International Business Strategy and Entrepreneurship: An Information Technology Perspective

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

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There is a high demand in our society to adopt emerging technologies in all aspects of business and economic activity. As traditional business practices and economic activity are occurring in a global context, new areas of economic development are being recognized as the key enablers of wealth and income production.

International Business Strategy and Entrepreneurship: An Information Technology Perspective discusses innovative solutions to research problems and high performance systems while emphasizing the role of IT and management for sustainable development. This book brings together academics, researchers, entrepreneurs, policy makers and government officers aiming to contribute to the debate of technology related to international business and strategic management.

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Patricia Ordóñez de Pablos is a professor in the Department of Business Administration and Accountability in the Faculty of Economics at The University of Oviedo (Spain). Her teaching and research interests focus on the areas of strategic management, knowledge management, intellectual capital, and China. She serves as an Associate Editor for the Behaviour and Information Technology journal. Additionally, she is Editor-in-Chief of the International Journal of Learning and Intellectual Capital (IJLIC) and the International Journal of Strategic Change Management (IJSCM). She is also Editor-in-Chief of IGI Global's International Journal of Asian Business and Information Management (IJABIM), as well as editor for a number of IGI Global book publications and full book series.

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