

## Preface

The constantly changing landscape of International Business makes it challenging for experts and practitioners to stay informed of the field's most up-to-date research. That is why Business Science Reference is pleased to offer this three-volume reference collection that will empower students, researchers, and academicians with a strong understanding of critical issues within International Business by providing both broad and detailed perspectives on cutting-edge theories and developments. This reference is designed to act as a single reference source on conceptual, methodological, technical, and managerial issues, as well as provide insight into emerging trends and future opportunities within the discipline.

*International Business: Concepts, Methodologies, Tools and Applications* is organized into eight distinct sections that provide comprehensive coverage of important topics. The sections are:

1. Fundamental Concepts and Theories;
2. Development and Design Methodologies;
3. Tools and Technologies;
4. Utilization and Application;
5. Organizational and Social Implications;
6. Managerial Impact;
7. Critical Issues; and
8. Emerging Trends.

The following paragraphs provide a summary of what to expect from this invaluable reference tool.

Section 1, "Fundamental Concepts and Theories," serves as a foundation for this extensive reference tool by addressing crucial theories essential to the understanding of International Business. Introducing the book is *An Overview of E-Government Technological Divide in Developing Countries* by Rafiat A. Oyekunle and H. B. Akanbi-Ademolake; a great foundation laying the groundwork for the basic concepts and theories that will be discussed throughout the rest of the book. Another chapter of note in Section 1 is titled *Significance of Innovation Policies: Lessons for Countries Caught in the Middle Income Trap* by Cem Okan Tuncel and Volkan Gürsel. Section 1 concludes, and leads into the following portion of the book with a nice segue chapter, *Climate Change, Trade Competitiveness, and Opportunity for Climate Friendly Goods in SAARC and Asia Pacific Regions* by Soumyananda Dinda.

Section 2, "Development and Design Methodologies," presents in-depth coverage of the conceptual design and architecture of International Business. Opening the section is *Barriers to Information Access for Specialized Scholars: An Analysis of Information-Seeking Behavior of Social Scientists in Developing Countries* by Lisa Block. Through case studies, this section lays excellent groundwork for later sections

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that will get into present and future applications for International Business. The section concludes with an excellent work by Kgomotso H. Moahi, titled *E-Government Development in Botswana: The Role of Libraries*.

Section 3, “Tools and Technologies,” presents extensive coverage of the various tools and technologies used in the implementation of International Business. Section 3 begins where Section 2 left off, though this section describes more concrete tools at place in the modeling, planning, and applications of International Business. The first chapter, *Using Information Technology to Spread Awareness about Communicable Diseases* by Twiesha Vachhrajani, Lavanya Rao, and H. R. Rao, lays a framework for the types of works that can be found in this section. Section 3 is full of excellent chapters like this one, including such titles as *Adoption of E-Government in Africa: Challenges and Recommendations* by Priti Jain and Akakandelwa Akakandelwa; and *Wired for Change? Information and Communication Technologies Shaping Public Administrative Reform for Development in Karnataka, India* by Shefali Virkar. The section concludes with *Understanding the Weak Performance of Technology in Urban Management: Insights from the Urban Land Registry in Benin* by Claire Simonneau. Where Section 3 described specific tools and technologies at the disposal of practitioners, Section 4 describes the use and applications of the tools and frameworks discussed in previous sections.

Section 4, “Utilization and Application,” describes how the broad range of International Business efforts has been utilized and offers insight on and important lessons for their applications and impact. The first chapter in the section is titled *International Business Initiatives of the Turkish Enterprises in Global Trade: The Case of Outsourcing* written by Aytaç Gökmen. This section includes the widest range of topics because it describes case studies, research, methodologies, frameworks, architectures, theory, analysis, and guides for implementation. The breadth of topics covered in the chapter is also reflected in the diversity of its authors, from countries all over the globe. The section concludes with *Commitment-Trust Dynamics in the Internationalization Process: A Case Study of Market Entry in the Brazilian Market* by António Carrizo Moreira and Carolina Batista Alves, a great transition chapter into the next section.

Section 5, “Organizational and Social Implications,” includes chapters discussing the organizational and social impact of International Business. The section opens with *Impact of International Students on Interactive Skills and College Outcomes of Domestic Students in U.S. Colleges* by Jiali Luo. Where Section 4 focused on the broad, many applications of International Business technology, this section focuses exclusively on how these technologies affect human lives, either through the way they interact with each other, or through how they affect behavioral/workplace situations. Other interesting chapters of note include *Institutional Reform and Export Competitiveness of Central and Eastern European Economies* by Doren Chadee, Alex Kouznetsov, and Banjo Roxas; and *The Implication of Multinational Corporations in Poverty Eradication in Cameroon* by Kingsly Awang Ollong. The section concludes with an intriguing work composed by Ben Tran entitles *Ethos, Pathos, and Logos of Doing Business Abroad: Geert Hofstede’s Five Dimensions of National Culture on Transcultural Marketing*.

Section 6, “Managerial Impact,” presents focused coverage of International Business in a managerial perspective. This section serves as a vital resource for developers who want to utilize the latest research to bolster the capabilities and functionalities of their processes. The section begins with *Introduction to Labor and Health Economics: Mobility of Medical Doctors in the Mediterranean Region* by Ahmed Driouchi. The chapters in this section offer unmistakable value to managers looking to implement new strategies that work at larger bureaucratic levels. The section concludes with *Expatriate Selection and Retention: Identifying and Assessing the Other Characteristics beyond Knowledge, Skills, and Abilities* by Ben Tran.

Section 7, “Critical Issues,” presents coverage of academic and research perspectives on International Business tools and applications. The section begins with *Globalization of Latecomer Asian Multinationals and Theory of Multinational Enterprise* by Wiboon Kittilaksanawong and Weiqi Dai. Chapters in this section, such as *The Region-of-Origin Effect: Implications for Regional Development Policies* written by José Manuel García-Gallego and Antonio Chamorro-Mera, will look into theoretical approaches and offer alternatives to crucial questions on the subject of International Business. The section concludes with *Currency Crisis in Developing Countries* by Christopher Boachie.

Section 8, “Emerging Trends,” highlights areas for future research within the field of International Business, opening with *Scalability and Sustainability of M-Government Projects Implementation in Developing Countries* by Olalekan Samuel Ogunleye and Jean-Paul Van Belle. This section contains chapters that look at what might happen in the coming years that can extend the already staggering amount of applications for International Business. The final chapter of the book looks at an emerging field within International Business, in the excellent contribution, *New Perspectives of Mobile Payment Platform for Developing Countries* by Rodrigue Carlos Nana Mbinkeu.

Although the primary organization of the contents in this multi-volume work is based on its eight sections, offering a progression of coverage of the important concepts, methodologies, technologies, applications, social issues, and emerging trends, the reader can also identify specific contents by utilizing the extensive indexing system listed at the end of each volume. As a comprehensive collection of research on the latest findings related to using technology to providing various services, *International Business: Concepts, Methodologies, Tools and Applications*, provides researchers, administrators and all audiences with a complete understanding of the development of applications and concepts in International Business. Given the vast number of issues concerning usage, failure, success, policies, strategies, and applications of International Business in countries around the world, *International Business: Concepts, Methodologies, Tools and Applications* addresses the demand for a resource that encompasses the most pertinent research in technologies being employed to globally bolster the knowledge and applications of International Business.