comparative Analysis of Functionalities of Salesforce.com, mySAP.com, and SiebelCRM
Ahuja Vandana (Jaypee Institute of Information Technology, India)
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