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Anywhere Working and the New Era of Telecommuting

Yvette Blount (Macquarie University, Australia) and Marianne Gloet (University of Melbourne, Australia)

An essential research publication for the latest information on flexible work arrangements and how these are made possible through recent developments in ICT. Features extensive coverage on a range of topics such as virtual offices, digital inclusion, and telehealth.

Strategic Human Capital Development and Management in Emerging Economies

Anshuman Bhattacharya
(Sunbeam College for Women, India)

A comprehensive reference source for the latest scholarly research on the intersection of globalization, organizational behavior, and human capital management in the context of developing nations.

Integrating Art and Creativity into Business Practice

Giovanni Schiuma (University of Basilicata, Italy & University of the Arts London, UK) and Antonio Lerro
(University of Basilicata, Italy)

A key reference source for the latest scholarly research on the tools, techniques, and methods pivotal to the management of arts and creativity-based assets in contemporary organizations.

CSR 2.0 and the New Era of Corporate Citizenship

Mark Anthony Camilleri (University of Malta, Malta)

An authoritative reference source for the latest scholarly research on the ways in which corporate entities can implement responsible strategies and create synergistic value for both businesses and society.

Applying Neuroscience to Business Practice

Manuel Alonso Dos Santos
(Universidad Católica de la Santísima Concepción, Chile)

Provides theoretical frameworks and current empirical research in the field. Highlights scientific studies and real-world applications on how neuroscience is being utilized in business practices and marketing strategies to benefit organizations.

Neuroeconomics and the Decision-Making Process

Bryan Christiansen (PryMarke LLC, USA) and Ewa Lechman
(Gdansk University of Technology, Poland)

Presents the latest research on the relationship between neuroscience, economics, and human decision-making, including theoretical foundations, real-world applications, and models for implementation.

Handbook of Research on Human Resources Strategies for the New Millennial Workforce

Patricia Ordoñez de Pablos (University of Oviedo, Spain) and Robert D. Tennyson
(University of Minnesota, USA)

The Handbook of Research on Human Resources Strategies for the New Millennial Workforce is an authoritative reference source for the latest scholarly research on theoretical frameworks and applications for the management of millennials entering the professional realm. Focusing on methods and practices to enhance organizational performance and culture, this book is ideally designed for managers, professionals, upper-level students, and researchers in the fields of human resource and strategic management.
Effective Talent Management Strategies for Organizational Success

Mambo Mupepi (Grand Valley State University, USA)

A pivotal reference source that provides scholarly perspectives on the latest practices for leveraging human capital in business environments to maintain and increase competitive advantage. Highlighting innovative coverage across relevant topics, such as division of labor, intellectual assets, and value creation systems, this book is ideally designed for managers, professionals, academics, practitioners, and graduate students seeking emerging research on optimizing talent management in modern businesses.

Cultural, Behavioral, and Social Considerations in Electronic Collaboration

Ayse Kok (Bogazici University, Turkey) and Hyun Kyung Lee (Yonsei University, South Korea)

An authoritative reference source for the latest scholarly research on the design and implementation of e-collaboration technology in workplace settings. Features extensive coverage on a range of topics relating to the benefits and challenges of these tools.

Quantitative Multidisciplinary Approaches in Human Capital and Asset Management

Meir Russ (University of Wisconsin-Green Bay, USA)

Provides robust scientific research and multidisciplinary perspectives on the theory behind the governance of human capital and human assets. Focuses on insight from the diverse fields of economics, finance, accounting, IT, biology, and development.

Bridging the Scholar-Practitioner Gap in Human Resources Development

Claretha Hughes (University of Arkansas, USA) and Matthew W. Gosney (Hillcrest HealthCare Systems, USA)

Examines the knowledge breach in the role of human resources professionals and the pivotal role they play in an organization. Features timely research, future implications, and practical applications of theoretical assumptions.

Professional Development and Workplace Learning: Concepts, Methodologies, Tools, and Applications (4 Vols.)

Information Resources Management Association (USA)

Professional Development and Workplace Learning: Concepts, Methodologies, Tools, and Applications explores the methods, skills, and techniques that are essential to lifelong learning and professional advancement. This multivolume reference provides crucial insights to employees, managers, leaders, industry professionals, and academics interested in the constantly shifting shape of the modern workforce. This four-volume reference work contains seminal, cutting-edge research on topics such as educational technologies, virtual learning environments, professional development in the digital information age, the use of mobile technologies in continuing education, and more.
Encyclopedia of Strategic Leadership and Management (3 Vols.)
Victor C. X. Wang (Florida Atlantic University, USA)

The Encyclopedia of Strategic Leadership and Management investigates emergent administrative techniques and business practices being utilized within corporate and educational settings. Highlighting empirical research and best practices within the field, this encyclopedia will be an authoritative reference source for students, researchers, faculty, librarians, managers, and leaders across various disciplines and cultures.

Leadership and Personnel Management: Concepts, Methodologies, Tools, and Applications (4 Vols.)
Information Resources Management Association (USA)

Leadership and Personnel Management: Concepts, Methodologies, Tools, and Applications presents the latest research on topics related to effective managerial practice as well as the tools and concepts that attribute to effective leadership. Focusing on a variety of topics including human resources, diversity, organizational behavior, management competencies, employee relations, motivation, and team building, this multi-volume publication is ideal for academic and government library inclusion and meets the research needs of business professionals, academics, graduate students, and researchers.

Indexed by Scopus

Handbook of Research on Small and Medium Enterprises in Developing Countries
Noor Hazlina Ahmad (Universiti Sains Malaysia, Malaysia), T. Ramayah (Universiti Sains Malaysia, Malaysia), Hasliza Abdul Halim (Universiti Sains Malaysia, Malaysia), and Syed Abidur Rahman (Stamford University, Bangladesh)

The Handbook of Research on Small and Medium Enterprises in Developing Countries is an essential handbook for the latest research on the intentions, performance, and application models of independent firms. Featuring exhaustive coverage on a broad range of topics such as green IT, entrepreneurial ventures, and social capital, this publication is ideally designed for researchers, academicians, and practitioners seeking current research on the different opportunities and challenges in relation to this specific sector of business around the globe.

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Driving Agribusiness with Technology Innovations
Theodore Tarnanidis (University of Macedonia, Greece), Maro Viachopoulos (University of Macedonia, Greece) and Jason Papathanasiou (University of Macedonia, Greece)

Highlights innovative business models and theories that encourage the use of emerging technological advances to produce thriving enterprises. Featuring extensive coverage on relevant topics including digital environments, mobile agriculture, supply chain platforms, and internet marketing models, this publication is an important reference source for business managers, practitioners, professionals, and engineers who are interested in discovering emerging technology trends for agribusiness.

Managing Knowledge Resources and Records in Modern Organizations
Priti Jain (University of Botswana, Botswana) and Nathan Mnjama (University of Botswana, Botswana)

Is a pivotal reference source that discusses the current trends, technologies, and ethics associated with knowledge management. Featuring comprehensive coverage on a spectrum of topics, such as leadership roles in knowledge sharing, knowledge governance, electronic resources for public sector reform, and record keeping for information in public and private sector organizations, this publication is a comprehensive resource for educators, professionals, practitioners, academics, and researchers interested in the latest information on knowledge management for business and organizations.

Examining Cultural Influences on Leadership Styles and Learning from Chinese Approaches to Management: Emerging Research and Opportunities
Valerie Zhu (Xi’an Jiaotong University, China)

An informative scholarly reference source that examines the cultural aspects of management styles and techniques. Highlighting relevant topics such as leadership development, value systems, validity tests, and organizational communication, this publication will benefit all academicians, professionals, practitioners, managers, and business owners that are interested in discovering a more inclusive way to hone their leadership skills.

Project Portfolio Management Strategies for Effective Organizational Operations
Luca Romano (Pmi Central Italy Chapter - CUOA Business School, Italy)

A key resource on the latest advances and research regarding strategic initiatives for portfolio and program management. Highlighting multidisciplinary studies on value creation, portfolio governance and communication, and integrated circular models, this publication is an ideal reference source for professionals, researchers, business managers, consultants, and university students in economics, management, and engineering.

Knowledge Management Initiatives and Strategies in Small and Medium Enterprises
Andrea Bencsik (Szczeñy István University, Hungary & J. Selye University, Slovakia)

An authoritative reference source for the latest scholarly material on the management of knowledge resources in smaller-scale enterprises. Highlighting theoretical foundations and real-world applications, this book is ideally designed for professionals, practitioners, researchers, and upper-level students interested in emerging perspectives on knowledge management.

Managerial Strategies and Solutions for Business Success in Asia
Patricia Ordóñez de Pablos (University of Oviedo, Spain)

An authoritative reference source for the latest collection of research perspectives on the development and optimization of various business sectors across the Asian region and examines their role in the globalized economy. Highlighting pertinent topics across an interdisciplinary scale, such as e-commerce, small and medium enterprises, and tourism management, this book is ideally designed for academics, professionals, graduate students, policy makers, and practitioners interested in emerging business and management practices in Asia.
Optimum Decision Making in Asset Management

Maria Carmen Carnero (University of Castilla – La Mancha, Spain) and Vicente González-Prida (University of Seville, Spain)

Posits that effective decision making can be augmented by asset management based on mathematical techniques and models. Resolving the problems associated with minimizing uncertainty, this publication outlines a myriad of methodologies, procedures, case studies, and management tools that can help any organization achieve world-class maintenance. This book is ideal for managers, engineering managers, programmers, academics, and advanced management students.

Green Supply Chain Management for Sustainable Business Practice

Mehmood Khan (Abu Dhabi University, UAE), Matloub Hussain (Abu Dhabi University, UAE) and Mian M. Ajmal (Abu Dhabi University, UAE)

Examines the challenges and benefits of implementing sustainability into the core functions of contemporary enterprises, focusing on how green approaches improve operations in an ecological way. Highlighting key concepts, emerging innovations, and future directions, this book is a pivotal reference source for professionals, managers, educators, and upper-level students.

Factors Affecting Firm Competitiveness and Performance in the Modern Business World

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

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. Incorporating interdisciplinary perspectives through theoretical foundations and real-world case studies, this book is ideally designed for professionals, practitioners, upper-level students, policy makers, and managers interested in the optimization of business performance.

Optimal Management Strategies in Small and Medium Enterprises

Milan B. Vemić (Higher School of Academic Studies “DOSITEJ”, Serbia)

A key source on the latest innovations in enhancing all main management functions, such as working capital and marketing, and examines how to implement sustainable business management practices. Featuring extensive coverage across a range of relevant perspectives and topics, such as human resources development, market orientation, and knowledge management, this book is ideally designed for business managers, professionals, graduate students, and researchers working in the field of smaller-scale business development initiatives.

Strategic Management of Sustainable Manufacturing Operations

Rameshwar Dubey (Symbiosis International University, India) and Angappa Gunasekaran (University of Massachusetts, Dartmouth, USA)

Features an inclusive overview of various management practices that contribute to the sustainability efforts of an organization. Highlighting successful techniques being implemented and utilized by different companies, this publication is an essential reference source for researchers, academics, consultants, policy makers, and practitioners interested in sustainable performance measurement, supply chain design, and operations management.

Managing Project Risks for Competitive Advantage in Changing Business Environments

Constanta-Nicoleta Bodea (Bucharest University of Economic Studies, Centre for Industrial and Services Economics, Romania), Augustin Purmus (Technical University of Civil Engineering Bucharest, Romania), Martina Huemann (WU-Vienna University of Economics & Business, Austria) and Miklós Hajdu (Budapest University of Technology and Economics, Hungary)

Presents critical discussions on effective risk management in projects and methods to ensure overall success in project outcomes. Highlighting theoretical foundations, innovative practices, and real-world applications, this book is a pivotal reference source for managers, practitioners, upper-level students, and other professionals interested in how to properly adopt project risk management systems and tools.
The Handbook of Research on Leveraging Risk and Uncertainties for Effective Project Management is a comprehensive reference source for emerging perspectives of managing risks associated with the execution and development of projects. Highlighting innovative coverage written by top industry specialists, such as complexity theory, psychological bias and risk management fallacies, probabilistic risk analysis, and various aspects of project decision making, this book is ideally designed for use by project coordinators and managers, business executives, researchers, and graduate-level students interested in putting research-based solutions into practice for effective project management.

Handbook of Research on Global Fashion Management and Merchandising
Alessandra Vecchi (London College of Fashion, U.K.) and Chitra Buckley (London College of Fashion, U.K.)
Explores the various facets of effective management procedures within the fashion industry. Featuring research on entrepreneurship, operations management, marketing, business modeling, and fashion technology, this publication is an extensive reference source for practitioners, academics, researchers, and students interested in the dynamics of the fashion industry.

Handbook of Research on Driving Competitive Advantage through Sustainable, Lean, and Disruptive Innovation
Latif Al-Hakim (University of Southern Queensland, Australia), Xiaobo Wu (Zhejiang University, China), Andy Koronios (University of South Australia, Australia), and Yongyi Shou (Zhejiang University, China)
Features theoretical development and empirical research in social media platforms, internet usage, big data analytics, and smart computing, as well as other areas of organizational innovation. Effort to improve their standings on the global market.

Handbook of Research on Leveraging Risk and Uncertainties for Effective Project Management
Yuri Raydugin (Risk Services & Solutions Inc., Canada)
The Handbook of Research on Leveraging Risk and Uncertainties for Effective Project Management is a comprehensive reference source for emerging perspectives of managing risks associated with the execution and development of projects. Highlighting innovative coverage written by top industry specialists, such as complexity theory, psychological bias and risk management fallacies, probabilistic risk analysis, and various aspects of project decision making, this book is ideally designed for use by project coordinators and managers, project engineers, cost estimators, schedulers, safety and environmental protection specialists, corporate planners, financial and insurance specialists, corporate decision makers, as well as academics and lecturers working in the area of project management and students pursing PMP, PMI-RMP, ISO 31000, etc. certification.
Handbook of Research on Strategic Supply Chain Management in the Retail Industry
Narasimha Kamath (JDA Software, India) and Swapnil Saurav (JDA Software, India)
Is an authoritative reference source for the latest scholarly research on properly managing business processes in order to satisfy end-user requirements and increase competitive advantage in the retail marketplace. Highlights concepts relating to field applications, customer relationships, and current trends in logistics management.

Designing and Implementing Global Supply Chain Management
Sudhanshu Joshi (School of Management, Doon University, India) and Rohit Joshi (Indian Institute of Management IIM, Shillong, India)
Examines how various organizations have re-engineered their business processes in an effort to accommodate new innovations and remain relevant in a highly competitive global marketplace.

Strategic Integration of Social Media into Project Management Practice
Gilbert Silvius (LOI University of Applied Sciences, The Netherlands & University of Johannesburg, South Africa)
Is an authoritative reference source for the latest research on benefits and challenges presented by the integration of online social networks in the project development process. Highlights relevant perspectives on team communication, effective collaboration, and stakeholder engagement.

Strategic Management and Leadership for Systems Development in Virtual Spaces
Christian Graham (University of Maine, USA)
Provides insights into the relationship between leadership and information systems development within online environments as well as strategies for effectively managing virtual teams. Focusing on opportunities as well as challenges associated with e-collaboration and managing remote workers, this peer-reviewed collection of research is designed for use by business professionals, scholars, and researchers in the fields of information science and technology, business and management, sociology, and computer science.

Organizational Change Management Strategies in Modern Business
Aslı Goksoy (American University in Bulgaria, Bulgaria)
Covers the most important elements of change management as well as the difficulties and challenges that organizations have faced when implementing change.

Business Intelligence: Concepts, Methodologies, Tools, and Applications (4 Vols.)
Information Resources Management Association (USA)
Business Intelligence: Concepts, Methodologies, Tools, and Applications presents a comprehensive examination of business data analytics along with case studies and practical applications for businesses in a variety of fields and corporate arenas. Focusing on topics and issues such as critical success factors, technology adaptation, agile development approaches, fuzzy logic tools, and best practices in business process management, this multivolume reference is of particular use to business analysts, investors, corporate managers, and entrepreneurs in a variety of prominent industries.
Green Marketing and Environmental Responsibility in Modern Corporations

Thangasamy Esakki (Nagaland University, India)

A comprehensive resource for the latest material on the methods and techniques that contemporary industries are employing to raise awareness on sustainable products. Featuring comprehensive coverage across a range of relevant topics such as green consumption, organic food products, supply chain performance, and ecological marketing, this publication is an ideal reference source for professionals, practitioners, academics, and researchers interested in the latest material on sustainable corporate operations.

Socio-Economic Perspectives on Consumer Engagement and Buying Behavior

Hans Ruediger Kaufmann (University of Applied Management Studies Mannheim, Germany & University of Nicosia, Cyprus) and Mohammad Fateh Ali Khan Panni (City University, Bangladesh)

A comprehensive reference source on new innovative dimensions of consumer behavioral studies and reveals different conceptual and theoretical frameworks. Featuring expansive coverage on a number of relevant topics and perspectives, such as green products, automotive technology, and anti-branding, this book is ideally designed for students, researchers, and professionals seeking current research on the dimensions of consumer engagement and buying behavior.

Promotional Strategies and New Service Opportunities in Emerging Economies

Vipin Nadda (University of Sunderland, UK), Sumesh Dadwal (Northumbria University, UK) and Roya Rahimi (University of Wolverhampton, UK)

A key resource in the field of service marketing and promotions, service innovations, and branding in developing countries. Highlighting multidisciplinary studies on self-service technologies, sustainable consumption, and customer relation management, this publication is an ideal reference source for policymakers, academicians, practitioners, researchers, students, marketers, and government officials actively involved in the services industry.

Analyzing Children’s Consumption Behavior: Ethics, Methodologies, and Future Considerations

Jony Haryanto (President University, Indonesia) and Luiz Moutinho (Dublin City University, Ireland)

Presents a dynamic overview of the best practices for marketing products that target children as consumers and analyzes the most effective promotional strategies being utilized. Highlighting both the advantages and challenges of targeting young consumers, this book is a pivotal reference source for marketers, professionals, researchers, upper-level students, and practitioners interested in emerging perspectives on children’s consumption behavior.

Strategic Uses of Social Media for Improved Customer Retention

Wafaa Al-Rabayah (Independent Researcher, Jordan), Rawan Khasawneh (Jordan University of Science and Technology, Jordan), Rasha Abu-shamaa (Yarmouk University, Jordan) and Izzat Alismadi (Boise State University, USA)

A pivotal reference source for the latest scholarly research on the implementation of online social networks in modern businesses and examines how such networks allow for a better understanding of clients and customers. Highlighting theoretical concepts, empirical case studies, and critical analyses, this book is ideally designed for researchers, practitioners, professionals, and upper-level students interested in improving and maintaining customer relationships.

Handbook of Research on Leveraging Consumer Psychology for Effective Customer Engagement

Norazah Mohd Suki (Universiti Malaysia Sabah, Malaysia)

Provides current research on topics relevant to consumer beliefs, feelings, attitudes, and intentions and how best to utilize this research improving consumer appeal and relationships. Emphasizing critical topics in the field of consumer behavior research, this publication is a comprehensive resource for marketing professionals, managers, retailers, advertising executives, scholars, and graduate-level students in marketing, psychology, and MBA programs.
Marketing

Handbook of Research on Intelligent Techniques and Modeling Applications in Marketing Analytics
Anil Kumar (BML Munjal University, India), Manoj Kumar Dash (ABV-Indian Institute of Information Technology & Management, India), Shrawan Kumar Trivedi (BML Munjal University, India) and Tapan Kumar Panda (BML Munjal University, India)

The Handbook of Research on Intelligent Techniques and Modeling Applications in Marketing Analytics features innovative research and implementation practices of analytics in marketing research. Highlighting various techniques in acquiring and deciphering marketing data, this publication is a pivotal reference for professionals, managers, market researchers, and practitioners interested in the observation and utilization of data on marketing trends to promote positive business practices.

Fuzzy Optimization and Multi-Criteria Decision Making in Digital Marketing
Anil Kumar (ABV-Indian Institute of Information Technology & Management, India) and Manoj Kumar Dash (ABV-Indian Institute of Information Technology & Management, India)

Applies fuzzy theory and multi-criteria decision making principles for better practice in the digital business environment. Presenting timely research and case studies on practical implementation of such theories in the digital marketplace, this publication is designed for use by business professionals, executives, graduate-level students, and researchers.

Capturing, Analyzing, and Managing Word-of-Mouth in the Digital Marketplace
Sumangla Rathore (Sir Padampat Singhania University, India) and Avinash Panwar (Sir Padampat Singhania University, India)

Explores the way these new channels and platforms affect our everyday interactions, particularly as they relate to meaning, growth, and recent trends, practices, issues, and challenges surrounding the world of modern marketing.

Product Innovation through Knowledge Management and Social Media Strategies
Alok Kumar Goel (CSIR Human Resource Development Centre, India) and Puja Singhal (Amity University, India)

An authoritative reference source for the latest scholarly research on the application of social networking platforms to enhance knowledge sharing and innovative practice within organizations. Highlights pertinent theories and techniques for improving communication and ensuring successful product development.

Advertising and Branding: Concepts, Methodologies, Tools, and Applications (3 Vols.)
Information Resources Management Association (USA)

Advertising and Branding: Concepts, Methodologies, Tools, and Applications is a comprehensive reference source for the latest scholarly material on emerging technologies, techniques, strategies, and theories for the development of advertising and branding campaigns in the modern marketplace. Featuring extensive coverage across a range of topics, such as customer retention, brand identity, and global advertising, this innovative publication is ideally designed for professionals, researchers, academics, students, managers, and practitioners actively involved in the marketing industry.
Global Marketing Strategies for the Promotion of Luxury Goods

Fabrizio Mosca (University of Turin, Italy) and Rosalía Gallo (Universitat Autònoma de Barcelona, Spain)

Explores the latest promotional trends, business models, and challenges within the luxury goods market. Focusing on strategies for achieving competitive advantage, new market development, as well as the role of the media in luxury brand building, this timely reference publication is designed for use by business professionals, researchers, and graduate-level students.

Competitive Social Media Marketing Strategies

Wilson Ozueem (University of Gloucestershire, UK) and Gordon Bowen (Regent's University London, UK)

Presents a critical examination on the integration of social networking platforms into business tactics and the challenges presented by consumers’ use of these online communities. Highlighting pivotal issues such as brand management, customer loyalty, and online services, this publication is a pivotal reference source for business managers, professionals, advanced-level students, and consultants interested in the latest research on the use of digital media tools for business opportunities.

Handbook of Research on Strategic Retailing of Private Label Products in a Recovering Economy

Mónica Gómez-Suárez (Universidad Autónoma de Madrid, Spain) and María Pilar Martínez-Ruiz (University of Castilla-La Mancha, Spain)

Emphasizes advertising and promotional approaches being utilized, as well as consumer behavior and satisfaction in response to marketing strategies and the sensitive pricing techniques being implemented to endorse generic and store-brand products available on the market. Highlighting brand competition between wholesalers, retailers, and private brand names following a global economic crisis, this publication is an extensive resource for researchers, graduate-students, economists, and business professionals.

Handbook of Research on Consumerism and Buying Behavior in Developing Nations

Ayantunji Gbadamosi (University of East London, UK)

Takes a critical look at the often overlooked opportunities available for driving consumer demand and interest in developing countries. Emphasizing the power of the consumer market in emerging economies and their overall role in the global market system, this edited volume features research-based perspectives on consumer perception, behavior, and relationship management across industries. This timely publication is an essential resource for marketing professionals, consumer researchers, international business strategists, scholars, and graduate-level students.

Managing Public Relations and Brand Image through Social Media

Anurag Singh (Banaras Hindu University, India) and Punita Duhan (Meera Bai Institute of Technology, India)

Provides the latest research and theoretical framework necessary to find ease in the shifting public relations and reputation management worlds. It provides an overview of the tools and skills necessary to deftly sidestep public affronts and to effectively use online outlets to enhance an organization’s visibility and reputation. This publication targets policy makers, website developers, students and educators of public relations, PR and advertising professionals, and organizations who wish to better understand the effects of social media.

Handbook of Research on Promotional Strategies and Consumer Influence in the Service Sector

Upendra Singh Panwar (Shri Govindram Seksaria Institute of Technology and Science, India), Raj Kumar (Banaras Hindu University, India) and Nilanjan Ray (Netaji Mahavidyalaya, India)

An authoritative reference source for the latest research on emerging methods for innovative service design and delivery, examining how growing customer expectations and global competition has influenced this industry. Featuring quality factors, marketing tools, and the effects of consumer behavior, this publication is ideally suited for researchers, professionals, and academicians actively involved in the service industry.
Global Intermediation and Logistics Service Providers

Laurence Saglietto (Côte d’Azur University, France) and Cécile Cezean (University Paris 13 Sorbonne Paris Cité, France)

A comprehensive reference source for the latest scholarly material on outsourcing strategies in contemporary business environments and examines the role of intermediaries in the dynamics of decision-making and process management.

Innovative Solutions for Implementing Global Supply Chains in Emerging Markets

Ashish Dwivedi (University of Hull Business School, UK)

Addresses the roles of knowledge management and information technology within emerging markets.

Handbook of Research on Managerial Strategies for Achieving Optimal Performance in Industrial Processes

Giner Alor-Hernández (Instituto Tecnológico de Orizaba, Mexico), Cuauhtémoc Sánchez-Ramírez (Instituto Tecnológico de Orizaba, Mexico) and Jorge Luis García-Alcaraz (Universidad Autónoma de Ciudad Juárez, Mexico)

Examines optimization techniques for improved business operations and procedures in the industrial sector.

Analyzing Risk through Probabilistic Modeling in Operations Research

Dariusz Jacek Jakóbczak (Technical University of Koszalin, Poland)

An authoritative reference publication discussing the various challenges in management and decision science.

Handbook of Research on Strategic Alliances and Value Co-Creation in the Service Industry

Shai Rozenes (Afeke Tel-Aviv Academic College of Engineering, Israel) and Yuval Cohen (Afeke Tel-Aviv Academic College of Engineering, Israel)

A comprehensive source of scholarly material on frameworks for the effective management of value co-creation in contemporary business contexts.

Handbook of Research on Information Management for Effective Logistics and Supply Chains

George Leal Jamil (InescTec, Portugal) et al.

Highlights strategies, tools, and skills necessary for supply management within organizations and companies.

Handbook of Research on Optimal Inventory Control and Management Techniques

Mandeep Mittal (Amity School of Engineering and Technology, India) and Nita H. Shah (Gujarat University, India)

Explores emergent research in stock management and product control within organizations.
Applied Big Data Analytics in Operations Management

Manish Kumar (Indian Institute of Information Technology, Allahabad, India)

Applied Big Data Analytics in Operations Management enumerates the challenges and creative solutions and tools to apply when using big data in operations management. Outlining revolutionary concepts and applications that help businesses predict customer behavior along with applications of artificial neural networks, predictive analytics, and opinion mining on business management, this comprehensive publication is ideal for IT professionals, software engineers, business professionals, managers, and students of management.

Stochastic Processes and Models in Operations Research

Neelamegam Anbazhagan (Alagappa University, India)

Emphasizes mathematical tools and equations relevant for solving complex problems within business and industrial settings. This research-based publication aims to assist scholars, researchers, operations managers, and graduate-level students by providing comprehensive exposure to the concepts, trends, and technologies relevant to stochastic process modeling to solve operations research problems.

Sustainable Logistics and Strategic Transportation Planning

Tomaz Kramberger (University of Maribor, Slovenia), Vojko Potočan (University of Maribor, Slovenia) and Vesna Mia Ipapec (University of Maribor, Slovenia)

A pivotal reference source for the latest research on the management of logistics through the lens of sustainability, as well as for emerging procedures that are particularly critical to the transportation sector. Highlighting international perspectives, conceptual frameworks, and targeted investigations, this book is ideally designed for policy makers, professionals, researchers, and upper-level students interested in logistics and transport systems.

Supply Chain Management in the Big Data Era

Hing Kai Chan (University of Nottingham Ningbo, China), Nachiappan Subramanian (University of Sussex, UK) and Muhammad Dan-Asabe Abdulrahman (University of Nottingham Ningbo, China)

Supply Chain Management in the Big Data Era is an authoritative reference source for the latest scholarly material on the implementation of big data analytics for improved operations and supply chain processes. Highlighting emerging strategies from different industry perspectives, this book is ideally designed for managers, professionals, practitioners, and students interested in the most recent research on supply chain innovations.
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